



# Event Toolkit

GREAT AMERICAN SMOKEOUT  
NOVEMBER 19, 2020

[HTTPS://CATOBACCOFFREECOLLEGES.ORG/CALENDAR/GAS-Y36TC](https://CATOBACCOFFREECOLLEGES.ORG/CALENDAR/GAS-Y36TC)



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*Tools for hosting a Great  
American Smokeout event  
virtually*

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# Introduction:

## History of the Great American Smokeout

The Great American Smokeout (GAS) grew out of a small-town event in Massachusetts in 1971. A movement was sparked when high-school guidance counselor Arthur Mullaney asked people to give up cigarettes for one day and donate the money they would otherwise have spent on cigarettes to a college scholarship fund.

In 1974, Lynn Smith, editor of Minnesota's Monticello Times, organized the state's first observance of "D-Day," or "Don't Smoke Day."

Starting in November, 1976, the California Division of the American Cancer Society (ACS) adopted the idea and ultimately designated the event the Great American Smokeout, successfully convincing nearly a million smokers to quit for one day in the event's first year. Soon the event went nationwide under the sponsorship of ACS.

During the next 34 years GAS was celebrated with rallies, parades, stunts, quitting information, and even "cold turkey" menu items in schools, workplaces, Main Streets, and legislative halls throughout the US.

GAS has been chaired by some of America's most popular celebrities, including Sammy Davis, Jr., Edward Asner, Natalie Cole, Larry Hagman, Surgeon



**YOU DON'T HAVE TO STOP SMOKING IN ONE DAY. START WITH DAY ONE.**

Quitting smoking isn't easy. It takes time. And a plan. You don't have to stop smoking in one day. Start with day one. Let the Great American Smokeout® event on November 19 be your day to start your journey toward a smoke-free life. You'll be joining thousands of people who smoke across the country in taking an important step toward a healthier life and reducing your cancer risk. Plus, the American Cancer Society can help you access the resources and support you need to quit. Quitting starts here.

Learn more at [cancer.org/smokeout](http://cancer.org/smokeout) or call 1-800-227-2345.

 **Attacking from every angle.**

©2013, American Cancer Society, Inc. No. 012936. Models used for illustrative purposes only.

General C. Everett Koop, the first "spokespud" Mr. Potato Head, and many others.

With hard work, dedication, and commitment, California and the nation has come a long way towards a tobacco-free life for all.

We hope this information is both useful and motivating to you and those your work with.

The CYAN College Project & COUGH



# Beyond Tabling: Virtual Education



During the COVID-19 pandemic, many in-person events have been postponed or transitioned to virtual platforms. While on-campus events and tabling may not be possible, many have turned to digital messaging via social media or virtual platforms, like Zoom, to continue educating students and staff on the negative impacts of tobacco use.



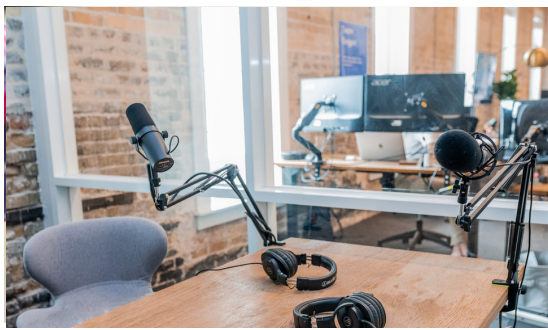
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# Key Topics to Focus on

- **Posts** should contain concise messaging and content that will grab the audience's attention. You can direct to a source for more information and resources (i.e. [cyanonline.org/quit-tobacco](https://cyanonline.org/quit-tobacco))
  - **Virtual events**, such as **tobacco waste pickups**, can be done locally in neighborhoods or on-campus. Encourage participants to take a picture to post on social media and tag your account using a special hashtag for your event.
  - **Virtual Q&A's** are a great way to provide quick education and answer questions from students and other followers about tobacco use. This can be done on social media platforms, like Instagram.
- Know the Risks: chemicals in products, addiction, mood changes, brain development
  - Addiction awareness: Identify nuanced signs of addiction that people may not be aware of or associate with nicotine addiction
  - COVID-19 and tobacco use: Tobacco use harms the lungs and the immune system, putting tobacco users at a higher risk of experiencing severe symptoms if infected with COVID-19

