

I'm Ready to Stop Smoking, But How?

Join an Online Research Study & Earn Up to \$45.00!

You will be paid for answering online surveys whether you stop smoking or not!



You may be eligible to join if you are:
A Community College student, at least 18 years old,
and ready to quit in the next 3 months!

CLICK HERE: <https://redcap.urmc.rochester.edu/redcap/surveys/?s=uzInNVMiT9>



Tobacco Free Campus Initiatives: Some Strategies As You Prepare

- Establish a Committee, meet regularly
- Establish a Timeline – right up until the policy's Implementation Date, to include decisions on each element of the policy:
 - Signage and Perimeter Map
 - Enforcement strategies
 - Public Relations plan
 - Internal messaging / education
 - Cessation and other resources

WATI

Web Assisted Tobacco Intervention

- NIH Funded research study (National Cancer Institute)
- 5 year study: Recruit 1,440 Community College Students
- Smokers ready to quit get a Study Website Intervention
- All participation is online
 - Enrollment, intervention and follow-up
- Students get up to \$45 whether successfully quit or not

**NIH-
FUNDED
RESEARCH**

**WHY
COMMUNITY
COLLEGE
STUDENTS?**

**Unique
Setting**

Understudied

Young Adults

**Under-
Served**

War Vets

**Non-
Traditional
Students of
all ages**

**WATI IS GROWING
BUT NEED EVIDENCE
FOR WHAT WORKS
WITH SPECIAL SUB-
POPULATIONS**

**NIH-
FUNDED
RESEARCH**

**WHERE
DO YOU
SMOKE?**

**HOW
WOULD
YOU QUIT
SMOKING?**

**PHASE I
INTERVIEWS
AND FOCUS
GROUPS**

**WHAT'S
AVAILABLE ON
CAMPUS?**

**WOULD
YOU JOIN A
RESEARCH
STUDY?**

**DO YOU
HAVE
SMOKING
BANS?**

**HOW WOULD
YOU BE
RECRUITED?**

**Resulted in a Scientific
Poster Presentation,
Soon to be a Publication**

BACKGROUND:

- The estimated prevalence of smoking amongst traditional-aged college students is 28.4%, exceeding that of the adult national average by nearly 10%¹.
- Compared to traditional four-year students, community college students are more likely to smoke, to describe themselves as regular smokers, and to fail at quitting².
- A majority of literature has focused on analyzing and reviewing smoking programs and policies at traditional four-year colleges and universities. Little is known about smoking efforts at two-year institutions³.

OBJECTIVE: To determine the role of community colleges in health promotion efforts aimed at smoking

METHODS:

- 4 Western New York Community Colleges
 - Purposive sampling: 2 rural, 1 urban, 1 suburban
- Interviews and Focus Groups with students and officials: Addressed smoking cessation programs, smoking policies, and smoking prevalence on campus.
- Direct Environmental Observation: Campus observation, field notes, and pictures of smoking related signage and designated smoke-free areas
- Document Review: Examined college brochures, posters, maps, and publications obtained from campus visits and reviewed smoking policies from college websites

