

Profiles from

On The Ground Smoking Cessation and Prevention Project

Al Richmond
North Carolina Institute of Minority Economic
Development

April 2008



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On The Ground Institutional Partners



North Carolina Institute of
Minority Economic
Development



Bennett College for Women



North Carolina A&T State
University



North Carolina Central
University



On the Ground Project:
Tobacco Use Among African American College Students

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On The Ground Project Goals

- Reduce smoking among college students;
- Strengthen campus smoking policies; and
- Raise public awareness in surrounding communities.



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Historically Black Colleges and Universities in North Carolina

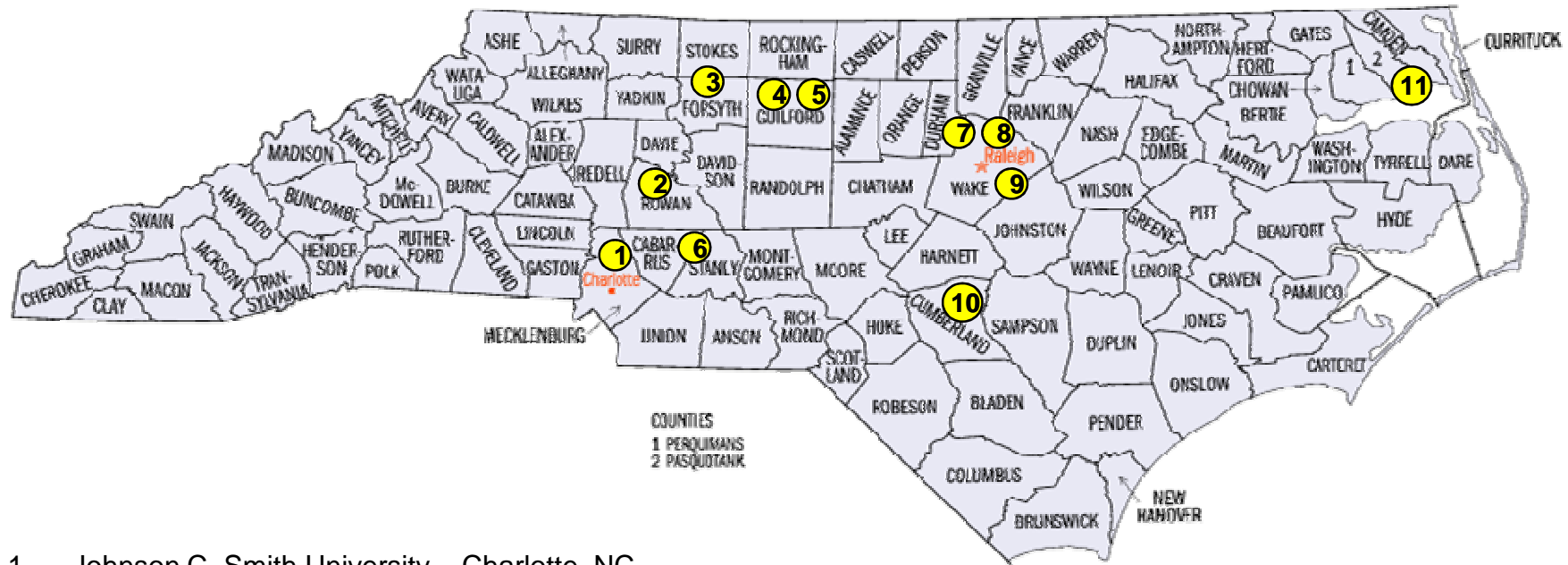
- Eleven (11) colleges and universities
- Five (5) public and six (6) private institutions
- Combined enrollment - 30,000



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Historically Black Colleges and Universities in North Carolina