# Using Social Media for Education



# Other virtual event ideas

- **Trivia Nights:** Hosting a trivia night open to students is a fun way to find out what information people may know about tobacco use and vaping. This is also an opportunity to educate students on things they might be misinformed about.
- **Art and video contests:** Host an art or video contest to encourage students to get creative during quarantine. This is a great opportunity for students to educate each other about the negative impacts of tobacco use and reasons why their peers should quit.
- **Webinars:** Virtual platforms, like Zoom, can be used to create quick trainings to educate your audience about the effects of tobacco use.

## Tips for engagement

- Encourage student advocates/student health educators to participate in virtual events or help facilitate them.
- If possible, do a raffle to randomly select a participant (or a few) to win a free gift card for commenting on or sharing posts, participating in virtual events, etc.
- Partner with other campus organizations or clubs to participate in your virtual event to increase engagement and spread the word for Great American Smokeout. Tag their accounts on social media and encourage others to share your posts to gain more traction
- If hosting a live virtual event, on Zoom for example, be mindful of event time.. Make sure that your event is during a time when many students are not in classes or meetings. Also be mindful of event length and consider Zoom fatigue for students learning virtually.

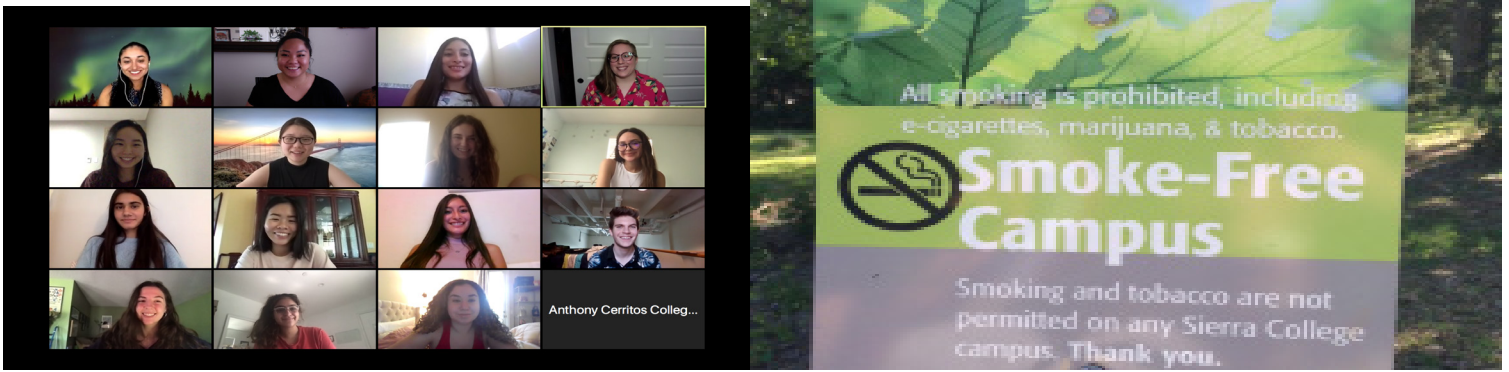
# Advocacy



With many campuses operating virtually or with limited number of students and staff on campus, adopting and implementing a 100% smoke/tobacco-free policy may not be a top priority. Let's talk about how we can shift the conversation during the pandemic and continue advocating for healthier campuses.



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# What can we focus on while campuses operate virtually?

