



TAKE IT  TO **THE NEXT LEVEL**
IN TOBACCO PROGRAMMING

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TAKE IT TO **The Next Level** IN TOBACCO PROGRAMMING



Take It To The Next Level in Tobacco Programming

If another year of tobacco prevention and control is in the plan for your peer education group, you are not alone. There are over 400 BACCHUS affiliates that focus on tobacco issues. This manual will highlight new programs developed by universities, colleges, and tobacco prevention groups around the country. You will find programming ideas that can be used to encourage students to quit using tobacco, get involved in policy change, and spread the word that tobacco use is not the norm on campus.

There are many times or events throughout the academic year when tobacco prevention and control can be highlighted. This manual identifies six major events that can serve as great opportunities for tobacco control activities: New Student Orientation, Great American Smokeout, New Year's, Valentine's Day, Mid-terms/Finals, and Graduation.

Keep in mind that the ideas in this manual are only suggestions and the activities highlighted for each event can be implemented at any time of the year. Furthermore, these activities should support a comprehensive plan that focuses on prevention, cessation, and policy change. Please visit our website at www.tobaccofreeU.org for on-going dialogue and suggestions for programming.

As you read this programming guide consider the following:

Be creative. Get out of your old habits and brainstorm with your student group to develop new programming ideas. Make a plan to implement and evaluate your tobacco programs. For more programming ideas from past years, review www.tobaccofreeU.org under the Programming tab, look for Great American Smokeout.

Collaborate with other groups and organizations. There are plenty of groups on campus and in the community that will take an interest in tobacco issues. Create a letter asking for help when planning an event. This can add more people power, funding, and outreach to a variety of populations to your program. For more information on fundraising visit www.tobaccofreeU.org under the Programming tab, look for Tips on Fundraising.

Plan with the intent of accomplishing a specific goal. As you plan tobacco programs, create goals and objectives prior to the program and evaluate your success after the program. This can help you obtain support for future programs. Evaluations should be conducted through both qualitative (i.e. such as surveys or interviews) and quantitative (statistics, rates of use, number of students reached) measures. For an example of a qualitative survey visit www.tobaccofreeU.org under the Programming tab, look for Program Evaluation.



Table of Contents

What Does it Mean to “Take it to the Next Level” Using the Stages of Change Model in Programming Efforts	Page 4
New Student Orientation “Spread the Truth”	Page 6
Collegiate Great American Smokeout “The Cost of Tobacco”	Page 10
New Year’s Resolution “A Fresh Start”	Page 13
February: Valentine’s Day, Lose the Chew Week and Sexual Responsibility Week “Tobacco Free and Sexy”	Page 16
Mid-Terms and Finals “Give Me A Break From Stress”	Page 20
Graduation “Strong Enough to Get Through College and Strong Enough to Quit Tobacco”	Page 22
Resources and Links	Page 23



What does it mean to “Take it to the Next Level?”

Most campuses that focus on tobacco control issues have developed programs to celebrate the Great American Smokeout. Programs could have included information tables, games, posters, and quit kits. This year we encourage you to take tobacco prevention to the next level by developing programs that target specific types of tobacco users and non-tobacco users.

When planning a program, it is imperative that the peer education group understands the purpose of the program. When addressing quitting tobacco, (or any behavior change, such as losing weight or drinking less alcohol), it is important for peer educators to understand the process, or the stages a person moves through to change his/her behavior. This process is called the Stages of Change, or the Transtheoretical Model, and was developed by James O. Prochaska, Ph.D. and Carol C. DiClemente, Ph.D. in 1979.¹

This model identifies five Stages of Change: pre-contemplation, contemplation, preparation, action, and maintenance. An additional and normal stage, relapse, can occur multiple times during the quitting process. One or more stage is identified in each activity in this manual to help groups program to students in all stages.

Stage 1: Pre-contemplation:

At this stage, the tobacco user is not thinking about quitting. It is not likely that the user will acknowledge the hazards of tobacco or the benefits of quitting.

- *Take Action: Promote awareness and increase education. Spread the word that not only is smoking bad for one’s health and wallet, but most students do not smoke and prefer to date a non-smoker.*

Stage 2: Contemplation:

The tobacco user is actively thinking about quitting. The user becomes more receptive to feedback and education about tobacco, the hazards, and methods to quit.

- *Take Action: Continue education and discussion about the pros and cons of tobacco use. For a contemplator to move forward with behavior change, the pros of quitting need to outweigh the cons of continuing tobacco use.*

Stage 3: Preparation:

The tobacco user prepares mentally and physically to quit tobacco. The user may have set a quit date, researched quitting programs, discussed prescription or over-the-counter nicotine replacement therapy (NRT) with their doctor, told friends and family that they are quitting, and established a support system for when they quit. This is also a time when some will start to reduce the amount of tobacco used.

- *Take Action: Promote quitting techniques, distribute quit kits and resource information. It is important for those quitting tobacco to address their triggers, and to prepare for situations in which they may crave a smoke or dip. Many people use tobacco when they drink coffee or alcohol, drive a car, talk on the phone, study or after they eat. Discover these triggers and help students prepare to manage these difficult situations.*



Stage 4: Action:

The tobacco user is ready to take action and quit using tobacco. He/she needs consistent, strong social reinforcement and support. This is the time he/she may choose to start using nicotine replacement therapy.