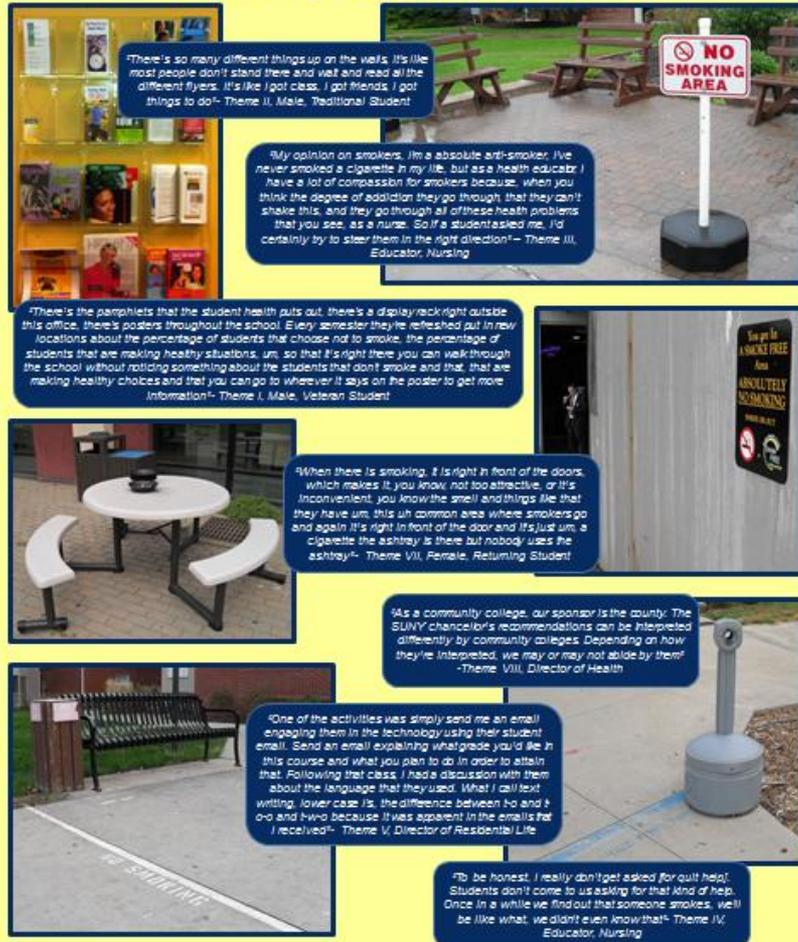
ANALYSIS:

- Recorded and transcribed all interviews and focus groups
- Open and axial coding of each transcript
- Debriefed during weekly team meetings to compare data patterns and solidify codes which led to emerging themes
- Triangulated findings with data obtained from participant observation and document review

CITATIONS:

- Rigotti, N. A., Lee, J. S., & Wechsler, H. (2000). US college students' use of tobacco products. *JAMA: The Journal of the American Medical Association*, 284(6), 699-702.
- Jurmal, D. C., Chen, W. H., & Shiu, J. J. (2007). Type of tobacco product used: are there differences between university and community college students? *Journal of Drug Education*, 37(4), 219-292.
- Cohen, A. M., & Brewer, R. S. (2000). *The American community college*. Jessy-Bass.

SELECTED QUOTES AND PHOTOGRAPHS:



"There's so many different things up on the walls. It's like most people don't stand there and wait and read all the different flyers. It's like I got class, I got friends, I got things to do!"- Theme II, Male, Traditional Student

"My opinion on smokers, I'm an absolute anti-smoker. I've never smoked a cigarette in my life, but as a health educator I have a lot of compassion for smokers because, when you think the degree of addiction they go through that they can't shake this, and they go through all of these health problems that you see as a nurse. So if a student said me, I'd certainly try to steer them in the right direction!"- Theme III, Educator, Nursing

"There's the pamphlets that the student health puts out, there's a display rack right outside this office, there's posters throughout the school. Every semester they're refreshed out in new locations about the percentage of students that choose not to smoke, the percentage of students that are making healthy situations, um, so that it's right there you can walk through the school without noticing something about the students that don't smoke and that, that are making healthy choices and that you can go to wherever it says on the poster to get more information!"- Theme I, Male, Veteran Student

"When there is smoking, it is right in front of the doors, which makes it, you know, not too attractive, or it's inconvenient, you know the smell and things like that they have um, this um common area where smokers go and again it's right in front of the door and it's just um, a cigarette the ashtray is there but nobody uses the ashtray!"- Theme VII, Female, Returning Student

"As a community college, our sponsor is the county. The SUNY chancellor's recommendations can be interpreted differently by community colleges. Depending on how they've interpreted, we may or may not abide by them!"- Theme VIII, Director of Health

"One of the activities was simply send me an email asking them in the technology using their student email. Send an email explaining what grade you'd be in this course and what you plan to do in order to attain that. Following that class I had a discussion with them about the language that they used. What I call text writing, lower case is, the difference between ho and h o and hwo because it was apparent in the emails that I received!"- Theme V, Director of Residential Life

