



Quitters Are Winners: A Program to Reduce Smoking at WPI

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OVERVIEW

NEED: reduce number of cigarette smokers on WPI's campus

APPROACH: develop a program to assist WPI students in quitting smoking

GOALS: educate the student population about the dangers of smoking
 - make students aware of the benefits of quitting
 - make it easier for students to quit smoking

INITIAL RESEARCH

Is there a healthier alternative?

- **Electronic Cigarettes** – not approved by FDA, possible side effects
- **Organic Cigarettes** – possess same health risks as regular cigarettes – toxins and chemicals

Only alternative is to quit!

Quitting Aid Options:

Nicotine Chewing Gum

Nicotine Lozenges

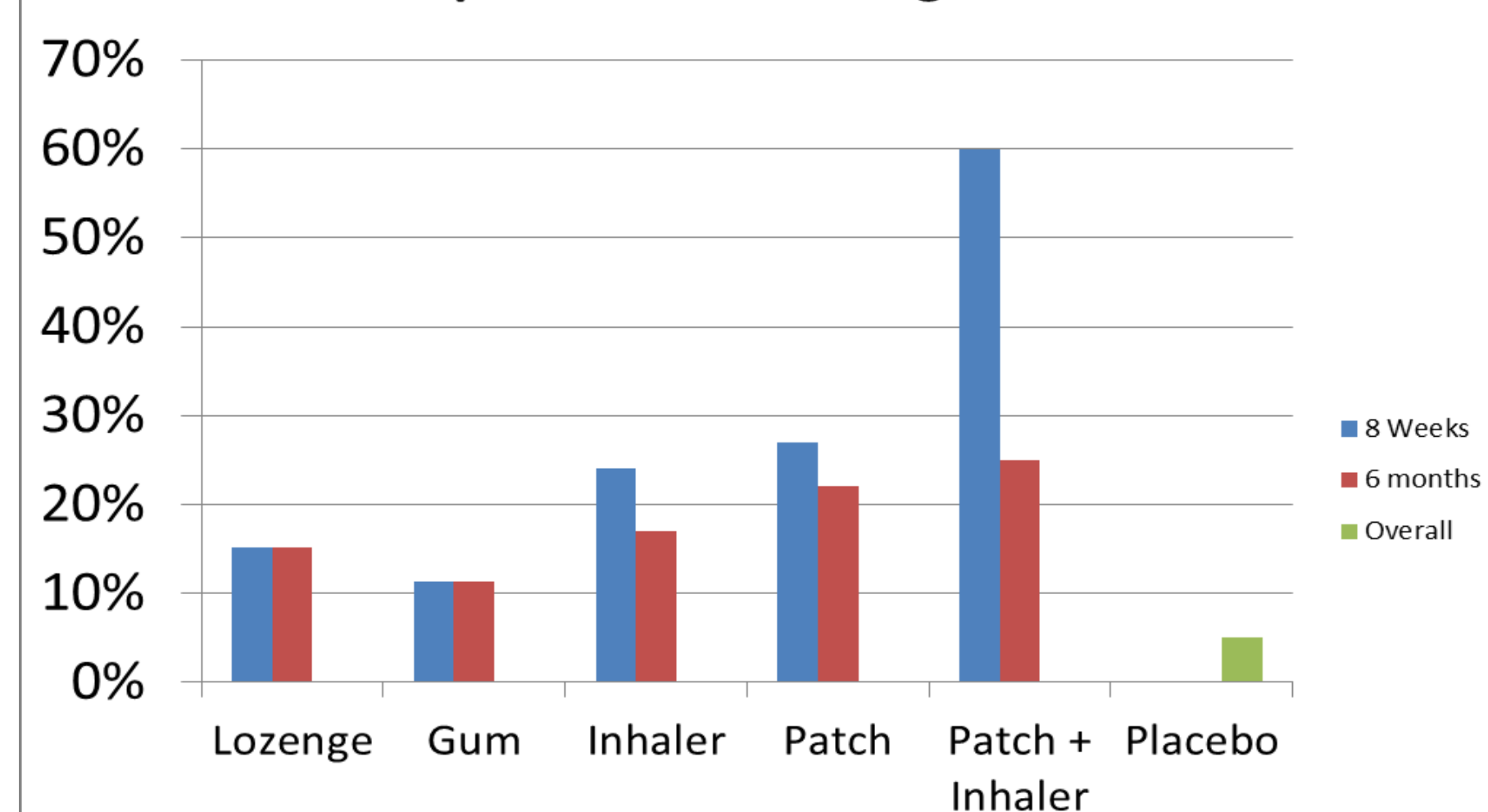


Nicotine Patch

Nicotine Inhaler



% Of People Abstinent Using Different Aids



Sources: <http://archinte.ama-assn.org/cgi/content/abstract/160/20/3128>; <http://jama.ama-assn.org/content/286/10/1268.abstract>; <http://www.ama-assn.org/content/271/8/589.abstract>; <http://www.ncbi.nlm.nih.gov/pubmed/204917247doptabstract>

Product	Average Cost per Day
Nicotine Inhaler	\$11.00
Nicotine Gum	\$3.12
Nicotine Patch	\$2.36
Nicotine Lozenges	\$4.00
One Pack Of Cigarettes	\$7.00

