

Tobacco

Cessation

Toolkit

For Those Working
With College Students on
Tobacco Cessation

A California Youth Advocacy Network (CYAN) Publication

Tobacco
Cessation
Toolkit

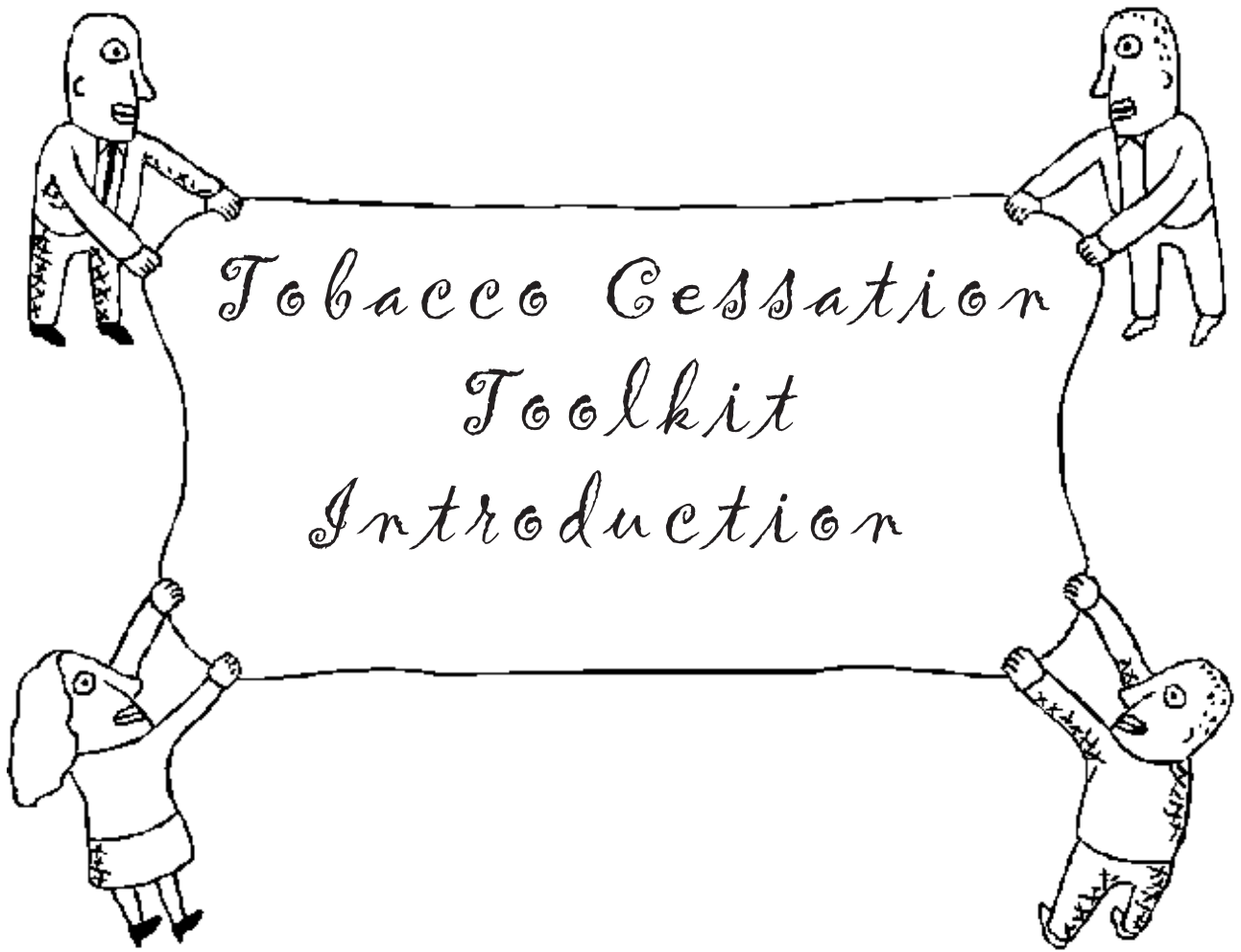
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Table of Contents

Introduction	6
10 Suggestions for Maximizing Tobacco Cessation Efforts on College Campuses	7
Resources to Build Staff Knowledge	8
Who Answers Your Phones?	9
Ideas for Posting Quit Resources	10
Sample Tobacco Quit Resources Full-Sheet	11
Sample Tobacco Quit Resources Half-Sheet	12
Sample Tobacco Quit Resources Tear Sheet	13
Celebrating College Culture Instructions	14
Important Things to Remember When Working with College Students Crossword Puzzle	15
Important Things to Remember When Working with College Students Word Search	16
Important Things to Remember When Working with College Students “Mad Libs”	17
Resources for Cessation Providers	18
Scheduled Follow-up Instructions	19
Scheduled Follow-up When a Quit Date is Set	20
Scheduled Follow-up When a Quit Date is Not Set	21
Pick a Follow-up, Any Follow-up: The Pros and Cons of the Four Main Follow-up Approaches	22
Sample Follow-up Email	24
Sample Follow-up Letter	25
Sample Cessation Follow-up Forms	26
California Smokers’ Helpline Information	28
California Smokers’ Helpline Order Form	29
The Wonderful World of Quit Kits on College Campuses	30
Advantages & Disadvantages to Outreach Methods	31
Quit Kit Examples	32
Itemization of Quit Kit Contents	34
Sample Postcards for Quit Kit Follow-up	35
Gain Health, Not Weight! Plan	36
Gain Health Worksheet	38
Sweet Suggestions for Stopping Stress	40
What to Do When You...	43
Nicotine Replacement Therapy	44
10 Things to Know About NRTs	45
Types of NRTs	46

Table of Contents (continued)

Involving the Community: Advertising and Fundraising	48
Putting the Fun Into Fundraising	49
How to Put the Do Into Donations	50
Sample Donation Letter	51
Once You Receive the Donation, What Do You Do?	52
Sample Thank You Letter	53
The Importance of Advertising	54
Ways to Stretch Your Advertising Budget	55
Sample Advertisements	56
Additional Resources and Words of Encouragement	62
Resources on the Information Superhighway	63
Thank Yous	64
Puzzle Solutions: Answers to Crossword Puzzle and Word Search	65



This Toolkit was put together in hopes of assisting those new to the field of cessation as well as seasoned professionals. This Toolkit is not meant to replace professional cessation training or certification, but instead is intended to accentuate already existing cessation practices and highlight important considerations when working with college students.

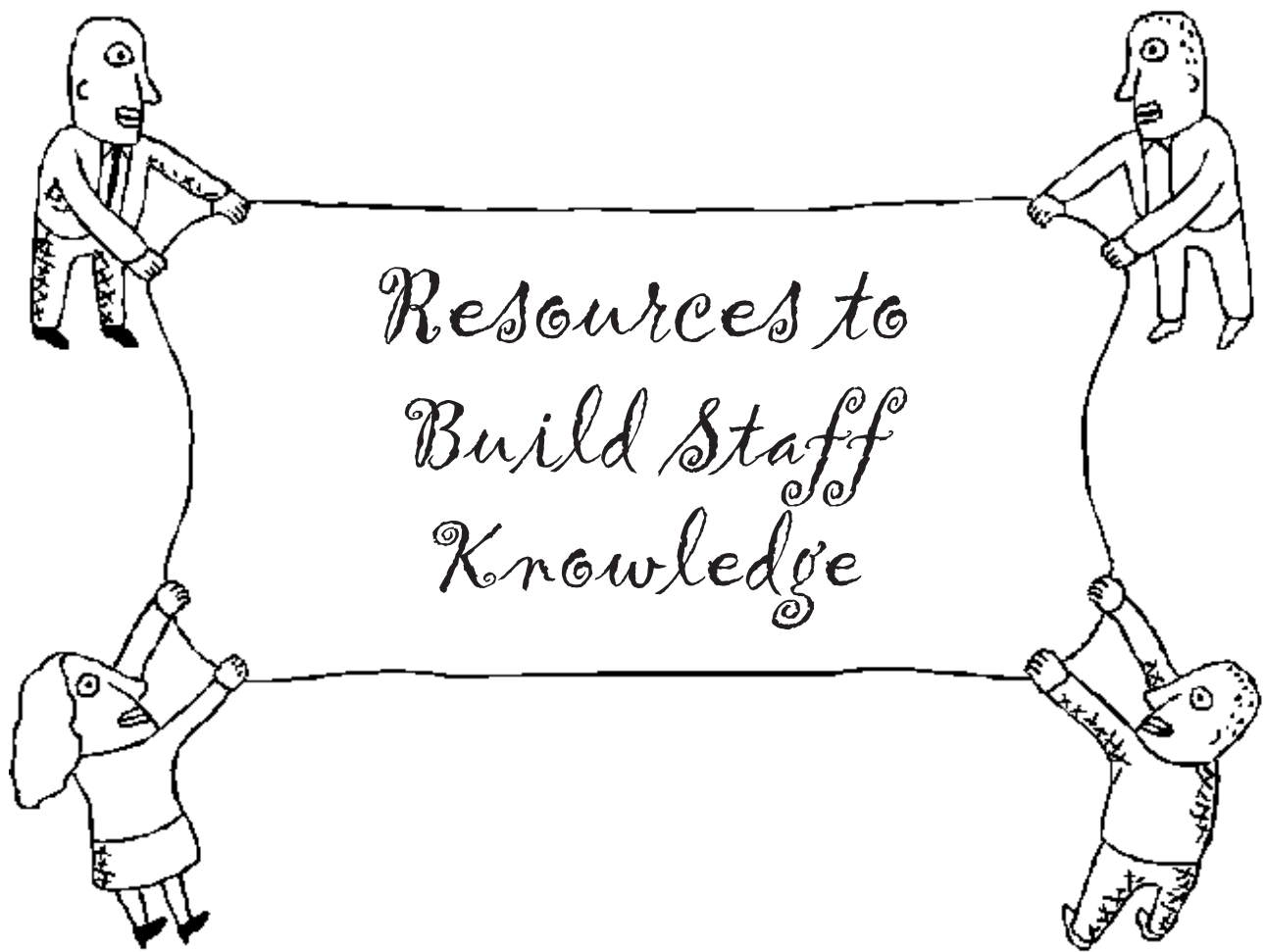


*10 Suggestions for Maximizing Tobacco Cessation Efforts on College Campuses**

- 1. Evaluate your current services.*
- 2. Check the attitude of the program and the personnel.*
- 3. Understand the Model of Change and make sure your program uses it.
(For more information on the Model of Change, see: www.aafp.org/aafp/20000301/1409.html)*
- 4. Educate all staff about tobacco issues on campus.*
- 5. Provide Zyban (bupropion HCL) and Nicotine Replacement Therapy (NRT) products as options to students.*
- 6. Examine effectiveness of groups vs. individual assistance.*
- 7. Utilize online resources.*
- 8. Target groups that are likely to change.*
- 9. Target high-risk groups on campus.*
- 10. Exchange ideas with others and gain new understandings.*

**As suggested by Linda Hancock FNP, PHD: Virginia Commonwealth University.
For more info visit: www.smokefreecampus.org/cessation*





In February 2005, phone calls were made to the campus Health Services at all public schools of higher education in California. These calls were made to evaluate the staff knowledge of cessation services offered to students. The caller posed as a student seeking cessation services. The results were alarming. Many of those whom the caller spoke to had no idea where to send students for services. Others praised the student for seeking services but had no idea whom she should call. Still others were curt and simply suggested that the student look in the phonebook. This anecdotal survey illustrates the need for all Health Services to train their staff on basic tobacco cessation information. It is understood that not everyone who answers a phone can be a cessation counselor or expert, but it is not out of the question that all staff can be given the necessary (and simple) resources to point a student in need in the right direction. The following section was created to assist in that process.



Who answers your phones?



- Administrative assistants
- Work-study students
- Health educators
- Appointment makers
- Nurses
- Medical staff
- Security
- You
- Switchboard operators
- Interns
- Pre-Med students
- Pharmacists
- Peer educators
- Cleaning staff
- Answering service
- _____
- _____
- _____
- _____

All of the staff listed above would benefit from having informational resources on tobacco cessation. Take the time to think of who might answer your phones. Do they know what services are available? Do they know the number for the California Smokers' Helpline (1-800-NO-BUTTS)? Do they know who to send students to or direct calls to?



