

Developing Tobacco Cessation Programs on Campus: Lessons Learned



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alice! health
promotion program

Session Objectives



At the conclusion of this session, participants will be able to:

- a!** Describe key elements of a comprehensive tobacco cessation program on a college campus
- a!** Discuss recommended strategies for identifying and screening tobacco use in college health.
- a!** Discuss tobacco use and dependence treatment in college health services.
- a!** Describe strategies to reduce barriers to utilizing effective cessation tools
- a!** List three resources for support of a comprehensive cessation program
- a!** Discuss strategies for linking tobacco policy, prevention and cessation on campus.

Why?



	2001 (Core)	2003 (Core)	2005* (ACHA- NCHA)	2006* (ACHA- NCHA)	% Change
30-day use	33%	26%	20%	19%	- 43% since 2001
Perception of Use	NM	NM	90%	86%	-5% in one year
Actual Daily Use	NM	NM	7%	5%	- 33% in one year

* Fall semester data

Comprehensive Cessation Programs



a! Build up on a solid foundation

- a!** Policy
- a!** Prevention
- a!** Promotion
- a!** Evidence-based Practice

a! Linkages are critical

- a!** Referral networks
- a!** Campus effort, not health effort
- a!** Insurance
- a!** Student supported

Comprehensive Cessation Programs



Collaboration

-  Training

-  Marketing

-  Referral Networks

-  Medications

-  Support

 -  Student

 -  Peer

 -  Faculty/Staff

-  Campus-Wide

-  Student Health Training & Referral

-  Counseling Center Training & Referral

-  Education Sessions

-  Mass Media Campaigns

-  Sticker Campaign

-  Business Cards

-  Workplace Smoking Cessation

Comprehensive Cessation Programs



a! Research & Data

- a!** Campus use statistics
- a!** Related SHS visit data
- a!** Barrier to quitting
- a!** Evidence-based Practice

a! Ongoing Data Collection & Analysis

- a!** Referrals
- a!** Appointments/No-shows
- a!** Cessation follow-up/Quit Rates
- a!** Tobacco use incidence & prevalence

Identifying & Screening



- a! Different “Lives”**
- a! Social Smokers**
- a! Perceived Susceptibility**
- a! I Can Quit When I Want**
- a! I Will Quit Before I Graduate**

Identifying & Screening



- a** Most college students that use tobacco will initiate before arriving on campus.
- a** Only about 11% of students using tobacco begin while in college.
- a** Unknown timeframes (30 years anyone?)