## Supporting students

- Stress and boredom during the pandemic can lead to an increase in tobacco use
  - Encourage and support students quitting tobacco by providing campus resources (if possible) and free or low-cost resources
- 
- There's a risk of severe symptoms among tobacco users if infected with COVID
  - Consider the concern about spread of COVID through secondhand smoke
  - Reopening smoke/tobacco-free can help decrease the spread and risk

## Advocating for 100% smoke/tobacco-free policy when campuses reopen

## Make new connections & build partnerships

- Work closely with students and campus partners to build strategies to advocate for smoke/tobacco-free policies
- Offer support for prevention and cessation services





- Continue to participate in leadership meetings, discussion panels, general assembly meetings, etc. (virtual and/or safely in-person)
- Invite key stakeholders to presentation or discussions about reopening smoke/tobacco-free and why tobacco use among college students and staff is still a concern, even during COVID
- Draft a letter of support for a tobacco-free campus and organize support from different organizations/groups on campus

## Meeting with Campus Administration & Student Government

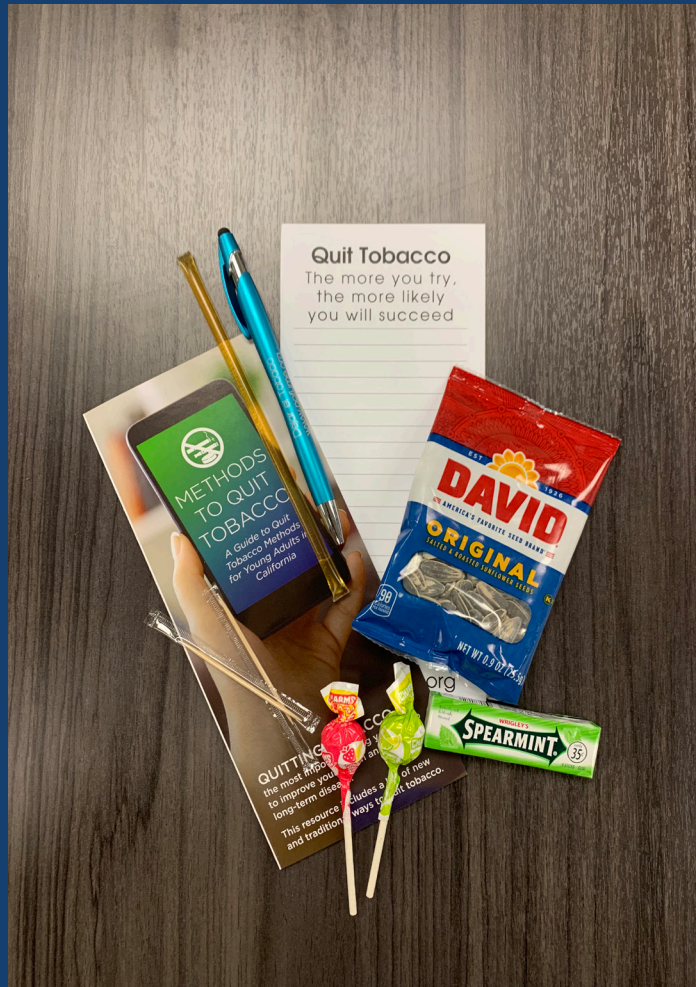
- Tobacco-free campuses are important now more than ever with COVID-19 and lung health.
- Adopting a 100% tobacco-free policy creates confidence that the campus is committed to protecting the health of students and staff and returning to campus should be as worry-free as possible
- Secondhand smoke affects more than just the tobacco user and can compromise the health of students, regardless of use. Tobacco-free policies allow a space for healthier campus communities.

## Social Media Messages

### Resources from [catobaccofrecolleges.org](http://catobaccofrecolleges.org)

- Model Policy
- Model Resolution of Support
- Tobacco-free Rationale and Talking Points
- Example Policies and CYAN Policy Report Card

# Tobacco Treatment



The pandemic has caused a shift in the operations of campuses and the way tobacco treatment services are provided and accessed. However, there are still many resources available to motivate and support quit attempts during this time.

