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>% OF People Abstinent Using Different Aids</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nicotine Gum</td>
</tr>
<tr>
<td>80%</td>
</tr>
</tbody>
</table>

<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>$4.00</td>
</tr>
<tr>
<td>One Pack Of Cigarettes</td>
<td>$7.00</td>
</tr>
</tbody>
</table>

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

SURVEY

**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

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

Quitters Are Winners: A Program to Reduce Smoking at WPI

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?

- Yes 61.2%
- No 38.8%

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

- Yes 90.0%
- No 10.0%