The following sheets are to be completed and placed where staff use phones. Place a completed copy of the larger sheet near every phone in your Health Center (or utilize the half sheets for smaller spaces). Try putting them on colored paper or in a different font-whatever will get the attention of whomever answers the phone. If you have pay phones within your Health Center, consider putting a tear-off sheet at each phone. Finally, have an inservice or training with the people who answer the phone so that they know what the sheet means and where they can go for additional information. The more the staff knows, the more students will be helped.





Tobacco Quit Resources

Tobacco Quit Contact: _____

Phone: _____

Extension: _____

California Smokers' Helpline: 1-800-NO-BUTTS or
www.californiasmokershelpline.org

California Tobacco Chewers' Helpline: 1-800-844-CHEW

Online Quit Sites: www.quitnet.com

_____ (College Website)

_____ (County Website)

American Cancer Society: 1-800-ACS-2345

American Lung Association: 1-800-LUNG-USA





Tobacco Quit Resources

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Online Quit Sites: www.quitnet.com
_____ (College Website)
_____ (County Website)

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American Lung Association: 1-800-LUNG-USA

Did you know?

A pack-a-day smoker spends:

\$5 a day

\$525 a semester

\$1800 a year



Put down your cigarettes and buy:
a trip to Europe!

or

a motorcycle!



or

a new laptop!



For more information on how to quit, call:
1-800-NO-BUTTS

Smokers' Helpline

1-800-NO-BUTTS

Smokers' Helpline

1-800-NO-BUTTS

Smokers' Helpline

1-800-NO-BUTTS

Smokers' Helpline

1-800-NO-BUTTS

Smokers' Helpline

1-800-NO-BUTTS

Smokers' Helpline

1-800-NO-BUTTS

Smokers' Helpline

1-800-NO-BUTTS

Smokers' Helpline

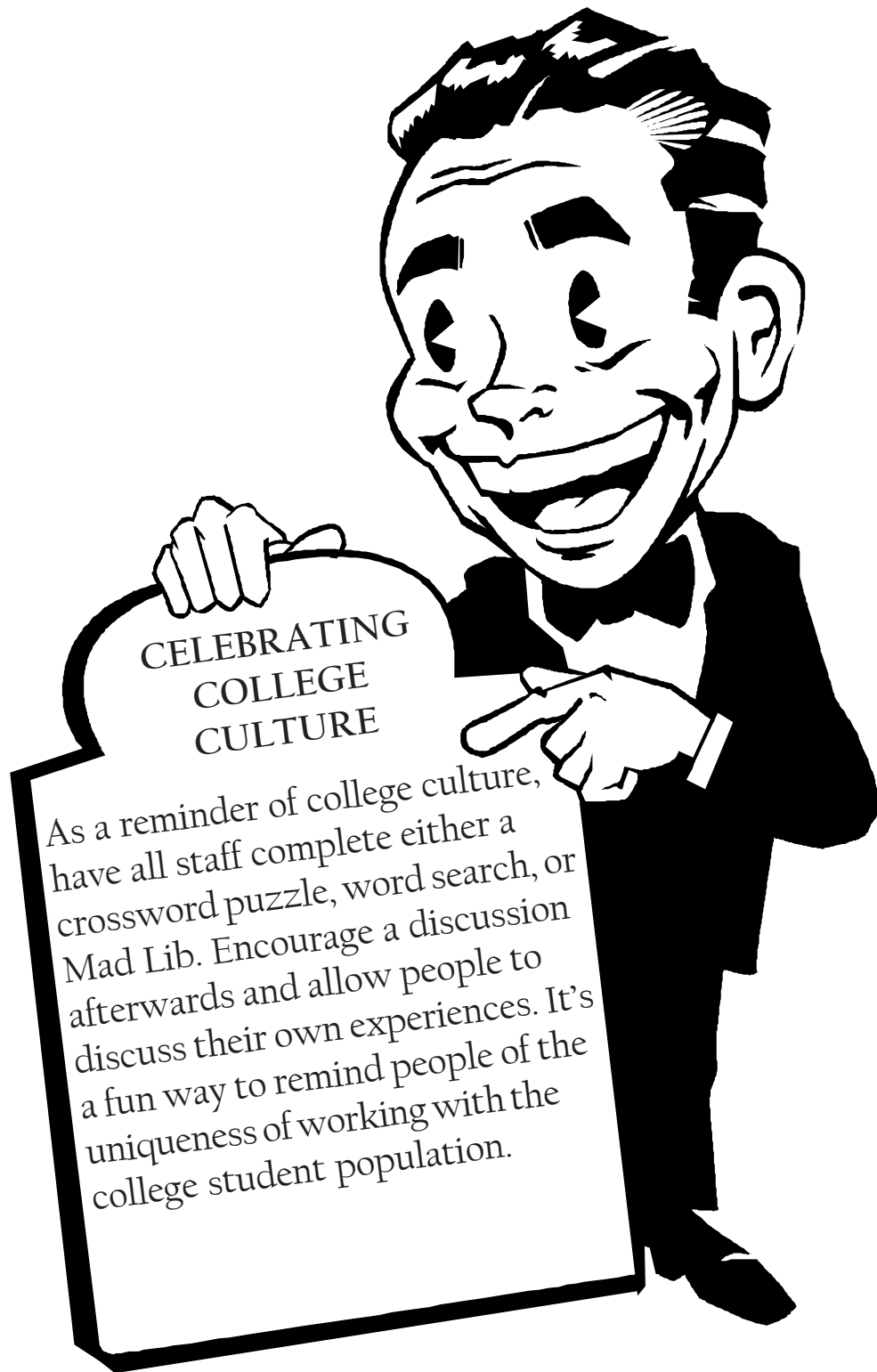
1-800-NO-BUTTS

Smokers' Helpline

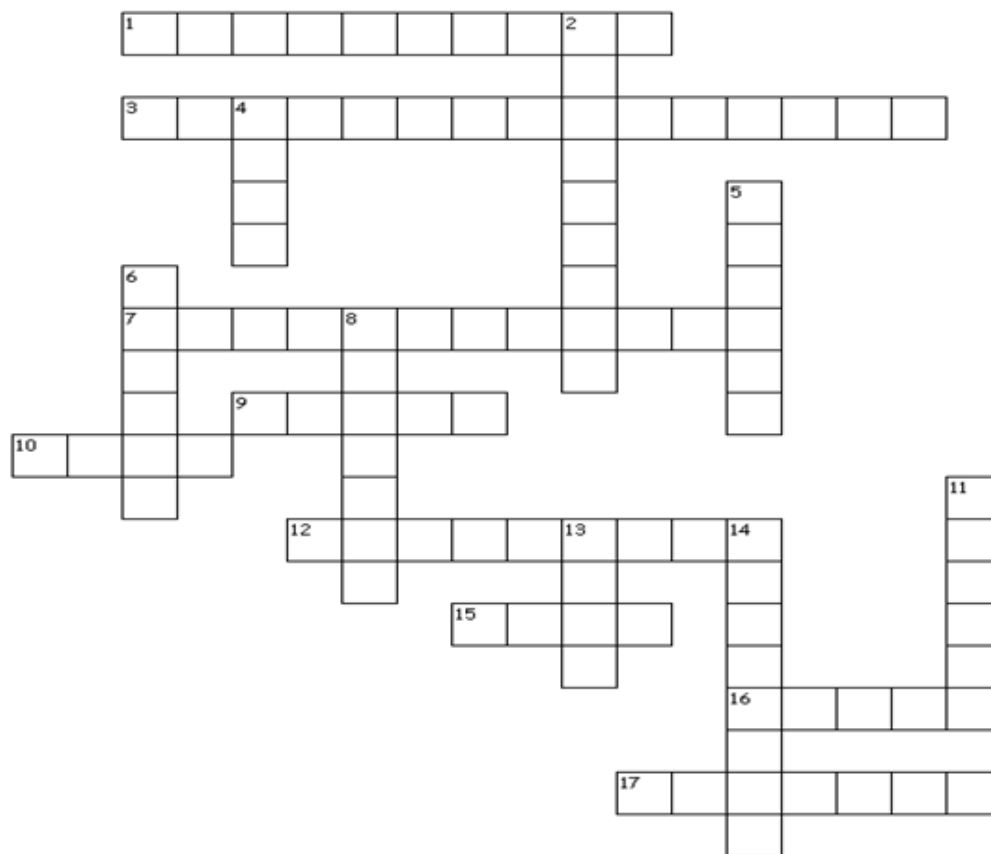
1-800-NO-BUTTS

Smokers' Helpline

1-800-NO-BUTTS



Important Things to Remember When Working With College Students



Across

1. The place where on-campus students eat many meals. Also sometimes called a cafeteria. (2 words)
3. For some students, college is a time for this. It's also done in a chemistry lab.
7. Not just what the USA celebrates on 7/4, it applies to college students as well.
9. U2, DMB, Beastie Boys, and Kanye West all make this. It can also be a college major.
10. A student who carries a determined number of courses or more is ____ time.
12. Students who don't live on campus are this.
15. Some students live here. (Hi Mom & Dad!)
16. Some students live here.
17. We all have it and for some students it helps determine much of their experience.

Down

2. Even if English is spoken in most classes, students often speak many of these at home or with friends.
4. A student who doesn't carry a complete course load is ____ time.
5. Students often feel this at college when trying to balance many things.
6. When it comes to programs for students (including cessation services), one size does not do this. (2 words)
8. What many college students have that we can use. Also, the name of a fruit and the singular of an NBC soap opera.
11. An important stress reliever, some college students go to these.
13. It's challenging for many students to manage this.
14. For many college students, a 9 to 5 of these doesn't work.

For answers see page 65.



Important Things to Remember When Working With College Students

n z d u o q h y z b e l i l c
b o l i u z u j n u r a b v b
s h i d n w s u u m u n i s r
m t o s c i l m f h t g a n y
d r r o s x n s w c l u d e j
m j d e q a d g o d u a i m s
e m o h s n p m h t c g n i l
b g v y e s m e k a v e m t e
e z s i g u v o h r l s u e a
o u r o t f o o d g o l s y d
b f a e l u d e h c s w i e e
t l r i p r l y g k m k c j r
s s m o v i e s m z o l h r s
t t o i f e v i t a e r c j a
i n d e p e n d e n c e o n b

busy
commuters
creative
culture
dininghall
dorm
friends

food
fun
goals
home
independence
languages
leaders

movies
music
passion
schedule
stress
time
work



First Day

How exciting! The first day of college has begun and all of the students are _____. One student arrives driving a _____ while another arrives on the local _____. The air is crisp and filled with anticipation and _____. As the day goes on, some students arrive from working at _____ or even _____.