- *Take Action: Withdrawal symptoms can pose a major obstacle for tobacco users who are trying to quit. Promote support groups, methods for dealing with cravings, and appropriate use of nicotine replacement therapy or other medications.*

Stage 5: Maintenance:

Maintenance is a difficult process of learning to successfully cope with triggers. Long-term strategies to manage future triggers and possible relapses must be developed to remain tobacco free.

- *Take Action: Continue supporting students who recently quit through enforcing and maintaining tobacco free policies, hosting smoke-free events, and providing ongoing resources.*

Relapse:

Relapse can occur in action and maintenance stage. It is important to remember that relapse is normal. Most people relapse eight to 11 times before successfully quitting.² If a person does relapse, they will return to the earlier stages of change—most often, the contemplation or preparation stages. This is the time to start fresh and support the tobacco user as they begin the process again.

- *Take Action: Continue supporting students who enter the quitting process. Encourage students to keep a journal of times when quitting is most difficult and to record the reasons they were unsuccessful in quitting before.*

Are you ready to take it to the next level?

As you read through the programming ideas in this manual, consider the Stages of Change Model and discuss with your student group which students on campus you would like to target your program toward. Be sure your peer educators understand the Stages of Change Model so they can help student tobacco users take action and stay tobacco-free.



Take It To: New Student Orientation *“Spread the Truth”*

New Student Orientation is a perfect opportunity to reach new students and get the word out that tobacco use is not the norm on campus.

Misperceptions often form with highly visible activities, such as smoking. With newly developed smoke-free policies, smokers may gather outside of building entrances causing the behavior to look widespread, when in reality, students who smoke are the minority. The goal of new student orientation tobacco control programs is to raise awareness, promote tobacco-free norms, and correct possible misperceptions about tobacco norms on campus. It is also an opportune time to spread the word about new tobacco policies on campus.

Target Audiences

- New students on campus
- Non-smokers
- Smokers in the pre-contemplation stage

Event Goal

- Reveal to new students the true tobacco social norms on campus: most students choose not to use tobacco.

Activity 1: Social Norm Snowball

Survey

*Provided by: Virginia Commonwealth University
University Student Health Services, Office of
Health Promotion*

Activity Goal

To help students “see” the gap between perception and reality on campus in an interactive way.

Where to Conduct this Activity

This activity can be used with new students to show them what the true norms are among their peers. The activity can be conducted during new student orientation or as a residence hall program. Another option is to coordinate with faculty members to conduct the activity in a class of at least 20 students.

Activity Description

Introduce your peer education group and explain that you want to know more about the new students on campus. Ask the class/group to complete an anonymous, short survey. Distribute the survey and pens (all of the same color ink) and ask them to use the provided pens to assure anonymity. The survey should include questions about tobacco use, but can also focus on other social norm topics such as alcohol use, sexual health and credit card use. You may also want to gather demographic questions such as age and gender, however, if there are few members of one gender, ask students not to answer the gender question, again to assure anonymity.

After the surveys have been completed, the students crumple their surveys and toss them around in a huge “snowball fight.” Each student then picks up a “snowball” or survey that is not his/her own. Having someone else’s survey, each student has a way to see what others think about an issue without knowing who took the survey. To demonstrate the results, the facilitator asks a series of questions from the survey and the students are asked to stand up based on the responses on the survey they are holding. For example, the facilitator may ask students to stand up if the survey they hold reported that the student did not smoke in the last month. Students are often surprised when the majority of the classroom stands. This demonstrates that most students, in that class at least, do not smoke. This can be followed by a discussion that allows students to voice opinions and allows the facilitator to share campus-wide data.

When the activity is completed, collect all surveys. After the activity has been conducted in a number of different settings, all surveys can be compiled to gather data on perceptions and behaviors of students.

TAKE IT TO **The Next Level** IN TOBACCO PROGRAMMING



Survey Example

The following are examples of possible tobacco survey questions for this activity:

- 1. Do you think most people on this campus smoke?*
a. Yes b. No
- 2. Do you smoke?*
a. Yes b. No
- 3. What percentage of students on campus do you think smoked at least one cigarette in the last month?*
a. 0 b. 10-30% c. 35-55% d. 60-80%
e. 85-100%
- 4. How many days in the last month have you smoked at least one cigarette (0-31 days)?*
- 5. What percentage of students on campus do you think use spit tobacco?*
a. 0-10% b. 15-35% c. 40-60%
d. 65-85% e. 90-100%
- 6. Do you use spit tobacco?*
a. Yes b. No

Things to Consider

- Prepare factual answers and/or statistics to the questions based on campus or national college data.
- To find national college data, review surveys such as the Core Alcohol Survey or the NCHA survey.
- Be sure to have valid data in order to correct misperceptions.
- Be prepared to advertise cessation services available on campus or in the community. For more information on how to create your own campus resource sheet, visit www.tobaccofreeU.org.

- Be inviting and positive about cessation services; do not degrade or shame tobacco users.
- Use this activity as a way to recruit new peer educators. Take a sign up sheet to collect names and email addresses of those students who are interested in working on tobacco control programs.

Budget/Materials

A one-page survey per person. If you have the budget, include a pen with the same color ink and your contact information for each participant.

Promotion/Publicity

Fifty VCU orientation class faculty were given information about the “snowball” social norm survey and the VCU Health Education Program. Faculty invited the VCU Health Services Office to talk to their freshmen classes, which had 20-30 students each. Over 1,000 students were reached.