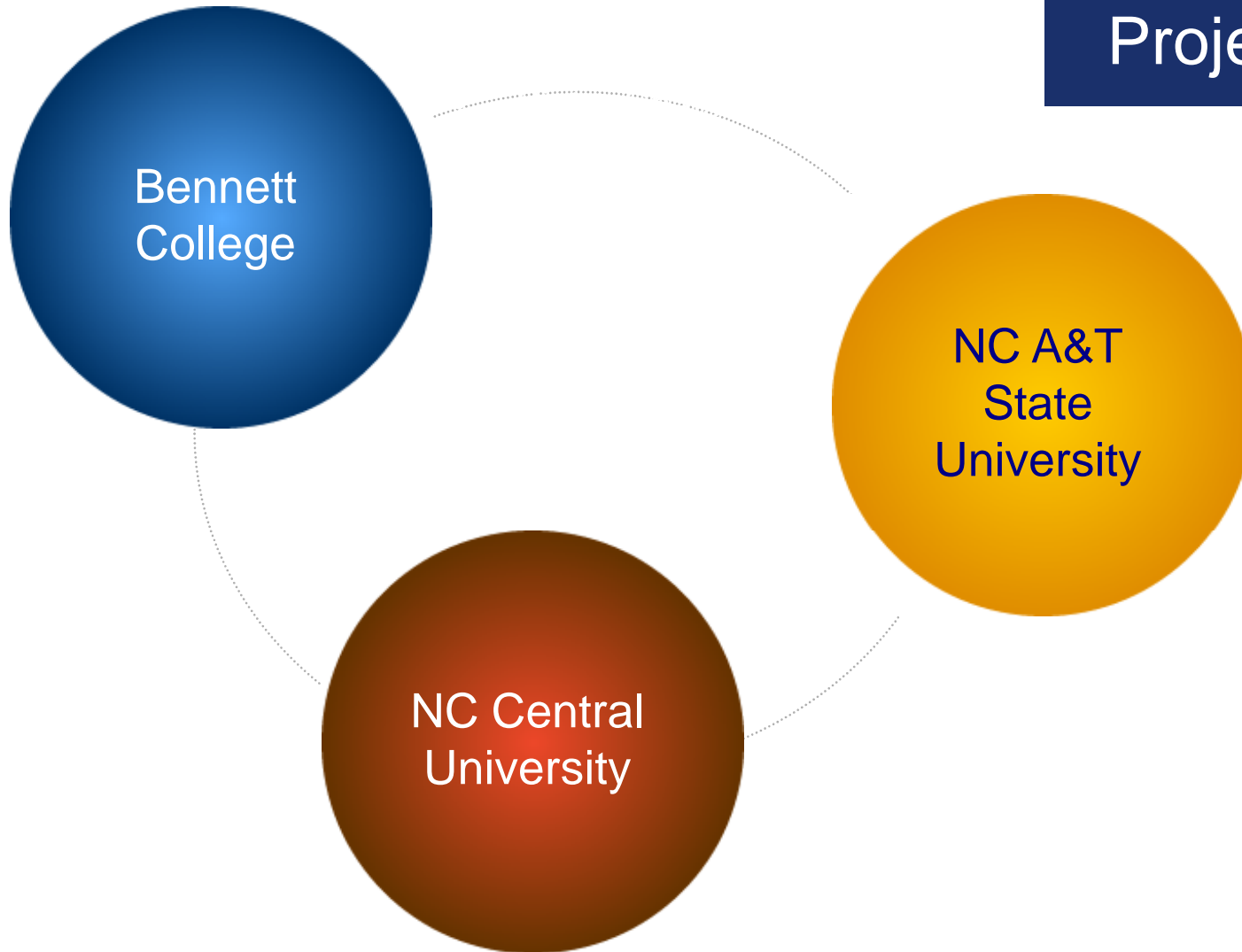
1. Johnson C. Smith University – Charlotte, NC
2. Livingstone College – Salisbury, NC
3. Winston Salem State University – Winston Salem, NC
4. North Carolina A&T State University – Greensboro, NC
5. Bennett College for Women – Greensboro
6. Barber Scotia College – Concord, NC
7. North Carolina Central University – Durham, NC
8. St. Augustine’s College – Raleigh, NC
9. Shaw University – Raleigh, NC
10. Fayetteville State University – Fayetteville, NC
11. Elizabeth City State University – Elizabeth City, NC