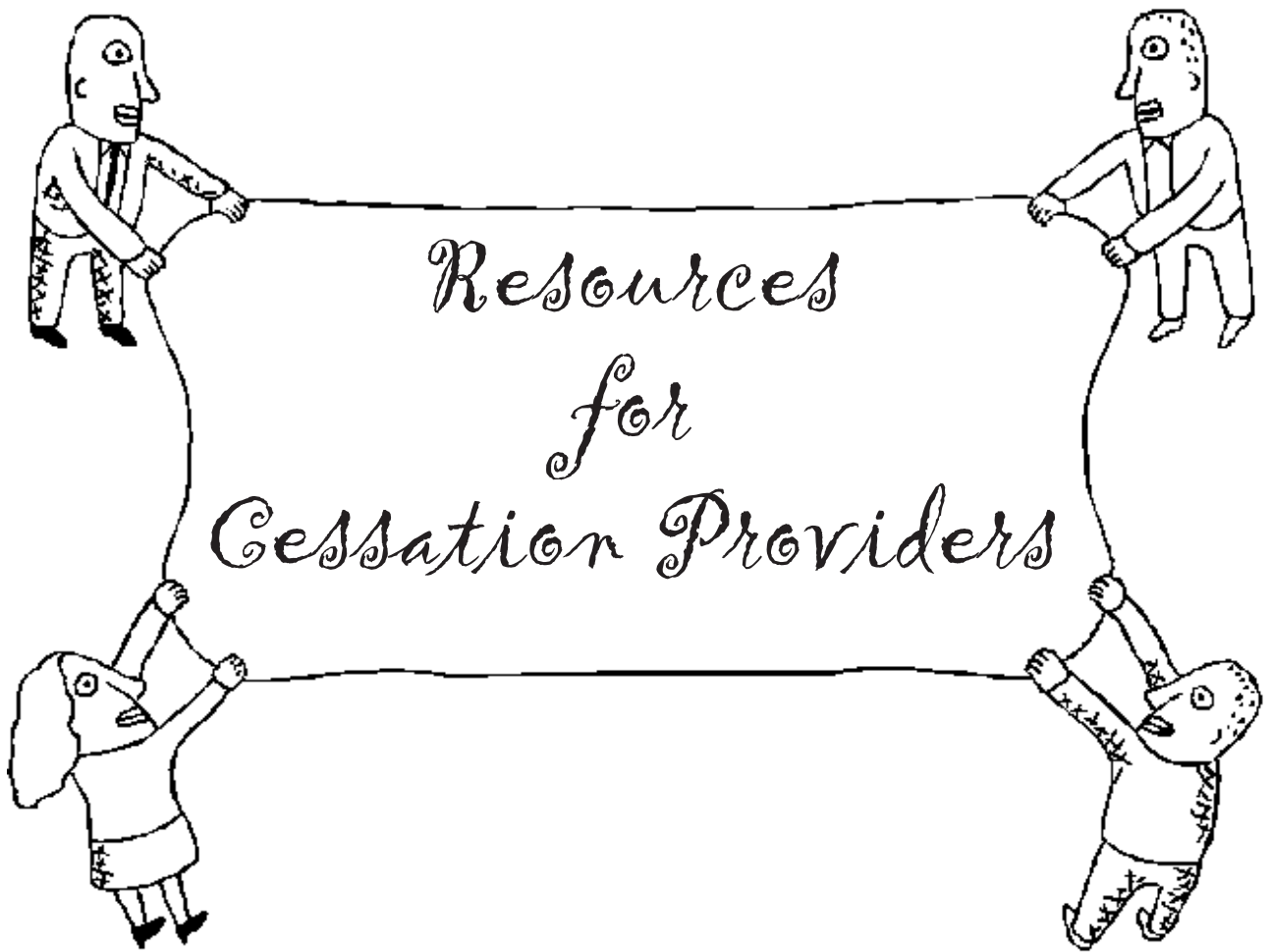
Time means something different to these young adults as they arrive at least _____ minutes late to everything and are always hungry. As the first day comes to an end, music by _____ can be heard throughout the campus and the line to see _____ is long. Another year of _____ with America's future has begun!

A Day at the Health Center

What a day at the Health Center! The day started with a student complaining of _____ trouble then quickly turned to the whole football team which had _____ and become ill. On top of all of the student emergencies, the staff has their own problems. _____ has such a bad cold that (her/his) voice sounds like a/an _____. _____ had dental work done and can't stop _____ from the Novocaine. And the Health Center director had the worst day, (she/he) _____ into a _____ and had to go home! Even with all of this going on, the Health Center is still holding strong! Don't forget our motto: "No matter how _____ the student is, we will always _____!"

WORKING WITH COLLEGE STUDENTS "MAD LIBS"





The following section includes tools to assist with your cessation work. Many of the materials can be easily reproduced and distributed to other staff members. Other information is meant to be given directly to students (such as the “What to do when you...” and “Sweet Suggestions for Stopping Stress” pieces).

Scheduled Follow-Up



Each person and organization is different in the follow-up that works best for them. Most organizations that work with college students have found that students respond positively to follow-up during the cessation process and appreciate the attempt by counselors and/or peers to support them. Follow-

*Did you know?
Some college campuses have found text messaging students a useful way for cessation follow-up.*

up can be through email, telephone, mail, in person, or any combination of methods. On the following pages, the pros and cons of each method are discussed and sample follow-up communications are included. Please note: all materials can easily be modified to meet your individual agency and student's needs.

Scheduled follow-up when a quit date is set:

Within 2 weeks post quit date: In these first weeks, many who are trying to quit smoking find it helpful and supportive to hear from a counselor and/or peer. The quit date has come and the person is either into their life without tobacco or has relapsed and has feelings around that issue as well. Either way, a reminder that services are still available and support is there has been shown to be helpful for students during this difficult time.

Within first month post quit date: A non-judgmental check in will show support as well as serve as a reminder of available services and resources. If relapse has occurred, discussion of follow-up and triggers can also occur.

Within three months post quit date: A check-in at this point could really make the difference in the journey. Remind the person what you spoke of earlier and why they wanted to quit. If possible, consider sending the person a visual reminder of their reasons for quitting. A postcard completed at intake works well. If relapse has occurred, discussion of follow-up and triggers can also occur.

Six months post quit date: Continued support and positive words will assist the student. Some relapse may have occurred, but a reminder of why the student stopped using tobacco may help.

One year post quit date: Congratulations are in order!! Help the student understand the amazing step she/he has taken in improving their life. At this point, some people find their passion and desire to work in tobacco prevention. Be prepared to offer resources for volunteer opportunities or community involvement.



Scheduled follow-up when a quit date is NOT set:

Within 2 weeks post contact: Many who are trying to quit smoking find it helpful and supportive to hear from a counselor and/or peer. Depending on what was discussed at the meeting or during the initial telephone call, contact at this point may help the person ask for additional resources and/or the support she/he needs to set a quit date. You may want to continue contact depending on how this contact is received.





Within first month post initial contact: Hoping that you were received positively at the 2 week follow-up, this one month contact can serve as a non-judgmental check in to show support as well as serve as a gentle reminder of available services and resources.

Within three months post initial contact: If the person was open to your contact at one month, a three month check in could really make the difference in the journey. Remind the person what you spoke of earlier and why they wanted to quit. Show support and gently remind the person of resources and your availability.





Six months post initial contact: Continued support and positive words will assist the person in being able to seriously think of quitting. Some people may resist contact, but for many a reminder of why cessation services were first sought may help. Final contact should include cessation information (complete with telephone numbers and websites) as well as encouragement.



Pick a follow-up, any follow-up:

Type of Follow-Up:	Pros:
<p>Email</p> 	<ul style="list-style-type: none"> • Quick. • Non-confrontational. • Content can be standardized. • Can fit student's schedule. • Able to attach additional written educational materials with correspondence. • Works well with those reluctant to have in-person meeting. • Links to online resources.
<p>Telephone</p> 	<ul style="list-style-type: none"> • Can be more extensive. • Speak directly with the student and can "read" voice and responses. • Can respond immediately to questions or concerns. • Works well as a compromise to those reluctant to meet in-person. • Can personalize message to fit student's current circumstances.
<p>Mail</p> 	<ul style="list-style-type: none"> • Quick. • Non-confrontational. • Content can be standardized. • Can personalize message to fit student's current circumstances. • Able to attach additional written educational materials with correspondence. • Works well with those reluctant to have in-person meeting.
<p>In-person</p> 	<ul style="list-style-type: none"> • Can be more extensive. • Can be more personalized. • Can make a one-on-one connection with the student. • Can address needs immediately and thoroughly. • Can "read" the body language. • Can give the student supporting materials right away. • Can schedule any additional follow-up immediately.

The Pros and Cons of the Four Main Follow-up Approaches.

Type of Follow-Up:	Cons:	Comments:
<p>Email</p> 	<ul style="list-style-type: none"> • Bounce-backs (constant email changes or incorrect data). • Seems less personal. • Seems a bit distant. • Unable to relate to the person one-on-one and read body language or hear voice. • Unable to respond to needs immediately. • Easily lost in the mass of emails the student may receive. 	<p>This form of follow-up is useful if your cessation staff is small or overtaxed and if the vast majority of your student body has access to email. The important thing to remember is that some contact with students is better than no contact at all.</p>
<p>Telephone</p> 	<ul style="list-style-type: none"> • Can be more extensive (and possibly time consuming). • Unable to read the person's body language. • Often challenging to reach the student. • Follow-up time may take longer. • Must be mindful of confidentiality issues if leaving messages. 	<p>Depending on the structure of your cessation staff as well as the student body, this form of follow-up may be the most helpful. However, if your student body is overwhelmingly commuter students, working adults, and/or transient populations, you may find this approach very challenging.</p>
<p>Mail</p> 	<ul style="list-style-type: none"> • Challenging to keep up with student's most current address. • Seems less personal. • Seems a bit distant. • Unable to relate to the person one-on-one and read body language or hear voice. • Unable to respond to needs immediately. • Harder for student to stay in contact. • Expensive. 	<p>If your cessation program has a mailing budget and a student body that stays at the same address for the school year, this may be the best form for you. In addition to a letter to the student, supporting materials and educational brochures could also be included. If your campus offers it, the campus mail service could also be used.</p>
<p>In-person</p> 	<ul style="list-style-type: none"> • Can be more extensive (and time consuming). • High rate of no-shows. 	<p>This form of follow-up is ideal for certain types of students (those who reside on campus) but may be very difficult for others (commuter students). Also, you may receive some resistance in any additional face-to-face meetings (especially with relapsing students). Finally, this form of follow-up is very time consuming and your staff (and facility) must be prepared for that.</p>

Sample Follow-up Email

Main Identity

From: "Colleen from CYAN Health Services"<colleen@cyanuniversity.edu>
To: <KatieK@cyanuniversity.edu>
Sent: Monday, September 19, 2005 4:49 PM
Subject: Follow-up to Our Meeting
Attachment: Dealing with Withdrawal Symptoms.pdf

Hey Katie:

Thanks so much for coming into the CYAN Health Center last week. I hope you found the information we discussed helpful. Quitting tobacco can be one of the hardest things you'll ever do in your life, but just try to remember that the payoffs are huge! Here are a few ideas to help you along your journey:

- **Think** about why you quit in the first place (remember that sheet we filled out together listing your top 5 reasons you wanted to quit?). If you start to feel the urge, re-read the list and remind yourself why you began this journey to live a healthier life.
- Try to **avoid trigger situations** and think of alternatives (remember how we talked about keeping your hands busy with drawing and chewing sugarless gum to keep your mouth occupied?).
- Remember to **keep it positive!** Reward yourself. Chat with supportive friends. Relax. Check out the list I've attached on ideas on how to deal with the symptoms you may be experiencing.

Just remember that we can help you along the way, so please don't hesitate to call me or stop by the Health Center. I'm here Monday thru Friday from 8am-5pm and can be reached at **916-339-3424**. Also, if you want to talk with someone at the Smokers' Helpline (that 800 number we spoke about when we met), they can be reached Monday thru Friday from 7am – 9pm, Saturday 9am-1pm at 1-800-NO-BUTTS for English or 1-800-788-8440 for Vietnamese. They also have a lot of great resources on the web at: www.californiasmokershelpline.org.

Congratulations on beginning this important journey! If you've been able to stick with your quit date, remember you are well on your way to completing your goal. If you've relapsed, remember that most former smokers have tried to stop many times before they finally succeed. We have many tools to help you get back on track, so just give me a call or drop me an email and I'll get you any help I can.

Hope you're doing well. I look forward to hearing from you soon!
Colleen Swofford
CYAN Health Center
916-339-3424



Sample Follow-up Letter

CYAN University

Dear Katie:

Thanks so much for coming into the CYAN Health Center last week. I hope you found the information we discussed helpful. Quitting tobacco can be one of the hardest things you'll ever do in your life, but just try to remember that the payoffs are huge! Here are a few ideas to help you along your journey:

- **Think** about why you quit in the first place (remember that sheet we filled out together listing your top 5 reasons you wanted to quit?). If you start to feel the urge, re-read the list and remind yourself why you began this journey to live a healthier life.
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- Remember to **keep it positive!** Reward yourself. Chat with supportive friends. Relax. Check out the list I've enclosed on ideas on how to deal with the symptoms you may be experiencing.

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Hope you're doing well. I look forward to hearing from you soon!

