

## **Tobacco Cessation Program Training**

Tobacco cessation for young adults is a challenging piece of the campus tobacco control puzzle. BACCHUS staff members have expertise in providing cessation efforts on campus. A full-day training includes the top 10 list of campus cessation efforts including: assessment; empathy for addiction; Stages of Change; working with health and counseling centers; medications; cessation groups; technology; targeted promotion; events; staff involvement; and national resources. Participants will leave with strategies for implementing a comprehensive cessation program on campus.

## **Learning Objectives**

At the completion of this training, participants will be able to:

- Describe the importance of providing cessation resources for young adults and college students.
- Describe the importance of using empathy when working with students and cessation providers.
- Describe the Stages of Change and how it relates to tobacco cessation.
- Identify at least three strategies that campuses are using for providing cessation.
- Name and describe at least three medication options for those seeking to quit tobacco use.
- Identify at least five key events/times of year to promote tobacco cessation.

## **Fee**

Our fee for a one-day training for one campus is \$1,800 and includes the travel costs of one trainer (airfare, ground transportation, hotel, meals). For multi-campus/statewide trainings, our fee is \$2,500, plus travel costs. In both cases, if attendance exceeds 40 people, a second trainer will be included for an additional cost. Please contact us for details.

## **Program**

This training is unique in that it emphasizes empathy for those struggling with tobacco addiction, as well as presenting ideas for events and promotions campuses can conduct. Additionally, we talk about utilizing the 5 A's consistently in the health center/counseling center. We can emphasize or de-emphasize certain parts, depending on your particular needs. We are happy to adjust the presentation depending on your areas of greatest need.

An outline of the training:

- Why Prioritize Tobacco Control on Campus?
- Overview of Tobacco Addiction
- What Campuses Are Doing
- National Resources
- Top 10 of Campus Cessation
  - Surveying and Assessment
  - Empathy
  - Use the Stages of Change
  - Work with Health and Counseling Centers
  - Medications

- Cessation Groups
- Technology
- Targeted Promotion
- Keep Staff Informed
- Borrow & Share
- Interventions, Resources, Promotion
- Cessation Events

### **Book a Training**

Interested in bringing a BACCHUS trainer to campus? Contact Ann Quinn-Zobeck at: 303-871-0901 or [ann@bacchusnetwork.org](mailto:ann@bacchusnetwork.org)