Smoking Cessation at Newberry College

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January 31, 2003

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Dean’s Rural Clerkship

Site and Contributors

- Site:
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Background

- United States:
  - 23.3% of Americans smoke cigarettes on a daily basis
  - Cigarette smoking is responsible for 1 of 5 deaths (>400,000 deaths) annually
  - Tobacco is the single most preventable cause of death and disease in the US (Smoking is directly responsible for 87% lung cancer cases)
  - Each year over $150 billion dollars are spent on cigarettes and smoking related health issues
  - 85% of smokers acknowledge the health risks associated with smoking and express a desire to quit
  - Only 4.7% of those who stop smoking in the past year were able to maintain abstinence for 3-12 months
  - The average American attempts to quit 10-15 times before succeeding

Background

- South Carolina:
  - 24.7% of South Carolinians smoke cigarettes (vs. nat'l average of 23.3%) at an average of 25 cig/day
  - The average South Carolinian begins smoking at the age of 16.5 and smokes for 25.6 years
  - On average 15 yrs of life are lost per smoker each year in SC
  - Smoking Attributable expenditures are estimated at $558,890,000 in SC

Background

- Newberry County:
  - 23% of Newberry County residents are smokers compared with 25% of SC
  - In 1998, lung cancer alone accounted for 33 hospitalizations, 26 deaths, & a cost of $625,773 in Newberry
  - 1993-2000 there have been substantial reductions in current smoking prevalence reported in all age groups *except* those aged 18-24 years
  - Cigarette smoking among students in the US is 17.7% which is above the global median of 13.9%

Aims

- Overall Project Aim:
  - Decrease smoking and tobacco abuse among students at Newberry College
- Rotation Specific Aims:
  - ID smokers interested in cessation through use of previously developed survey
  - ID students willing to be trained as facilitators for cessation support group/class
  - ID practices best suited for college age smokers
  - Lay ground-work for smoking cessation support group/class

Measures

- Number/names of students who are interested in smoking cessation support group/class
- Number/names of students willing to be trained as facilitators in smoking cessation support group/class
- List of identified barriers to initiating cessation support group
- Format outlined for cessation support group/class

Possible Changes for Improvement

- Barriers
  - Nicotine is highly addictive
  - Unwillingness of students
  - Student denial of problem
  - Stigma around “support group” title
  - Method to inform students that the program is available
  - Limited funds at NC to implement new programs
- Drivers
  - 83% relapse rate of self quitter proves that it is difficult to quit without help
  - Success of smoking cessation support groups such as Nicotine Anonymous
  - Lack of other smoking cessation support groups on campus
  - Support of NC administration in reducing tobacco use/abuse on campus