Colleen Swofford

Colleen Swofford
CYAN Health Center
916-339-3424

Enclosed: Dealing with Withdrawal Symptoms

4 8 1 1 C h i p p e n d a l e D r i v e
S a c r a m e n t o , C A 9 5 8 4 1
9 1 6 - 3 3 9 - 3 4 2 4



Cessation Follow-Up

- 1-2 Weeks
- 1 Month
- 6 Month
- 1 Year

Name: _____ Counselor: _____

Date: _____ Reached via (circle): Phone Email In-person Letter

Preferred method of contact: Phone Email In-person Letter

Response:

- Quit Smoking as of (date): _____
- Relapsed
- GOTOFORMD

1. What activity or resource was most useful/helpful in staying tobacco-free?

2. Which of the following behavior modification techniques were used? (check all that apply)

- Drinking water
- Exercise
- Hobbies/Crafts
- Support
- Contracts/Rewards
- Reasons to Quit
- CA Smokers' Helpline
- Other: _____

3. Which cessation aids are being or were used? (check all that apply)

- None
- Nicotine Patch
- Nicotine Gum
- Zyban/Wellbutrin
- Quit kit
- Other: _____

4. What additional resources would have been helpful?

5. Other comments:



Cessation Follow-Up FORM D

- 1-2 Weeks
 1 Month
 6 Month
 1 Year

Name: _____

Counselor: _____

Date: _____

Reached via (circle): Phone Email In-person Letter

Preferred method of contact: Phone Email In-person Letter

1. Quit Date set? Yes No
 2. Able to quit at all since last contacted? Yes No

If yes, for how long? _____

Method(s) used: _____

3. Why did you go back to using tobacco?

4. Has tobacco use changed since last contact?

- No, still using just as much tobacco
 Yes, using more tobacco
 Yes, cut back from _____ to _____
 Yes, changed type of tobacco from _____ to _____
 Other: _____

5. What are the tobacco use plans?

- To continue to use tobacco
 To cut back
 To keep trying to quit

Date: _____

6. What services, resources, or support would make a difference in cessation efforts?

7. Interested in more cessation resources?

- No
 Yes
 Appointment
 When? _____
 Information on next available cessation class
 Cessation phone numbers
 Other: _____

8. Other comments?



California Smokers' Helpline

What do they offer?

- +One-on-one counseling over the phone.
- +Lists of local tobacco cessation programs in your area including names, contact information, and services of cessation providers.
- +Self-help materials

Languages available:

ENGLISH: 1-800-NO-BUTTS (1-800-662-8887)
CANTONESE: 1-800-838-8917
KOREAN: 1-800-556-5564
MANDARIN: 1-800-838-8917
SPANISH: 1-800-456-6386
VIETNAMESE: 1-800-778-8440
TDD/TTY HEARING IMPAIRED: 1-800-933-4TDD
(1-800-933-4833)

Specific services offered for:

- +Teens
- +Pregnant Women
- +Tobacco Chewers:
1-800-844-Chew
(1-800-844-2439)

Nicotine Replacement Therapy (NRTs):

The helpline does not offer NRTs, however, some health insurance companies will cover the cost of NRTs if individuals are enrolled in a behavior modification program and have a prescription from their medical provider. The counseling services available from the California Smokers' Helpline do quality as a behavior modification program.

Hours:

Monday-Friday: 7am-9pm
Saturday: 9am-1pm
Voicemail is available
24 hours a day!

Who are they?

They are a free statewide tobacco cessation project that is operated by the University of California, San Diego's Cancer Center.

ADDITIONAL INFORMATION ABOUT THE CALIFORNIA SMOKERS' HELPLINE IS AVAILABLE AT

<http://www.californiasmokershelpline.org>



California Smokers' Helpline
1-800-NO-BUTTS

Outreach Department
UCSD Cancer Center
9500 Gillman Drive 0905
La Jolla, CA 92093-0905
www.nobutts.org
Fax: (858) 300-1099
Email: cshoutreach@ucsd.edu

Free

TOBACCO CESSATION PROGRAM

Here is your chance to order **free** materials to help tobacco users quit.

Order Form

Quantity

- _____ **“Want to Quit Smoking?”** brochures (for adult smokers)
 ___ English ___ Spanish ___ Korean ___ Vietnamese ___ Chinese ___ American Indian
- _____ **“Take Charge” Gold Cards**
- _____ **“Want to Help a Teen Quit Smoking?”** brochures (for adults working with teens)
- _____ **“Want to Quit Chewing?”** brochures (for those who use chew/dip)
- _____ **“Pregnant and Smoking: Want to help yourself and your baby?”**
 brochures (for providers to use with pregnant women)
- _____ **Wallet cards** (multi-language)
- _____ **Posters** (for classrooms, offices, etc.)
- _____ **Gift Certificate** (to encourage family/friend to quit)
 ___ English ___ Spanish

If you need help choosing promotional items, contact us at 858-300-1010 or cshoutreach@ucsd.edu.

Please print legibly	
NAME _____	
ORGANIZATION _____	
ADDRESS (No PO BOX) _____	
CITY _____	STATE _____ ZIP _____
PHONE () _____	EMAIL _____ COUNTY _____
IS THIS A RESIDENTIAL ADDRESS? YES NO	

This material was made possible by funds received from the Tobacco Tax Health Protection Act of 1998-Proposition 99, through the California Department of Health Services, contract 0545834:07-05








The Wonderful World of Quit Kits on College Campuses

For some colleges and universities, quit kits have proven to be a very useful tool in the smoking cessation push on campus. Quit kits can be incredibly elaborate or very simple depending on the budget and resources available. Some campuses put the kit items (such as handouts, sticks of gum, and straws) in re-sealable bags and distribute them at campus events and gatherings. Other programs fill reusable water bottles (to encourage water consumption) with quit kit items, program information, and community resources. Whatever you decide to do (and your budget allows), quit kits can serve as a wonderful resource for college students trying to stop using tobacco.

Some campuses simply give kits away with no questions asked or information taken. The advantage to this approach is that more people may be apt to take the kits and in turn read the information and contact your program. A disadvantage to this approach is that you have little control over any follow-up or personal interaction with the person seeking services as well as no guarantee that the person who is taking the kit will actually use it for cessation purposes. The alternative is to ask the person receiving the kit to complete a card or quick form so that follow-up may occur. The advantage to this approach is that you make contact with the person, are able to address any initial questions she/he may have, and have follow-up information. A disadvantage to this approach is that some college students may be hesitant to give you their information in exchange for a kit.

Only you can decide which approach is best for your campus. Should you decide to use the follow-up card approach, an example of such a card is included here and can be easily reproduced for your campus' use. Also included are sample quit kit content lists including per-kit prices.

Quit kits are a great way to get the community involved as well. Local businesses that may be hesitant to donate cash to your program may be very eager to donate items needed for quit kits. Whatever your campus decides to do, refer to the following pages for a few hints to make the process run smoother.

<u>Method Quit Kit is Distributed</u>	<u>Advantage</u>	<u>Disadvantage</u>
Give `em away at events 	<ul style="list-style-type: none"> • May reach more students. • Students may not hesitate to take a kit. 	<ul style="list-style-type: none"> • No info for follow-up. • Unable to address students' concerns. • May be taken by those who only want the "free stuff".
Fill out a card at events 	<ul style="list-style-type: none"> • Make personal contact with the person seeking info. • Able to answer initial questions about cessation services. • Have contact info for follow-up. 	<ul style="list-style-type: none"> • Some students may be hesitant to give out their information. • Takes more staff at an event.
Health Center with a visit 	<ul style="list-style-type: none"> • Able to address all of student's questions and/or concerns. • Able to get complete follow-up info. • Have many other resources on hand. • Can be scheduled. 	<ul style="list-style-type: none"> • Not all students utilize the Health Center. • Some students may not feel comfortable initially meeting with someone. • If scheduled, drops the air of spontaneity appropriate when working with college students. • Takes more organized staff time.
Give `em away at Health Center (i.e. put in exam and waiting rooms) 	<ul style="list-style-type: none"> • May reach more students if kits are readily available. • Students may take kit for friend/roommate. 	<ul style="list-style-type: none"> • No info for follow-up. • Unable to address students' concerns. • May be taken by those who simply want "free stuff" and may not reach intended audience.
Fill out a card at Health Center 	<ul style="list-style-type: none"> • Make personal contact with the person seeking info. • Able to answer initial questions about cessation services. • Have contact info for follow-up. 	<ul style="list-style-type: none"> • Some students may be hesitant to give out their information. • Not all students utilize the Health Center. • Staff handing out must be somewhat knowledgeable.

Example 1:

4 rubber bands
1 re-sealable bag
2 packs of sugarless gum
1 granola bar
10 Jolly Ranchers
5 peppermint candies
5 toothpicks
4 wrapped straws
4 stirrers
4 Dum-Dum lollipops
1 finger trap
1 container of bubbles
1 disposable bottle of water
Various handouts on cessation
Card or specific handout on
services offered on campus
Various 1-800-NO-BUTTS items
**Total cost per kit (not
including assembly time) = \$1.68**

How-To For Examples 1 & 2:

Put all contents listed above
in the re-sealable bag
EXCEPT the disposable
bottle of water and 1 rubber
band. Wrap the re-sealable
bag around the disposable
bottle of water and attach with
a rubber band.

Example 2:

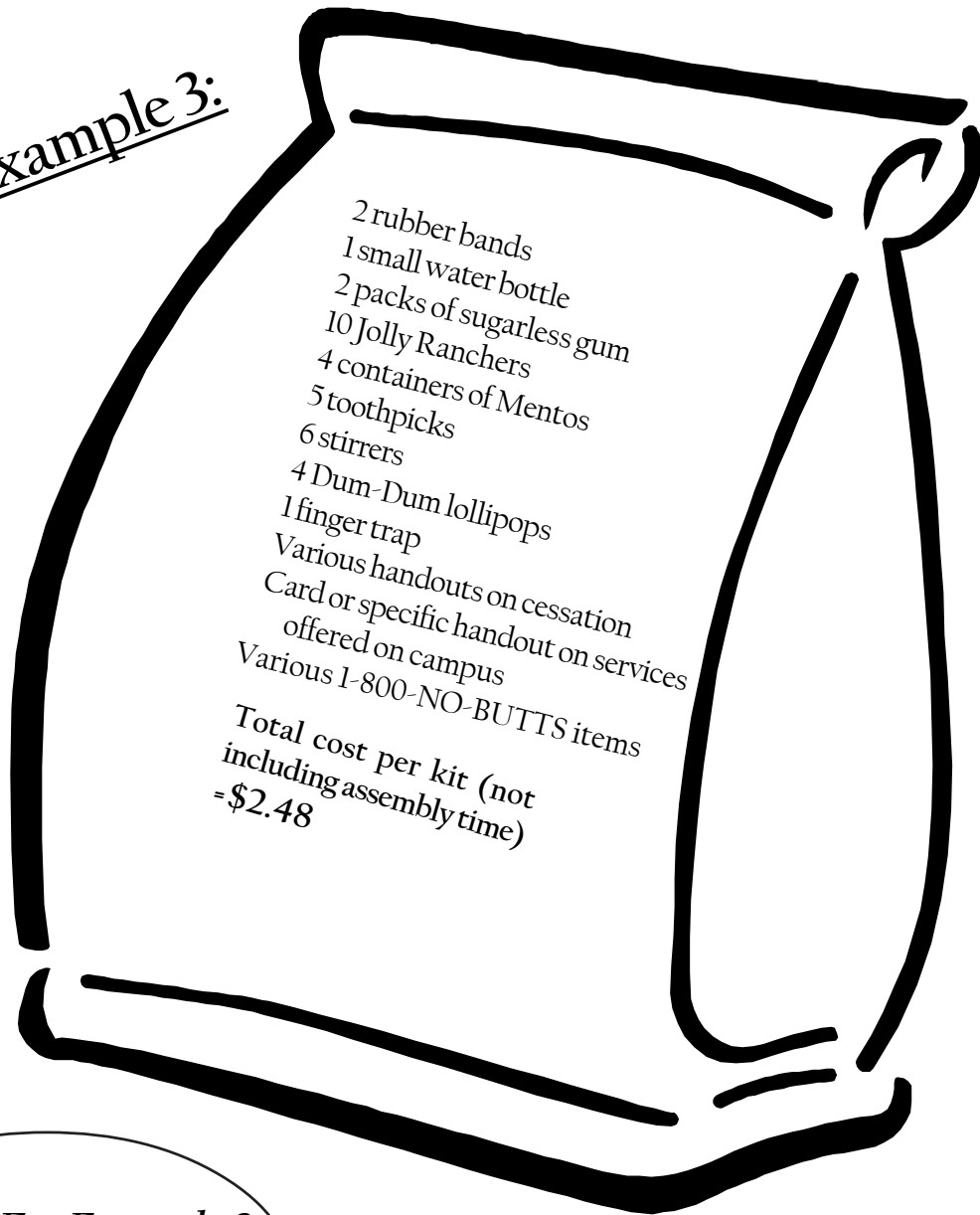
4 rubber bands
1 re-sealable bag
2 packs of sugarless gum
1 granola bar
10 Jolly Ranchers
1 pack of Tic Tacs
5 toothpicks
4 wrapped straws
4 stirrers

4 Dum-Dum lollipops
1 finger trap
1 container of Play Doh
1 disposable bottle of water
Various handouts on cessation
Card or specific handout on
services offered on campus
Various 1-800-NO-BUTTS items

