I’m Ready to Stop Smoking, But How?

Join an Online Research Study & Earn Up to $45.00!

You will be paid for answering online surveys whether you stop smoking or not!

You may be eligible to join if you are:
A Community College student, at least 18 years old, and ready to quit in the next 3 months!

CLICK HERE: https://redcap.urmc.rochester.edu/redcap/surveys/?s=uzInNVMiT9

Email: wati@urmc.rochester.edu
Phone: Project Coordinator (585) 276-6243
Tobacco Free Campus Initiatives: Some Strategies As You Prepare

- Establish a Committee, meet regularly
- Establish a Timeline – right up until the policy’s Implementation Date, to include decisions on each element of the policy:
  - Signage and Perimeter Map
  - Enforcement strategies
  - Public Relations plan
  - Internal messaging / education
  - Cessation and other resources
WATI
Web Assisted Tobacco Intervention

• NIH Funded research study (National Cancer Institute)
• 5 year study: Recruit 1,440 Community College Students
• Smokers ready to quit get a Study Website Intervention
• All participation is online
  • Enrollment, intervention and follow-up
• Students get up to $45 whether successfully quit or not
WHY COMMUNITY COLLEGE STUDENTS?

NIH-FUNDED RESEARCH

Understudied

Unique Setting

Young Adults

War Vets

Under-Served

Non-Traditional Students of all ages

WATI IS GROWING BUT NEED EVIDENCE FOR WHAT WORKS WITH SPECIAL SUB-POPULATIONS
NIH-FUNDED RESEARCH

PHASE I INTERVIEWS AND FOCUS GROUPS

DO YOU HAVE SMOKING BANS?

WHERE DO YOU SMOKE?

WHAT'S AVAILABLE ON CAMPUS?

HOW WOULD YOU QUIT SMOKING?

WOULD YOU JOIN A RESEARCH STUDY?

Resulted in a Scientific Poster Presentation, Soon to be a Publication
ASSESSING THE ROLE OF COMMUNITY COLLEGES IN HEALTH EFFORTS Aimed at Smoking

University of Rochester, Department of Public Health Sciences, Rochester, NY, United States

BACKGROUND:
- The estimated prevalence of smoking amongst traditional-aged college students is 28.4%, exceeding that of the adult national average by nearly 10%.
- Compared to traditional four-year students, community college students are more likely to smoke, to describe themselves as regular smokers, and to fail at quitting.
- A majority of literature has focused on analyzing and reviewing smoking programs and policies at traditional four-year colleges and universities. Little is known about smoking efforts at two-year institutions.

OBJECTIVE: To determine the role of community colleges in health promotion efforts aimed at smoking.

METHODS:
- 4 Western New York Community Colleges
  - Purposive sampling: 2 rural, 1 urban, 1 suburban
  - Interviews and Focus Groups with students and officials:
    - Addressed smoking cessation programs, smoking policies, and smoking prevalence on campus.
    - Direct Environmental Observation: Campus observation, field notes, and pictures of smoking-related signage and designated smoke-free areas.
    - Document Review: Examined college brochures, posters, maps, and publications obtained from campus visits and reviewed smoking policies from college websites.

ANALYSIS:
- Recorded and transcribed all interviews and focus groups
- Open and axial coding of each transcript
- Debriefed during weekly team meetings to compare data patterns and solidify codes which led to emerging themes
- Translated findings with data obtained from participant observation and document review.

RESULTS:
- Community college smoking efforts were classified into two broad domains with 6 themes: (1) efforts through education programs and (2) efforts through policy.
  1. Smoking literature is widely available at colleges
  2. Students do not read smoking literature
  3. Cessation programs and services vary by college and depend on staff perception of smoking.
  4. Students don't ask community college health centers for quit help.
  5. Smoking is not a priority to college leaders.
  6. Smoking policies exist at colleges through colleges have different rules for smoking outside.
  7. Colleges are unable to enforce smoking policies.

CONCLUSIONS:
- Little evidence that current program and policy approaches employed are successful.
- Need for improved policy enforcement by faculty/staff.
- Cessation tools must be convenient, readily accessible from college and home, and easy to understand.
- Future smoking prevention and cessation efforts must be low infrastructure, low staffing, and low cost.
- Feasible approaches may include technology-based cessation tools, partnerships with community health agencies, and policy promotion through orientation activities.

