



Final Report
April 1st 2008 - March 31st 2009

TPA: Brock University

SFO Project: **LEAVE THE PACK BEHIND**
Working Together to Achieve Smoke-free Campuses

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LEAVE THE PACK BEHIND: EXECUTIVE SUMMARY

In Ontario, *half* of the young adult population pursues post-secondary education. This means 600,000 young adults, including 126,000 smokers,¹ are on campus under the care of some 600 campus health professionals. Leave The Pack Behind is available to **98%** of these students and health professionals.

Taking a comprehensive approach, LTPB implements evidence-based, age-tailored tobacco control strategies to successfully reduce tobacco use and support healthy lifestyles on Ontario post-secondary campuses.

LTPB's successful strategies include:

- (1) Train and support campus **health professionals** to provide smoking cessation counselling
- (2) Advocate for enhanced tobacco control **policies** on campus
- (3) Use peer-to-peer **student programming** that's responsive to post-secondary students' needs
- (4) Build **social norms** that support cessation, healthy eating and active living
- (5) Rigorously **evaluate** programming to ensure its effectiveness (i.e., both efficacy and reach)
- (6) Maintain and strengthen linkages and **knowledge exchange** with SFO partners
- (7) Optimizes **cost-effectiveness** and quality of programming through central administration

Specific techniques used by LTPB include:

- health professional intervention
- Smoke|Quit self-help cessation program
- Let's Make A Deal! contest
- peer-to-peer tobacco education
- peer-to-peer cessation support
- social norms marketing
- interactive, multi-component website
- student referendums
- NRT provision to smokers trying to quit
- targeted education of stakeholders
- U Know U Want 2... Help a friend quit

Highlights of LTPB's achievements² in 2008/09 include:

- operated on 19 (of 19) universities and 22 (of 28) colleges with a total population of 590,234 young adult students – including approximately 133,415 young adult smokers
- supported 580 doctors and nurses to offer cessation counselling and distribute free NRT samples and LTPB's age-tailored cessation resources to young adult patients
- had face-to-face contact with at least 15% of all students (i.e., at least 90,050 of all 590,234 students)
- provided cessation programs and services to 10% of all smokers (i.e., 13,573 of all 133,415 smokers)
- produced cessation among at least 10.8% of smokers who accessed LTPB programs and services (i.e., at least 1,474 of 13,573 smokers)
- assisted 6 colleges and 8 universities to improve tobacco control policies/procedures (e.g., banning tobacco sales; improving enforcement; moving butt receptacles 10 meters from buildings)
- successfully integrated smoking cessation strategies into the context of healthy lifestyles
- maintained effective partnerships with SFO partners (including TCANs, SHL, RNAO, STOP, YATI)

¹ Estimated value; based on smoking prevalence of 22% for university students (Lawrance et al) and 24% for college students (CTUMS, 2007)

² Details of these achievements, including how values were calculated, are shown on the following pages

LEAVE THE PACK BEHIND: DETAILED REPORT OF OUTCOMES ACHIEVED

Availability

In 2008-09, Leave The Pack Behind expanded to more campuses across Ontario for a total of **41 post-secondary institutions** involved in LTPB. This includes all 19 universities (representing 21 separate campuses) and 22 of Ontario's 28 colleges (representing 27 separate campuses).

LTPB's comprehensive tobacco control programming was available to a total of **590,234 students** – including approximately **133,415 smokers**. Students access LTPB through multiple points of contact, including clinics, wellness centres, counselling services, classrooms, residences and campus outreach events. Availability of programs and services is promoted through channels of communication such as: peer-to-peer communication, campus media, LTPB's website, student referendums, letters to administrators, quarterly bulletins, electronic messaging, chalking, flyers, social networking sites, etc.

Overall, LTPB operated at **93.2%** of Ontario's post-secondary institutions, and was available to **98.5%** of Ontario's total post-secondary student population.

Additionally, **36 Public Health Units** were formally offered LTPB resources for their work with young adults attending adult high schools and private colleges – groups often associated with lower SES populations.