"To be honest, I really didn't get asked for our help. Students don't come to us asking for that kind of help. Once in a while we find out that someone smokes, well, be like what, we didn't even know that!"- Theme IV, Educator, Nursing

SAMPLE: (N=55)

- Students: traditional, adult learners, and veterans (n=47)
- College Officials: directors of student health, directors of student life, administrators, director of residential life, and educator (n=8)

"There are students right out of high school to about age 22. Some of them are taking a break or some of them are re-joining families or what have you. And then I would say those that 24-26 year old and above who is your traditional I would call adult learner. Um, and then that means somewhere between 22 and 26, it's a grey zone. They could be right out of high school or coming back from the military. They may be considered more adults whereas some of your students who just are founding and god only knows what they are doing. And I would consider them your more traditional age cause they have none of those life skills but up!"- Director of Student Life

RESULTS

- Community college smoking efforts were classified into two broad domains with 8 themes: (1) efforts through education programs and (2) efforts through policy
 - Smoking literature is widely available at colleges
 - Students do not read smoking literature
 - Cessation programs and services vary by college and depend on staff perception of smoking
 - Students don't ask community college health centers for quit help
 - Smoking is not a priority to college leaders
 - Smoking policies exist at colleges though colleges have different rules for smoking outside
 - Colleges are unable to enforce smoking policies
 - College officials are unaware of their role in establishing and enforcing smoking policies

CONCLUSIONS:

- Little evidence that current program and policy approaches employed are successful
- Need for improved policy enforcement by faculty / staff
- Cessation tools must be convenient, readily accessible from college and home, and easy to understand
- Future smoking prevention and cessation efforts must be low infrastructure, low staffing, and low cost
- Feasible approaches may include: technology-based cessation tools, partnerships with community health agencies, and policy promotion through orientation activities

BACKGROUND:

- The estimated prevalence of smoking amongst traditional-aged college students is 28.4%, exceeding that of the adult national average by nearly 10%¹.
- Compared to traditional four-year students, community college students are more likely to smoke, to describe themselves as regular smokers, and to fail at quitting².
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My opinion on smokers, I'm a absolute anti-smoker. I never smoked a cigarette in my life, but as a health educator I have a lot of compassion for smokers because, when I think the degree of addiction they go through, that they shake this, and they go through all of these health problems that you see, as a nurse. So if a student asked me, I would certainly try to steer them in the right direction"- Theme III, Educator, Nursing

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When there is smoking, it is right in front of the door, which makes it, you know, not too attractive. Inconvenient, you know, the smell and things they have um, this uh common area where smoking is allowed, and again it's right in front of the door and it's, um, the cigarette the ashtray is there but nobody uses it"- Theme VII, Female, Returning Student

"As a community college, the SUNY chancellor's recommendations are interpreted differently by community colleges. They're interpreted, we make our own decisions"- Theme VIII, Director



"One of the activities was simply send me an email, and they were engaging them in the technology using their student email addresses"- Theme IX, Student

- VI. Smoking policies exist at colleges though colleges have different rules for smoking outside
- VII. Colleges are unable to enforce smoking policies
- VIII. College officials are unaware of their role in establishing and enforcing smoking policies

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**RESEARCH
DESIGN**

“PHASE II”

**ELIGIBLE
PARTICIPANTS**

RECRUITMENT

**SCREENER /
CONSENT /
BASELINE SURVEY**

**INTERVENTION
WEBSITE ACCESS
FOR ONE YEAR**

**1 MONTH FOLLOW-
UP SURVEY (\$10)**

**6 MONTH FOLLOW-
UP SURVEY (\$15)**

**12 MONTH FOLLOW-
UP SURVEY (\$20)**

**NOT ELIGIBLE OR
NOT INTERESTED**

**EVIDENCE-BASED
RESOURCES**

**(The next slides are
examples of State and
National Web-based
resources)**

**EVERYTHING
IS ONLINE**



- Home
- Thinking About Quitting
- Ways to Quit
- Tools to Help You Quit
- Quitting for Good
- About the Quitline

1-866-QUIT-YES 1-800-784-8937 [Chat with a Counselor Now](#) [Give Me a Call](#)

ILLINOIS TOBACCO QUITLINE

Quit Now. We Can Help.