Funded by the United States National Cancer Institute grant: F01CA156001 (McInnis, PI)
BACKGROUND:
- The estimated prevalence of smoking amongst traditional-aged college students is 28.4%, exceeding that of the adult national average by nearly 10%¹.
- Compared to traditional four-year students, community college students are more likely to smoke, to describe themselves as regular smokers, and to fail at quitting².
- A majority of literature has focused on analyzing and reviewing smoking programs and policies at traditional four-year colleges and universities. Little is known about smoking efforts at two-year institutions³.

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- Document Review: Examined college brochures, posters, maps, and publications obtained from campus visits and reviewed smoking policies from college websites

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AND PHOTOGRAPHS:

I'm a strong anti-smoker. I've tried to quit in my life, but as a health educator I look out for smokers because, when you smoke they go through, that they can't risk going through all these health problems due to smoking. So if a student asked me, I'd tell them smoking is in the right direction. — Theme III, Director, Nursing

There are students right out of high school to about [age] 22. Some of them are taking a break or some of them are raising families or whatever, and then I would say things that 24-25-year-old and above who is your traditional I would call adult learner. Um, and then that means somewhere between 22 and 26. It's a grey zone. They could be right out of high school or coming back from the military. They may be considered more adults whereas some of your students who just are floundering and god only knows what they are doing. And I would consider them your more traditional age cause they have none of those life skills built up. — Director of Student Life

RESULTS

- Community college smoking efforts were classified into two broad domains with 8 themes: (1) efforts through education programs and (2) efforts through policy
  I. Smoking literature is widely available at colleges
  II. Students do not read smoking literature
  III. Cessation programs and services vary by college and depend on staff perception of smoking
  IV. Students don't ask community college health centers for quit help
  V. Smoking is not a priority to college leaders
  VI. Smoking policies exist at colleges although colleges have different rules for smoking outside
  VII. Colleges are unable to enforce smoking policies
  VIII. College officials are unaware of their role in establishing and enforcing smoking policies

CONCLUSIONS:
VI. Smoking policies exist at colleges though colleges have different rules for smoking outside.
VII. Colleges are unable to enforce smoking policies.
VIII. College officials are unaware of their role in establishing and enforcing smoking policies.

CONCLUSIONS:
- Little evidence that current program and policy approaches employed are successful.
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RECRUITMENT

SCREENER / CONSENT / BASELINE SURVEY

INTERVENTION WEBSITE ACCESS FOR ONE YEAR

1 MONTH FOLLOW-UP SURVEY ($10)

6 MONTH FOLLOW-UP SURVEY ($15)

12 MONTH FOLLOW-UP SURVEY ($20)

EVIDENCE-BASED RESOURCES

(The next slides are examples of State and National Web-based resources)

EVERYTHING IS ONLINE

RESEARCH DESIGN

“PHASE II”

ELIGIBLE PARTICIPANTS

NOT ELIGIBLE OR NOT INTERESTED
Quit Now. We Can Help.

The Illinois Tobacco Quitline is a FREE resource for tobacco users who want to quit for good. Our registered nurses, respiratory therapists, and certified tobacco-treatment counselors are on call 7 days a week, 7AM-11PM to answer all your tobacco-related questions and provide the support you need to break the habit. Habla español? We serve a diverse client base, with Spanish-speaking counselors and live translation services for more than 200 languages.

1-866-QUIT-YES

Schedule a Call

Success Stories

Click "Watch Video" to view a success story from the Illinois Tobacco Quitline.
It doesn't matter where you start. Just start.

smokefree.gov

Quit today  Prepare to quit  Smoking issues  Help someone

I'm craving cigarettes  I'm ready to quit  I slipped
**RESEARCH DESIGN**

**“PHASE III”**

**DISSEMINATION**

- Analyze data
- What worked to recruit students?
- What worked and what didn’t work to help them quit long term?
- Recommendations for resources for students
- Publish results

**SHARE WITH COMMUNITY COLLEGES**

- Which recruitment channels?
  - For whom?
- What web features?
GOAL 1:
WHAT WATI TREATMENTS WORK BEST, FOR WHOM, UNDER WHAT CONDITIONS?

GOAL 2:
WHAT RECRUITMENT WORKS FOR CC STUDENTS? NOT JUST FOR STOP SMOKING STUDIES!

WHY COMMUNITY COLLEGE STUDENTS?