SURVEY

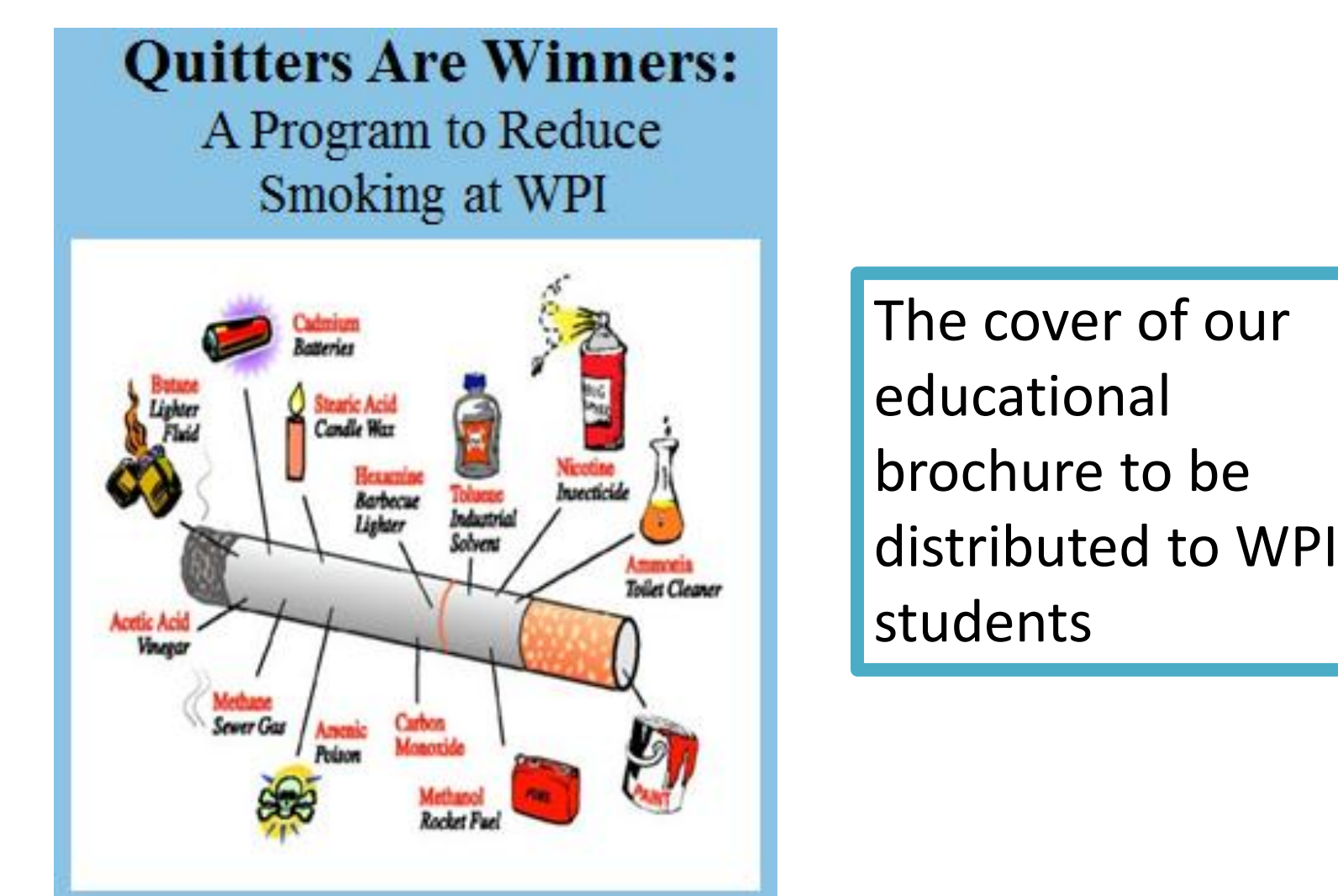