**Total cost per kit
(not including
assembly time) =
\$2.25**

QUIT KIT EXAMPLES

Example 3:



How-To For Example 3:

*Put all contents
listed in water bottle.*

<u>Item</u>	<u>Quantity</u>	<u>TARGET</u>	<u>COSTCO</u>	<u>Smart & Final</u>	<u>99 cent Store</u>	<u>Oriental Traders</u>	<u>***</u>
Rubber Bands* Best Price found at: Office Depot: 3.79 per 1 lb. (about 440)	2	N/A	N/A	N/A	N/A	N/A	I
Resealable Bags	1	1.19-3.69 per 20 to 40 bags	8.89 per 102	3.45 per 30 gallon bags	.99 per 7 (gallon)	N/A	F
Reusable Water bottle (small)	1	1.00 per bottle	N/A	N/A	N/A	N/A	F
Reusable Water bottle (large)	1	3.49 per bottle	N/A	N/A	N/A	N/A	F
Disposable Water bottle	1	5.49 per 24	4.25 per 35	3.99 per 24 bottles	N/A	N/A	F
Toothpicks	5	N/A	N/A	7.59 per 1500 mint/reg wrapped	N/A	N/A	J
Straws (wrapped)	3	N/A	7.59 per 3000	3.55 per 500	N/A	N/A	D
Stirrers	3	N/A	6.29 per 5000	2.45 per 1000	N/A	N/A	D
Sugarless Gum (Trident)	2 packs	1.77 per 8 packs	6.85 per 12 packs	N/A	.99 per 5	N/A	G
Sugarless Gum (Extra)	2 packs	1.77 per 8 packs	N/A	6.55 per 40 packs	.99 per 5	N/A	G
Granola Bar	1	N/A	8.49 per 12 pack Trail Mix	9.35 for 70 (Nature Valley)	N/A	N/A	A
Sugarless Candy	**	N/A	N/A	8.09 per 150 pieces	.99 per 14	N/A	A
Candy (Jolly Ranchers)	**	7.49 per 5lb. Bag (approximately 378 pieces)	N/A	7.25 per 5lb. Bag (approximately 378 pieces)	N/A	N/A	A
Candy (Gummi Bears)	**	N/A	N/A	10.59 per 36 baggies	N/A	N/A	A
Candy (Peppermint Circles)	**	N/A	6.59 per 7lbs. (assorted hard candy)	5.99 per 500	N/A	N/A	A
Candy (Lemon, Cherry, Grape, and Appleheads)	**	N/A	N/A	2.99 per 24 packages	N/A	N/A	A
Candy (Lemonheads & Fireballs)	**	N/A	N/A	8.79 per 200	N/A	N/A	A
Sugarless Mints	**	2.44 per 2 (Eclipse)	N/A	N/A	.99 per 1	N/A	B
Mints (Tic-Tacs)	**	1.97 per 6 pack	8.99 per 24	9.79 per 24 pack	.99 per 3	N/A	B
Mints (Mentos)	**	2.69 per 6 pack	N/A	10.09 per 120 pack	.99 per 3	N/A	B
Lollipops (Dum Dums)	4	5.99 per 300 pieces	N/A	4.55 per 190 pieces	N/A	N/A	H
Lollipops (Blow Pops)	4	5.99 per 285 (wee-sized Blow Pops)	6.09 per 100 (Tootsie Pops)	4.55 per 48 pieces	N/A	N/A	H
Lollipops (Saf-t-pops)	4	N/A	N/A	6.55 per 120	N/A	N/A	H
Stress Balls	1	1.00 per item	N/A	6.45 per 12 (smaller)	N/A	N/A	C
Yo-Yo	1	1.00 per item	N/A	N/A	N/A	N/A	C
Play Doh	**	3.99 per 10 mini cans	N/A	N/A	N/A	N/A	E
Finger Traps	1	N/A	N/A	N/A	N/A	7.95 per 72	E
Bubbles	1	N/A	N/A	N/A	N/A	4.95 per 48	E
Rubix Cube key chains	1	N/A	N/A	N/A	N/A	3.95 per 12	E
** The quantity of this item can be determined by what materials you have available as well as student preference. If, for example, one month you have an abundance of sugarless candy, but not very many mints, simply increase the candy to replace the mints.							
*** While you could include all of the items listed above, the items listed with corresponding letters can be used on an either/or basis depending on resources, budget, and student preference. Choose one of each letter to complete your Kit.							

Sample Postcards for Quit Kit Follow-up

Name:

Mailing Address:

Phone: ()

Email:

I would like to receive information on how to stop using tobacco:

Yes

No

If yes, what is the best way to contact you? (circle all that apply):

Email

Phone

Mail

Thank you for your information!!



Name:

Mailing Address:

Phone: ()

Email:

I would like to receive information on how to stop using tobacco:

Yes

No

If yes, what is the best way to contact you? (circle all that apply):

Email

Phone

Mail

Thank you for your information!!



Name:

Mailing Address:

Phone: ()

Email:

I would like to receive information on how to stop using tobacco:

Yes

No

If yes, what is the best way to contact you? (circle all that apply):

Email

Phone

Mail

Thank you for your information!!



Gain Health, Not Weight!

Creating a plan for weight management for those who quit smoking.

Many people are concerned about weight gain after they quit smoking. While an increase in food intake may be a reality for many people initially, it does not have to result in weight gain. Here are some tips to help you get through the transition including a worksheet to assist in planning activities and food intake.

DON'T SKIP MEALS.

Out of concern for gaining weight, some people skip meals. As tempting as it may be (and as busy as you are) just don't do it! Food is where you get your energy and brain power. If you skip meals when you've stopped smoking it creates a sense of urgency and when you do eat you are more likely to make unhealthy choices.

FOOD TASTES SO MUCH BETTER.

PASS THE CARROTS.

Once you stop using tobacco, you'll be amazed at how different (and better) food tastes. As a result, you may find that you want to eat more. Also, you may find that you are eating more frequently. Just think of how many times you put your hand to your mouth when you smoked. Your body is used to that action. When you find yourself putting hand-to-mouth, reach for some sugarless gum or a carrot instead of chocolate or chips.

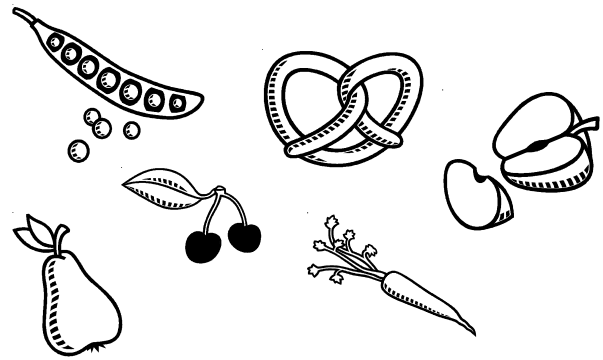
GET MOTIVATED! GET ACTIVE!

Deciding to stop using tobacco is one of the best choices you can make in your life. Congratulate yourself for being so strong! Now take that strength and get moving. Take even the smallest bit of time and use it to keep moving. Only have 15 minutes between classes? Try grabbing a bottle of water and taking a quick walk. It will not only give you energy, but clear your mind and make you sharper for your next class.



THE GYM. IT'S NOT JUST FOR BODY BUILDERS.

When you stop using tobacco you'll find that you have more time on your hands than you ever imagined. The key is to find healthy ways to use the time. Exercise is vital in your life for health, but also for stress relief; both are essential if you want to kick tobacco use. Think of the world as your gym. Take a walk. Dance. Jump rope. Take the stairs instead of the elevator. All of those activities (and many more) can be done in between class, with no money, and can easily become a part of your everyday life.

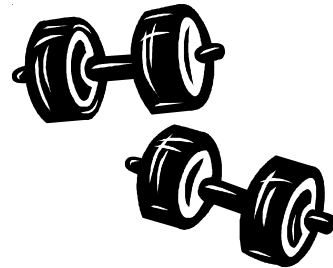
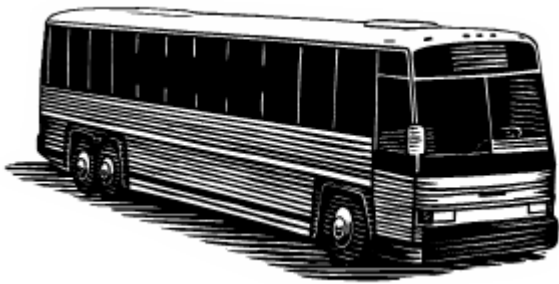


Gain Health Checklist:

SMALL CHOICES MAKE BIG CHANGES.

You've just made a big change in your life and you should be proud! Even making small changes can make a huge difference. If you drive a car, park it a bit further from your destination and walk. Don't use drive-thrus. If possible, keep your car parked and walk or ride a bike instead. Not only are you moving, but you're helping the environment too! You'll save a load of money and feel better in the process. If you take the bus, get off a couple of stops early and walk to your destination. When you're walking to class, take the longer route to get in a bit more activity if it's safe to do so. Use the stairs instead of the escalator or elevator. When you're watching tv or a dvd, stretch or lift weights (or cans or gallons of milk/water). If you need a snack, reach for air popped popcorn, fruit, or veggies. AND above all, remember to drink lots and lots of water.

- Keep healthy snacks around.
- Take a walk.
- Allow extra time to enjoy your food or meal.
- Visit the gym.
- Carry water with you throughout the day.
- Lift weights (or milk or cans) when watching tv.



Gain Health Worksheet

NAME: _____

MY SCHEDULE:

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday

OPPORTUNITIES TO BE ACTIVE:

- | | |
|--------------------------------|--------------------------------|
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |



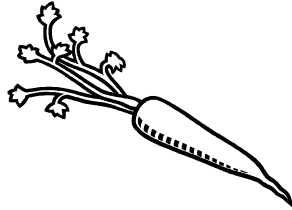
ACTIVITIES I ENJOY DOING:

- | | |
|--------------------------------|--------------------------------|
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |

COMMITMENT I WILL MAKE (BE AS SPECIFIC AS POSSIBLE):

HEALTHY SNACKS I ENJOY:

- _____
- _____
- _____
- _____

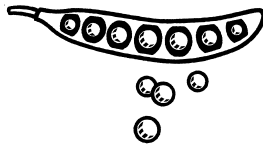


HEALTHY SNACKS I CAN EASILY GET TO:

- _____
- _____
- _____
- _____

WHAT I LIKE TO EAT:

- _____
- _____
- _____
- _____



HEALTHY ALTERNATIVES:

- _____
- _____
- _____
- _____

FRIENDS I CAN BRING ALONG ON THE JOURNEY:

- _____
- _____
- _____
- _____

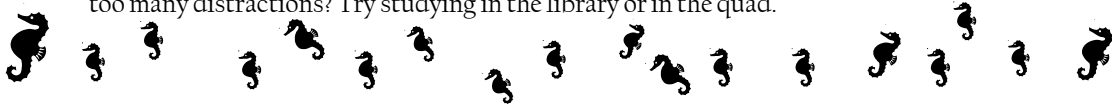


- _____
- _____
- _____
- _____

Sweet Suggestions for Stopping Stress

1. "Now just imagine you're weightless, in the middle of the ocean, surrounded by tiny little seahorses."

EVALUATE YOUR ENVIRONMENT. Is your living area too stressful to study in? Is it too loud? Are there too many distractions? Try studying in the library or in the quad.



2. "And here we have some boondoggle key chains. A must-have for this season's fashion."

TAKE A BREAK. Pick up a hobby. Play an instrument. Walk around. Do something totally not related to what you're concentrating on... the break will do you and your mind good.

3. "Welcome to D-Qwon's dance grooves. Are you ready to get your groove on?"



GET PHYSICAL. Exercise and movement can really help with stress. Take a walk or run or do yoga if that's better for you. Sometimes just moving your body helps de-stress your mind.

4. "Sorry I'm late. I just got done taming a wild honeymoon stallion for you guys."

TIME MANAGEMENT. Make priorities and understand that not everything needs to be done at the same time. Try not to commit to more than one thing at any given time.

5. "If you vote for me, all of your wildest dreams will come true."

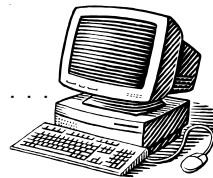
YOUR MOM
GOES TO
COLLEGE

GET LOTS OF REST AND SLEEP. When you're in college it's really hard to get enough rest, but it's really important to help keep stress down. Catch a catnap between classes. If you're not a morning person, consider taking classes that start at 10am instead of 8am.

