

# COVER LETTER

May 11, 2001

Richard Nichols,  
Project Director  
Tobacco Prevention & Program  
645 S. Bascom Ave. Suite 221  
San Jose, CA 95128

Dear Richard,

Enclosed is our Foothill College proposal for a grant from the Tobacco Prevention and Education (TPEP). As you know, we have had tobacco awareness programs in place for many years. But in light of ever more stringent smoking regulations on campus, and the intent to reduce still more the exposure to environmental tobacco smoke, the need for greater access to educational programs is more than apparent. We have tried to work with smokers on a one-to-one basis for optimal support in their cessation efforts; those interventions are useful to student participants. But the need for services surpasses what what we can provide in this ideal manner.

We are convinced that through the use of technology - web pages and on line resources - that we may support campus instructors, counselors, and leaders with a wider range of materials in a format engaging to students. We see that literally hundreds of people on campus - and many times that number-will learn about what it takes to stop smoking with the plans we would like to initiate. Because students and faculty will participate in a number of classes and programs across campus, we see this as a breakthrough to effect a true culture change. This opportunity comes at a propitious time for us as we revisit our smoking policy while we undergo an extensive campus renovation project.

Please feel free to contact me - 650.949.7243 - should you have questions about our proposal. We appreciate the opportunity to apply and thank you for considering our plans.

Sincerely,

Naomi Kitajima

# GRANT PROPOSAL

**Proposal for: Community Prevention and Education Projects  
Santa Clara County Health and Hospital System**

## **Foothill College Tobacco Education Project**

### **BACKGROUND**

Following the passage of Santa Clara Bond Measure E which provided funds for renovation and repair of the Foothill/DeAnza College Districts, the district undertook a review of campus tobacco policies. In the Fall 2000, 1000 Foothill students completed a smoking survey; separate surveys were completed by faculty and staff. Findings from these reviews and changes in City and County regulations restricting smoking in public areas confirmed the need to revisit existing campus smoking policies.

A Smoking Policy Committee was formed; Warren Hurd, Dean of Faculty and Staff, led the group which included students, faculty, and staff (both smokers and non-smokers). The committee had two charges: 1) to formulate a proposal for a new smoking policy, and 2) to address tobacco prevention and education programs on the campus. The committee work on item #2 led to a partnership with The American Lung Association, Mind the Gap program for a peer program targeting assessment, prevention and awareness issues related to tobacco use on our campus. New initiatives from this partnership include: a Smoking Cessation Web Page and smoke cessation peer counselors (one-to-one) for free consultation, Nicoderm patches, Nicorette gum and Zyban.

This program has steadily attracted students to join in smoking cessation efforts; while working with students on a one-to-one basis is optimal, it limits the number of students we can serve. Our campus population includes 56,000 students during the year; about 16% are smokers. We have found three particular populations where tobacco use is highest and to target: Middle College students (alternative high school students), international students, and physical education students. Our first education efforts have targeted these high risk populations through awareness programs with the instructional support staffs working with these groups.

### **1a. Goals and outline of the general approach used to meet project goals**

**Goals** of the Foothill College Tobacco Education Project are: 1) to revisit policy issues related to tobacco use on the campus of Foothill College, 2) to pioneer an innovative

tobacco education program for Foothill College instructors and campus leaders to increase awareness and knowledge of issues pertaining to smoking cessation, 3) to create web pages and other marketing materials to be available to the 108 California Community Colleges through the HSACCC.

**General features of the Foothill College Tobacco Education Project:**

2. a.1 Reconvening the campus committee of faculty, staff, students and administration - and including both smokers and non-smokers - to revisit the current campus **policy** (smoking allowed only out-of-doors) with a final recommendation by June 2002. A central question will be, "Shall the use of tobacco products be excluded on the campus of Foothill College?"

The Smoking Committee, the Associated Students of Foothill College (AFSC) Board, the Campus Center Board, the Campus Police and eventually the Board of Governors of the DeAnza-Foothill College District will vote on the policy recommendation. For the health and comfort of people who are on our campus, we must reduce the effects of environmental tobacco smoke. The timing of this grant coincides remarkably with the needs we anticipate with a new policy.

**2.a.2 The general approach to be used to work toward meeting project goals.**

Our first effort will be providing education regarding smoking cessation issues for the faculty, staff and student leaders - especially those working with populations (Middle College students, international students and PE program participants) with at-risk tobacco usage populations. A second faculty group will include the instructors of classes of web design; they find optimal success when working on "real life" situations with their students. Already they have agreed to work with the Smoking Cessation Project Coordinator on this project.

