

San Jose City College
Trash the Ash, Pfizer Grantee Final Summary
December 2015

Thank you for the opportunity and funding to expand the SJCC smoking Cessation and tobacco education program "Trash The Ash." We are so grateful and honored to be the only community college to receive this honor and we are proud of the strides we have made. The deliverables in general were met and exceeded with the exception of the development of a district wide no-smoking policy. We excelled in four major ways;

- Providing education to healthcare provider classes in implementing the "Ask, Advise, Refer" model
- The creation of a Tobacco Peer Education (TPE) program
- Improving and expanding our smoking cessation program
- Campus outreach to students and staff regarding the negative health effects of tobacco use and the benefits of quitting

Our healthcare provider class presentations were extremely well received by faculty and students and have potentially far reaching effects in terms of the number of clients and patients that can be positively affected. We presented various versions of our "Warning Beware of Tobacco; Ask, Advise, Refer" power point. Depending on the audience we would tailor our information to suit their specific client needs. All classes also viewed the DVD "Anatomy of a Puff" which illustrates the dangerous chemicals in tobacco smoke. Students received pocket guides for quick reference of the "Ask, Advise, Refer" model. We reached out to Dental Assisting, Certified Nursing Assistants, Emergency Medical Technicians, Kinesiology, and CAADAC. In the latter part of 2015, we assembled Graduation Packs to distribute to supplement our presentation. These packs contained handy incentives (including the pocket guides) that were selected to remind students to use the model with each and every patient and help facilitate their efforts to do so. Our best efforts allowed us to reach many healthcare professional students and faculty. With the addition of a brief video that we created to accompany the Graduation Bags, the healthcare provider graduates will be educated about "Ask Advise Refer" for semesters after the grant has ended. The public outreach has the potential to be exponentially larger even if only some of the new professionals implement the model.

In conjunction with our healthcare provider outreach, our Tobacco Peer Education classes were equally as successful in reaching students and faculty. A presentation created by our peer educators called "Tobacco Kills" was shown in conjunction with the video "Anatomy of a Puff." As evidenced by the post presentation surveys, our Tobacco Peer Educators were very successful and well received by the classes they visited. The target audiences of the TPE program were classes such as cosmetology, guidance, psychology and English and CAADC students. These presentations were often followed by calls to our clinic and sign ups for our smoking cessation counseling.

Smoking cessation counseling was expanded due to grant funding. In 2013, it was expanded to year round services and at that time included students from our sister-school, Evergreen Community College. Outreach to the students is even more significant than our

statistics show. As tobacco educators, we understand that it often takes multiple quit attempts for a client to stay quit. With that in mind, even the clients that did not complete the program, relapsed or were no shows experienced the flexible caring outreach of our smoking cessation counseling. Some will return to attempt again. Some that are successful will refer others and again, this has the potential to grow exponentially.

Campus outreach was another area we excelled. We were supported by many community groups during our tabling events over the years, specifically, Breathe California, Santa Clara County Public Health Department and Asian Americans for Community Involvement. "Kick Butts Day," "Earth Day," and "The Great American Smoke Out" were opportunities that we used to reach out to the campus as a whole. We provided a stimulating and fun experience for students, visitors and faculty to engage with our community providers and receive tobacco education, complete surveys and compete for prizes. We provided many many brochures, pamphlets, sticker incentives, pledges and games coupled with student activism. A major outreach project that this funding enabled is the campus E-magazine, Student Health 101. Providing a tobacco focused article in every monthly issue, Student Health 101 also promotes wellness overall. With the ability to customize 6 pages a month, we have even more opportunity to raise awareness about tobacco use as well as promote our events and smoking Cessation services. This powerful tool is taking off and the funding from Pfizer has enabled us to promote it. Both campuses have their own version specific to their campus needs, each managed by their respective Health Services departments. Our readership continues to double each month.

Looking back, we are proud of the progress we made and the lives we touched. Although we are disappointed and slightly frustrated that we were not able to affectively implement the No Smoking Board Policy, we feel in earnest that we have planted many seeds. We believe that our district will eventually be smoke free and we hope we get the opportunity to help lead the charge at a future date. We were eventually able to implement a smoking cessation program at Evergreen Valley College. Although we made frequent attempts to present to the Registered Nursing students at EVC, we were never successful. Programming constraints and tight curriculum timelines and deadlines on the part of the nursing program were not conducive to affording any class time. Providing outreach to the cosmetology students also proved difficult due to their tight schedules and rigorous curriculum. We were successful in providing one TPE presentation. Most recently, we were successful in securing two areas within the building that we can use to stock tobacco education and information about smoking cessation services.

Our program has been far reaching. It has planted many seeds. We have feedback from students about how they value the smoking cessation program, one student even stating that Jan Reid, RN saved her life through her smoking cessation counseling. These accomplishments are priceless and there are many more stories of our success that we may possibly never hear about. We will however, take a little credit as the statistics of smoking at SJCC hopefully continue to decline, and as awareness of the dangers of tobacco keep students from smoking.

Thank you for your support and for the opportunity to do great things for our community college. We hope and look forward to working with you again in the future.