
Smoking at Newberry College

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Dean's Rural Clerkship

Site Information

- Site: Prosperity, SC
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 - Renee' Martin, TIPS of Newberry County
 - Susan Haynes, Newberry College Student Health
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Background

- Smoking accounts for almost 20% of all deaths, including about 431,000 deaths annually between 1990 and 1994 ¹
- In 1993, total US medical expenditures attributable to smoking amounted to \$72.7 billion, nearly 12% of all medical costs ¹
- Of college students nationwide, an estimated 30% of men and 28.2% of women smoked in 1995 ¹
- In Newberry County in 1992-1993, 43.5% of teenagers smoked by age 15, and 13.7% of 7th and 8th graders smoked ²

– References

- 1. Smith, Stevens S. and Michael C. Fiore. “Tobacco Use and Cessation.” *Primary Care: Clinics in Office Practice*. 26:3, September 1999. 433-461.
- 2. Kids Count County Reports. HHS Finance Commission.

Aims

- Decrease smoking and tobacco abuse among students at Newberry College.
- Identify smoking cessation strategies appropriate for Newberry College (N.C.)
 - Supported by staff members of N.C. and by an active local smoking cessation program (TIPS)

Measures

- Assess the prevalence of smoking on campus at Newberry College
- Determine if smoking is perceived as a problem
- Identify barriers to quitting smoking
- Measure interest in an on-campus smoking cessation class next semester
- Identify and support students or staff members ready to quit

Possible Changes for Improvement

- Resources
 - Cooperation of Newberry College student health
 - Support of N.C. administration to reducing tobacco use/abuse on campus
 - Available resources
- Barriers
 - Stubbornness of students
 - Age difference of providers and students
 - Denial of problem
 - Limited funds at N.C. to implement new policies

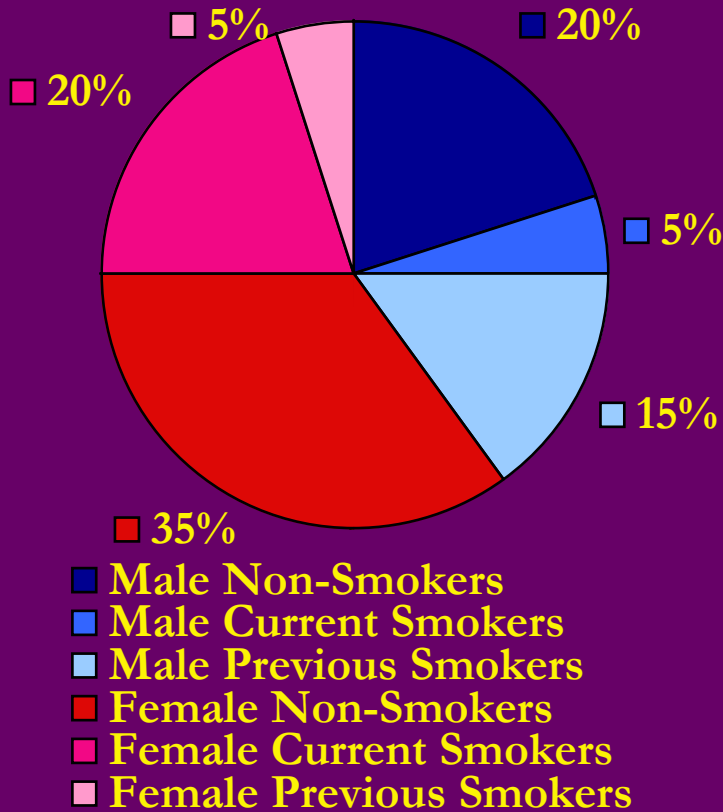
PDSA

- Plan
 - Meet with Newberry College administration and local TIPS coordinator
 - Develop survey to distribute to local college students
- Do
 - Review goals with N.C. administration for reducing tobacco abuse
 - Administer surveys to N.C. students and staff
- Study
 - Determine effectiveness of survey
 - Analyze data gathered from surveys
 - Identify barriers to quitting
 - Identify students ready to quit and/or seeking more information
- Act
 - Report data to N.C. student health
 - Begin to establish smoking cessation class if there is enough interest
 - Support students currently ready to quit
 - Revise survey if necessary

Meeting w/ Newberry College Administration

- Met with N.C. nurse and student affairs and residential life staff on 11/11/02
- Goals of staff for 2003:
 - Make athletic facilities tobacco-free to meet compliance with NCAA
 - Decrease tobacco abuse among students
 - Establish smoking areas or boundaries, leaving most of campus smoke free
 - Offer a smoking cessation class to students and/or staff interested in quitting
 - Involve residential life staff and student organization leaders in smoking cessation training

