

Aggies Cutting Tobacco

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Organizational Capability

- WAVE 2005
- Primary Prevention Program on Campus (Alcohol and Drugs, Violence, Suicide, and other health related prevention (eating disorders and tobacco))
- Peer Educator Program
- Presentations and outreach (10,838 students in the 2015 -16 year)
- Received and managed approximately 1.5 million in grant monies since program inception

Scope of Problem

2015 NMSU CORE SURVEY

- 36% of students reported using tobacco in the past year
- 22% students report using tobacco in the past 30 days
- 28% of NMSU students enter college having already used tobacco
- 13% of NMSU students will begin tobacco use during their college years
- 6% of NMSU students use tobacco nearly everyday (20 – 30 days per month)
- Students tend to overestimate the degree to which other students use tobacco (95%)
- Disparities include: American Indian (66%), Bisexual (44%) and Questioning (46%) used tobacco within last year

Best Practices

CDC recommendations for effective population based approaches to tobacco control programs by including the following best practice components in comprehensive tobacco control programs:

- Community Interventions (Social Norming)
- Mass Reach Health Communication Interventions (tabling, social media, events)
- Cessation Interventions
- Surveillance and Evaluation - Infrastructure, Administration, and Management


Proposed Goals and Interventions

- Reduce initiation of tobacco use by providing Social Norming and Awareness Education campaigns
- Promote tobacco cessation by providing Social Norming, Awareness Education campaigns and providing cessation groups
- Identify and eliminate tobacco related disparities among population groups as measured by the CORE and Student Lifestyle Surveys by use of culturally appropriate interventions

Proposed Impact and Outcomes

- Reinforce social norms conducive to tobacco free life
- Improve knowledge of health related risks caused by tobacco
- Reduce the number of students who *begin* using tobacco products during their college years
- Reduce the number of students who currently smoke
- Reduce the disparities
- Overall reduce the risk of tobacco related disease

Time Line with SCOPES OF WORK

Components	Interventions		
<i>Timeline</i>	<i>Fall semester</i>	<i>Spring Semester</i>	<i>Summer Semester</i>
Community Interventions	Social Norms for culturally appropriate materials for Latino population		
Mass Reach Health Communication Interventions	Initiate Education/Awareness through tabling, University Feeds	STATE Action Events including: PSA spots, tabling, university feeds	Continued use of social media for awareness campaign
Cessation Interventions	Train two WAVE staff on cessation facilitation while raising awareness on cessation websites and apps	Initiate smoking cessation groups	Continue smoking cessation groups
Surveillance and Evaluations	Continue CORE survey identifying student tobacco use	Continue Student Lifestyle Survey identifying student tobacco use	Analyze and assess data for improving intervention efforts
Infrastructure, Administration, and Management	Train WAVE Peer Educators on Tobacco prevention and marketing, Expand to Dona Ana Branch of NMSU	WAVE staff attend CADCA mid-year conference, Identify new research on the affects of e-cigarettes, Identify needs for sustainability of program	Identify needs for sustainability for program

BUDGET = \$46,451

Personnel: \$ 21,599 with F&A \$10,292

Full time exempt - Based on 10% of salary and 10% of a 38% fringe rate.

Part-time temp – Based on 10% a 29 hour work week at \$12 per hour and a 16% fringe rate.

Peer Educator – Based on 10% of a 20 hour work week at \$9.00 per hour and a 1% fringe rate.

Travel: \$4,410

1) Albuquerque for Freedom from Smoking Training x 2 staff: 2 nights hotel \$200 x2 staff = \$400; gas = \$150; Per diem \$120 x 2 = \$240. Total \$790

2) CADCA Conference (Community Anti-Drug Coalitions of America) X 2 staff = Airline \$650 x 2 = \$1,300; Hotel 4 nights @ \$230 per night X 2 = \$1,840; Per diem \$60 per 4 days X 2 = \$480. TOTAL =3,620

Other: \$5,500

1) CADCA Mid- Year Institute: 2 staff X 650 = \$1,300

2) Freedom from Smoking train the trainer: 2 staff x\$1,500 = \$3,000

3) KRUX Radio Spots \$1,200.

Supplies: \$4,650

1) Promotional t-shirts, promotional / marketing 'give always' to brand campaigns = \$3,000

2) Freedom from Smoking materials: Thinking About Quitting \$8 x 50 = \$400; Freedom from Smoking Participant booklet \$25 x 50 = \$1,250.

TOTAL \$1,650.