The Illinois Tobacco Quitline is a FREE resource for tobacco users who want to quit for good. Our registered nurses, respiratory therapists, and certified tobacco-treatment counselors are on call 7 days a week, 7AM-11PM to answer all your tobacco-related questions and provide the support you need to break the habit. Habla español? We serve a diverse client base, with Spanish-speaking counselors and live translation services for more than 200 languages.

1-866-QUIT-YES

[Schedule a Call](#)



Success Stories

Click "Watch Video" to view a success story from the Illinois Tobacco Quitline



📍 Share your Smokefree Journey ↻

It doesn't matter where you start. Just start.

smokefree.gov

- Quit today
- Prepare to quit
- Smoking issues
- Help someone



I'm craving cigarettes



I'm ready to quit



I slipped



**RESEARCH
DESIGN**

“PHASE III”

What Information?

DISSEMINATION

ANALYZE DATA

WHAT WORKED TO
RECRUIT STUDENTS?

WHAT WORKED AND
WHAT DIDN'T WORK
TO HELP THEM QUIT
LONG TERM?

RECOMMENDATIONS
FOR RESOURCES FOR
STUDENTS

PUBLISH RESULTS

Which Recruitment
Channels?
For Whom?

What Web
Features?

**SHARE WITH
COMMUNITY
COLLEGES**

**NIH-
FUNDED
RESEARCH**

**WHY
COMMUNITY
COLLEGE
STUDENTS?**

GOAL 1:

**WHAT WATI
TREATMENTS WORK
BEST, FOR WHOM,
UNDER WHAT
CONDITIONS?**

GOAL 2:

**WHAT
RECRUITMENT
WORKS FOR CC
STUDENTS? NOT
JUST FOR STOP
SMOKING STUDIES!**

**RESEARCH
DESIGN**

**RECRUITMENT
STRATEGIES
AND SUCCESS**

**FACE-TO-FACE
(TABLING / EVENTS)**

FLYERS

E-BULLETIN BOARDS

POSTERS

**GLOBAL
EMAIL
BLASTS**

TABLE TENT CARDS

RADIO PSAs

NEWSLETTERS

**BANNER
ROLL "AD"
ON MAIN
WEBSITE**

**SOCIAL
MEDIA
ONLINE**

- Facebook
- GoogleAds
- Craigs List

I'm Ready to Stop Smoking, But How?

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A Community College student, at least 18 years old,
and ready to quit in the next 3 months!

CLICK HERE: <https://redcap.urmc.rochester.edu/redcap/surveys/?s=uzInNVMiT9>



GOOGLE ADS

300 × 250

I'm Ready To Stop Smoking, But How?



**Community
College
Smokers
Ready To
Quit.**

Sign Up Now!

**Join An Online Research
Study & Get Paid
Whether You Quit Or
Not!**



Univ Rochester Med Ctr

120 × 600

**I'm Ready To
Stop Smoking,
But How?**



**Community
College
Smokers
Ready To
Quit.**

Sign Up Now!

**Join An Online
Research Study
& Get Paid
Whether You
Quit Or Not!**



Univ Rochester Med Ctr

160 × 600

**I'm Ready To
Stop Smoking,
But How?**



**Community
College
Smokers
Ready To
Quit.**



**Join An Online
Research Study
& Get Paid
Whether You
Quit Or Not!**

Sign Up Now!

Univ Rochester Med Ctr

336 × 280

I'm Ready To Stop Smoking, But How?



**Community
College
Smokers
Ready To
Quit.**

**Join An Online Research
Study & Get Paid Whether
You Quit Or Not!**

Sign Up Now!



Univ Rochester Med Ctr

This Works

GOOGLE
ADS

FACEBOOK
ADS

[Smoked Lately?](#)

Community College Students-Get Paid
Whether You Quit Smoking Or Not.

[Wati.URMC.Edu](#)

[Ready To Stop Smoking?](#)

Most Community College Students
Don't Smoke. Join A Study To Quit!