Collaboration

First Year Student Services

Contact Information

Linda Hancock, FNP, PhD
quit@vcu.edu, www.smokefreeVCU.org
804-828-7815





Activity 2: Provocative Statements on Tobacco

Based on a program provided by: University of Colorado at Boulder Student Wellness Program, Wardenburg Health Center

Activity Goals

- Encourage student discussion on tobacco issues in a safe environment.
- Help students learn about perceptions their peers may have on various tobacco issues.
- Raise tobacco awareness.

Where to Conduct this Activity

This program can be used as an icebreaker in order to help students get acquainted with one another and feel comfortable talking in a group situation. Use this activity for new student orientation, peer educator training or in a classroom setting. It is best to do this activity with at least 10 students.

Activity Description

Ask students to stand in the center of the room/area while the presenter reads a random statement. The students then go to one side of the room if they agree with the statement or to the opposite side of the room if they disagree with the statement. Students must either agree or disagree with the statement; there is no middle or “gray” area. In this activity, the statements are designed to be answered on a continuum. Because the statements may become controversial, it is best to start with less provocative, warm-up statements.

The presenter then asks students why they agreed or disagreed with the statement, and a discussion is started. The presenter must be a fast thinker and able to keep the discussion going. Depending on the time available, the presenter should ask 3-7 questions, not discussing any one question over 5-6 minutes.

Sample Statements

The following are possible provocative statements for this activity:

1. *Most students on campus smoke cigarettes.*
2. *“Light” cigarettes are healthier than regular cigarettes.*
3. *Most female students who smoke do it to lose weight.*
4. *Chew is healthier than cigarettes because you’re not inhaling.*
5. *Smoking should be allowed in restaurants and bars.*
6. *Most people who drink also smoke.*
7. *Most social smokers are not addicted.*
8. *Men smoke more than women.*
9. *Colleges have the right to tell students where they can and cannot smoke.*
10. *Most people start smoking to fit in or be cool.*
11. *Women care more about their health than men (in terms of tobacco use).*
12. *Adults with more education smoke less.*
13. *Employers want employees who don’t smoke.*
14. *Secondhand smoke is not bad for you.*
15. *You can’t get lung cancer from secondhand smoke.*





Things to Consider

- When you are thinking of statements, be sure students' answers truly can be agree or disagree, even if there is a correct answer. If all students have the same opinion, there will be less of a discussion.
- If there is a correct answer to a statement, know the answer and be prepared to share it and the source after the discussion has been completed.

Budget/Materials

One piece of paper with the provocative statements.

Promotion/Publicity

The activity is used mainly as a small part of a presentation.

Collaboration

First Year Student Services, faculty, resident advisors, Greek programming, health classes, and peer educator training.

Contact Information

Robin Kolble, RN, BSN
robin.kolble@colorado.edu
303-492-8885

Spread the Word on Policy Change

New Student Orientation is a great time to acquaint new students with tobacco policies on campus. The following are a few ideas to get you started:

- New students need books - place fliers or bookmarks stating campus policies in campus bookstore bags
- New students receive a welcome packet – work with the orientation committee to include a flier on tobacco policy issues in the orientation packet
- New students like free stuff - print tobacco policies on Frisbees, water bottles, t-shirts, highlighters, etc. and give them away during the first few weeks of class
- New students walk around campus - place posters, table tents, and bulletin boards around campus stating tobacco policies are. If you have campus data, consider using a social norm campaign. Promote that most students prefer a smoke-free environment
- New students might want to quit using tobacco – be sure to include information on cessation services on campus with the policy information

TAKE IT TO **The Next Level** IN TOBACCO PROGRAMMING



Take It To: Great American Smokeout *“The Cost of Tobacco”*

The Great American Smokeout was started in 1976 by the American Cancer Society. It is an annual daylong, action-based event to get the word out about the dangers of smoking and to encourage smokers to quit for the day. Campuses across the nation use this event as a time to program on tobacco issues. This year take time on November 17 (or use the week of Nov. 14th or the whole month of November) to help students on your campus quit using tobacco.

Visit www.tobaccofreeU.org to view other Great American Smokeout programming ideas. There are five free manuals available to download. Under the Programming tab, look for Great American Smokeout. The manuals include: Campus Superhero Handbook: Student Leaders Battling Tobacco, Tobacco Free U: A Crash Course in Tobacco Control on Campus, Journey of a Lifetime: One Step at a Time to a Tobacco Free Campus, and Road Rules: Campus Resource Guide to Tobacco Control.

Target Audience

- Smokers in the pre-contemplation, contemplation, preparation, and action stages of change.

Event Goal

- To demonstrate the cost of tobacco in terms of health and financial issues.

Activity 1: An Expensive Addiction

*Provided by: Washington College
Health Services Department*

Activity Goals

- To illustrate to students how much money a smoker spends on cigarettes in one day, one week, and one year.
- To motivate students to think about what they could spend the money on instead of cigarettes.

Where to Conduct this Activity

This activity can be performed at an information booth, a Great American Smokeout event, a health fair, or in a classroom.

Activity Description

The student completes the Expensive Addiction Worksheet and calculates the simple math to see how much money is spent on cigarettes in one day, one week, and one year. The activity also challenges the student to think of other things the money could be spent on instead of cigarettes.