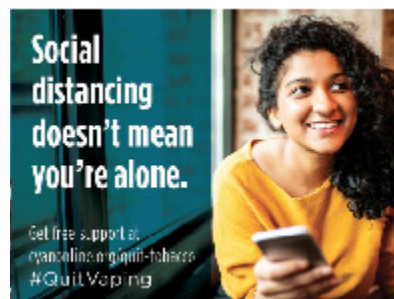


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# Motivating Quit Attempts

## Social Media Messages

- Utilize social media to share messages that may encourage students to contemplate quitting
- Messages around stress management, health, and tips to keep busy during shelter-in-place were used in CYAN's Spring 2020 Digital Media Campaign (see below)
- CYAN will be releasing a new digital media campaign for GAS in November



- Include messages about quitting tobacco in other health classes and events
- Add motivational messages to your campus health center website

## Make it a Challenge

- Challenge people to try quitting for a day on November 19th
- Share a digital pledge template for student and staff to share why they choose to quit tobacco or stay tobacco-free
- Encourage any students willing to share with quit story with their peers

## Beyond Social Media

# Supporting Quit Attempts

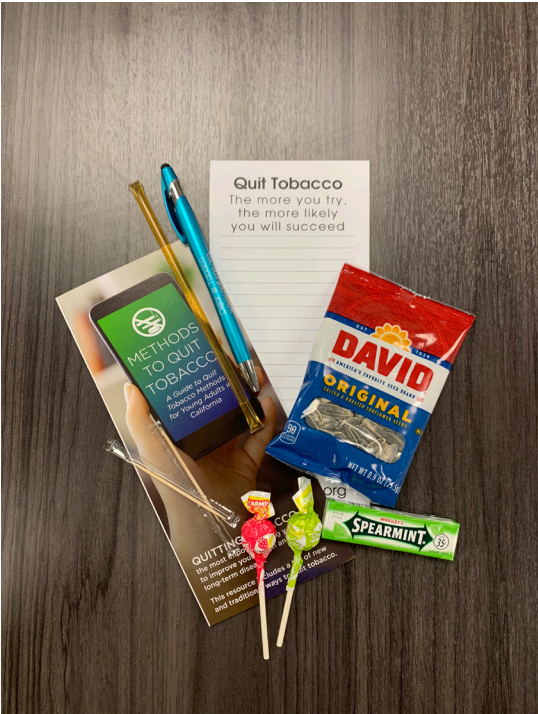
## Share quit tips

- Share quit tips on your social media pages
- Example messages:
  - Meditation can ease stress, lower anxiety, and help you cope with tobacco triggers.
  - Dance and movement can reduce stress, boredom, and help you be more successful at quitting tobacco
  - Building a network of support can help you cope with stress and boredom without tobacco
- **California Smokers' Helpline** - free telephone counseling, texting program, nicotine patches
- **This is Quitting App** - activities to help quit vaping or other tobacco products. Access to a counselor 24/7
- **quitSTART app** - App to help track quitting progress. Earn badges, get tips on managing tough days, play games to distract yourself from cravings

## Promote quit resources on your campus website

## Advertise available tobacco treatment services (campus or locally)

- Virtual counseling
- Access to free or low cost nicotine replacement therapy products
- Local tobacco treatment programs from community partners
- Distribute quit kits to students on campus (materials can be requested from CYAN)