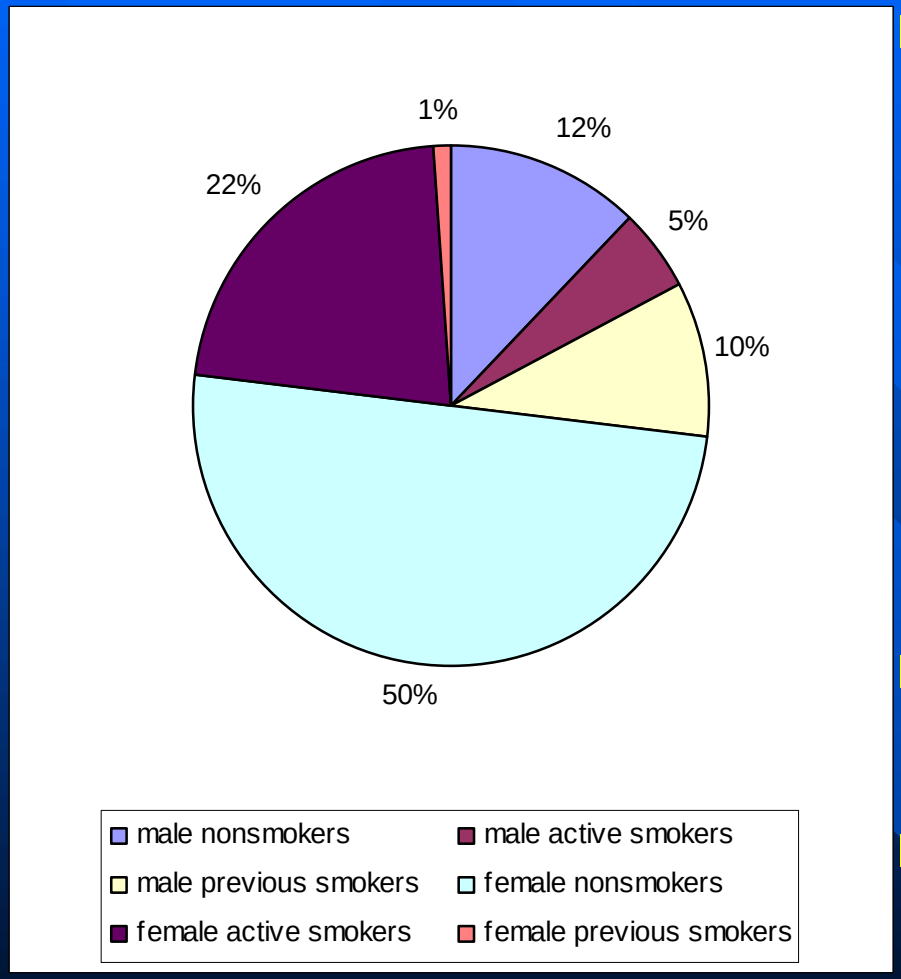
PDSA

- Plan
  - Meet with local TIPS coordinator and Newberry College Resident Advisors
  - Create survey to distribute to NC students that will reassess smoking on campus, ID those who desire help, & suggestions for group format
  - Analyze results of survey
  - Determine training date for RAs as group facilitators
  - Create basic format that the group will follow

PDSA

- Do
  - Administered surveys to NC students
  - List of students willing to participate in smoking cessation support group presented to local TIPS coordinator
  - Review model for existing smoking cessation support groups (i.e. Nicotine Anonymous)
  - Idea for support group format presented to local TIPS coordinator
  - Set date for training of RAs

Student Survey Data



- 82 Surveys collected (22M, 61F)
  - 51 never smoked (10M, 41F)
  - 22 active smokers (4M, 18F)
  - 9 previous smokers (8M, 1F)
- Only 1 active smoker desires aid in quitting
- 5 nonsmokers are interested in training

Student Survey Data

- Of 22 active smokers:
  - Only 1 student requested aid in their quest to stop smoking
  - Average length of smoking = 3.24 yrs (38.9 mo)
  - Average daily cigarette use = 8.22 cigarettes
  - 50% have attempted to quit an average of 1.6 times
  - With an average cessation period of 17.7 weeks
  - Prior cessation attempts:
    - » 11 tried quitting “cold turkey” and failed
    - » 1 tried Nicotine replacement and failed
  - 22.7% intend to quit within 6 months
    - » 18.2% are ready to quit within 1 month
    - » 18.2% have tried cessation for 24hr within past year
  - Their ideas regarding policy on NC:
    - » Restricted areas, allowed to smoke in rooms not halls, more places to smoke, free cigarettes donated by those who quit

Student Survey Data

- 9 previous smokers
  - Average length of smoking = 2.67 yrs (32 mo)
  - Average daily cigarette use = 13 cigarettes
  - Quit an average of 13.3 months ago
  - Factors leading to cessation:
    - » 55.5% sports (40% football, 60% soccer); 11.1% did not like; 11.1% health; 22.2% faith
  - Unsuccessful methods: "cold turkey," support group, & Nicotine replacement
  - Factors resulting in relapse: crisis situation (66.6%); being around other smokers (66.6%); someone offered (55.5%); could manage a couple (44.4%)
  - Successful methods: "cold turkey" (77.7%), other (22.2%)
  - Factors aiding in cessation: knowledge of health risks (77.7%); develop. of smoke free environment (44.4%) develop. of reward system (33.3%); *dipping (22.2%)*

Future Actions

- Training of RAs (February 23rd at 9:00pm)
- Develop flyers, posters, etc. to increase awareness about the presence of support on campus
  - Use an attention getting catch phrase such as “Do It With A Friend”
- Location for meetings and initiation of cessation group meetings
- Continue to develop and improve the format for the cessation group as needed
- Target potential smokers – Middle School (11-12 y.o.) => use of Tar Wars Program?

Lessons Learned

- There is not much student interest in an on-campus smoking cessation class at this time.
- The most important step in cessation is the individual's desire to quit.
- The physician can play a critical role in supporting a healthy lifestyle even outside the clinical setting.
- Initiation of cessation group may be more effective during the end of this current Spring semester. (Head football coach does not allow players to smoke or they are suspended from the team – football practice begins in the late spring).

References

- St. Helena Center for Health: www.smokefreelife.com
- Nicotine Anonymous: www.nicotine-anonymous.org
- American Lung Assoc.: www.lungusa.org/tobacco
- Center for Disease Control: www.cdc.gov/tobacco
- American Cancer Society: www.findhelp.com
- SC Budget & Control Board Office of Research & statistics: www.ors.state.sc.us
- SC Kids Count County Reports: www.ors.state.sc.us/kc