Help for Monmouth’s Smokers

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Problem

- Many smokers that wish to quit smoking have issues with actually quitting
- Relapse rates are high for smokers
- Support for smokers is relatively low or non-existent
Target Audience

- College student smokers on campus
  - High school degree and some college
  - Literacy levels relatively high
  - Access to media is high
  - Positive attitude toward media
  - Attitude toward position will vary
    - Willing to quit – supportive
    - Not willing to quit – non-supportive
Target Audience

- College student smokers on campus
  - Most between age 18-22
  - Majority Caucasian with increasing numbers of other ethnicities
  - Majority from Illinois with many others from Midwest area and few outside (US and International)
  - Gender ratio fairly equal
Goals

- Overall: Decrease the relapse rate of smokers that want to quit by 40-45% within 1 year
- Interim Goals:
  - Create awareness for our programs to at least 50% of smokers that wish to quit by the first month of operations
  - Have at least 50% of smokers that want to quit enrolled on the blog website by 3 months of operations
  - Create support groups that meet on campus by 4 months of operations
  - Have support groups create programs for campus and community awareness by 6 months of operations
Messages

- Attend a meeting
- Visit our website to talk to people just like you
- Visit our website for information and help
- Become healthier! Quit Smoking!
- List the health issues that smokers have
- Want easy spending money? Quit smoking!
  - Cigarettes themselves
  - House value
  - Insurance costs
  - Gas money from driving to the store to get cigarettes
Resources and Information

- Allow access to websites with information about how to quit
  - WebMD
  - Quit Smoking Support.com
- Allow access to websites that give health benefit information
  - WebMD
  - Highlight Health.com
  - Quit Smoking Support.com
- Create a savings calculator
  - Calculates savings based on rate of cigarette use
Actions Audience Should Take

- Enroll in the online program
- Participate in helping other students be aware of the programs
- Help organize meetings on campus
- Help develop the online program
- Be accountable for their actions
Media Strategies: Traditional

- Flyers
  - Around campus
  - In cafeteria
  - Around ash stashes
  - Mailboxes
- Hand out candy cigarettes with information
- Courier
- MC-Radio
- Support groups
- Program development groups
Media Strategies: New/Interactive

- Website Information
  - Health
  - Methods
  - Savings
- Website Blog with other Monmouth Students
Website Vision

- Website Concept
Problems and Limits

- Issues with students quitting
  - Might not want to quit
  - Afraid of quitting
  - Social reasons
- Campaigns against our program
- Students not paying attention
  - To flyers
  - To candy message
  - Newspaper and Radio
Problems and Limits

- Like the online idea but not support the physical groups
- Like the support but not willing to help with projects to inform others
Bibliography

- WebMD
- Highlight Health.com
- Quit Smoking Support.com