

Smoking Cessation Campaign – NCCU

Campaign Theme: NCC wants U to Breathe Free!

National Goal:

- Reduce adult cigarette smoking to 12% of the population.
- Increase smoking cessation attempts by adult smokers to 75% of adult smokers.
- Increase smoking cessation during pregnancy to 30% of pregnant smokers.
- Reduce the proportion of nonsmokers exposed to Environmental Tobacco Smoke (ETS) to 45% of the population.
- Increase the proportion of worksites with formal smoking policies that prohibit smoking or limit it to separately ventilated areas to 100% of worksites.

Rationale:

- As of 2006, 21% of Americans (45.3 million people) were smokers.
- 70% of adult smokers in the United States report that they want to quit completely.
- Smoking is the leading cause of preventable death in the United States.
- Cigarette smoking causes approximately 438,000 deaths each year in the United States.
- From 2000–2004, cigarette smoking was estimated to be responsible for \$193 billion in annual health-related economic losses in the United States (\$96 billion in direct medical costs and approximately \$97 billion in lost productivity).
- The total economic costs (direct medical costs and lost productivity) associated with cigarette smoking are estimated at \$10.47 per pack of cigarettes sold in the United States.
- Cigarette smoking results in 5.1 million years of potential life lost in the United States annually.
- Workers at worksites with smoke free policies have more quit attempts and higher quit success rates than workers at worksites without smoke free policies.
- Cigarette smoking causes heart disease, chronic lung disease, and cancer of the lung, larynx, esophagus, pharynx, mouth, and bladder, pancreas, kidney, and cervix.
- Smoking during pregnancy causes miscarriage, low birth weight, and sudden infant death syndrome.
- Smoking cessation increases life expectancy by reducing risk of stroke and of developing smoking-related cancers, Coronary Heart Disease (CHD), Chronic Obstructive Pulmonary Disease (COPD), influenza, pneumonia, bronchitis, peripheral artery occlusive disease, abdominal aortic aneurism, and gastric and duodenal ulcers.
- Smoking cessation reduces the risk of having a low birth weight baby.
- Smoking cessation has positive health benefits regardless of age, years of smoking, or current health status.
- 131 employees indicated they are interested in receiving resources on smoking cessation.
- 4% indicated they smoke cigarettes daily.

	EXISTING WELLNESS SUPPORTS	PROPOSED WELLNESS SUPPORTS
PROGRAMS	<ul style="list-style-type: none"> • SHP resources 	<ul style="list-style-type: none"> • Promote SHP resources
POLICIES	<ul style="list-style-type: none"> • Must be 25 ft. away from all buildings • All buildings indoors are smoke free 	<ul style="list-style-type: none"> • Tobacco free policy
ENVIRONMENTAL SUPPORTS	<ul style="list-style-type: none"> • Signs inside the buildings indicating there is no smoking 	<ul style="list-style-type: none"> • Permanent signs at campus 4 key campus entrances • Signs outside indicating "Tobacco Free" • Mailbox stuffers with resources for smoking cessation

Campaign Objective #1: Pass 100% tobacco free policy on campus by May 2010.

Key Tasks for Objective #1:

	TASK	Timeline	Who
1	Research information on other campuses that have gone smoke free	October 2009	
	Draft a tobacco free policy for NCCU; include a rationale for going smoke free	November 2009	
	Advocate with administration and gain Chancellor approval for going tobacco free	January 2010	
	Develop an implementation and enforcement plan for the policy	March 2010	
	Implement the policy	May 2010	

Campaign Objective #2: Increase awareness about upcoming health benefit and promote existing resources to help employees quit smoking in 2010.

Key Tasks for Objective #2:

	TASK	Timeline	Who
1	Identify national, state, local, and campus resources for smoking cessation.	November 2009	
	Add a link to the website that includes state, local, and campus resources for smoking cessation	February 2009	
	Develop and send an email from HR to employees about upcoming changes in health benefits	February 2010	
	Send out weekly emails with links to the wellness website and additional resources	February 2010	
2	Develop a brochure with resources to help employees quit smoking	February 2010	
	Place brochure in paystubs	February 2010	
3	Encourage smokers to quit and nonsmokers to stay tobacco free with "Kiss Me, I'm Smoke Free" Day	February 2010	
	Host information session for employees who are interested in quitting tobacco	April 2010	
	Develop "quit kits" with information, supplies and resources for smokers who wish to quit.	April 2010	

Campaign Objective #3: Increase environmental supports for tobacco free campus by April 2010.

Key Tasks for Objective #3:

	TASK	Timeline	Who
1	Begin marketing for tobacco free campus.	February 2010	
	Determine locations to hang the "Tobacco Free" signage around campus.	March 2010	
	Print the signs	April 2010	
	Place the signs around campus indicating it is "Tobacco Free"	May 2010	

Evaluation: WAY to Health annual survey; specifically look at awareness of smoking policy

Budget: \$525 – 4 permanent signs for campus entrances (Installed)
 \$150 – temporary signs
 \$125 – marketing
 \$200 – event supplies (Quit Kits and Kiss Me, I’m Smoke Free Supplies)

Marketing: Emails, posted on the wellness website, announcement on the radio station