1) Using technology through the use of a web site, Foothill College would like to pioneer a student-to-student message documenting the actual experiences of students participating in the smoking cessation process. A web designer will develop a Real World or Survivor page which chronicles a progressive journal (week by week) of short video clips and personal statements from 10 student volunteer participants. Each of the students will be paid a \$250 stipend for the 12 week quarter. It should be noted that we are not including only those journals where students have ceased smoking. It is our view that experiences - both those that succeed and those that do not - are instructive for students who are attempting to change a habit of smoking. Each week all students will have access to the smoke cessation Web page (which was established in 2000.) The web design will be available for all Community Colleges through the HSACCC web site.

2 An **instructional on-line program** with units for students will be developed by the Project Coordinator and Web Designer with web/internet class involvement. Students in classes on Web design (about 700 students are enrolled) will be invited to participate in a web site project (competition) for Photo shop Design or HTML on smoke cessation. At the end of the quarter, students will present their designs to the entire class; with 35-50

students in each class, there will be a comprehensive information exchange. Further students participating will need to engage in research efforts for the production of the web design. Instructors welcome this "real world" project for their students. Web designs will be judged on content, creativity and user friendly aspects according to criteria set by the Project Coordinator and Web Design Coordinator. An award of \$1000 will be given for the best design in each quarter.

Other advocacy materials to be developed will be on-line surveys and a smoke cessation instructional web page developed with units for students. All designs will become communal property of Foothill College and will become available for usage by HSACCC; each California community college will have the option to change the look of the web page and rotate messages to maintain student interest.

### **2b Advocacy/leadership development activities**

Our project is focused first on providing education to faculty, staff and student leaders (ASFC) who work with students in our target smoking populations. Second is the production of marketing materials pertaining to smoking cessation. Students will be engaged at many levels as researchers and web designers, participants in video productions, and peer counselors. Already, a past ASFC President works 10 hours a week on assessment, prevention and awareness issues on our campus in a partnership program sponsored by the American Lung Association. A University of Pittsburgh International Smoking Cessation Specialist Program is a one day program covering such as: thinking of quitting, getting started, maintenance, relapse, motivation for quitting, barriers to quitting, and special circumstances. Useful materials will be provided. Upon the successful completion of this workshop, participants will become a certified smoke cessation counselors.

Marketing and Communications Department will incorporate information which includes: our newsletter "Heights" 3 times a year to all residents in our district service area., printouts in local papers, e-mail news network "Foothill E notes" for students/faculty/staff, and posters focusing on Tobacco Cessation Programs. The Web Design will highlight the current smoke cessation programs available in the Health Services.

### **2c Key tobacco and other data used to support the need for this project and the rationale for the intervention plan selected.**

Findings from the survey administered in the Fall 2000 brought to light the need for a stepped up program focused on smoking cessation education. It has become apparent that the numbers of people seeking assistance exceed the staff we have available for the free one-to-one counseling arrangements we now have in place. Therefore, our challenge is how to increase marketing efforts and smoking cessation advocacy to reach more students wanting to explore what is involved in quitting to smoke and to provide them both education and support services. We have also depended on the information provided by the American Lung Association, our partner in the Mind the Gap program currently available on campus.

The **rationale** for the intervention plan selected - augmenting current marketing efforts with student-designed web pages featuring the experiences of 10 students and on-line educational materials - is simply that through the use of technology we will provide information in a format relevant to our student population and greatly expand the number of students we can serve. Further, through the education of educators, reaching out to hundreds of students enrolled in web design classes, and making available the products we develop to the 108 Community Colleges in the State through the HSACCC web site make our plan highly cost effective and unique.

Providing educational opportunities for key faculty, staff and student personnel leaders engages people across the campus well beyond the Health Center: these include instructors of web design classes, student leaders, staff working with special populations on campus. Students creating web pages and other instructional materials will need to research issues pertaining to smoking cessation to complete their projects. Further, the web designs will be made available to the 108 California Community Colleges maximizing the impact of instructional materials to thousand of students across the state.

**2d. Experience working with the target population, community health work, and experience working with tobacco related issues.**

Foothill College has been active in smoking cessation efforts for many years; now, with technology, we wish to provide high-interest, relevant and appropriate instructional materials that draw from the work we currently do with students one-to-one. While we have learned to focus on the issues involved in stopping smoking, we believe students will respond readily to the access that technology will offer. Our partnership with the American Lung is established and successful. The Health Services Coordinator at Foothill College brings considerable experience in working with smoking issues. Additionally, her leadership as current president of the Northern California Community College Health Directors (HSACCC) provides a platform to influence efforts across the state with innovative programs.

We believe that our plans, involving up to 700 students in web design classes, target populations on campus, plus an "educating the educators" focus will maximize results and lead to greater awareness of smoking issues - and, of course we hope, a decline in smoking statistics. The potential impact of the statewide conversation we will initiate portends to the possibility of a significant culture change on our campuses.