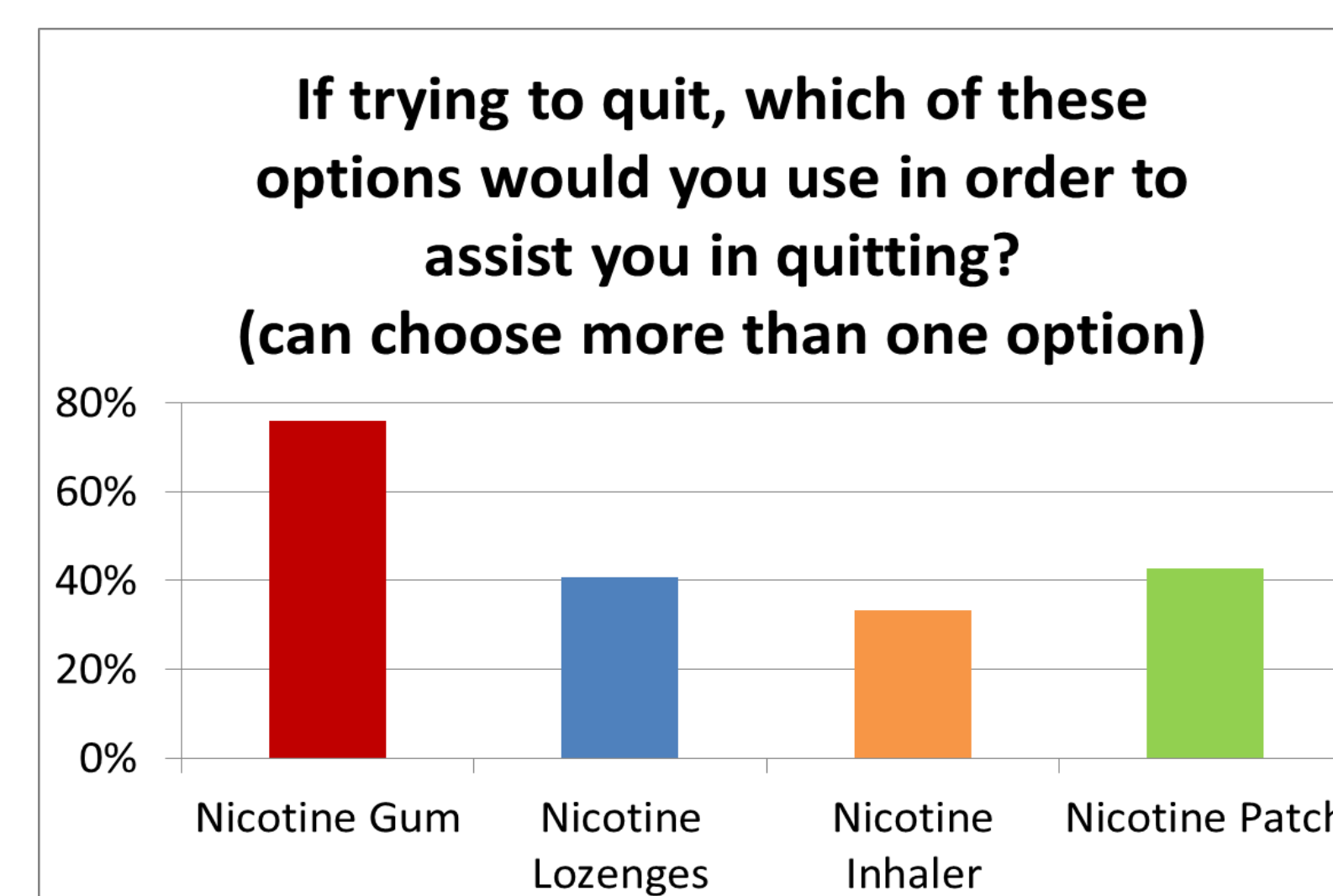
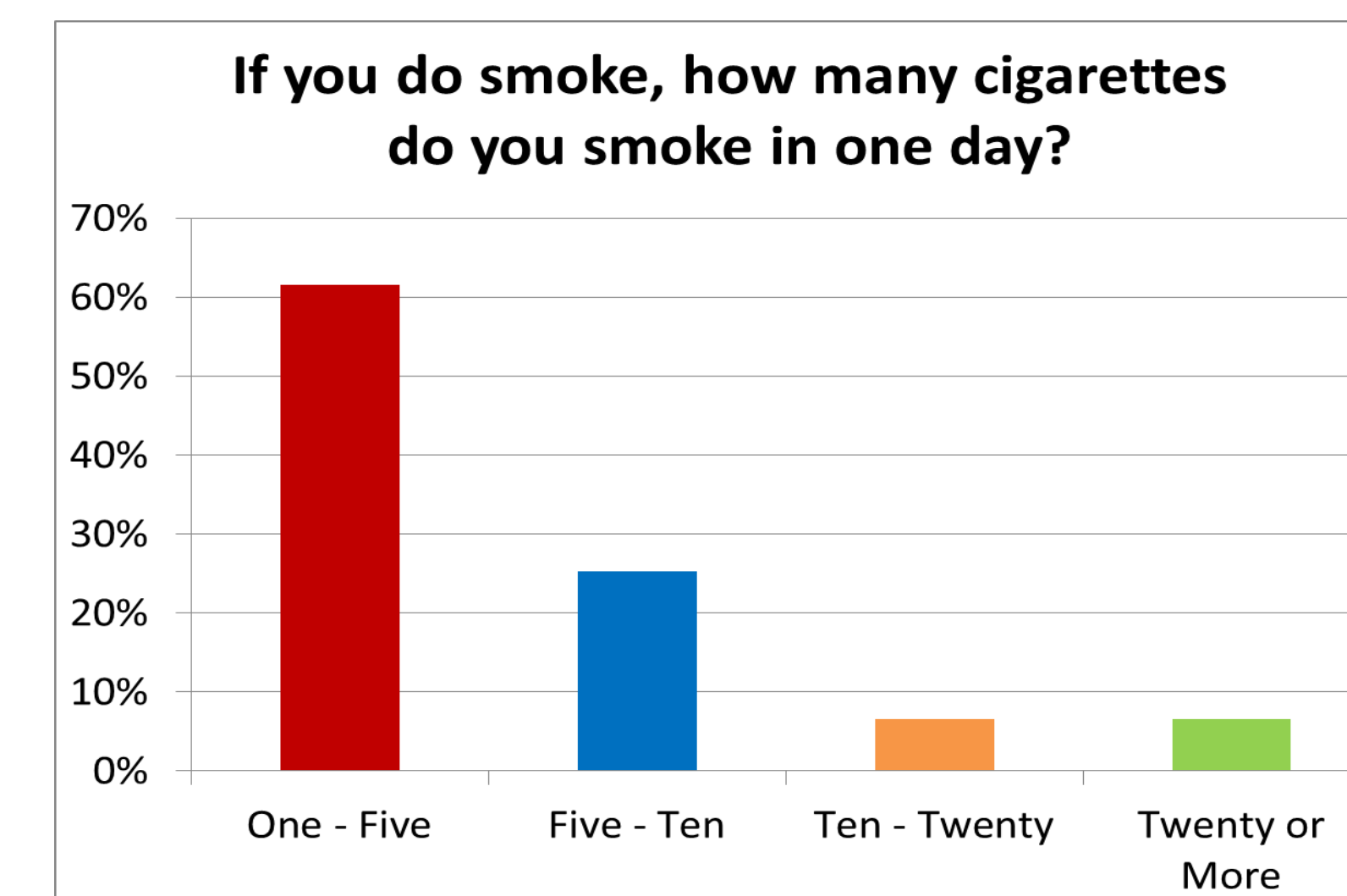
