



## Stomp, Romp & Wag

**School Name:** Colorado State University

**Group Name:** CSU Tobacco Task Force and CREWS (Creating Respect, Educating Wellness for/by Students) peer education group

**Program Goals:**

1. Decrease amount of people and pets exposed to secondhand smoke
2. Educate college population about the dangers of secondhand smoke on pets and people
3. Promote Hartshorn Health Service as credible resource for tobacco cessation and prevention resources
4. Promote partnership programming between departments at Colorado State University

**Target Audience:**

Primary – students who use tobacco

Secondary – students living in smoking environments, students with pets

Tertiary – all undergraduate CSU students

**Program Description:** On April 27 pups happily roamed the Hartshorn Health Service front lawn with real purpose! This was the 5th Annual Stomp, Romp and Wag event to raise awareness to CSU students on the dangers that secondhand smoke can have on our beloved family members: our pets!

The purpose of this event is to educate CSU students about the effects of secondhand smoke on animals. Of all age groups, people ages 18–24 (college students) are the only group continuing to rise in terms of smoking rates across the nation. This event is a creative spin on raising awareness about the negative effects of smoking by catching the attention of pet owners who are

smokers as well as non-smokers to the dangers of a pet's exposure to secondhand smoke (i.e. a puppy that eats only 2 cigarette butts can ingest a lethal dosage of nicotine).

The event attracted almost 1,000 people this year but more importantly over 280 dogs were in attendance! It was the most successful Stomp, Romp and Wag to date. Some of the highlights included the following:

- Faculty from CSU Veterinary School addressed students on secondhand smoke and pet dangers
- Doggie Idol contest
- Photographs taken with the “Think of your Mutt, put out your butt” event theme
- Ice cream for all the pups
- Free health checks and nails trims for all pups
- “Doggie bags” with treats, flying discs, bandanas and information on pets and secondhand smoke as well as tobacco cessation.

Other activities included Disc Dog and Fly Ball Demos, “Sheba the Wonder Dog,” and a Doggie-Look-Alike Contest.

Information on low cost spay and neuter as well as doggie massages were available. The event was finically possible through a grant Hartshorn has received through The BACCHUS Network™, from the State of Colorado's State Tobacco Education and Prevention Program (STEPP).

**Promotion and Publicity:**

1. Student newspaper advertisements
2. Dogs assisting with handbill distribution in campus free speech area

3. “Election” type signs located around campus
4. Academic classroom announcements
5. Student email system
6. Campus calendar
7. Plaza chalking
8. Article written and published for student newspaper
9. Word of mouth
10. Local media

**Budget:** About \$2,800

**Collaboration:** CSU Veterinarian Hospital, CSU Marketing Club, Hartshorn Health Service, The BACCHUS Network™, CSU Health and Exercise Science Department, CSU Student Health Advisory Committee

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