Impact on Cessation

- **at least 1,474 smokers** quit smoking using LTPB's evidence-based resources (Smoke|Quit booklets, Let's Make A Deal contest and clinician-delivered interventions)
→ this represents **10.8%** of the 13,573 smokers who directly accessed LTPB services
 - 9,521 received Smoke|Quit booklets from student-team [quit rate: 11.4% at 3-month follow-up = 1085 quitters]³
 - 2,330 received Smoke|Quit booklets and health professional advice [quit rate: at least 11.4% = 266 quitters]⁴
 - 218 entered *Let's Make A Deal!* contests on 6 campuses [quit rate: ≈22% at 6-month follow-up = 48 quitters]⁵
 - 1,507 were referred to health professional [quit rate: at least 5% = 75 quitters]⁶
- **11,851 smokers** received the Smoke|Quit booklets! Focus testing of Smoke|Quit revealed that smokers would hold onto the resource, *even* if they were not ready to quit smoking

Reach

- **38.7%** of 3,200 students intercepted in high traffic locations on 46 different campuses identified LTPB as a source of information around tobacco and/or support for quitting
→ **47.3%** of students on campuses with LTPB student-teams knew about LTPB
→ 15.4% of students on campuses without LTPB student-teams knew about LTPB
- **90,050 students** were reached face-to-face by LTPB at **1,255** outreach events hosted by student teams and staff
- **128,937** promotional items were disseminated and **14,000** promotional materials were displayed
- **5,657** "U Know U Want 2... Help A Friend Quit" resources were disseminated

³ An earlier randomized controlled trial showed an 11.4% (intention-to-treat) quit rate at 3-month follow-up (Travis & Lawrance, 2009).

⁴ 11.4% is a conservative quit rate given the likelihood that adding physician advice to the self-help intervention enhances its effectiveness.

⁵ An earlier scientific investigation of the contest showed a 24% (intention-to-treat) quit rate for the *Quit For Good* contest deal, and 27% quit rate for the *Keep The Count* contest deal; 22% is used as an approximate quit rate for all contestants.

⁶ Because it is not known whether smokers referred to health professional follow through, the quit rate is estimated to be equal to rates for unassisted quitting.

Capacity Building and Sustainability

- at **all campuses**, health professionals offered smoking cessation counselling and LTPB age-tailored smoking cessation resources to patients; **43** health professionals completed LTPB's accredited Continuing Medical Education: *Campus-Based Brief Tobacco Intervention*
- 42% of students who visited their campus clinic were asked by a doctor whether they use tobacco (this is higher than typical rates in the general population)
- **192 students** from **26 campuses** were extensively trained as tobacco control advocates and served on LTPB student-teams (92 paid, 19 work study, and 81 volunteers)
- **over \$13,000** in donations were received to support the *Let's Make A Deal!* Contest and other events and programming

College Programming

The burden of tobacco use and illness is heavier in lower socio-economic sectors. Because colleges offer training for trades, technology support and paraprofessional jobs, college populations often include young adults of lower socio-economic status. LTPB continued to develop and consolidate effective, *tailored* programming for colleges (and adult high schools).

- **more colleges** were involved in LTPB, improving the availability of cessation services to this sector of post-secondary students
- 2 focus groups and numerous expert interviews were conducted with college students to develop a tailored campaign promoting cessation to college smokers
- **3,670** of the 11,851 Smoke|Quit booklets disseminated went to college students
- 8.6% of all college students who smoke received Smoke|Quit
- New posters, web pages, advertisements and training materials were developed specifically for colleges

Stronger Campus Tobacco Policies

- **Ban on the sale of tobacco products**
 - University of Ottawa is banning the sale of tobacco products in campus stores, effective May 1st 2009
 - University of Western is implementing an agreement made with the Student Union to phase out the sale of tobacco products.
- **Improved enforcement of policies** restricting outdoor smoking to designated areas; prohibiting smoking within 9 metres of doorways; locating butt receptacles away from high traffic areas
 - **7 universities** (Brock; Guelph; Nipissing; Ontario; Ryerson; Toronto at Mississauga; Windsor)
 - **6 colleges** (Algonquin; Canadore; Durham; George Brown; Loyalist; St. Clair)
- 13 LTPB student-teams ran campaigns to communicate existing policy or advocate for more progressive policies
- 2 successful referendums to improve campus policies; 1 public forum to discuss policy changes; 2 surveys of policy support; increased involvement of LTPB (student and/or health professional) on Occupational Health Committees

Web 2.0

- at least **52,000** visitors accessed www.LeaveThePackBehind.org
- **9** advertisements placed on the social networking site *Facebook* were viewed by **2,962,850** students and produced **1,676** click-throughs to LTPB's website
- **16** student-teams created campus-specific LTPB groups on *Facebook*, with 292 student members