Identifying & Screening



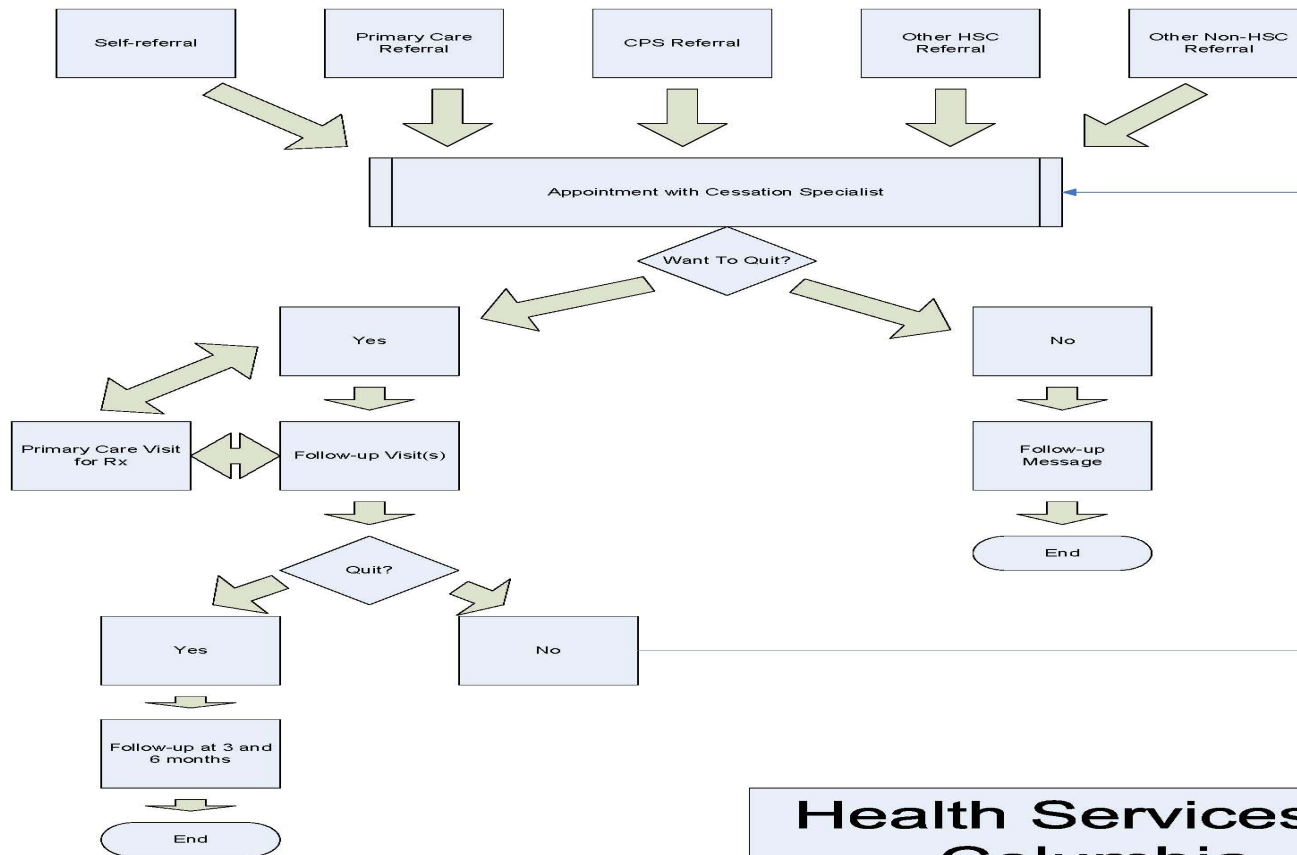
a! Direct Referrals

- a!** Faculty
- a!** Staff
- a!** Advisors (professional, resident, etc)
- a!** Self-referral
- a!** Health Care Providers

a! Program Promotion

- a!** Media/Advertising
- a!** Word of Mouth
- a!** Client Referrals

Identifying & Screening



**Health Services at
Columbia**

Tobacco Cessation Flow Chart

Tobacco Use & Treatment



a! Group vs. Individual

a! On-campus vs. Off-campus

a! In-House vs. Outsourcing

a! Support Services

Cessation Programs



- a! Individual Approach**
- a! Nicotine Replacement Therapy (NRT)**
- a! Medication Access**
- a! On-line/Electronic Support**
- a! Social Support**

Research indicates that combined efforts are more successful than a single method approach

Electronic Support Examples



Quit Smoking All Together with QuitNet.com - Stop Smoking Help and Cessation Support

www.quitnet.net



QUITNET
QUIT ALL TOGETHER

MEMBER LOG IN [Forgot Password?](#)

username
password

Quitting Stats: 152,914 years, \$1,883,296,822 *

DON'T QUIT ALONE®
"I have two friends quitting with me. Add QuitNet to that, and it's myself and hundreds up against the Nicodemon!"
-a QuitNet member

Who's online?
623 people online right now
27303 anniversaries today!

Start Your FREE quit smoking support program now!

How much **lifetime & money** has the Nicodemon stolen from you!
On an average day, **how many** cigarettes do you (or did you) smoke?
(Non-smokers put "0")

How **soon** after you wake do you smoke your first cigarette?
 -- Choose One --

Enter **Postal Code** :

¿ Habla Español?

Learn from our science-based tobacco cessation resources.

Get quitting tips and advice from expert counselors.

Get support from the QuitNet community.

Create your own quit tobacco plan.

Get help when you need it and have fun!

