



Collaborations: Campuses & Their Community

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Maricopa County

Tobacco Use Prevention Program



Overview of the County

- ✦ Over 3 million people
- ✦ Over 15 colleges and universities
 - 10 community colleges
 - 3 state universities
 - Over 3 private institutions

● Maricopa County Tobacco Use Prevention Program

- ✦ Prevention programming in over 300 schools in the 4-8th grades
- ✦ Over 15 cessation classes running at various times and days
- ✦ Worksite wellness programming including nutrition, stress and tobacco



Why Colleges & Universities?

- ✦ Gap in services to this population
- ✦ Arizona survey of college students showed there is interest



The Idea

- ✦ Get students involved in tobacco education, awareness and policy change on campus
- ✦ Have students from different campuses to share ideas and information



In The Beginning...

Sent Information Packets to:

- Deans
- Student Life
- Student Organizations

Met with student organizations

Spring 2005

Initial Meetings

- ✦ Who is in the group?
- ✦ What does the group focus on?
- ✦ What are we called?
 - IGNITE (Influence, Guide & Network for Intercollegiate Tobacco Education)



Summer 2005



Recruitment Begins

- ✦ Used students already involved
- ✦ Attached to campus club fairs
- ✦ Attended 9 campus events



Training

- ✦ Basic Intervention Skills in Tobacco
- ✦ 6 students trained from 5 campuses

Fall 2005



Great American Smokeout

- ✦ Ideas sent to all campus contacts
- ✦ Met with interested campuses
- ✦ Provided Quit Kits
- ✦ 9 campuses participated

Fall 2005



Hard to Reach Campuses

- ✦ Additional student recruitment through information booths
- ✦ Target specific departments and faculty

Spring 2006



Lessons Learned

- ✦ Be willing to change directions
- ✦ Be flexible
- ✦ Be persistent
- ✦ Reflect on why you started the project
- ✦ Have fun
- ✦ Love what you do



Future Plans

- ✦ Assist campuses in holding monthly awareness/education events
- ✦ Develop campus tobacco taskforces
- ✦ Brand IGNITE on campuses

Questions?

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Maricopa County

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Tobacco Use Prevention Program

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