



Quit Before You Graduate

Campus: University of Montana

Group Name: IGNITE! (Informing Griz Nation In Tobacco Education)

Program Topic:

The program was designed to provide cessation support and referrals to cessation resources to students. In addition, tobacco prevention education was available.

Program Goals:

1. To provide students with resources to help them quit tobacco, both smoking and spit tobacco
2. To provide health information regarding tobacco use, including spit tobacco and social smoking
3. To encourage quitting tobacco use as a life goal
4. To advertise Curry Health Center as a resource for tobacco use prevention and cessation support

Target Audience: All University of Montana students, but the event was

specifically marketed to upcoming graduates and spit tobacco users

Program Description: Quit Before You Graduate was a three-day event run in conjunction with our “stressless” event before finals week. For three days between 10 a.m. and 2 p.m., the peer education group set up information tables in the University Center and the Oval (outdoor student gathering area). Peer educators dispensed information, as well as handed out IGNITE! Frisbees, quit kits, and goal-setting booklets.

A University of Montana graphic artist designed the booklets, which asked students to think about their “Life List.” Students wrote down goals in various areas of their lives and were encouraged to include quitting tobacco as one of their major life goals if they used tobacco.

Peer educators also provided education about cessation tools and resources available on and off campus. They handed out and discussed the contents

of the smoking and spit quit kits with individuals interested in quitting tobacco. In addition, the event promoted the Montana QuitLine.

Promotion and Publicity:

1. Newspaper advertisements
2. Oval signs

Budget:

\$755 for the promotional items and copies of the “Life List” goal-setting books. Other costs included newspaper advertising, lawn signs, a banner and quit kits.

Collaboration: MTUPP (Montana Tobacco Use Prevention Program), Curry Health Center, Montana QuitLine

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- Motivational Interviewing (MI) has increased in popularity over the past few years, and it is a tremendous way to help peer educators assist with behavior change.
- Social norming, social marketing, and technology in general all play a role in messaging and promoting healthy behaviors.
- Also, do not neglect the “traditional” leadership experiences, including retreats and teambuilding activities. These still have a place, regardless of technological advances.

What resources would you like to share with colleagues?

- BASICS (Brief Alcohol Screening and Intervention of College Students) is a model program, as designated by Substance Abuse and Mental Health Services Administration (SAMHSA).

- Be sure to utilize the network of BACCHUS volunteers (Area Consultants, State Coordinators, and Student Advisory Committee (SACs)). Our network was designed to provide support to affiliates at every stage of group development.
- Attend national conferences, such as the American College Personnel Association (ACPA), the National Association of Student Personnel Administrators (NASPA), and BACCHUS conferences. These provide invaluable networking and idea sharing time.

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