[Wati.URMC.Edu](#)

[Quit Smoking Study](#)

Community College Students-Get Paid
Whether You Quit Smoking Or Not!

[Wati.URMC.Edu](#)

CURRENT STUDENTS

- >> ABOUT MVCC
- >> ACADEMICS
- >> ATHLETICS
- >> FINANCIAL AID & MORE
- >> ONLINE
- >> PARENTS
- >> STUDENT AFFAIRS

QUICK LINKS



A^A + - reset

CURRENT STUDENTS



I'm ready to stop smoking, but how?

Join an Online Research Study & Earn Up to \$45.00!
You will be paid for answering online surveys whether you stop smoking or not!

Email: wati@umc.rochester.edu

Phone: Project Coordinator (585) 276-6243

UNIVERSITY of ROCHESTER



1 2 3 4 5 6 7

College Events

- ART EXHIBIT: MVCC Faculty Art Exhibition (UTICA) (11/20/2013)
- LECTURE: Dr. Neil deGrasse Tyson (UTICA/DGV) (11/20/2013)
- ART EXHIBIT: MVCC Faculty Art Exhibition (UTICA) (11/21/2013)
- DOCUMENTARY: "Born into Brothels," (ROME/DGV)

Fall 13 Final Exams

- Utica campus
- Rome campus

Learning Resources

MVCC offers many ways for you to get connected and succeed in your studies.

- Orientations
- Tutoring
- Advicement

Athlete of the Week

Shelbey Kralik



Shelbey Kralik led the Hawks to back-to-back victories.

[Read More ...](#)

2013 STUDENT HANDBOOK



<http://www.mvcc.edu/current-students/main> -- MVCC's main webpage - under the "Current Students" tab.

This Works

WATI

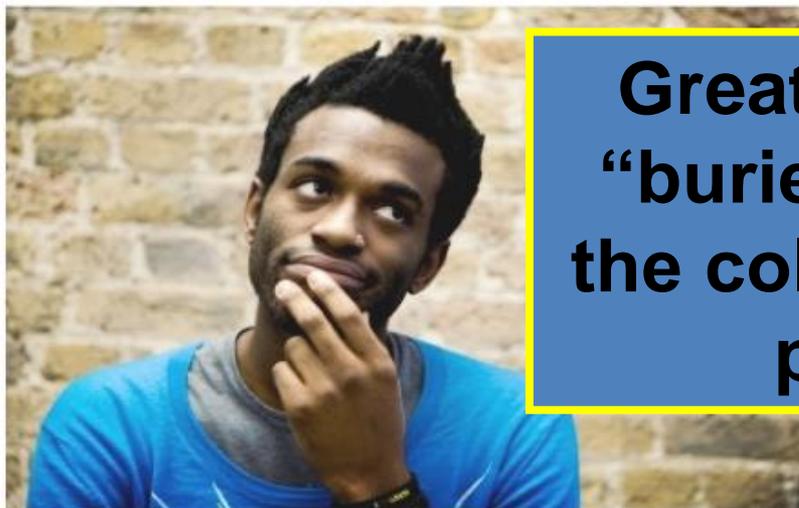
Student Life » Campus Safety » Safety Initiatives » Tobacco-Free JCC

Smoked lately? Ready to quit? Want to earn up to \$45?

The University of Rochester Medical Center is giving community college students the opportunity to quit smoking online through **WATI** (Web Assisted Tobacco Intervention).

Whether you stop smoking or not, you can earn up to \$45 for your thoughts and time by answering surveys.

To see if you are eligible, follow [this link](#) or e-mail WATI@urmc.rochester.edu. You may also call the Project Manager directly at 585.276.6243



**Great page, but
“buried” deep in
the college’s web-
pages.**



Memberships



Going on Now

Announcements

All ▾

- [You may register for the summer and fall semesters.](#) Hide
- [Student Election Results](#) Hide
- [Share your views by April 30 and win \\$500!](#) Hide

Show Hidden



I'm Ready to Stop Smoking, But How?

Join and online research study and earn up to \$45

[Learn more](#)



Having Trouble?