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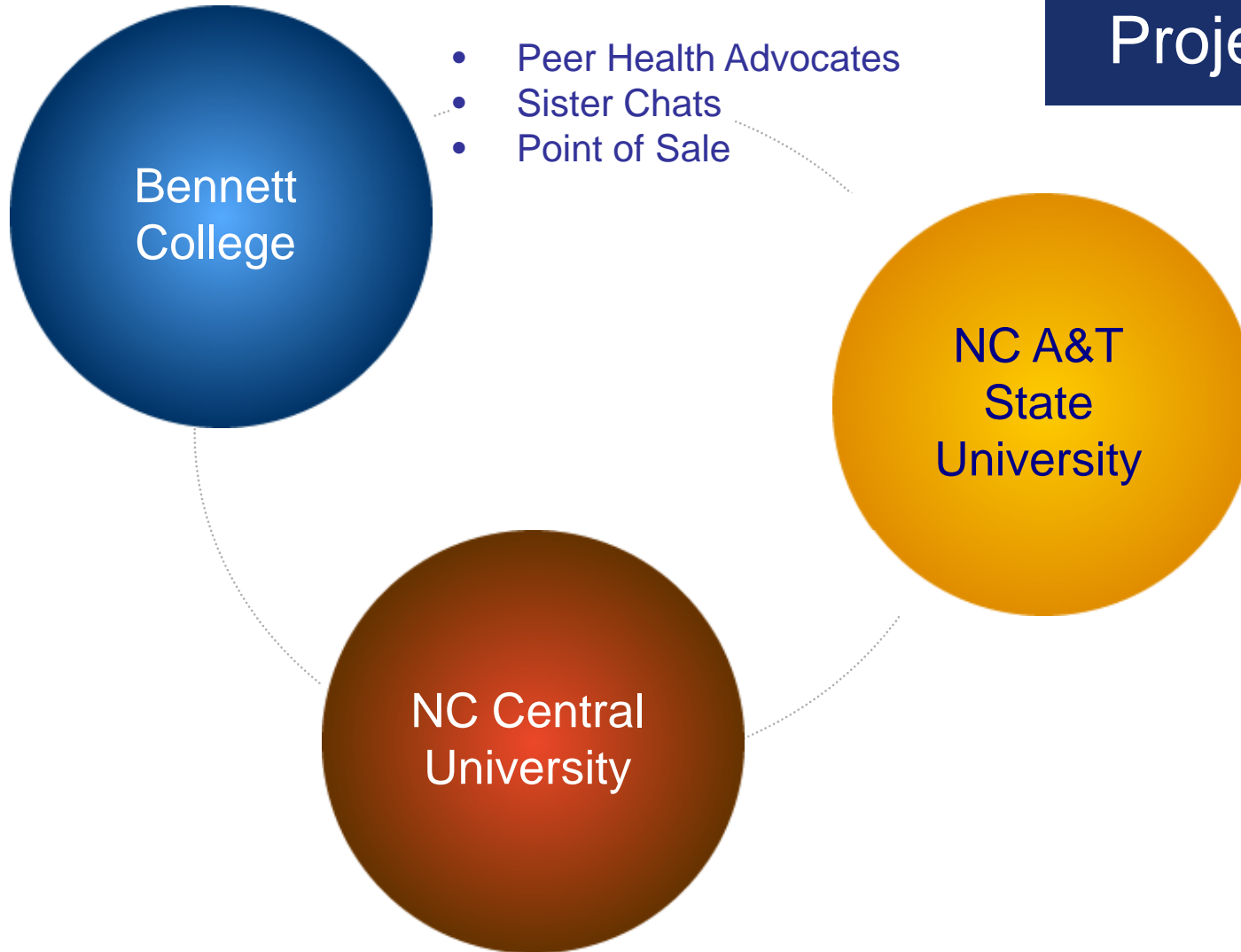
On the Ground Project Activities