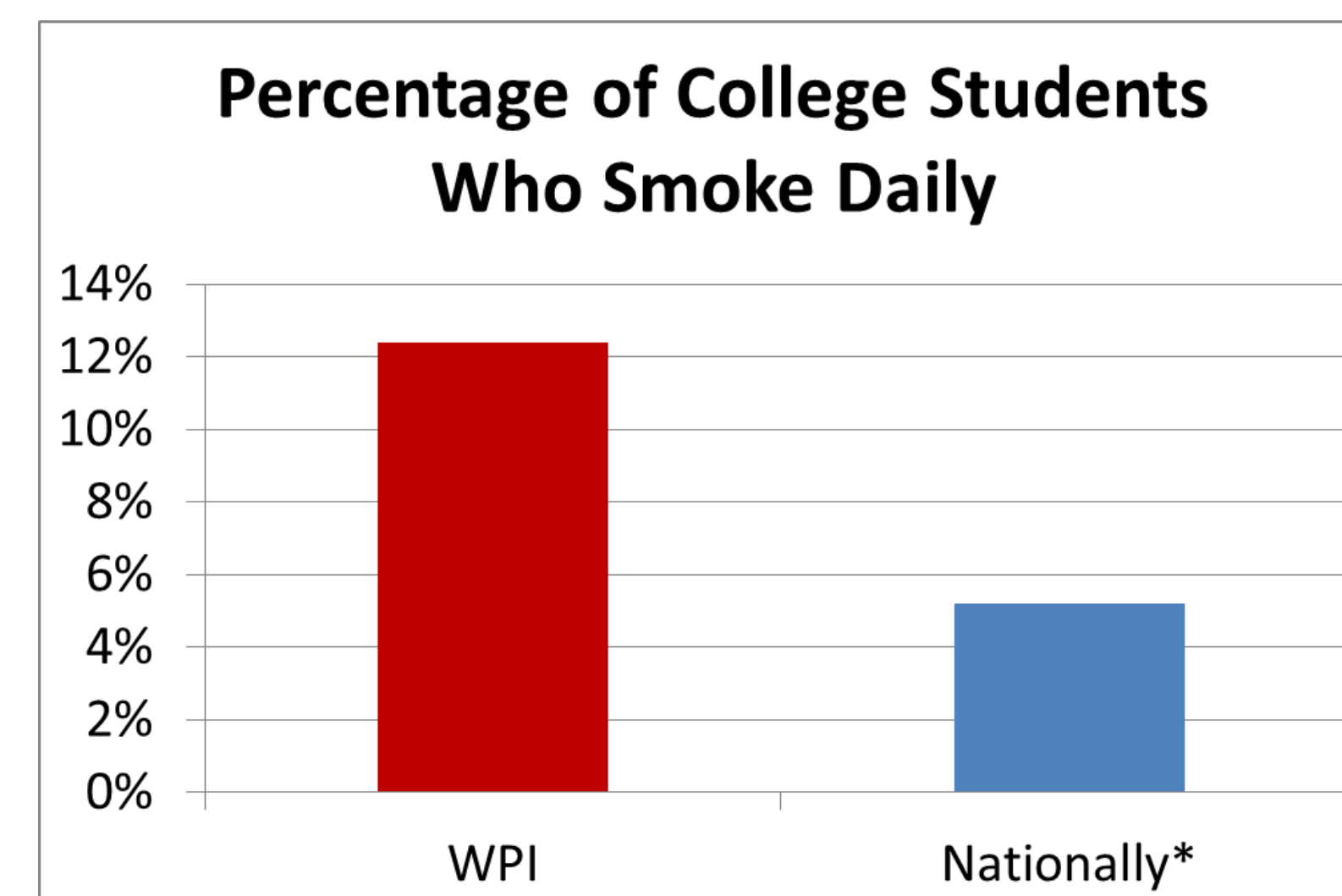
GOALS:

