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Help for Monmouth's Smokers

I. Problem and target audience

A. Problem: Aiding smokers to give them better means to quit smoking

B. Target audience: college student smokers on Monmouth campus:

- Each student has a high school degree and has completed or started some college education.
- Literacy levels will be relatively high
- Access to types of media is high for students because students are involved with especially new media. Also, many students who are smokers are usually seen in the same general area, so getting media attention of students would be relatively simple.
- Student willingness will greatly range from students who are currently trying to quit to students who have no desire to quit. The students that will be hard to convince to use the media will be students who have no desire to quit, so therefore they would need to be convinced to quit before our media would be of use to them.
- Many students have a very positive attitude toward media use, especially new media.
- Again, student attitude will greatly range from students that are very willing to support the action and many students that will not support the action. Those that are willing to quit will be more likely to support the action and get further help quitting.
- Many students are between the ages of 18-22 with a few students older, but most under the age of 25. Majority of students are Caucasian with few students in other ethnicities. Majority of students are from Illinois with few students from surrounding states and even fewer students from outside the Midwest and other countries. Gender ratio is fairly even.

II. Goals

Decrease the relapse rate of smokers that want to quit by 40-45% within 1 year.

- 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.

III. Messages, Resources and Information, and Actions

A. 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

B. 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 the amount of money saved based on the number of cigarettes smoked in a day

C. Actions people 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

IV. Media Methods

A. Traditional

- Place flyers around the campus to alert students of the new website, meeting times, and information. These flyers will focus on one main idea at a time and be placed in high traffic areas for students in general.
- Place flyers in mailboxes on campus so people are required to look at the flyer, even if the flyer is recycled in the end. Though many students do not keep flyers, it will still attract some students and the recycling bin in the mailroom will create a buzz about the program.

- Place triangle flyers in the cafeteria. These flyers would simply state the facts about smoking and refer students to the website.
- Hand out candy cigarettes outside the cafeteria with messages attached about smoking. These boxes would have the website listed as well as ways to quit and the average savings from quitting. They would be able to convey the message that buying candy cigarettes over real cigarettes will save you \$4.40 on average.
- Wrap flyers around the ash stashed around campus. This would be something that smokers would be able to readily see because they would use it every time they smoked.
- Talk to the Courier staff about running an article in the Courier about the new website explaining what the website is for and who should use it.
- Place a flyer on the MC Radio station so students who listen to the radio can see the ad and look into the website.
- Create support group meetings on campus to allow students to meet as a physical group and know who else on campus is experiencing the same situation. Also, this would allow people to discuss methods of quitting and techniques that work and do not work to help people continue to quit.
- Have meetings to create projects for the campus and community to inform people about the benefits of quitting and methods of quitting. These would be organized by the students currently involved and would give them a further reason to continue to not smoke.

B. New/Interactive

- Set up website with links to information about health issues, ways to quit, and a savings calculator. Students would be able to access this information to help them quit and

keep on track. Also, students that are interested in quitting can find out all the information they need to sway their decision favorably.

- Set up website with a blog to allow students to talk to other students on campus who are experiencing the same issues and situations. Students would be able to get support from other similar students on campus and not feel alone when trying to quit.

Sometimes, having someone there to support the person quitting largely influences the person to continue to quit.

V. Problems and Limits

- People might not want to quit. Students that enjoy smoking may be thinking about quitting but might not actually want to in the end because they enjoy it too much.
- Also, students could be afraid of quitting. Because students can be addicted to smoking, quitting is not an easy thing to do. Students may be afraid that quitting will affect their social life, their grades, their health, and their overall well-being.
- Students sometimes smoke to be social. These students, even if they have thought about quitting, may feel obligated to continue smoking because they enjoy the social aspect of it.
- Students that want to smoke could campaign against our actions and try to dissuade people from following or continuing to support the program.
- Students might not pay attention to flyers around campus, in the cafeteria, in mailboxes, or on ash stashes. Students have a tendency to not pay attention to flyers around them if they are not looking specifically for a flyer. Also, many flyers compete for attention, and flyers may become covered.
- Students may just take the candy cigarettes and not pay attention to the message displayed.
- Students may not read the paper or watch the radio station. There would be a large audience that could potentially miss these advertisements.

- Students could like the idea of an online support center but not be as willing to join a physical support meeting. Many students may see these meetings negatively as many people view those who attend AA meetings negatively. If students feel uncomfortable attending meetings, they will not attend.
- Students may not want to become involved in the program any further than the website and may not want to create projects to further the program. If students are only concerned about quitting themselves and not about helping others, students will not want to put in the time and effort to create awareness.