An Expensive Addiction Worksheet

- A. *How many packs of cigarettes do you smoke in one day?* _____
- B. *How much do you spend on one pack of cigarettes?* \$ _____
- C. *Multiply your answers from A and B.*

This is the amount of money you spend each day on smoking. \$ _____

- D. *Multiply your answer from C by 7.*

This is the amount of money you spend each week on smoking. \$ _____

TAKE IT TO **The Next Level** IN TOBACCO PROGRAMMING



E. Multiply your answer from D by 52.

This is the amount of money you spend each year on smoking. \$_____

F. Name something you could buy with the money you would save from one day of not smoking (C). _____

G. Name something you could buy with the money you would save from one week of not smoking (D). _____

H. Name something you could buy with the money you would save from one year of not smoking (E). _____

Budget/Materials

Copies of worksheet. If funding is available, give away free pens, calculators, and your contact information with the worksheets.

Promotion/publicity

Posters, newspaper ads, email, campus mail, word of mouth, etc.

Contact Information

Carol Thornton, RN
Cthornton2@washcoll.edu
410-778-7261

Fun Fact Sheet: So, You Want to be a Millionaire?

Provided by:

www.smokingsucks.ca/industry/index.html

Activity Goal

- To illustrate to students how the money spent on smoking could be invested over 40 years.

Description:

Along with the “An Expensive Addiction” worksheet use the, “So, You Want to be a Millionaire?” handout. This handout illustrates how much money could be saved if the money spent on cigarettes was invested. Please note that this is not an activity, but to be used more as an informational tool (actual price of pack and investment percentage can be adjusted to fit your region).

So, You Want to be a Millionaire?

If you normally spend \$7.50 per pack/per day on cigarettes and invested the money (at 10%) instead of smoking, you would be a millionaire in 40 years. Nice retirement, eh?

- After 5 years, total saved: **\$14,094**
- After 10 years, total saved: **\$36,794**
- After 15 years, total saved: **\$73,351**
- After 20 years, total saved: **\$132,227**
- After 25 years, total saved: **\$227,047**
- After 30 years, total saved: **\$379,755**
- After 35 years, total saved: **\$625,694**
- After 40 years, total saved: **\$1,021,781**



Things to Consider

- Record the data collected for the amount of money spent on cigarettes for one day, one week, and one year to gather actual data on your campus. This information can be used for a tobacco education or cessation campaign.
- After this “reality check,” a next step is to encourage students to create short-term and/or long-term goals of quitting tobacco. Be sure they reward themselves for accomplishments.
- Have quit kits, Quitline and resource information available. If your state does not have its own Quitline, there is a national toll-free Quitline, 1-800-QUIT-NOW.
- Smoking Calculator
www.tobaccofreeu.org/calculator/index.asp
Use this interactive online calculator to determine how much money is spent on cigarettes and to provide students with the an idea of the amount of money they could save by quitting. With this activity the student enters how much he/she spends on a pack of 20 cigarettes, how many cigarettes he/she smokes per day, and how many years he/she has smoked. The calculator will do the rest, revealing the cost of smoking. Ask students to turn in their results anonymously to collect campus data on the amount of money spent on cigarettes.

Activity 2: Cost of Tobacco to Your Health

Provided by: TobaccofreeU.org

To illustrate the cost of tobacco on the human body, have your students visit www.tobaccofreeU.org and click on the following interactive activities. This can serve as a training piece for peer educators or an activity in a classroom or residence hall.

- **Smoking Affects Every Body**
www.tobaccofreeU.org/facts_figures/every_body.asp
Using tobacco not only affects the tobacco user. Scroll over the images to learn how smoking and chew tobacco affects different parts of the body as well as friends and loved ones, including pets.
- **How Quickly Quitting Changes Everything**
www.tobaccofreeu.org/cessation/how_quickly.asp
You may have heard that smokers start to improve their health almost immediately after quitting; this activity will give you the facts. Find out how the body starts to repair itself from smoking in just 20 minutes. It is never too late to quit.



Take It To: New Year's Resolution *"A Fresh Start"*

New Year's is a time when people traditionally make plans to improve their lives for the upcoming year. It may also be a time for students to transition from one stage of change to another with their New Year's resolution to quit tobacco. Transitions can be made from: Pre-contemplation to contemplation, contemplation to preparation, or preparation to action. For those students who make their New Year's resolution to quit tobacco, here are a couple ideas for helping them quit.

Target Audiences

- Students in the preparation, contemplation, and action stages of change.
- Non-smokers (as part of the buddy system).

Event Goal

- Aid students who are ready to take action to quit tobacco.

Activity 1: Smoking Cessation Program

*Provided By: University of Hawaii at Manoa
University Health Services*

Activity Goal

- Create awareness of cessation services on campus.
- To offer individualized smoking cessation counseling.

Description

The University of Hawaii at Manoa offers an on-campus cessation program through an awarded grant. Individualized counseling sessions were used to provide students with advice and assistance during the quitting process. At the University of Hawaii at Manoa the counselors were graduate students trained in motivational interviewing, the Transtheoretical Model of Behavior Change (five stages of change), and had prior experience in smoking cessation and one-on-one counseling. The focus of this program was to promote students helping students.

During the sessions, the student learned to identify triggers, effective techniques to combat those triggers, and encouraged to develop a plan to establish and maintain a smoke free lifestyle. All sessions were free of charge for the student. In the initial stages of the program, the student and counselor met once per week. During the end of preparation stage, during the action stage, and in beginning of the maintenance stage, the student and counselor met up to three times per week. Counseling sessions ranged from five to 15 meetings.

Students could be referred to University Health Services Manoa physicians for prescription medications to assist in cessation. The program also arranged for ongoing student participants to be reimbursed for over-the-counter nicotine replacement products for use during the course of counseling.