On the Ground Project:
Tobacco Use Among African American College Students



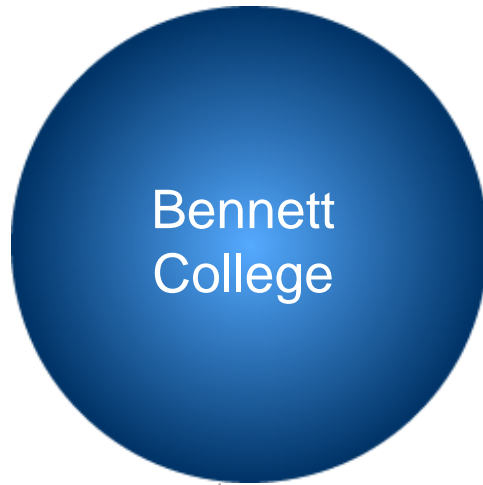
On the Ground Project Activities



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On the Ground Project Activities



- Peer Health Advocates
- Sister Chats
- Point of Sale



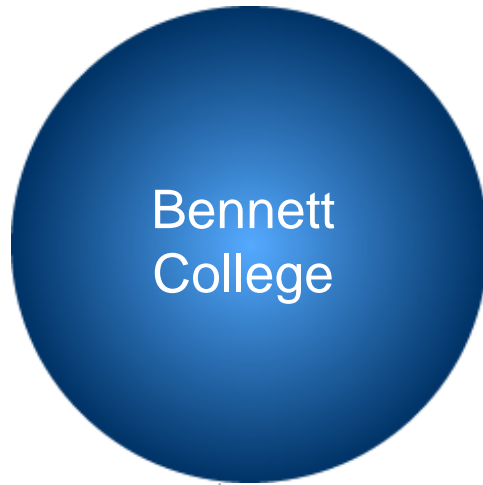
- Student Advocates
- Media Broadcast



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On the Ground Project Activities



