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

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:

Percentage of College Students Who Smoke Daily

If you do smoke, how many cigarettes do you smoke in one day?

If trying to quit, which of these options would you use in order to assist you in quitting?
(can choose more than one option)

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

Have you received information on tobacco use from your college or university?

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

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