## CYAN offers free materials to assemble quit kits.

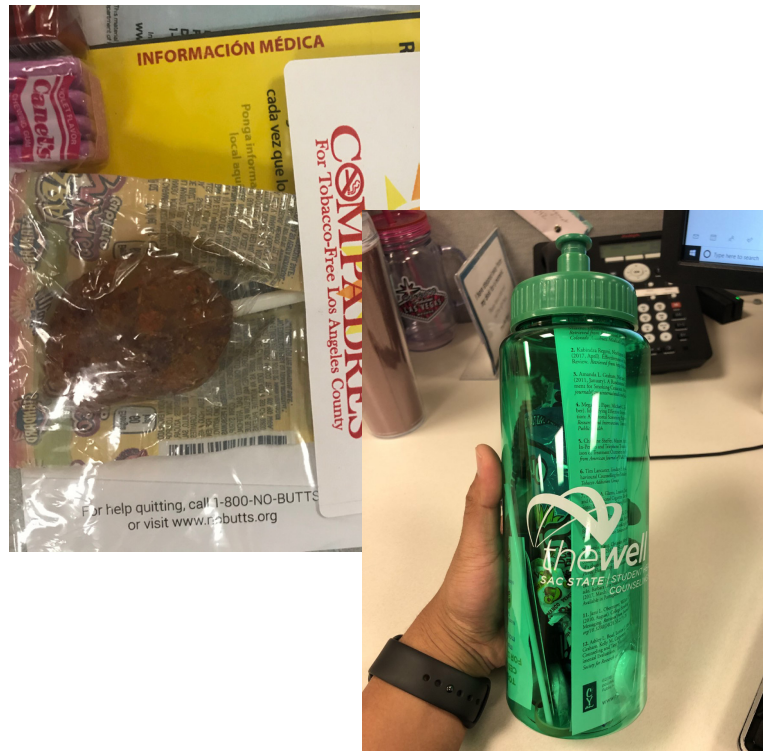
A limited number of materials for 25 quit kits will be distributed to campuses for Great American Smokeout. However, campuses may request more materials for quit kits throughout the year as needed. Spanish-language materials and Student Veteran quit kits may also be distributed to campuses upon request.

### Materials provided by CYAN:

Plastic bags, lollipops, gum, honey sticks, mint toothpicks, sunflower seeds, pens, notepads, and The Guide to Quitting Tobacco

### Get creative!

- Customize your quit kits to better serve your campus population.
- Examples of additional items that campuses and partner organizations have included in quit kits from previous years include: mints, rubberbands, Spanish-language materials and chiclets gum for the Hispanic/Latinx community, coupons for free nicotine-replacement therapy (NRT) products at the school pharmacy, additional educational materials about vaping, and campus-specific resources and items, such as water bottles or tote bags.