NIH-FUNDED RESEARCH
RECRUITMENT STRATEGIES AND SUCCESS

FACE-T0-FACE (TABLING / EVENTS)

FLYERS

E-BULLETIN BOARDS

POSTERS

GLOBAL EMAIL BLASTS

TABLE TENT CARDS

NEWSLETTERS

BANNER ROLL “AD” ON MAIN WEBSITE

SOCIAL MEDIA ONLINE
  - Facebook
  - Google Ads
  -- Craigs List
I’m Ready to Stop Smoking, But How?

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Phone: Project Coordinator (585) 276-6243
http://www.mvcc.edu/current-students/main -- MVCC's main webpage - under the "Current Students" tab.
Great page, but “buried” deep in the college’s web-pages.

Student Life » Campus Safety » Safety Initiatives » Tobacco-Free JCC

Smoked lately? Ready to quit? Want to earn up to $45?

The University of Rochester Medical Center is giving community college students the opportunity to quit smoking online through WATI (Web Assisted Tobacco Intervention).

Whether you stop smoking or not, you can earn up to $45 for your thoughts and time by answering surveys.

To see if you are eligible, follow this link or e-mail WATI@urmc.rochester.edu. You may also call the Project Manager directly at 585.276.6243.
Example Placement on a “Student Portal”
(Course Management Software, e.g., “Blackboard”, “Banner”, “Angel”, “Genesis”, etc.)
October 17, 2013

Dear Community College Presidents,

This is a letter of support on behalf of Dr. Scott McIntosh at the University of Rochester in Rochester, NY who is conducting a study funded by the National Institutes of Health (National Cancer Institute) entitled “Web-Assisted Tobacco Intervention (WATI) with Community College Students.” The study has already recruited nearly 300 full and part-time students from among SUNY and CUNY Community Colleges who smoke into a fully web-based tobacco cessation program. A total of 1,440 students will make up the final sample by July, 2014. All students who are ready to quit and who want help quitting on the internet will be referred to a FREE treatment website, even if they don’t join this study. If they complete 5-minute surveys at 1, 6 and 12 months – they will get $45 for participating, whether they quit or not. Non students or those not interested or eligible for the study will be referred to other state and national resources for free treatment options. This intervention will not interfere with any of your tobacco control efforts or the Campus Tobacco Free Initiative and can, in fact, be folded into them as you may wish. Establishing strategies for referral of our students in this study will also lead to discoveries of the best methods for recruitment into many other kinds of research studies, such as alcohol, STD prevention, etc.

Community College students are a growing population, and smoking remains a substantial health concern in their demographic. It is crucial to understand the best ways community college students can be aided with smoking cessation, and this study will test the promising new area of web-assisted tobacco intervention (WATI).

Dr. McIntosh and his team have so far learned (from 2 SUNY Community Colleges involved for the past year) that traditional recruitment methods such as Flyers with tear-offs, posters, and even Electronic Bulletin Boards have steady but limited success, but an initial Mass Email (Email “Blast”, etc.) to the entire student body has shown to be the most promising so far, accounting for more than 75% of enrolled participants.
EMAIL RECRUITMENT AT COMMUNITY COLLEGES

Email to be sent from a college champion to recruit students into WATI.

NOTE: WORDING IS APPROVED AS IS, PLEASE DO NOT ALTER.

Subject: Smoked Lately?

Dear Student,

Smoked lately? Are you ready to quit? Want to earn up to $45.00?

The University of Rochester is giving Community College students the opportunity to quit smoking online. Whether you stop smoking or not, you can earn up to $45 for your thoughts and time by answering surveys.

To see if you are eligible, click the link https://redcap.urmc.rochester.edu/redcap/surveys/?s=uzInNVMiT9 or email WATI@urmc.rochester.edu, or call the Project Manager directly at (585) 276-6243.

Sincerely,

<NAME OF CAMPUS REPRESENTATIVE SENDING THE GLOBAL EMAIL TO STUDENTS>
Current Status

• May 6, 2014: We’ve now recruited 725 of our targeted 1,440 Community College Students (half of sample)
• Need remaining 715 by end of Fall Semester
• Opened Recruitment in other states, including Illinois for example, with a “top down” letter of support from Dr. Eric Davidson
• Will continue to explore successful “top down” strategies, and partnership-building this summer
• Will Gear Up for Fall Semester Push
  • Solidify “mass email” permissions, work-flows and, most importantly, “Buy In” from the top
  • Solidify “prominent banner ad placement”
THANK YOU!

WATI
Scott McIntosh, PhD
Andrew Wall, PhD
Ryan Jones, MBA, MS
Wati@urmc.rochester.edu
(585) 276-6243