Quitters Are Winners: A Program to Reduce Smoking at WPI

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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

DATA:

<table>
<thead>
<tr>
<th>Product</th>
<th>Average Cost per Day</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nicotine Inhaler</td>
<td>$11.00</td>
</tr>
<tr>
<td>Nicotine Gum</td>
<td>$3.12</td>
</tr>
<tr>
<td>Nicotine Patch</td>
<td>$2.36</td>
</tr>
<tr>
<td>Nicotine Lozenges</td>
<td>$3.12</td>
</tr>
<tr>
<td>One Pack Of Cigarettes</td>
<td>$7.00</td>
</tr>
</tbody>
</table>

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

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:
  - Dangers of smoking
  - Impact of second and third-hand smoke
  - 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
  - Nicotine chewing gum
  - Nicotine lozenges
  - Nicotine patch
  - 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

SURVEY CONCLUSIONS

- WPI has a higher percentage of smokers compared to colleges nationally
- Over 60% of WPI students are affected by second-hand 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

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

Have you ever been affected by others smoking/secondhand smoke on the WPI campus?

- National data based on American College Health Association’s Spring 2010 National College Health Assessment (approximately 35,000 students)