Faculty/Staff Survey Data

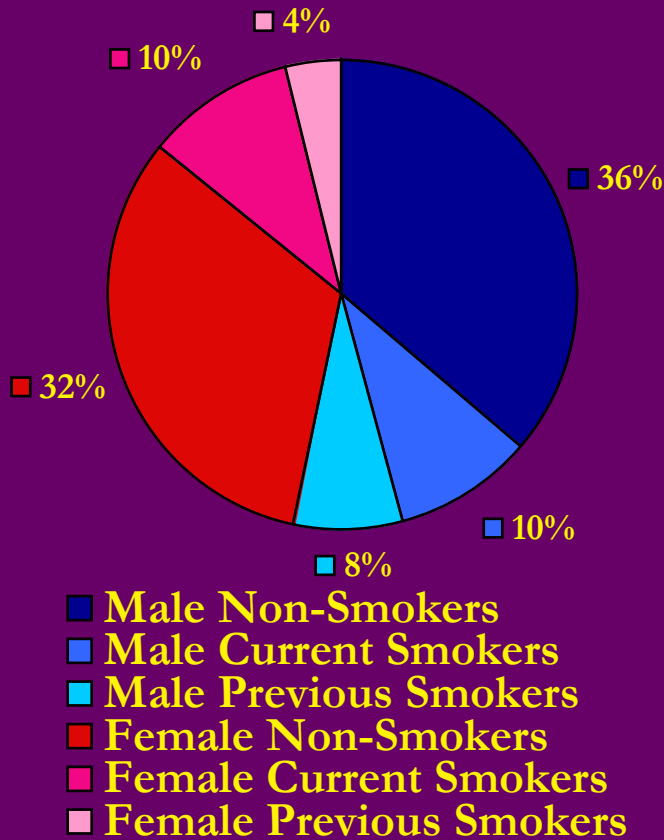


- 20 surveys collected (8M, 12F)
 - 5 active smokers
 - (1M, 4F)
 - 4 previous smokers
 - (3M, 1F)
 - 11 who never smoked
 - (4M, 7F)
- 13 (65%) believe smoking is a problem at N.C.

Faculty/Staff Survey Data

- Of 5 active smokers:
 - Average length of smoking = 13 years
 - 100% smoked before coming to N.C.
 - 100% smoke >1 pack per day
 - 1/5 (20%) believe they have a problem with tobacco
 - 40% have tried to quit “cold turkey” and failed
 - None intend to quit in the next 6 months
- Of 4 previous smokers:
 - Average length of smoking = 8.75 years
 - 75% had >1 quitting attempt
 - 100% succeeded in quitting “cold turkey”

Student Survey Data



- 277 surveys collected (148M, 129F)
 - 55 active smokers
 - (27M, 28F)
 - 32 previous smokers
 - (21M, 11F)
 - 190 who never smoked
 - (100M, 90F)
- 132 (48%) believe smoking is a problem at N.C.

Student Survey Data

- Of 55 active smokers:
 - 11 of 54 (20%) believe smoking is a problem at Newberry College
 - Average length of smoking = 3.4 years
 - 76% smoked before coming to N.C.
 - Average daily cigarette use = 4.6 cigarettes
 - 27% believe they have a problem with tobacco
 - Prior quitting attempts:
 - 38 students have tried to quit “cold turkey” and failed
 - 3 students each tried nicotine replacement or medication (Wellbutrin) and failed
 - 2 students tried switching to smokeless tobacco but continue to smoke
 - 61% intend to quit in the next 6 months
 - Identified barriers to quitting include “stress,” “drinking,” and “addiction”
 - 3 (1%) students requested information on smoking cessation

More Student Survey Data

- Of 32 previous smokers:
 - 19 of 32 (59%) believe smoking is a problem at Newberry College
 - Average length of smoking = 1 year
 - Average daily cigarette use = 3.7 cigarettes
 - 22 succeeded on their first attempt to quit
 - 9 had >1 quitting attempt
 - Failures:
 - 3 failed “cold turkey”
 - 4 each failed nicotine replacement, Wellbutrin, or a smoking cessation class/support group
 - Successes:
 - 29 succeeded in quitting “cold turkey”
 - 1 succeeded each with nicotine replacement or Wellbutrin
 - 3 succeeded with a class or support group

Lessons Learned

- Lessons and Conclusions
 - College students are a difficult population to reach with smoking cessation
 - Previous smokers are more likely to perceive tobacco use as a problem than current smokers
 - There is not much interest in an on-campus smoking cessation class at this time
- Improvements
 - Educate students on the adverse effects of smoking
 - Show them that tobacco use is dangerous

The End