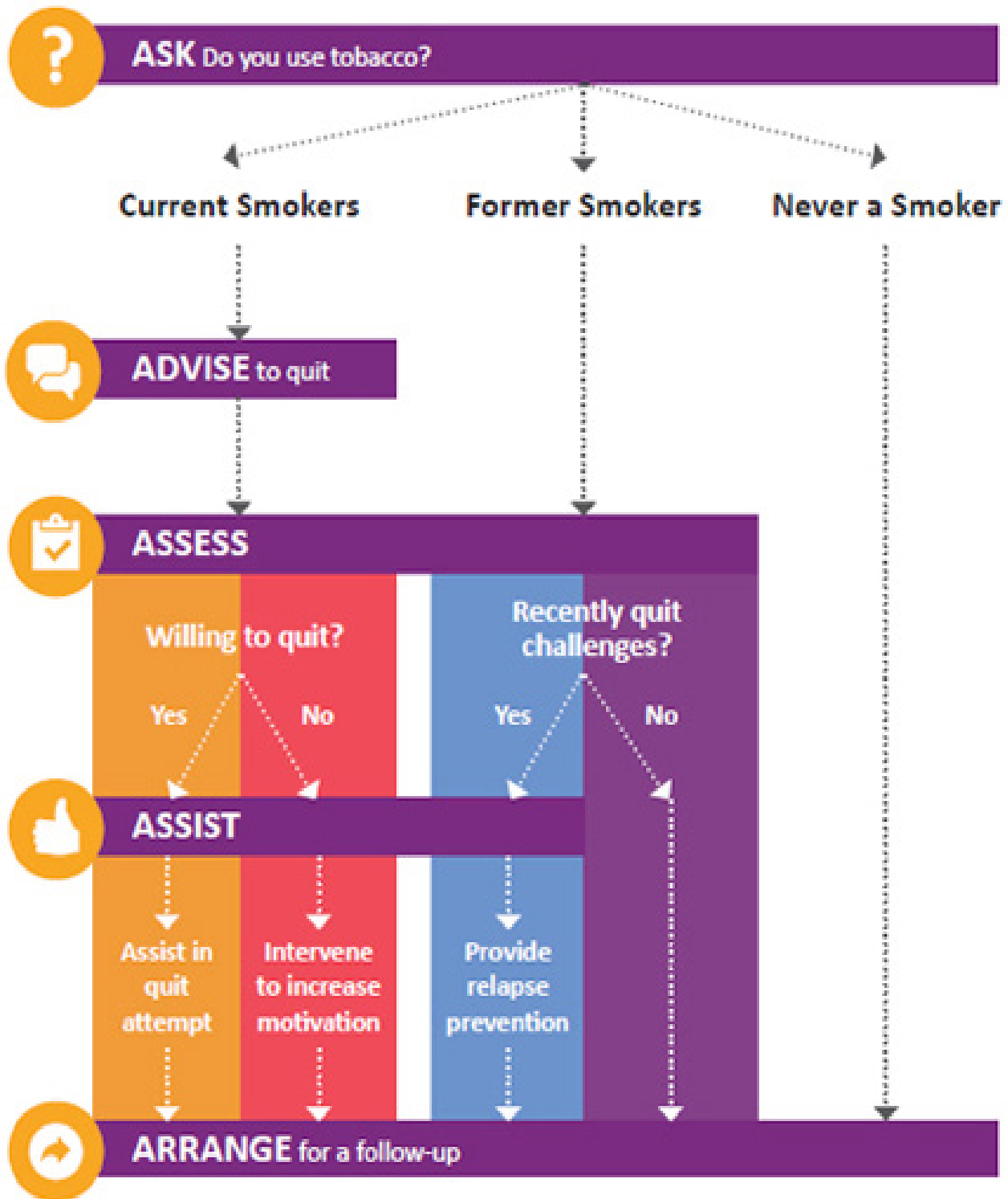


# Tobacco Treatment Resources



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# 5 A's Model for Treating Tobacco Use and Dependence



Ohio Partners for Smoke Free Families  
<http://ohiosmokefreefamilies.org/Counseling-Interventions>

# Motivational Interviewing

A Client-Centered Counseling Technique for Promoting Cessation Attempts



Individuals who are unwilling to make a quit attempt may need unique support to overcome barriers to quitting. Common barriers to quitting include lack of information about the harmful effects of tobacco use and the benefits of quitting, lack of support for cessation, and demoralization due to a previous relapse.

Motivational Interviewing (MI) is a client-centered counseling intervention which has been shown to increase future quit attempts in individuals who are resistant to make a quit attempt. MI explores a client's feelings, beliefs, ideas, and values regarding tobacco use in an effort to address ambivalence about quitting. MI elicits *change talk* (reasons, ideas, and needs for quitting), and *commitment language* (intention to take action) from the client which lessens resistance to quitting and promotes change.

This document serves as a reference sheet for the basics of MI, including general principles and techniques.

## Four General Principles of Motivational Interviewing

### Express Empathy

Explore concerns and benefits of quitting. Seek to understand, and normalize feelings and concerns. Support the client's autonomy and right to choose to accept or reject change.

### Develop Discrepancy

Highlight discrepancy between client's present behavior and expressed values and goals. Reinforce change talk and commitment language. Build and deepen commitment to change

### Roll with Resistance

Back off and use reflection when the client expresses resistance. Continue to express empathy. Ask permission to provide information. Resist the urge to provide unsolicited advice, argue, or correct.

### Support Self-Efficacy

Help the client identify and build on past successes. Offer options for achievable small steps toward change. Foster empowerment and self-confidence in quitting.

*Motivational Interviewing is a collaborative, person-centered form of guiding to elicit and strengthen motivation for change. Developed by Miller and Rolnick, 1983.*



# 5 R's of Motivational Interviewing



## Relevance

Explore what's important to the client's disease risk, family, and social situation. Get Specific

## Risks

What negative consequences of tobacco use does the client identify? Explore short term, long term, and environmental risks.