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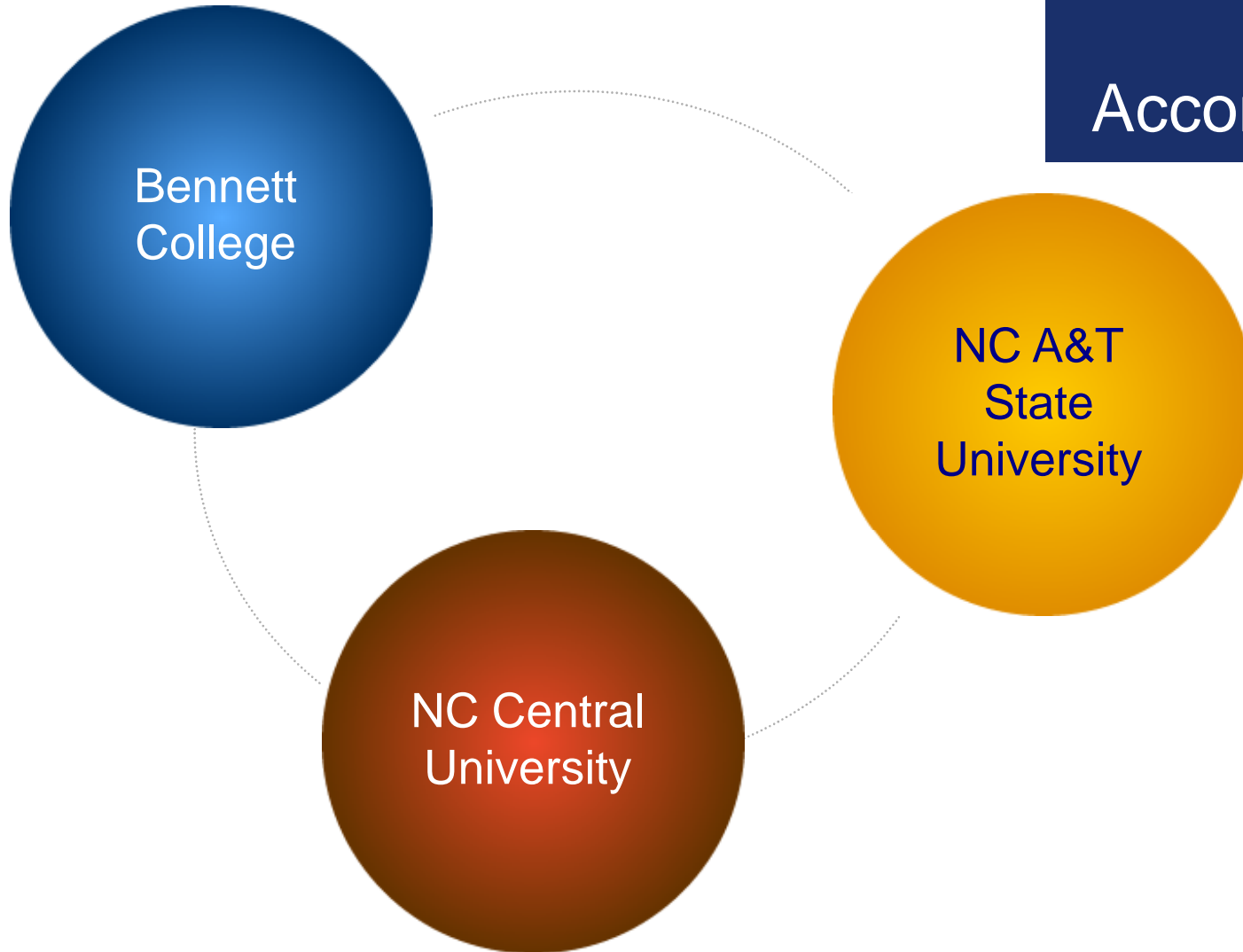
- Research: Multi-Site Survey
- Web Based Survey



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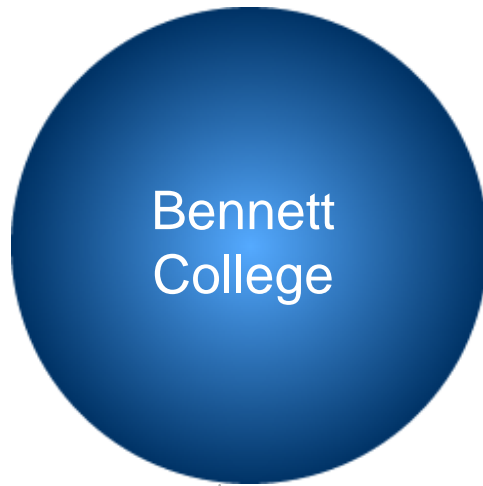
On the Ground
Project
Accomplishments



On the Ground Project:
Tobacco Use Among African American College Students



On the Ground Project Accomplishments



- Trained 21 peer health advocates
- Conducted 9 Sister Chats
- Conducted a comprehensive review of the sale and marketing of tobacco products in Greensboro



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On the Ground Project Accomplishments

Bennett
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NC A&T
State
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- Trained 11 student advocates
- Produced 11 radio shows aired on campus based station