Things to Consider

- It is important to note that the counseling program should be flexible to fit each student's needs.
- For information on how to research and find grant money, visit:
 - Catalog of Federal Domestic Assistance at <http://12.46.245.173/cfda/cfda.html>
 - The Foundation Center's Cooperating Collection at <http://fdncenter.org/collections/>
 - Contact your local Public Department of Health

Budgets/Materials

Approximately \$20,000/year, the University of Hawaii at Manoa received a grant from the Hawaii Community Foundation. The counselor received a stipend provided by the grant monies.



Promotion/Publicity

Posters, fliers, brochures, periodic publicity tables in campus center, advertising in campus classrooms by outreach providers, referrals from campus clinical staff/physicians, Great American Smokeout Event, and health fairs conducted throughout the year

Collaboration

University Health Services Clinic, Counseling and Student Development Center, Cancer Research Center of Hawaii, John A. Burns School of Medicine, and other campus organizations that address smoking cessation and wellness on campus

Contact Information

Jared Parrish, Smoking Cessation Coordinator
jaredp@hawaii.edu
808-956-3453

Activity 2: Buddy System

*Based on a program provided by:
Regis University
Choices Peer Education Program*

Activity Goal

- To create a support system for a student who wants to quit tobacco.

Where to Promote this Activity

The “Buddy System” can be promoted at an information table, through campus email/mail, in a common area of campus, by referral from faculty, or as a “back from winter break” program.

Length of Program

The timeline and length of the program should be set prior to the start date and should be decided by the buddies, however, educators can be part of the decision.

Activity Description

It is difficult for tobacco users to quit by themselves. To aid in their quitting process, develop a “buddy system.” A student tobacco user and their non-tobacco user “buddy” can sign up together or be paired through the activity coordinator. The “buddy” can be a friend, peer educator, mentor, etc. Throughout the quitting process, the buddy is to act as a means of support for the participant.

Together, the participant and the buddy create three short-term goals, one long-term goal, and sign a contract of commitment (see example below). As funding permits, the activity coordinator can offer various prizes for goals met. The student who is quitting should also be encouraged to save the money that would have been spent on tobacco, and spend that money on awards or fun activities for him/herself.

The Trade-Off

The tobacco user is asked to turn in his/her tobacco (cigarettes, chew, etc.), in exchange for a quit kit. The purpose of the quit kit is to provide the student with alternatives to tobacco use. The quit kit can include sunflower seeds, sugar-free candy and gum, coffee stirrers, toothpicks or a fitness center pass.

“Buddy” Help Tips

The buddy should talk to the person about what would be helpful to him/her during the quitting process. Discuss triggers and when cravings are likely to arise. Try to think of activities to do together, instead of smoking. The following is a list of what the buddy can do to help in the quitting process:

- Have the student call the buddy when he/she has a craving
- Send cards or put notes on car windshields
- Call with an inspirational message

TAKE IT TO **The Next Level** IN TOBACCO PROGRAMMING



- Give the buddy the money that would have been spent on the tobacco product. Each week, the buddy can give back the money so the person quitting can buy something for themselves.
- Send supportive text messages
- Deliver healthy snacks to their home
- Take a smoke-free break together between classes
- Work out together
- Study together
- Send a supportive email

Things to Consider

- Ask local businesses to donate prizes.
- Some prize ideas include: Free coffee, gift certificate for a free sandwich, a pizza party, movie tickets, amusement park tickets, and sport game tickets.
- Include a check-in time with the student by email or in person to monitor how things are going and what resources the student may need.
- After the program is complete, write an article for the campus newspaper highlighting the outcomes. If names of students who participate will be included, be sure to have their written permission first.

Budget/Materials

Copies of contracts. Promotion: posters, handouts, etc. Quit kit materials (sunflower seeds, gum, toothpicks, candy, etc.) Prizes to give away.

Promotion/Publicity

Posters, emails, information tables, handouts, etc.

Collaboration

You can collaborate with student services, RAs, counseling services, and local businesses

Contact Information:

Jina Jensen, Clinical and Outreach Coordinator,
Behavioral Health Program
ndjina@aol.com
303-458-4378

Sample Buddy System Contract

I, __(participant name)__ pledge to give up
__(tobacco product: cigarettes, chew, etc.)__.

I, __(buddy name)_____ pledge to give my
support in helping __(participant name)__ give
up __(tobacco product name: cigarettes, chew,
etc.)_____.

Short-term Goal 1:

Contact my physician to discuss nicotine replacement therapy options (NRT).

Short-term Goal 2:

Keep a journal of triggers and times when I feel like using tobacco.

Short-term Goal 3:

Carry a pack of sugar free gum with me at all times to chew when I feel a craving.

Long-term Goal 1:

Stay smoke-free for one month.

Award for the completion of these Goals:

Take a day off and go to an amusement park.

Participant signature

Buddy signature

TAKE IT TO **The Next Level** IN TOBACCO PROGRAMMING



Take It To: The Month of February *Valentine's Day, Lose the Chew Week, Sexual Responsibility Week* *"Tobacco Free and Sexy"*

February is a good time to talk about tobacco use from a relationship angle and spread the word that most students prefer to date non-tobacco users. Tobacco programming often forgets two types of tobacco users: spit tobacco users (i.e., chew or dip) and social smokers (those who smoke occasionally). Use this time of the year to program to this population and their "Valentines" or dating partners.

Target Audiences

- Smokeless tobacco users in the pre-contemplation, contemplation, preparation, and action stages of change.
- Social smokers.
- Dating partners of tobacco users.