- to find the percentage of smokers on the WPI campus
- to determine the interest of smokers in quitting
- to ascertain the preferred method for quitting
- to learn if smokers at WPI were given education on the risks of smoking
- to demonstrate the need for an anti-smoking program on campus

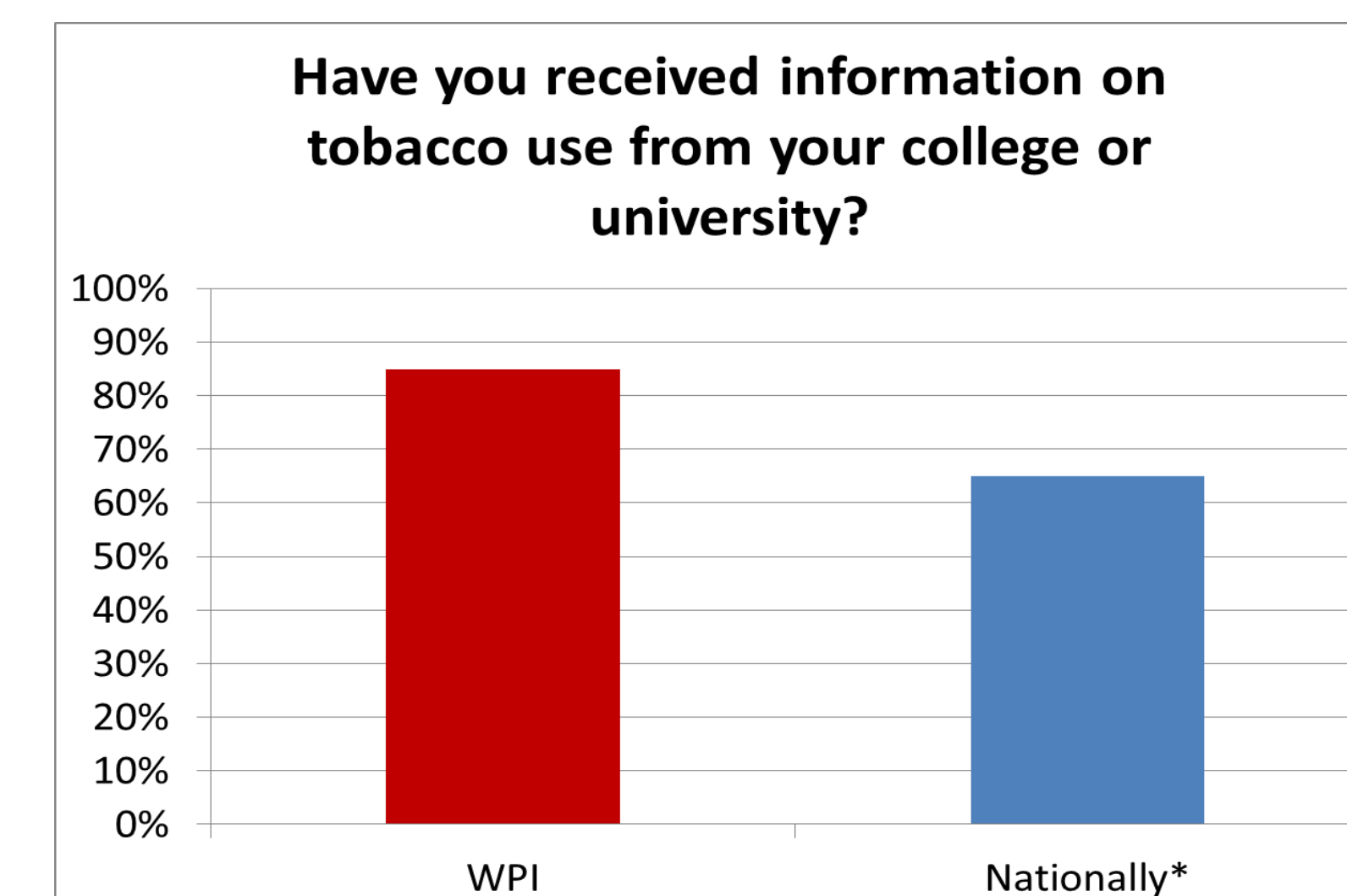
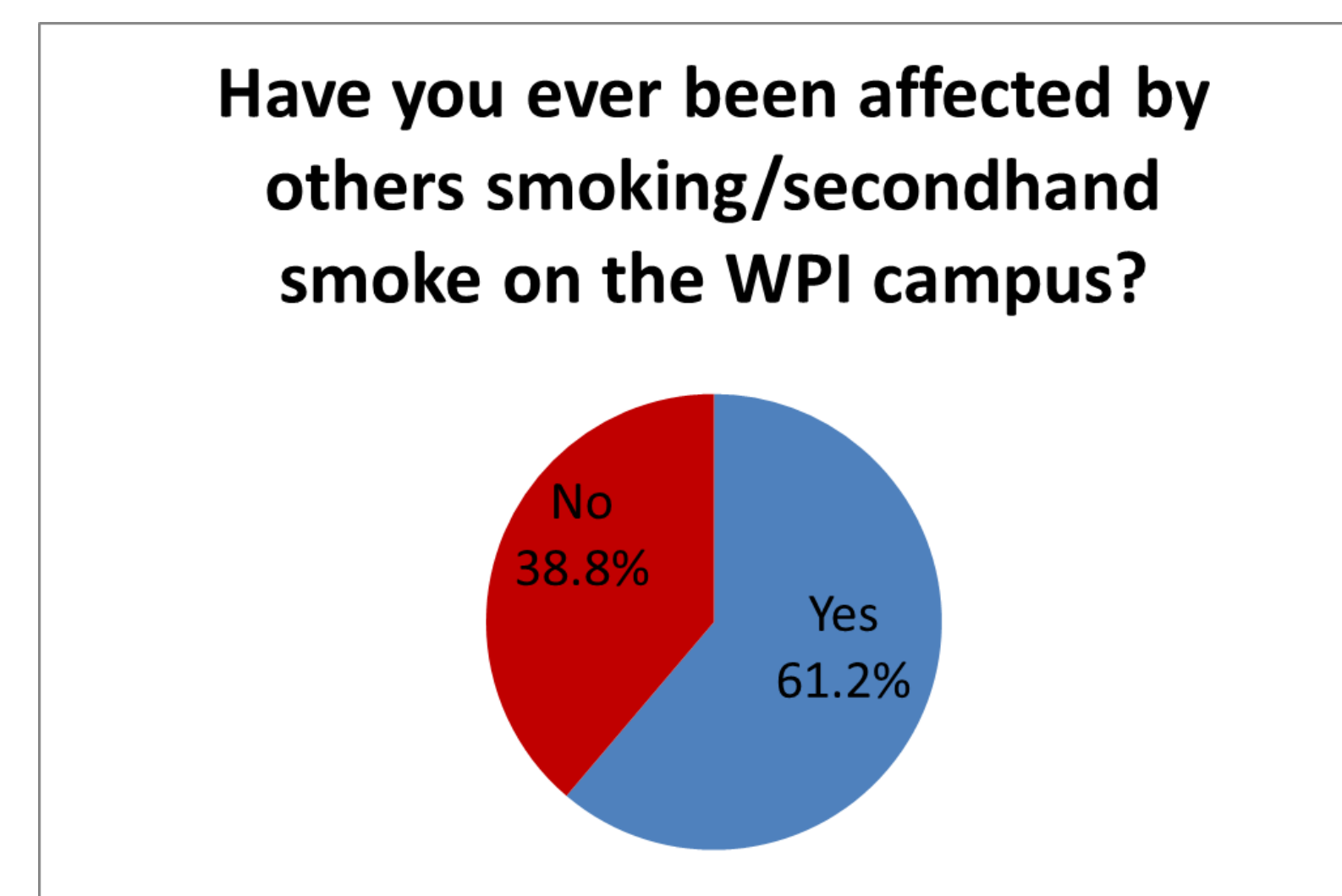
DETAILS:

- based on survey of 716 WPI undergraduate students
- results collected over a three day period from November 18 – November 21, 2010

DATA:



The cover of our educational brochure to be distributed to WPI students



* National data based on American College Health Association's Spring 2010 National College Health Assessment (approximately 95,000 students)

SURVEY CONCLUSIONS

- WPI has a higher percentage of smokers compared to colleges nationally
- Over 60% of WPI students are affected by secondhand smoke
- WPI students report a lack of anti-smoking information compared to colleges nationally
- WPI smokers showed interest in all quitting aids
- **THE DEVELOPMENT OF A QUIT SMOKING PROGRAM WOULD BENEFIT MANY PEOPLE ON CAMPUS, SMOKERS AND NON-SMOKERS ALIKE**

PLAN OF ACTION

Implement a program on WPI's campus that encourages smokers to exchange a pack of cigarettes for a starter pack of one of our quitting aids

PROGRAM DESCRIPTION

Three Aspects:

I) EDUCATIONAL

- Brochure containing information regarding:
 - o Dangers of smoking
 - o Impact of second and third-hand smoke
 - o Timeline of benefits of quitting smoking
- Provide education that majority of students do not get
- Non-smokers convince smokers to quit

II) ECONOMIC

- Exchange of cigarettes for quitting option
 - o Nicotine chewing gum
 - o Nicotine lozenges
 - o Nicotine patch
 - o Nicotine inhaler
- Gives students easy access to assistance
- Allows for students to begin program without any financial burden

III) MOTIVATIONAL

- Encouraging message on back of every product distributed
- Program shows support and care for students

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