6. "LaFawnduh is the best thing that has ever happened to me. I'm 100% positive that she's my soul mate."

BE THANKFUL. Sometimes being stressed out means not seeing the amazing things we do have in our lives. When you find you're stressed out, take 5 minutes to write down 5 things you're thankful for. Doing this may help you keep things in perspective.

But I Still Love Technology...



7. "You think anybody wants a roundhouse kick to the face while I'm wearing these bad boys?"

LAUGH. Laughter really is the best medicine especially when you're stressed out. Watch a funny TV show or movie. Listen to a friend's funny story. When you laugh you release endorphins that make you feel happy.

flippin sweet

8. "Hey could I use your guys's phone for a sec?"

TALK IT OUT. It's amazing how much better you will feel if you talk to someone about what's going on. It could be a trusted friend, your dog, or even a counselor. Sometimes the most stressful situation seems much less stressful once it's out of your head and spoken to someone you trust. Don't keep it in...talk it out!

9. "Ever take it off any sweet jumps?"

PLAY AND HAVE FUN. College is serious, but it's also supposed to be fun. Try doing something not related to what you're stressed about. Play frisbee in the quad. Go bowling with some friends. Take your bike off some sweet jumps. Whatever you do, having fun will help you feel less stressed.



10. "Well, you have a sweet bike. And you're really good at hooking up with chicks. Plus you're like the only guy at school that has a mustache."

KEEP IT POSITIVE. With so much going on in your life it's sometimes challenging to remain positive. Try to remember that negativity creates even more stress. When you catch yourself being negative, turn it around and think of something that makes you smile or laugh. Try this for 3 minutes and see just how quickly your mood can change.

11. "This one gang kept wanting me to join 'cuz I'm pretty good with a bow-staff."

JUST SAY NO. Just because people ask you to do things does not mean you have to say yes. Remember that you need time for yourself and there are only 24 hours in a day.



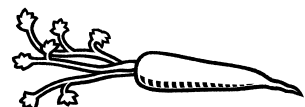
12. "But my lips hurt real bad."

DRINK WATER. Dry lips can be a sign of dehydration and dehydration can make you fatigued and stressed out. Consider carrying a container of water with you during the day so that you can keep track of how much you're drinking.



13. "Tina! Come get some ham."

EAT WELL. Although your instinct may be to eat junk food when you're stressed out, the best thing you can do for yourself is eat well. You'll have more energy. You'll be able to concentrate better. And, you'll sleep better at night. Oh, and by the way, ham is not considered a super nutritious substance.



14. "Uh! What the heck are you doing?"

PAUSE...AND THINK. One of the sure signs of being stressed out is making rash decisions or choices. Try to stop, pause, think, and then act. Just the act of slowing your brain down will help decrease your stress and may prevent you from saying or doing something you'll be unhappy about later.

15. "Are you guys having a killer time?"

BUSY WEEK? CHILL WEEKEND. To avoid feeling overwhelmed, try balancing your week so that you are busy some times while not-so-busy other times. If you have mid-terms or a busy week and are really stressed, have a chill weekend so that you can catch up on sleep, chilling out, and hanging with your friends. If your week is pretty mellow and you're feeling balanced it makes it much easier to have a killer time on the weekend without stressing about it when Monday comes.

16. "Don't be jealous that I've been chatting online with babes...all day."

COMMUNICATE. Let people know what's going on in your life. Email your family to let them know you're doing OK or if you need support. Communicate with your professors if you're having some challenges with the class work. Talk to your classmates and friends if you're feeling overwhelmed. If you don't say something no one will know you're stressed out and it will just make the stress worse.

17. “...nunchuck skills, bow hunting skills, computer hacking skills...”



KEEP A LIST. When you write things down you're more likely to remember them. Don't rely on your memory to remember when things are due or what tasks have to be done. Make a list and cross stuff off when you finish it. The list will help with your stress and you'll feel great when you've crossed everything off!

18. “I was out making some sweet moola with Uncle Rico.”

PRIORITIZE. Although it may not always feel like it, everything does not have to be done at the same time. Some stuff is more important at certain times than others. If you can take a moment to figure out what needs to be done, you won't feel as overwhelmed and can just take each thing as it comes.



19. “Build her a cake or something.”

DON'T PROCRASTINATE. Sometimes over-thinking it can cause a huge amount of stress. Just do it when you think of it and it's done and off your mind.

20. “Took me like three hours to finish the shading on your upper lip.”

MAKE NEW FRIENDS AND FIND NEW WAYS TO GET TO KNOW PEOPLE. Not only will this help reduce your stress level, but it will also increase your community and help with providing balance in your life. When you take that art class you've always wanted to take, make an effort to get to know the people in the class. When you take those guitar lessons you've always been interested in, make an effort to meet with the other students outside of class to practice or just hang out.

Peace Out.

What to do when you...

want a cigarette:	<ul style="list-style-type: none"> • Distract yourself with one of the alternative tasks you've worked out. • Remember to breathe. Try counting to 10 or whatever works to get you through the urge. • Re-read your reasons for quitting. • Chat with your support person/people. • Take a walk. • Keep your hands busy. Write in a journal. Do a puzzle. Play a video game.
feel anxious:	<ul style="list-style-type: none"> • Re-read the "Sweet Suggestions for Stopping Stress" • Remember to breathe. • Take it easy on the caffeine (it's in soda, coffee, tea, and even chocolate). Caffeine can increase your anxiety and make things worse.
have trouble sleeping:	<ul style="list-style-type: none"> • Watch the caffeine intake, especially mid-afternoon. Caffeine's a drug and can really cause havoc on your system while also keeping you up. • Resist the temptation to take naps during the day. • Practice deep breathing and try to clear your mind. Whatever you're thinking about can wait until tomorrow. • Read a book, listen to soothing music, or do a crossword puzzle. • Try to keep a regular sleeping schedule.
feel cranky:	<ul style="list-style-type: none"> • Exercise it off. Take a walk. Go for a run. Use that irritable feeling as a tool to get into your exercise. • Take a bath or do something relaxing. Meditate. Sit outside and listen to the birds. Just be.
aren't able to concentrate:	<ul style="list-style-type: none"> • Don't try to do more than one thing at a time. This is not the time for multi-tasking. • Do something not related to your task at hand. Take a walk. Listen to a song or two. Get outside and breathe. • Make a plan of action for your day. That way you won't have to think about what your next step is or decide what you should be doing.
feel tired:	<ul style="list-style-type: none"> • Make sure you're getting enough exercise. The gym isn't your thing? Not a problem. Take a walk. Go for a run. You'll be amazed at what moving your body will do for your mind, body, and soul. • Are you getting enough sleep? College life can be super stressful and can at times include depriving yourself of all the sleep you need. If this is the case, and the situation can't be changed, try to relax when you don't have class or on the weekend.
have a headache:	<ul style="list-style-type: none"> • Make sure you're drinking enough water (a headache can be a sign of dehydration). • Take an over-the-counter pain reliever (check with your medical provider if you have any allergies or sensitivities).
have a cough:	<ul style="list-style-type: none"> • Drink some water. Keep water with you in case you get a dry cough during class. • Try throat lozenges or sugar-free hard candy.
are hungry:	<ul style="list-style-type: none"> • Keep healthy snacks with you to munch on during or in between classes. Try carrots, trail mix, or even pretzels. • Make sure you eat balanced meals throughout the day. If you let yourself get really hungry it will add to your stress and discomfort.



Nicotine Replacement Therapy (NRT)



Nicotine is the substance that makes tobacco products both addictive and difficult to quit. Nicotine’s addictiveness is attributed to its ability to change the chemistry of the brain to a point where nicotine becomes needed for individuals to feel normal. When someone stops using tobacco, their levels of dopamine decrease resulting in withdrawal symptoms that include feelings of depression, irritability, difficulty concentrating, difficulty sleeping, increased appetite, and headaches. Quitting tobacco is challenging since it requires individuals to not only quit a physical addiction to nicotine but also requires a break in the habitual behavior associated with tobacco use. Nicotine replacement therapies help to lessen the effects of nicotine withdrawal by supplying the body with nicotine, albeit only a fraction of the amount found in cigarettes. This nicotine supply helps to minimize withdrawal symptoms and allows for behavior modification techniques as a means to total nicotine cessation.

The following three pages are designed to help cessation providers better understand nicotine replacement therapies and shed light on what can be a confusing maze to navigate. Although this information is based on scientific data and research, it must be stated that this information is meant only as a guide. Specific usage or advocacy for any NRT must be discussed with a medical provider. The information contained in this document does not substitute the necessity of seeking the advice of a medical provider.

10 Things to Know About NRTs

Tobacco should **not** be used while using NRTs, since this could result in an increased level of nicotine exposure.

NRTs do **not** entirely eliminate nicotine withdrawal symptoms.

NRTs do **not** work for everybody.



For more detailed information on the effects and usage of nicotine replacement products please speak with a medical provider.

All forms of NRTs appear to be equally effective, thus individuals should pick the product that works best for their lifestyle.



Although certain NRTs are sold without a prescription, it is best to consult with a medical provider before beginning any type of nicotine replacement therapy.

To be most effective, NRTs should be used with a behavior modification program.

All NRTs have side effects.

While NRTs eliminate most of the health risks associated with tobacco use, nicotine can also cause serious medical problems if abused.



It is possible to combine the use of certain NRTs; this, however, should not be done without consulting a medical provider.

Types of NRTs

Quitting Aids	What is it?	How is it used?	Prescription Required?	Pros	Cons
Nicotine Patch	<ul style="list-style-type: none"> -Self adhesive patches that stick to the surface of the skin and release a constant amount of nicotine across the skin and into the bloodstream. -The nicotine in a patch takes about one to three hours to make its way to the brain. -Patches come in various shapes, sizes, strengths and are usually either clear or cream colored. 	<ul style="list-style-type: none"> -Patches should be worn ALL day. -Nicotine patches currently come in forms that supply a constant dose of nicotine for either 16 or 24 hours. Thus a new patch should be applied daily. 	No	<ul style="list-style-type: none"> -With the patch, the body receives a constant amount of nicotine throughout the day. This makes the patch less addictive than other forms of NRTs that provide the body with periodic hits of nicotine. -The only form of NRT where the user does not have to take multiple doses a day. -Can taper down dosage slowly to meet needs. 	<ul style="list-style-type: none"> -The patch must be worn all day. -Patches may be visible and thus may not be the best option for individuals who are trying to be discreet about quitting. Possible side effects may include: <ul style="list-style-type: none"> -Blurred Vision -Headaches -Skin irritation -Dizziness -Sleep disturbances -Diarrhea -Upset stomach -Weakness
Nicotine Gum (Polacriflex)	<ul style="list-style-type: none"> -A nicotine containing substance similar in texture to chewing gum. Nicotine gum is designed to slowly release nicotine across the lining of the mouth and into the bloodstream. -The nicotine in the gum takes several minutes to make its way to the brain. -Nicotine gum currently comes in two different strengths. 	<ul style="list-style-type: none"> -Should be used on a schedule but the amounts used are flexible. -Nicotine gum is not chewed like traditional gum. It is meant to be chewed a few times and then should be placed between your gum and cheek. 	No	<ul style="list-style-type: none"> -Good for people who wish to be inconspicuous about quitting. -Good for people who would like to be able to modify their daily dosage of nicotine in order to meet their specific needs. -Satisfies oral habits. 	<ul style="list-style-type: none"> -Cannot eat or drink 15 minutes before using the gum or while it's in your mouth. -May not taste good. -Would have to follow a schedule of frequent gum chewing. Possible side effects may include: <ul style="list-style-type: none"> -Soreness in the jaw, teeth and gums -Tingling sensation on the tongue
Nicotine Lozenge	<ul style="list-style-type: none"> -A lozenge that releases nicotine as it dissolves in the mouth. The nicotine enters the bloodstream by crossing the lining of the mouth. -The nicotine takes several minutes to make its way to the brain. -Lozenges currently come in two different strengths. 	<ul style="list-style-type: none"> -Should be used on a schedule but the amounts used are somewhat flexible. -Lozenges should be allowed to dissolve and should never be chewed. -Lozenges typically take about 20-30 minutes to dissolve. 	No	<ul style="list-style-type: none"> -Good for people who wish to be inconspicuous about quitting. -Good for people who would like to be able to modify their daily dosage of nicotine in order to meet their specific needs. -Satisfies oral habits. 	<ul style="list-style-type: none"> -Cannot eat or drink 15 minutes before using the lozenge or while it is in your mouth. -Have to use the lozenges frequently. Possible side effects may include: <ul style="list-style-type: none"> -Soreness of teeth and gums -Indigestion -Irritated throat -Heart burn