## Rewards

In the client's perspective, what are the potential benefits of stopping tobacco use?

## Roadblocks

What are barriers or impediments to quitting? Problem solve with the client to address these challenges.

## Repetition

Repeat each time an unmotivated client visits the clinic. Most people make repeated quit attempts before successfully quitting.

# Four Strategies of Motivational Interviewing

## Open Ended Questions

Facilitate dialogue. Convey that the client's perspective is valued. Move from broad to specific questions using "how," "what," "tell me about," and "describe" as question starters.

## Affirmations

Sincerely support the client. Acknowledge challenges and strengths. Validate the client's experience and feelings. Emphasize past experiences that demonstrate strength and success to prevent discouragement.

## Reflective Listening

Begins with a way of thinking, coming from an interest in what the client says and a desire to understand. Pause to check if what you understood from the client is what they intended to convey.

## Summarize

Listen carefully and reinforce what the client has said. Link together the client's feelings of ambivalence and promote a perception of discrepancy. Summaries help the client organize their thoughts and move forward.

# Additional Resources You Can Use



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## Partners:

### California Tobacco Free Colleges

[www.CATobaccoFreeColleges.org](http://www.CATobaccoFreeColleges.org)

CYAN's site to find tools, resources, and information about making your campus tobacco-free.

### American Cancer Society (ACS)

[www.tobaccofreecampus.org](http://www.tobaccofreecampus.org)

ACS started the Great American Smokeout in November of 1977. Visit their website for tobacco cessation information as well as general information on cancer, treatment, and research. Their Tobacco-Free Generation Campus Initiative includes resources for adopting and implementing 100% tobacco-free policies on college and university campuses.

## Resources:

### CYAN's Quit Tobacco Page

[www.cyanonline.org/quit-tobacco](http://www.cyanonline.org/quit-tobacco)

CYAN's site with apps and resources specifically for youth and young adults to quit vaping and tobacco. The page includes information on the risks of tobacco use and tips and resources to support young people in quitting.

### California Smokers' Helpline

[www.nobutts.org](http://www.nobutts.org), [www.novapes.org](http://www.novapes.org)

The Helpline offers free services to help quit smoking, vaping, or chew. One-on-one telephone counseling is available for smokers at 1(800) NO-BUTTS and for vape users at 1 (844) 8-NO-VAPE. Additional services include self-help materials, referrals to local programs, text messaging program, the No Butts Mobile App, and a "Stop Smoking Coach" and "Stop Vaping Coach" through Amazon Alexa.

### This is Quitting

[www.thisisquitting.com](http://www.thisisquitting.com)

A quit-tobacco app created by the Truth Initiative to help youth and young adults quit and #DITCHJUUL and other e-cigarettes. This text messaging program was created with the input of young people who have attempted to, or successfully, quit e-cigarettes. Tailored messages are sent to individuals who sign up with information including quitting advice as well as nicotine replacement therapy.

### YouCanQuit2

[www.ycq2.org](http://www.ycq2.org)

The YouCanQuit2 website is a resource you can provide to Student Veterans. There is a variety of tobacco cessation tools specifically for military service members and veterans, friends and family members of service members, and health professionals providing programs and support for this population. Materials can be ordered for free to those working within military installations. Online chat with cessation counselors is also offered.



[www.CATobaccoFreeColleges.org/calendar/GAS-y36tc](http://www.CATobaccoFreeColleges.org/calendar/GAS-y36tc)

The California Youth Advocacy Network (CYAN) is dedicated to supporting youth and young adults by advocating for a tobacco-free California.

We provide tobacco control professionals and young people with the tangible tools for action to mobilize a powerful statewide movement.

Our staff is committed to changing the tobacco use culture in California's high schools, colleges and universities, military bases, and all levels of the young adult community.

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