WHAT OUR MEMBERS SAY

JazzTizz says:

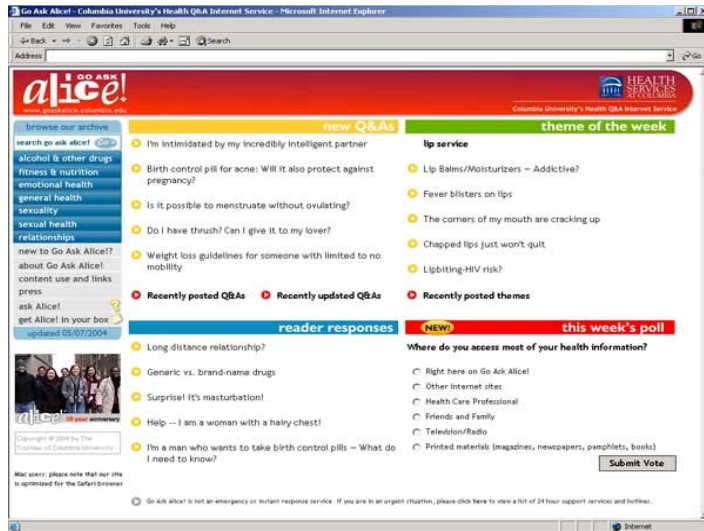
 Say "Tomorrow I will have a cigarette, just not now." By the time tomorrow comes, the worst is over. If not, say, "Tomorrow I will have a cigarette..." It works.
[read more](#)

*Estimated savings of members since June 1997

QuitNet creates tailored smoking cessation & corporate wellness programs for public & private organizations. [Learn more](#)

http://www.quitnet.com/qn_main.html (1 of 2) [3/1/2008 3:17:34 PM]

Electronic Support Examples



**www.goaskalice.
columbia.edu**

Go Ask Alice! Alcohol & Other Drugs

Avoid hangover?
Cocaine versus tequila
Adult children of alcoholics group at Columbia
Drinking addiction: Psychological or physical?

[back to top]

Nicotine

Nicotine poisoning?
Menthol versus regular cigarettes: Which is more harmful?
Nicotine and surgery
Is social smoking really all that bad for me?
Hookah pipes – More or less harmful than cigarettes?
Dorm mate's smoking is making me sick!
Are clove cigarettes as bad as regular cigarettes?
Smoking's effects on sex
Cigar and pipe smoking: Safer than cigarettes?
Friends say, 'Smoke!'
Does smoking reduce sperm count?
Quitting smoking = depression?
Convincing someone to give up smoking
Weight gain and quitting smoking
Quitting smokeless tobacco
Effects of smokeless tobacco
Nauseated from smoking
Smoking – Acne?

[back to top]

Marijuana

Eating marijuana
Marijuana: Dilated pupils?
Marijuana: Certain methods of smoking healthier than others?
Marijuana: Does it produce serotonin?
Is it possible to die from a pot overdose?
Does smoking marijuana increase your metabolism?
Marijuana and driving
Wants to stop smoking pot
Friends are double dosing: Marijuana and Prozac
Marijuana and chemotherapy
Second-hand marijuana smoke and drug tests

<http://www.goaskalice.columbia.edu/Cat2-fall.html> (3 of 7) [1/1/2008 3:19:48 PM]

Stages of Change



- a!** Pre-contemplation
- a!** Contemplation
- a!** Ready for Action
- a!** Action
- a!** Maintenance
- a!** Relapse Prevention

The 5 A's



a Ask

a Advise

a Assess

a Assist

a Arrange

<http://www.surgeongeneral.gov/tobacco/tobaqrg.htm>

Cessation Support



 Nicotine Replacement Therapy (NRT)

 Other Medications

 Quit Kits

 Social Support

Follow-Up



 HIPPA/PHI Issues

 Opt In vs. Opt Out

 Duration/Check Point Options

Barriers



- a! The unique nature of students**
 - a! I can quit when I want
 - a! I won't use "drugs" to help me quit
 - a! It's not causing me any problems

- a! Lack of understanding about quitting**

- a! Lack of program information**

- a! Misperceptions about use**
 - a! Self
 - a! Others

- a! Lack of support**

Important Lessons Learned



- a! Having enough trained providers**

- a! If you build it, they will come**
 - a! Scheduling**
 - a! Space**
 - a! Supplies**

- a! Involving others**

- a! Links with existing resources**

- a! The off-campus student**

Important Lessons Learned



- a! Choosing a theme people understand**
- a! IRB/Data collection process**
- a! Finding partners early**
- a! Approval of materials**
- a! Connecting with campus media**

Important Lessons Learned




- Smokers can be hard to find for input**
- Maintaining energy/motivation of the group**
- Not everyone that is “appointed” will be interested in the topic**
- Playing nice in the sandbox**
- Enforcement is the major sticking point**

Examples



Great American Smoke Out (GASO)