Types of NRTs

Quitting Aids	What is it?	How is it used?	Prescription Required?	Pros	Cons
Nicotine Nasal Spray	-Aerosolized nicotine that is dispensed from a pump bottle and is sprayed into the user's nostrils. The nicotine is quickly absorbed through the nasal membrane. -The nicotine in the spray takes only a few minutes to make its way to the brain.	-Should be used on a schedule but the amounts used are somewhat flexible.	Yes	-The nicotine in the spray is quickly absorbed through the nasal membrane and thus is able to take effect faster than any other NRT product. The hit feels similar to the hit of nicotine you get when you smoke a cigarette. -Is good for individuals who are highly dependent on tobacco since it can quickly reduce nicotine cravings.	-It is possible to become dependent on nicotine nasal spray. -Some people may not want to use the spray in public. -Have to use the spray frequently. -Effects breathing passages so it may not be a good choice for people with asthma, allergies or other sinus conditions. Possible side effects may include: -Nose and throat irritation -Watery eyes -Sneezing -Cough
Nicotine Inhaler	-A plastic cylinder, similar in appearance to a cigarette, which delivers a nicotine vapor to the user's mouth when they puff on it. Nicotine is then absorbed through the lining of both the mouth and throat. -The nicotine in the inhaler takes only a few minutes to make its way to the brain.	-To be used on an as-needed basis.	Yes	-May be helpful for people who are having troubles quitting the acts associated with smoking since it satisfies both the hand-to-mouth habit and the need to inhale deeply. -Can be used as cravings arise.	-Mimics cigarette use and thus does not help to break habits associated with smoking. -May not taste good. -Effects breathing passages so it may not be a good choice for people with asthma, allergies or other sinus conditions. Possible side effects may include: -Irritation to the lining of the mouth -Coughing -Runny nose -Upset stomach
Bupropion (Zyban or Wellbutrin)	-A prescription drug that can reduce withdrawal symptoms without the use of nicotine. -Can be taken ahead of quit date to assist in transition anxiety.	-Users must take a pill twice a day. -Should be used with some behavior modification assistance.	Yes	-Reduces nicotine withdrawal symptoms without the use of nicotine. -Shown in some studies to increase likelihood of continued cessation. -Assists with anxiety associated with tobacco cessation. -Good for people who like the routine of taking two pills a day.	-Must take a pill twice a day. Possible side effects may include: -Insomnia -Dry mouth -Tremor -Rash -Headache

***NOTE: Bupropion is NOT an NRT.





Tobacco cessation with college students is a community affair. For students and staff on campus, a fundraiser is a great way to get the word out about your program while also raising some much needed funding. For those off campus or outside of the immediate area, other measures can be taken. Often community members are happy and eager to get involved, but don't know what they can do. A polite request for materials can be just the thing to bridge the communication gap and start a supportive relationship. Advertising is another tool to alert your community to the amazing services you have to offer, so don't be afraid to use it. With a coalition of students, staff, and community members, your program can excel in ways you may have never imagined!

PUTTING THE FUN INTO FUNDRISING

Fundraising can be much more than bake sales and car washes. With a little creativity and college student know-how, fundraising can be innovative and successful. Put the fun back into fundraising! Here are a few ideas to get you started:

- *Battle of the Bands:* Ask area or student bands to play on campus and charge an admission. Even if you split the profits with the winning band you'll still make a pretty penny. As an added bonus, you could have "carnival tables", beverages (even just in a cooler), and snacks at this event to raise even more money. If you have the means, you could also make a CD of the event and sell it.
- *House Party:* Work with an area fraternity or sorority (one of the most tobacco industry-targeted organizations on campus) to hold a house party and charge admission.
- *Game Night or Game Tournament:* Any game from Texas Hold 'em to Scrabble can be made into a competitive sport. Charge an entry fee for each player (and maybe even sell refreshments) and you're in business! If you offer a gift card or cash prize to the last player standing you're likely to get many participants.
- *Dance-a-thon:* An oldie, but a goody. Ask participants to get sponsors to donate a certain amount of money for every hour they dance. Get together with a DJ willing to donate her/his services and a free space on campus and you have yourself a great event ready to happen. This same idea can be used for walk-a-thons, skip-a-thons, and the ever popular fun run.
- *Poetry Slam:* Charge an admission, have drinks for sale, sell food. Poets are always looking for great places to get their word out. Why not make it a money maker too?
- *Movies are a popular pastime for college students.* Work with the campus (or local) movie house to make a deal to split one night's profits. You'll supply advertising and the movie house will provide the flick. Another idea: ask the movie house owner if one special night your organization can sell the refreshments (and keep the profits). You can increase awareness of your organization while also selling drinks and popcorn.
- *Food! Food! Food!* Try a night of international cuisine and charge a per plate admission. If you get some of the specialty clubs involved (think culinary clubs, ethnic clubs, language clubs, dance clubs, etc.) you could have a whole night of great food and wonderful entertainment from around the world.



HOW TO PUT THE DO INTO DONATIONS

Before you begin the donation journey:

- Plan ahead
- Be organized
- Know what you want, need
- Know the local business community



How to ask?

- A member of your organization or group should deliver a well thought out letter in person if possible.
- Ask to speak with the owner, shift supervisor, or head of customer service.
- The member should be polite and be dressed appropriately and be able to answer questions about the project or program requesting the donation.
- Be aware: do not promise something your group or organization is not able to provide (such as free media or an award for the donation).
- Make sure to thank the person for their time and consideration, even if they decide to not give a donation.

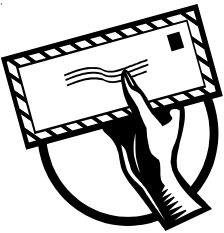


Asking for specific items or monetary amounts can make it easier for the donor to know exactly what you are asking for!



Effective Donation Letter:

- Who is asking for the donation?
- What are you asking for?
 - Be as specific as possible
- Why are you asking for the donation?
- Who will the donation benefit?
- What can the donor gain from donating to your group/organization?
 - If you plan on some kind of public announcement of donations:
 - Recognition by the community
 - Free advertising
 - Media exposure (if applicable)
 - Good for public relations and business
 - Tax deduction
- Thank the business in advance for considering a donation.
- Be sure to include the name and phone number of the contact person from the group.
- Sign the letter. A personal signature by all members of the group (or the contact person) is important.
- Sample Donation Letter follows:



Community College of Your Town
Health Services, Tobacco Cessation
1234 Great Place Way
Your Town, California 98765
January 21, 2010

Gina Generous
Gina's Gifts, Gadgets, and Goods
4321 Happy Lane
Your Town, California 98765

Dear Ms. Generous:

We are members of the student peer educators group, Peer to Peer, at Community College of Your Town. As members of the student body, we work with other students to better understand health issues, college life, and making choices that affect their well being. As part of this effort, we work with students who have chosen to stop using tobacco products. We offer individual peer support as well as tobacco cessation classes throughout the year. As part of our cessation program, we offer each student a "Quit Kit" to assist them. These kits contain: gum, straws, hard candy, and other items that assist in tobacco cessation. We are soliciting donations from area businesses for "Quit Kit" items, incentive items, and refreshments that we could serve to students at our meetings.

Our project goal is to provide as many "Quit Kits", outreach opportunities, and resources as possible to increase the number of students who choose to not use tobacco products. If Gina's Gifts, Gadgets, and Goods is interested in donating to our project we would greatly appreciate your input. We are especially in need of straws, gum, hard candy, and gift certificates. All donations would be recognized as donated from your establishment in our monthly student health newsletter and possibly in the local newspaper (if we are able to gain access through a human interest story for the paper). This letter and our follow-up letter indicating your exact donation are sufficient documentation of your donation for tax purposes. These donations will be used for the sole purpose and benefit of the students of Community College of Your Town who are seeking tobacco cessation services.

If you have any questions, please contact Peer to Peer Chairperson, Ida B. Happy at 916-555-3698 or idabhappy@ccyt.edu. Thank you in advance for your consideration and support.

Sincerely,

Jennifer Cessation
Walter Peer
Julia Educación
Ida B. Happy



Once you receive the donation, what do you do?

- Send a well thought out thank you letter **within one week** of receiving the donation.
- Acknowledge the exact donation that was received.
- Explain how the donation was used or how the group/organization benefited from the generosity.
- Include any unique results from the company's donation.
- Make sure the letter is addressed to an individual donor.
- Make sure the letter is signed by the person who worked with the donor for the donation.
- If appropriate, send either a card or a more formal letter.
- DON'T send a form thank you!
- Sample Thank you letter follows:



Community College of Your Town
Health Services, Tobacco Cessation
1234 Great Place Way
Your Town, California 98765
February 21, 2010

Gina Generous
Gina's Gifts, Gadgets, and Goods
4321 Happy Lane
Your Town, California 98765

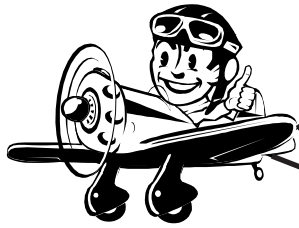
Dear Ms. Generous:

On behalf of Peer to Peer, I would like to thank you for your generous donation of five cases of straws, four cases of gum, nine boxes of hard candy, and three \$20 gift certificates to your store that we received on February 18, 2010. The students of Community College of Your Town greatly appreciate your support and feel fortunate to have you as a member of our community. With the materials you donated to Peer to Peer, we were able to create over 500 "Quit Kits" for students to use during their transition to becoming tobacco free. Additionally, with the gift cards to your store, we were able to purchase refreshments for our meetings and supplies greatly needed by our organization. Your donation played an important part in the services we offer students who wish to be tobacco free. Thank you again for your generous support.

Sincerely,

Ida B. Happy
Peer to Peer Chairperson





The Importance of Advertising

Your campus may have the greatest cessation services in the state, but without proper advertising nobody will know they exist. To get the word out (and reach the most students possible) it is crucial for campuses to advertise the cessation services that are available on campus, locally and statewide. Advertising doesn't have to cost a lot to be effective. It can be as simple as making an announcement during a campus sporting event or sending out a campus-wide e-mail.

Samples of cessation services ads are included in this toolkit. Each example was created by a student or group of students representing the CSU, UC, and Community College systems in California. Feel free to reproduce the ads or change the information to fit your campus.

Whatever method works best for your campus, there are a few things to keep in mind when advertising to college students:



Got a hook? College students see/hear countless ads everyday. It's important to make your ad stand out. Try relating cessation to something college students care about such as saving money, social justice, or looking good. Most college students grew up with the health message and don't respond to it.



Keep ads simple. Include lots of pictures, large fonts and if possible use bright colors.



Who knows what interests a student more than a fellow student! If you have a college intern in your office ask her/him to create an advertisement or campus flier. Also consider approaching the graphics or art department about holding a student contest or assigning a cessation services advertisement in class. Not only will you get amazing ideas, but you'll reach a student population notorious for tobacco use.



College students have short attention spans. After spending most of their day attending lectures, reading texts, and writing papers the last thing they want to do is read/listen to a long advertisement with a lot of words.

Ways to stretch your advertising budget:



▶Run public service announcements on the campus radio or TV station.

▶Post your services online. Post a descriptive blurb of your services on the campus/health service website and/or on a local online forum such as Craigslist (www.craigslist.org).

▶Campus listserv. Try sending out a campus-wide e-mail at the beginning of each semester/quarter letting students know about the services available.

▶Ask student advocates to leave messages on the side of the chalkboards in large classrooms.

▶Table in the quad or any other area where students like to hang out during their breaks. If you do not have the staff time to do this yourself, recruit student advocates or interns to do it.

▶Chalk out your message. Outside sidewalk chalking in common areas is a great way to grab students' attention. Check the campus rules first though as some campuses don't allow it.

▶Leave a note in professors' boxes asking them to make a quick announcement to their classes about cessation services. Especially useful in any health-related department.

▶Where there is food, there are students. Put table tents on the tables at the dining commons or other areas around campus where students go to grab a bite to eat.

▶Use your campus newspaper's community event section. This section is usually free.

▶Post your services in department newsletters.

▶Make an announcement at campus sporting events.

▶Post your services on the campus L.E.D. board.

▶Screen savers. Put information about services as a screen saver for computers in the library and campus computer labs.

▶Post flyers or posters on campus.





