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

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

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

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

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