Click to report a portal problem, ask a question or send a comment.

[Return](#)

alendar.

[Previous Day](#) | [Next Day](#)

ous)

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ce. Limit of 2 tickets with
idents. Sponsored by the

**Example
Placement on a
“Student Portal”
(Course Management
Software, e.g.,
“Blackboard”,
“Banner”, “Angel”,
“Genesis”, etc.)**

October 17, 2013

NYCCT Officers

*David L. Mathis
Mohawk Valley CC
Chair*

This Works

*Donald B. Creath
Corning CC
Secretary*

*Mary A. Adams
Nassau CC
Past Chair*

*Arthur C. Anthonisen
Orange CCC
Foundation Board
Chair*

*Denise Murphy McGraw
Schenectady CCC
Advocacy Committee
Chair*

Donald M. Mawhinney, Jr.

Dear Community College Presidents,

This is a letter of support on behalf of Dr. Scott McIntosh at the University of Rochester in Rochester, NY who is conducting a study funded by the National Institutes of Health (National Cancer Institute) entitled “Web-Assisted Tobacco Intervention (WATI) with Community College Students.” The study has already recruited nearly 300 full and part-time students from among SUNY and CUNY Community Colleges who smoke into a fully web-based tobacco cessation program. A total of 1,440 students will make up the final sample by July, 2014. All students who are ready to quit and who want help quitting on the internet will be referred to a FREE treatment website, even if they don’t join this study. If they complete 5-minute surveys at 1, 6 and 12 months – they will get \$45 for participating, **whether they quit or not**. Non students or those not interested or eligible for the study will be referred to other state and national resources for free treatment options. This intervention will not interfere with any of your tobacco control efforts or the Campus Tobacco Free Initiative and can, in fact, be folded into them as you may wish. Establishing strategies for referral of our students in this study will also lead to discoveries of the best methods for recruitment into many other kinds of research studies, such as alcohol, STD prevention, etc.

Community College students are a growing population, and smoking remains a substantial health concern in their demographic. It is crucial to understand the best ways community college students can be aided with smoking cessation, and this study will test the promising new area of web-assisted tobacco intervention (WATI).

Dr. McIntosh and his team have so far learned (from 2 SUNY Community Colleges involved for the past year) that traditional recruitment methods such as Flyers with tear-offs, posters, and even Electronic Bulletin Boards have steady but limited success, but an initial Mass Email (Email “Blast”, etc.) to the entire student body has shown to be the most promising so far, accounting for more than 75% of enrolled participants.

This Works

EMAIL RECRUITMENT AT COMMUNITY COLLEGES

Email to be sent from a college champion to recruit students into WATI.

NOTE: WORDING IS APPROVED AS IS, PLEASE DO NOT ALTER.

Subject: Smoked Lately?

Dear Student,

Smoked lately? Are you ready to quit? Want to earn up to **\$45.00**?

The University of Rochester is giving Community College students the opportunity to quit smoking online.

Whether you stop smoking or not, you can earn up to \$45 for your thoughts and time by answering surveys.

To see if you are eligible, click the link <https://redcap.umc.rochester.edu/redcap/surveys/?s=uzInNVMiT9> or email WATI@umc.rochester.edu, or call the Project Manager directly at (585) 276-6243.

Sincerely,

<NAME OF CAMPUS REPRESENTATIVE SENDING THE GLOBAL EMAIL TO STUDENTS>

Current Status

- May 6, 2014: We've now recruited 725 of our targeted 1,440 Community College Students (half of sample)
- Need remaining 715 by end of Fall Semester
- Opened Recruitment in other states, including Illinois for example, with a "top down" letter of support from Dr. Eric Davidson
- Will continue to explore successful "top down" strategies, and partnership-building this summer
- Will Gear Up for Fall Semester Push
 - Solidify "mass email" permissions, work-flows and, most importantly, "Buy In" from the top
 - Solidify "prominent banner ad placement"

THANK YOU!

WATI

Scott McIntosh, PhD

Andrew Wall, PhD

Ryan Jones, MBA, MS

Wati@urmc.rochester.edu

(585) 276-6243