Event Goals

- Raise awareness about dangers, addiction, and unattractive qualities of spit tobacco use.
- Raise awareness about addiction and unattractive qualities of occasional or social smoking.

Activity 1: Spit Quit Kits

Based on a program provided by: Prowers County Nursing Service and Lamar Community College, Student Life

Activity Goal

To provide a basic quit kit for students who are trying to, or thinking about quitting spit tobacco.

Activity Description

Using spit (smokeless) tobacco poses the same risks as cigarette smoking. It is addictive and can cause cancer; oral cancer poses the greatest threat. Many students who use spit tobacco rationalize that they are not hurting anyone but themselves because there is no secondhand smoke involved. However, the idea of kissing someone who has

just finished a dip can be a turn-off. When it comes to helping students quit spit tobacco, often their dating partner has the most influence. Providing spit quit kits can help a couple get tobacco out of their relationship.

Where to Conduct this Activity

Provide spit quit kits at a booth used to promote healthy relationships during Sexual Responsibility Week (the week of Valentine's Day). Condoms and candy hearts can also be given out to keep the "love" theme a part of your program.

Below is a list of possible items to include in a spit quit kit:

Spit Quit Kit Items

- Toothpicks
- Sugarless gum
- Mint snuff (Oregon Mint Snuff Company)
- Straws (to chew on)
- Sunflower seeds
- Swabs (to swab gums)
- Anti-fog mirror (to physically look at damages caused by chewing)
- White strips
- Toothpaste
- Tooth brush
- Floss
- Resources for quitting smokeless tobacco: Oral Health America, <http://www.oralhealthamerica.org/> Quitline, 1-800-QUIT-NOW

TAKE IT TO **The Next Level** IN TOBACCO PROGRAMMING



Things to Consider

- Chew quit kits can be distributed at information tables, dental clinics, all other tobacco prevention events (Great American Smokeout, etc), in the Health Services Center, etc.
- Consider focusing special attention to athletes on campus. Athletes in sports such as baseball and rodeo have been known to have a higher rate of spit tobacco use than other students.

Budget/Materials

Supplies for quit kits

Contact Information

Lori Gittings, Lead Coordinator,
Prowers County Nursing Service
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Activity 2: Movie Week

Based on programs provided by: Lamar Community College, Student Life and Regis University, Behavioral Health Program

Activity Goals

- Raise awareness of spit tobacco addiction
- Encourage students to think about quitting

When to Conduct This Program

Conduct this program during “Lose the Chew” week, or as a part of Sexual Responsibility Week, both usually occur in February, often the week of Valentine’s Day.

Activity Description

This activity can be conducted in residence halls, Greek housing, athletic facilities, campus common areas, or in related classes. To encourage students and their dating partners to learn about being in a tobacco-free relationship, show a series of movies on health issues with a follow-up discussion. Lamar Community College showed the movie,

Innocent Addiction: The Story of Guen Von Behrens. The movie graphically explains the dangers of spit tobacco. Regis University showed, The Insider, a movie that discusses tobacco and the tobacco industry. Other movies could cover sexual topics, relationship issues, and supporting a partner in time of need.

Things to Consider

- Offer incentives to attending the movie such as free pizza.
- Have spit quit kits available.

Budget/Materials

Pizza (\$80), movie rentals, quit kits, promotional flyers

Promotions/Publicity

Promotional flyers and posters

Collaboration

Local health department and the health center on campus.

Contact Information

Lamar Community College
Anthony LaTour, Director of Student Life
Anthony.latour@lamarcc.edu
719-336-6660

Regis University
Jina Jensen, Clinical and Outreach Coordinator,
Behavioral Health Program
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Activity 3: The Face of Urban Fuel:
“Smoke-free and Sexy”

*Provided by: Urban Fuel: Fueling the Fight
Against Tobacco
Las Vegas, Nevada*

This program promotes the fact that being smoke-free is sexy and that most young adults prefer to date non-smokers.³ This activity can be directed toward social smokers on campus to help them consider quitting. These smokers often do not realize that their social habit is not as attractive as they might think. This activity can be re-created on a smaller scale to use during Sexual Responsibility Week to promote that most students would rather date a non-smoker.

Keep in mind that social smokers are not only at risk of losing a date, they are at risk for serious health problems and addiction. Approximately 50% of youth and young adult smokers will continue to smoke for 16-20 years, including some of those who just smoke “occasionally.”⁴

Activity Goals

- Address social norms regarding tobacco use
- Encourage voluntary smoke-free policies
- Social Branding of non-smoking as the ideal

Activity Description

Urban Fuel targeted 18-24 year olds (in or out of college), with counter-marketing messages. The “Face of Urban Fuel” campaign was set to prove that the most attractive young adults do not smoke. Urban Fuel’s mission was to brand the tag line “Smoke-free and Sexy” among young adults in Las Vegas. Throughout the entire promotion, social branding was used to influence the behavior of the targeted population.

In April of 2005, Urban Fuel began its search for the “Face of Urban Fuel.” The search spanned over 8 weeks. Beginning with a strong radio presence, young adults who were smoke-free, between the ages of 18-24, and currently living in Las Vegas, were urged to apply to become the

spokesperson for the Urban Fuel movement. Applicants could either submit their photos with information online or stop by one of the eight photo shoots at community venues such as malls, bars, nightclubs, college campuses, etc. At each photo shoot, applicants who were interested had their photos taken. Pictures were immediately professionally printed and given to the applicant with the Urban Fuel logo and tag line “Smoke-Free and Sexy” on the corner of each photo. Urban Fuel informational packages were also distributed with each photo. In addition, applicants were asked to give a quote on their thoughts and feelings towards tobacco. Applicants were also encouraged to visit our website (www.urbanfuel.org) to learn more about tobacco, the industry, and their marketing practices.