 **Do You/ Do Me**

 **Love Yourself/ Spread the Love**

 **Be More Kissable**

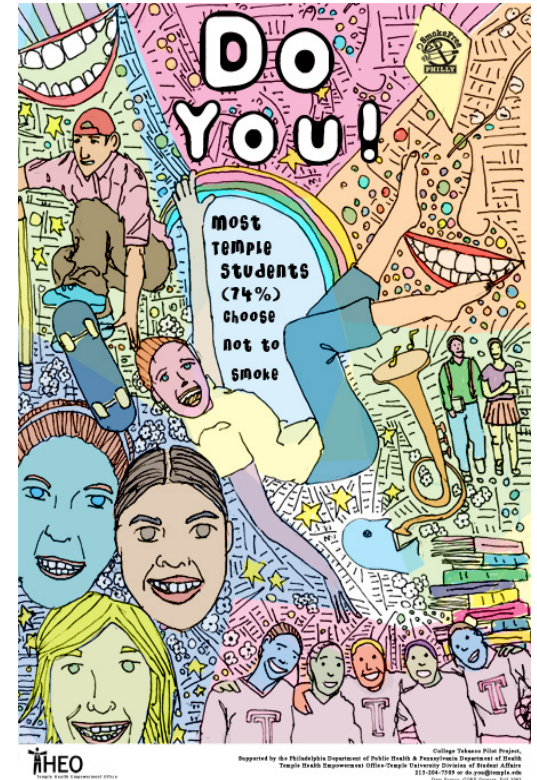
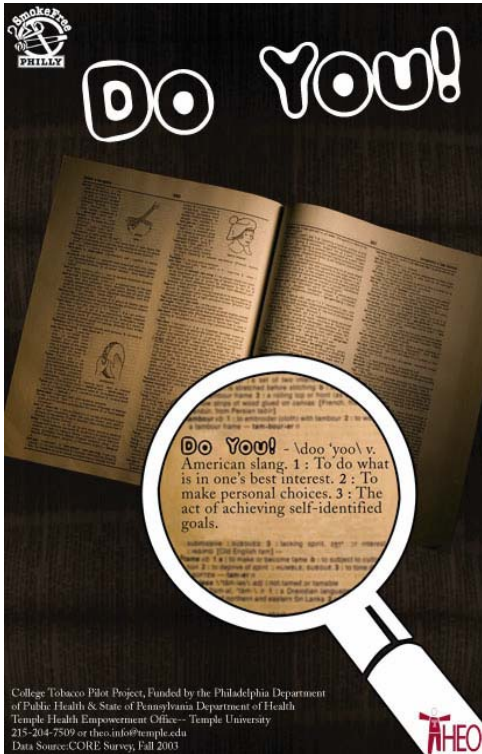
Kick Butts Day

Orientation Table

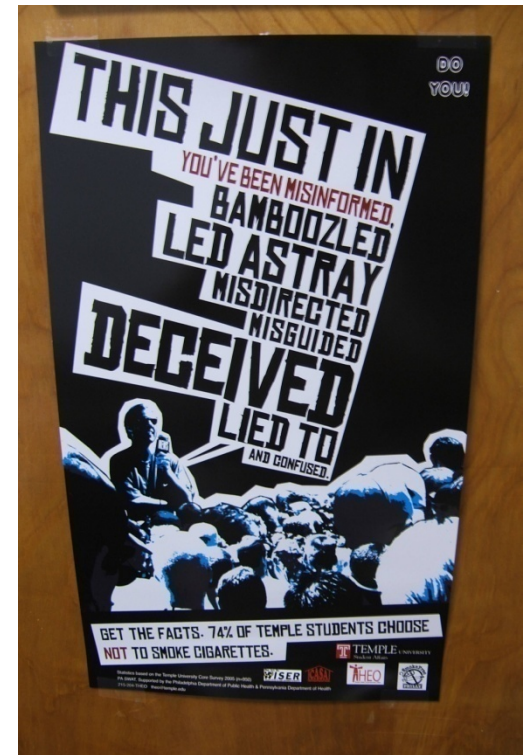
Bingo Nights

Quarter Page Handouts

Examples



Examples



Resources



www.surgeongeneral.gov/tobacco/

www.tobaccofreeu.org

www.nlm.nih.gov/medlineplus/smokingcessation.html

www.cdc.gov/tobacco/

Contact Me...



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