SFO Partnerships

- **Exposé**
 - LTPB supported cessation programming for young adult high schools
 - LTPB helped develop and focus-test materials for frosh week campaigns on 5 Ottawa campuses
- **Niagara Region Public Health Department (NRPHD)**
 - LTPB, Niagara YAA, NRPHD are collaborating to develop a cessation program for teens
- **RNAO Best Practice Guidelines (BPG) Program**, Integrating Smoking Cessation into Nursing Practice
 - LTPB disseminates RNAO BPGs to campus nurses as a part of its Brief Tobacco Intervention training
 - LTPB is increasing linkages with campus Nursing Departments to facilitate nursing student placements
 - LTPB and RNAO are collaborating to develop a website addressing tobacco control
- **PTCC/OTRU Young Adult Tobacco Use Reduction - Community of Practice**
- **Smokers Helpline**
 - LTPB promoted the Helpline through the distribution of CCS resources, promotion of the helpline phone number at displays and in clinic packages given out by health professionals and on-line
- **Smoking Cessation Task Group**
 - LTPB was an active member of this CAWG Task Group
- **STOP study**
 - LTPB promoted the STOP study to young adult students through posters at all 43 campus clinics
- **TEACH**
 - LTPB promoted the TEACH training sessions to 580 campus health professionals through quarterly Bulletins and TEACH pamphlets in all LTPB conference proceedings
 - LTPB Directors were expert panellists and participants in different sessions
- **Youth Advocacy Training Institute**
 - LTPB created a postcard promoting a provincial database for youth and young adult tobacco control advocates to receive related employment opportunities and updates on current events.
 - YATI is allowing LTPB to modify its train-the-trainer modules for the young adult population, and address topics such as policy change; healthy living; and second-hand smoke in multi-unit dwellings
- **Youth Task Group**
 - LTPB was an active member of this CAWG Task Group, and its ACTION-week sub-committee

LTPB in other countries or provinces

- **Bosnia-Herzegovina:** Through sponsorship of the CPHA and CIDA, LTPB was launched as ODOS at the University of Banja Luka. Resources were translated into Serbian. Consultation continues.
- **U.S.A.:** Administrators and researchers from **University of Alabama** hope to adopt LTPB
- **Alberta:** Alberta Public Health Authority consulted LTPB for expert opinion on programming and evaluation for post-secondary students at a university and a technical college

Knowledge Translation

- Travis, H. & Lawrance, K. (2009). Randomized controlled trial examining the effectiveness of a tailored self-help smoking-cessation intervention for postsecondary smokers. *Journal of American College Health*, 57, 437-44.
- Lawrance, K. & Lawler, S. (2008). Campus physicians' tobacco interventions with university students: a descriptive study of 16 Ontario university clinics. *Patient Education and Counselling*, 70, 197-92.
- Brunelle K., Lawrance, K., Lawler, S. & Shick-Porter, M. (2008). A blueprint guide for campus health professionals: Implementing Leave The Pack Behind on Campus.

Quick Stats for LTPB Activities from April 1st 2008 - March 30th 2009

Accessibility and Reach

universities with LTPB	19	<i>100% of Ontario's 19 universities</i>
colleges with LTPB	22	<i>88% of Ontario's 28 colleges 93% of all Ontario post-secondary institutions</i>
F-T students attending schools with LTPB (estimated number of smokers in this population)	590,234 (133,415)	<i>98.5% of all Ontario post-secondary students</i>
students reached face-to-face	90,050	<i>15.3% of the 590,234 students at schools with LTPB</i>

Cessation Activities

smokers who accessed any of LTPB's cessation programs and services	13,573	<i>10.2% of smokers at schools with LTPB</i>
smokers using Smoke Quit (print) cessation program	11,851	
smokers receiving health professional support	2,330	
smokers using e-Smoke Quit (web) cessation program	709	
smokers who quit with LTPB support	1,457	<i>10.8% of 13,573 smokers who accessed LTPB</i>

Policy (Protection) Activities

schools improving enforcement of tobacco policy	15
schools improving tobacco policy	1

Education/ Awareness Activities

face-to-face outreach events (e.g., presentations)	1,255	<i>reaching 90,050 students</i>
pieces of educational materials displayed	14,000	
promotional items disseminated	128,937	
visitors to LTPB website	52,610	

Training / Professional Development Activities

training sessions for students (team members)	56
attendees	269
training sessions for health professionals	3
attendees	43