After collecting over 1,000 applications, Urban Fuel selected a review committee to narrow the contestants down to the top 10 females and top 10 males to move on to the semi-finals. These 20 contestants were informed that their photos and quotes about tobacco were going to be posted on the website for online voting. Promotional materials, webpage, and e-mail blast were updated to encourage the community to visit the Urban Fuel website to cast their vote for the most attractive female and male of Las Vegas. All visitors to the website were exposed to anti-tobacco social branding messaging. Online voting was only available for one week and resulted in over three million web-hits.

The top five females and five males, according to online votes became finalist, which secured them a spot in the fashion show final event. At the fashion show fitting, rehearsal, and mini-educational sessions were conducted. This is important because these final 10 contestants will be representing Urban Fuel in the future, and they must be equipped with the facts and knowledge about the campaign they are representing.

At the final event, all 10 contestants walked down the runway twice in outfits provided by a clothing

TAKE IT TO **The Next Level** IN TOBACCO PROGRAMMING



sponsor. Their quotes, tobacco information, and the Urban Fuel brand with the website were promoted heavily at the event by the MC, flyers, programs, large banners, personalized water bottles, pens, key chains, air-fresheners, etc. Local celebrity judges were present to select the top female and top male. The new spokespeople for the Urban Fuel Campaign won prize packages, including \$1,000 cash, gift certificates to retail stores, exposure on local billboards, newspapers, magazines, web, print, etc. There were over 500 spectators at the final event.

Things to Consider

- This is a large budget campaign. If your budget does not permit, brainstorm with your peer educators a similar campaign on a smaller scale and budget for campus.
- Consider doing a poster campaign, highlighting athletes and student leaders on campus that are smoke-free. Use action shots and catchy slogan for the posters.
- Have a fashion show on campus, promoting smoke-free students. You could have a similar casting process like Urban Fuel used.
- Contact local Businesses to support the campaign.

Budget/Materials

The entire budget for the “Face of Urban Fuel” campaign totaled \$20,000. This included a radio campaign, venue rentals, photography equipment, promotional items, prizes/ incentives, etc.

Promotion/Publicity

Flyers, web, email, and most important a partnership with a local hip-hop radio station. Radio commercials were produced and aired throughout the campaign, encouraging listeners to apply, vote, and or attend an Urban Fuel photo shoot.

Collaboration

The local Residence Hall Association chapter at UNLV (University of Nevada, Las Vegas) and the Community College of Southern Nevada. Other partners include national commercial sponsors such as MAC Cosmetics and STILL Clothing. In addition, local sponsors included DIVA studios, Las Vegas Pics, Fashion Show Mall, The Tan Factory, and a local hip-hop radio station. We also worked with the Nevada Tobacco Prevention Coalition.

Contact Information

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Take It To: Mid-Terms and Finals

“Give Me A Break from Stress”

Mid-terms and finals are very demanding times for students. An outlet to release stress during this period is essential. This is also an important time to address social smokers and those who are in the maintenance stage of change. Social smokers may smoke more often during this time to cope with stress; and students who have recently quit smoking are at a greater risk of relapse in stressful situations.

Target Audiences

- Students under stress
- New non-smokers (quit within the last year), in the maintenance stage of change
- Social smokers

Event Goal

- Promote stress relief techniques during stressful exam times.
- Promote not smoking to students during stressful exam times.

Activity 1: Puppy-Petting and Stress Relief Table

Based on a program provided by: Fort Lewis College Uniting Students thru Wellness (US)

Activity Goal

- Provide stress relief alternatives for students under stress.
- Provide stress relief alternatives to smoking for new non-smokers in the maintenance stage.
- Provide stress relief alternatives to smoking for social smokers.

Activity Description

Set up relief tables outside major academic halls near areas where students typically smoke to relieve stress from tests. Locations to consider include: near the library, coffee shops, outside of academic halls, residence halls and other popular places to study on campus. The relief table is

used to provide various types of stress relief and promote students to resist smoking as a means of stress relief. A great way to draw students to the table is to add a “puppy-petting” attraction; students at Fort Lewis College (FLC) created this as part of the activity.

At FLC, for one day during finals week, owners brought their puppies to the grassy area in front of the library. All puppies had to be accompanied by their owners and on a leash. Students from US (Uniting Students through Wellness) were there to advertise, complete “poop patrols” and talk with students about stress relief alternatives. Students hung out, petted the puppies, visited with friends and puppy owners, and most importantly, relaxed without smoking.

After students have approached the relief table and played with the puppies, take the opportunity to talk to them about the other methods of stress relief available at the table. The purpose is to have free items that students can take and use to relieve stress during exam times. For social smokers and recent non-smokers in the maintenance stage, there should also be tobacco alternatives and resources.