NC Central
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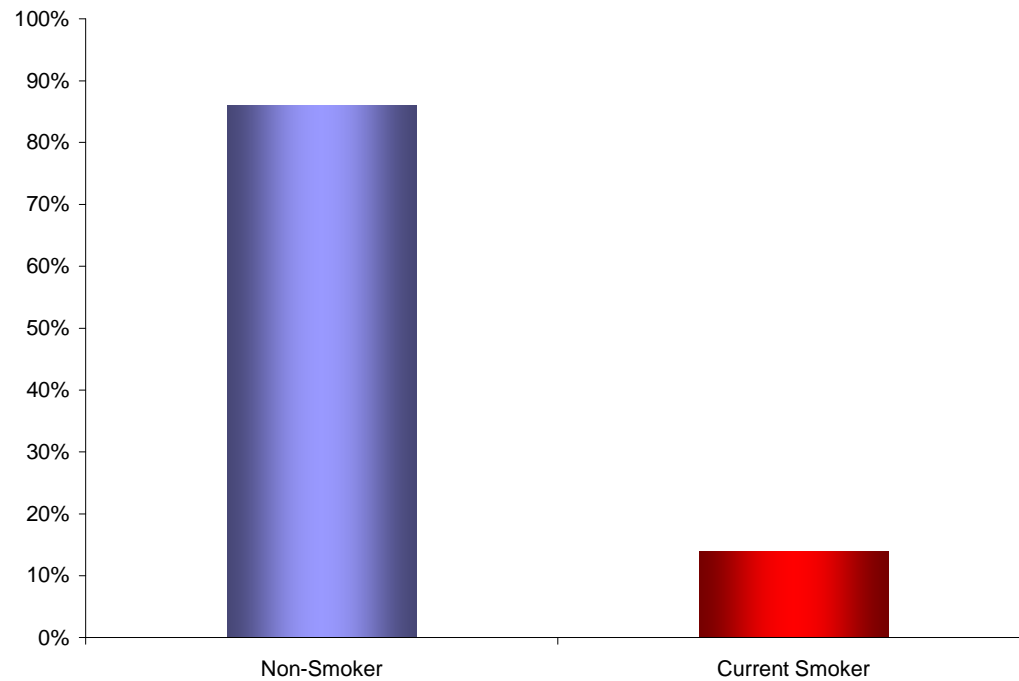
- Administered two (2) mini-grants to other HBCUs that resulted in the design of campus based tobacco curricula.
- Conducted research study of 2,533 undergraduate college students on the prevalence, norms and other issues related to tobacco use.



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Findings of OTG Student Smoking Survey



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Research Findings Reasons for Smoking

- Three leading reasons current smokers (n=276) identified for smoking:
- (1) “like the sensation I get” (22.5%)
- (2) “don’t know” (22.1%)
- (3) “other” (21.7%).





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Project Outcomes: Capacity Building

- Enhanced the role of North Carolina HBCUs in addressing a major health issue.
- Trained and developed student leaders.
- Enhanced research capacity



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On the Ground Project Outcomes: Synergy

- Enhanced the collaboration of HBCUs in North Carolina
- Showcased a model for future collaborations/partnerships to address social, economic or health issues.



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On the Ground Project Outcomes: Community Engagement

- Examined an issue of importance to the entire community
- Provided culturally appropriate information/messages to community residents



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Translation of On The Ground Project

- Explore tobacco use of populations that have been excluded from 'mainstream' research.
- Identify culturally appropriate models of research, prevention and intervention.
- The role of the collaborative.



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What Would We Do Different

- Establish Governance Policy
- Strengthen Role of Advisory Committee
- Revise the Scope of Work
- Realistic regarding the time and resources needed to complete project activities



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Much Work Remains to Fill in Gaps

- Further investigation into co-occurring symptoms e.g. depression and high prevalence of tobacco use.
- Further investigation into the link between psychosocial needs and responses and smoking.
- Further investigation into use and prevalence of “other” substances e.g. marijuana and little cigars.



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Much Work Remains to Fill in Gaps

- Evaluate current prevention and intervention programs to determine effectiveness.
- Conduct longitudinal studies on cigarette use (prevalence and rate), initiation, and reasons for use.
- Extend research beyond college campuses to communities.



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On the Ground Concluding Points

Recommendations for conducting future research among this population:

- Consideration should be given to cultural or linguistic differences.
- Knowing and understanding the population is pivotal.
- Research should inform prevention and intervention program development.
- Findings from current research should encourage future research among this population across disciplines.



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Thank You

Roderick Brown – NCCU
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Robin Scott – American Legacy



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