

TOBACCO CESSATION PROGRAM REVIEW

OVERVIEW

Health Education and Wellness' Tobacco Cessation Program offers students individualized counseling and support while they quit using tobacco products. This program is student driven. Students work with a trained counselor to identify their tobacco trigger-response systems, develop coping skills and alternate behaviors with the goal of becoming tobacco-free through behavior change.

WHAT WE OFFER

- 1:1 counseling sessions that include education, advice, support, and encouragement for each student.
- Free nicotine patches and gum according to the individual student's needs.
- Tips, tricks, and other resources for making quitting successful.
- Quit kits: A collection of items used by students when they feel the need to use tobacco.

APPOINTMENT SCHEDULE

Each appointment is designed to provide student-specific approaches and techniques to help each student be successful in their tobacco-free journey.

- Appointment 1: An introduction to the program and discussing student expectations.
- Appointment 2: Discuss the 4 D's and alternate behaviors, as well as a snapshot of the student's "Smoking Picture." Most students receive nicotine patches or gum, and quit kits.
- Appointments 3, 4, 5, and 6: Review efficacy of alternate behaviors, provide additional educational documents, and continue to provide guidance and support.
- Appointment 6 and beyond: Continued support and guidance, as necessary.

THE PROGRAM: A THREE YEAR REVIEW

In the 2011/2012 academic year, 36 students started the program. Many were recruited from the five designated smoking areas on campus and during Health Education & Wellness outreach events. Students often started the program, attended one to two counseling sessions, and then realized they were not ready to "commit to quit." The remaining students continued in the program, graduated and became tobacco free. The success rate was approximately 4%.

In 2012/2013, a total of 47 students enrolled in the program yielding few graduates. This relatively high increase in enrollment was likely due to changes in recruiting practices. New counselors brought with them evidence-based changes. Research shows individuals must be ready and willing to change behavior before they can be successful. Consequently, we no longer aggressively recruit students, but rather inform them of the existence of our Tobacco Cessation Program.

For 2013/2014, we have observed a slight decrease in the total number of students enrolled, approximately 30 students. Changes in recruiting practices directly affected this decrease. However, counselors reported that students attended counseling more consistently, and that 17% of students enrolled graduated the program.

FUTURE PRACTICE

We will continue to exercise our new recruiting strategies in the coming school years in hopes of sustaining growth. Practice changes are anticipated as guidelines and best practices are identified. Always, our goal is to engage and encourage more DeAnza students to become tobacco-free.

- Education: We are expanding education outreach to include current risks such as electronic cigarettes and vaporizer pens, two nicotine delivery systems that are fashionable for today's youth.
- Marketing: Targeted materials aimed at increasing program awareness are slated to be developed in the following school year. Print, digital, instructor referrals and in-person distribution methods will continue to remain an integral part of program utilization.
- Outreach: We will continue to practice program outreach during events such as Club Day, Health Zone, Valentine's Day, Great American Smokeout and through the online health magazine Student Health 101.
- Vigilance: We believe, regardless of a student's completion of the program, attending just one meeting is a step toward quitting tobacco and leading a healthy lifestyle. Changing habits is a process. We are committed to our students and work to encourage and support their efforts in this process.