Possible items to have at the table include:

- Quit kits: sunflower seeds, drinking straws, toothpicks, rubber bands, candy, etc.
- Free massages from peer educators
- Bubble bath
- Blowing bubbles
- Clay
- Gift certificates for massages (from a massage school)
- Donated passes to a local gym
- Tips for relieving stress
- Quitting resources

TAKE IT TO **The Next Level** IN TOBACCO PROGRAMMING



Things to Consider

- Brainstorm with your peer educators other items that can be used to relieve stress, and try to find local businesses to donate these items.
- Ask students from a local massage school to come out to the event (with a portable massage table) and give free 5 minute massages.
- Contact your local animal shelter or humane society and tell them about the event. Ask if they would be willing to bring puppies to the activity. The event can also be a good opportunity for the animal shelter or humane society to find good homes for their puppies.
- Provide information about how secondhand smoke affects animals. For example, animals that live with a smoker have up to a 50% greater chance of getting cancer.
- Have resources and information on stress relief, time management, and quitting information available.
- Provide healthy, energizing snacks and/or drinks. Ask local businesses to donate.

Budget/Materials

Plastic bags for “poop patrol,” bowls of water for the puppies, copies of flyers promoting the event, and cost of supplies for the stress table.

Promotion/Publicity

FLC sent out a flyer and an email call “Call for Puppies,” that promoted the event. Peer educators also held large signs on the sidewalks around the event. To add more promotion use posters, radio spots, or campus newspaper etc.

Collaboration

Campus Police, Student Affairs, Student Wellness, and Academic Affairs endorsed and sent the electronic “Call for Puppies”

Contact Information

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Take It To: Graduation

“You’re strong enough to get through college and you’re strong enough to quit tobacco!”

Most college students who smoke say they want to quit by the time they graduate. Well, that time has come. Start getting the word out 2-3 months before graduation so students have enough time to actually quit before they graduate.

Target Audiences

- Senior smokers in the contemplation, preparation, and action stages of change
- Juniors (attending internship and career fairs) in the contemplation, preparation, and action stages of change

Event Goal

- Help senior/junior smokers quit by the time they graduate.

Activity 1: Pledge Cards and Raffle

*Provided By: University of Virginia
Peer Health Educators (PHE)*

Activity Goal

- Encourage smokers to quit.

Activity Description

The peer education group held a raffle to help encourage student smokers to quit. This was a one-day event, held on “the Lawn” (a central, heavily populated area on campus) and at the student activities center. The table was set up and hosted by Peer Health Educators (PHE) and student group, “FORCE.”

At the table students were asked to sign a “pledge card” not to smoke for that day. This card also asked them to provide contact information. They were then given a free quit kit and a raffle ticket. Friends of smokers could also sign a “pledge card” to help support the efforts of a friend to quit smoking. These students were also added to the raffle.

The raffle prizes were donated from local businesses. Prizes included five iPods from a local electronics store; four hour-long massages from the Virginia School of Massage; and free “cold turkey” sandwiches from UVA Dining Services.

As a follow-up, the Office of Health Promotion sent an email to all the smokers who signed a pledge card. Information about smoking cessation counseling sessions was provided and students were given the option to continue receiving information throughout the year. An estimated 60 students signed the pledge to quit smoking for that day and an additional 100+ students stopped by for general information or to show support for a friend who smokes.

Things to Consider

- Consider changing pledge cards to include a pledge to quit smoking by the time they graduate – this can include a pledge to visit the health center, or a pledge to pick up a quit kit.
- Don’t be shy when tracking down donations. The more donations, the bigger the event can be.
- More ideas for donations include: cut/color from a hair salon, dinner gift certificates, amusement park tickets, sport tickets, free pedicure/manicure, free pass (one day/week/month) to a local gym, free coffee gift certificates at coffee shops (where students study), etc.

Budget/Materials

The main costs were copies of promotional flyers. The raffle prizes were donated. The Student Health and the Office of Health Promotion paid for a newspaper advertisement (\$180). Quit kit supplies (pamphlets on quitting, hard candy, gum, toothpicks, rubber bands, etc.) were purchased in bulk and covered under the Office of Health Promotion budget (estimated \$250).



Promotion/Publicity

The event was promoted at information tables and a flyer went out in the daily student newspaper. Students also posted this same flyer around the campus, along with street chalking the week of the event.

Collaboration

The Office of Health Promotion at Student Health, PHE, FORCE, and Dining Services.

Contact Information

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Resources

¹ James O. Prochaska, PH.D, John C. Norcross, PH.D, Carol C. Diclemente, PH.D (1994). Changing for Good: A Revolutionary Six-Stage Program for Overcoming Bad Habits and Moving Your Life Positively Forward. Harper Collins Publishers Inc., New York, NY.

² Blue Cross Blue Shield. Smoking: Are You Ready to Quit?
<http://www.fepblue.org/wasite/watoyourhealth/watyourhealthhealthyfamilies.html#Anchor-hf1b>

³ Colorado Collegiate Tobacco Prevention Initiative TUAS Survey 2004-05 results.

⁴ Pierce, J. & Gilpin, E. (1996). How long will today's new adolescent smoker be addicted to cigarettes? American Journal of Public Health.

Tips for working with Career Services and Graduation Services

- Meet and collaborate with your campus' Career Center office. Ask them to offer cessation information at the Career Center and internship/career fairs. When career counselors meet with students to discuss job opportunities and review resumes, it is also important to discuss the fact that many employers prefer to employ non-smokers. Quit kits and resource information can be available for students who use tobacco. Train Career Center staff about cessation opportunities on and off campus.
- Coordinate with the office that organizes graduation. Ask to include a postcard or pamphlet on tobacco with the graduation information, to promote graduating students to start fresh with a new career and a tobacco-free life.



www.tobaccofreeU.org



www.bacchusgamma.org