Be a Quitter Live Longer



For information on how to quit, call:
1-800-NO-BUTTS

<p>Picture of an attractive person in their twenties smoking.</p>	<p>Picture of a much older person who does not look healthy, still smoking.</p>
---	---

Do I still look cool?

For help quitting, call:

1-800-NO-BUTTS



Wanna HOT date?

Tall, fun, attractive male/female
with lots of money
looking for a good time...

Ohhh...did I mention that I have bad breath, yellow teeth,
and look 10 years older than I am?

Still interested?
Maybe not.

If you are interested in quitting, call:
1-800-NO BUTTS

\$\$ Smoking Costs \$\$

Smoking a pack-a-day costs:

1 day - \$5.00 = Lunch

1 week - \$35 = Night out

1 year - \$1,800 = Trip to Europe

10 years - \$18,000 = New car

**20 years - \$36,000 = Your entire
college education**



What else have you missed out on?

**For Help Quitting Call:
1-800-NO-BUTTS**

WANT TO GO TO EUROPE THIS SUMMER?



Did you know?

That a pack-a-day smoker spends:

\$5 a day

\$525 a semester

\$1,800 a year

Put down your cigarette and buy your ticket today

For information on how to quit call:

1-800-NO-BUTTS

Smokers' Helpline
1-800-NO-BUTTS

Smokers' Helpline
1-800-NO-BUTTS

Smokers' Helpline
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Smokers' Helpline
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Smokers' Helpline
1-800-NO-BUTTS

Smokers' Helpline
1-800-NO-BUTTS

Smokers' Helpline
1-800-NO-BUTTS

Wanna put money back in your pocket?

Smoking $\frac{1}{2}$ a pack a day costs you....

\$17.50 every week

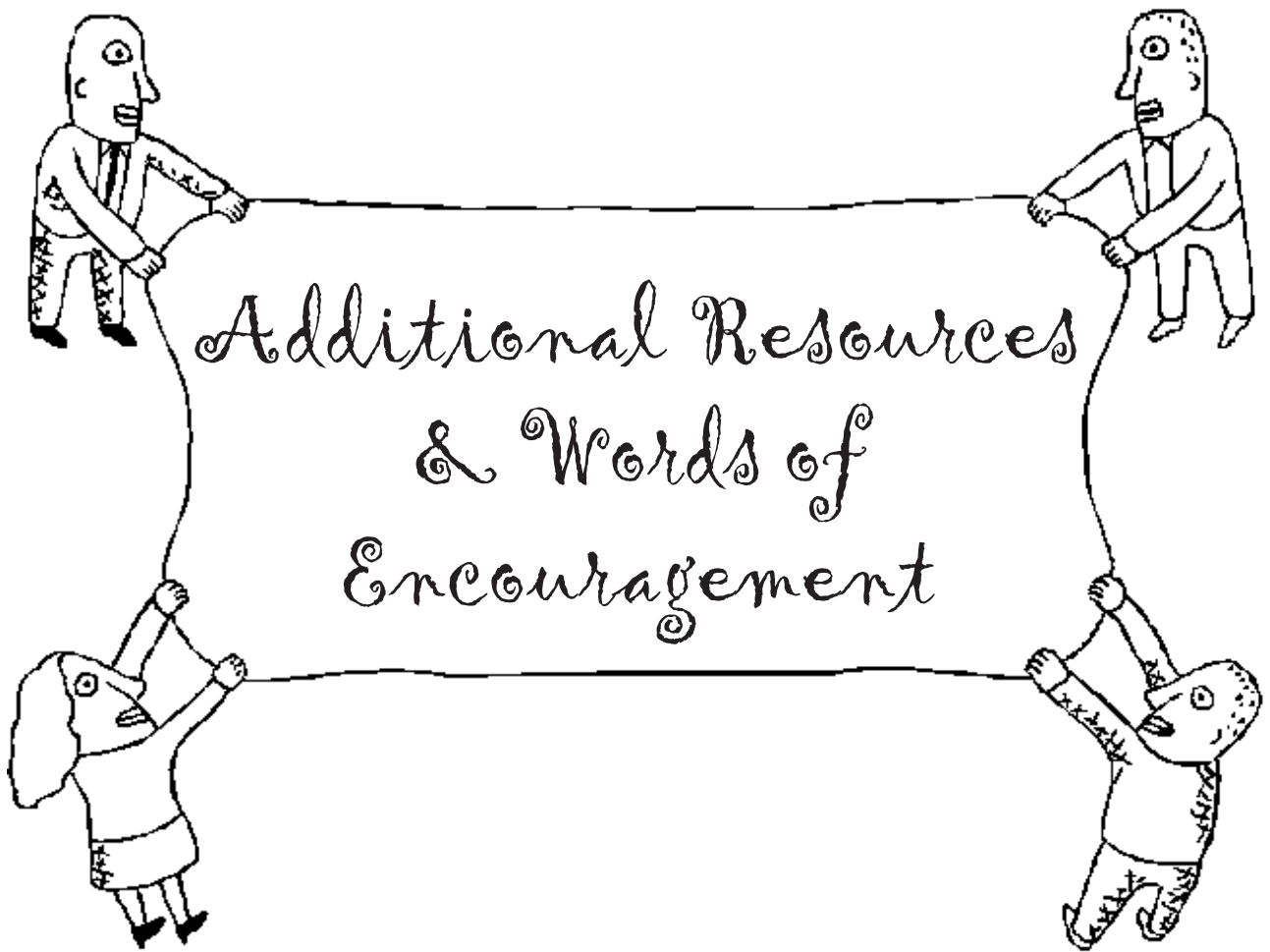
\$70.00 every month

\$910.00 every year

Imagine what you could do with that!

**For Help Quitting Call:
1-800-No-BUTTS**





Tobacco cessation with college students is challenging yet rewarding. Some days may bring frustrations with time constraints, budget demands, and student apathy. Other days may bring hope, energy, and motivation. As each day brings its new adventures, always remember that you are helping someone change their life and the lives around them to live better and healthier. College students are the creative, passionate leaders of the future and we are all lucky to be along for the exciting ride! The following page lists online resources that may be helpful in your journey of working with college students.

Good luck and keep on truckin'!

*Resources
on the*

*Information
Superhighway*

www.
quitnet.
com



FOR CESSATION RESOURCES

www.
who.int/topics/
tobacco/en



www.
givingupsmoking.
co.uk

FOR INTERNATIONAL RESOURCES

www.
cdc.gov/
tobacco



www.tobacco.org



CALIFORNIA

www.dhs.ca.gov/
tobacco/

http://members.
kaiserpermanente.org/
kpweb/ssearch/
entrypage.do

INTERSTATE

www.
tobaccofreekids.
org

FOR GENERAL TOBACCO INFORMATION AND RESOURCES

For a great
example

of a college
health center

web page:

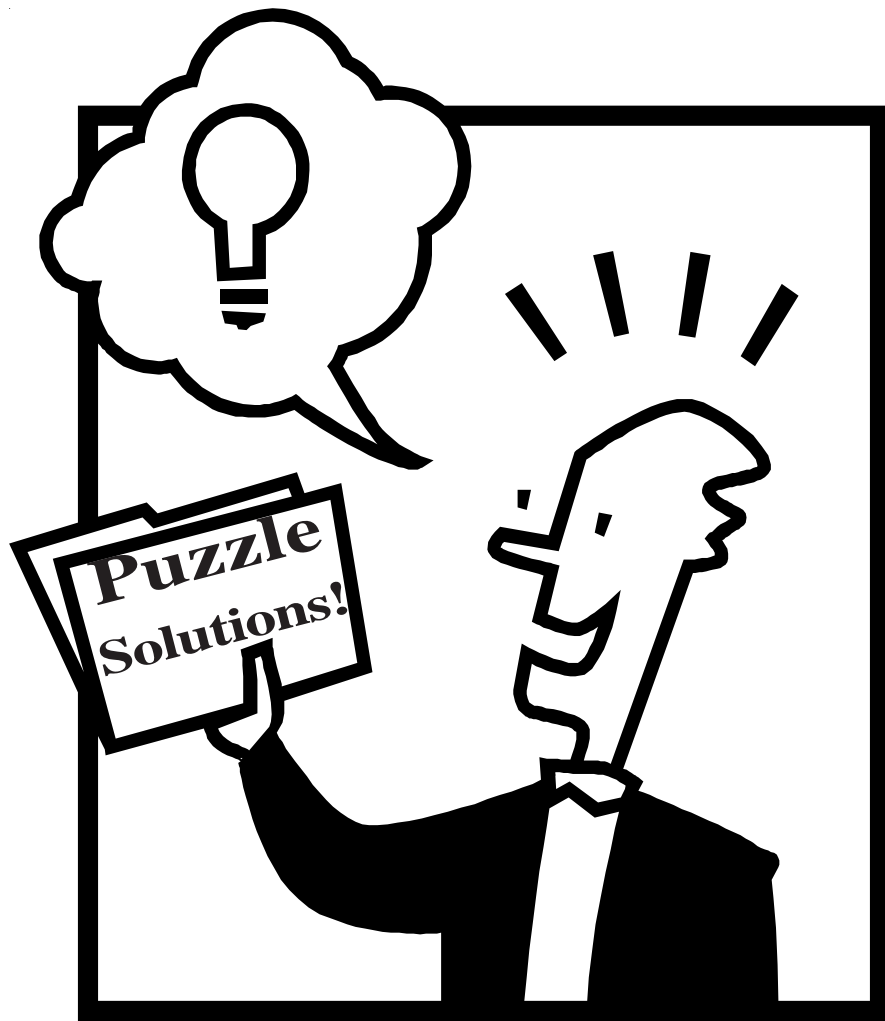
<http://www.uhs.berkeley.edu/facstaff/healthmatters/smokingcessation.shtml>



This document would not have been possible without the outstanding contributions of the following individuals who donated their time, energy, and passion for creating the best possible cessation services for college students. Thank you.

Jennifer Baker	Joseph Chiang	Laura Miller
Ada Barros	Stacey Duellman	Cristina Mosquera
Jasmine Blackburn	Deanna Farsakh	Amber Neilson
Barbara Brashear	Deanna Flanagan	Kim Nguyen
Sally Bratton	Sharon Gibbs	Janet Olson
Patrick Breslin	Beverly Kemmerling	Susan Pearman
Jackie Brodsky	Naomi Kitajima	Leslie Snoke
Katherine Brown	Mary-Jo Lomax	Debra Strong
Carolyn Cahn	Mira Mazur	Jeff Tipton

**Special thanks to the
Robert Wood Johnson Foundation.**



Answers to crossword:

1	d	i	n	i	n	g	h	a	2	l	l				
3	e	x	p	e	r	i	m	e	n	t	a	t	i	o	n
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Answers to word search:

n	z	u	o	q	h	y	z	b	e	l	i	l	c		
b	o	l	i	u	z	u	j	n	u	r	a	b	v	b	
s	h	i	n	w	s	u	u	m	u	n	i	s	r		
m	t	o	s	c	i	l	m	f	h	t	g	a	n	y	
d	r	r	o	s	x	n	s	w	c	l	u	d	e	j	
m	j	d	e	q	a	d	g	o	d	u	a	i	m	s	
e	m	o	h	s	n	p	m	h	t	c	g	n	i	l	
b	g	v	y	e	s	m	e	k	a	v	e	m	t	e	
e	z	s	i	g	u	v	o	h	r	l	s	u	e	a	
c	o	u	r	o	t	f	o	o	d	g	o	l	s	y	d
b	f	a	e	l	u	d	e	h	c	s	w	i	e	e	
t	l	r	i	p	r	l	y	g	k	m	k	e	j	r	
s	s	m	o	v	i	e	s	m	z	o	l	h	r	s	
t	t	o	i	f	e	v	i	t	a	e	r	o	j	a	
i	n	d	e	p	e	n	d	e	n	c	e	o	n	b	

The California Youth Advocacy Network(CYAN) is dedicated to supporting youth and young adults by advocating for a tobacco-free California. We provide tobacco control professionals and young people with the tangible tools for action to mobilize a powerful statewide movement. Our staff is dedicated to changing the tobacco use culture in California's high schools, public colleges and universities, and all levels of the young adult community.



November 2005

For additional information contact:

College Project Coordinator
California Youth Advocacy Network
4811 Chippendale Drive, Suite 300
Sacramento, CA 95841
Tel: (916) 339-3424 Fax: (916) 339-3425
Email: info@cyanonline.org
Website: www.cyanonline.org