

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](#)