

## D. Main Section

### *About San Jose/Evergreen Community College District*

Located in the northeastern Santa Clara Valley in northern California, the San Jose/Evergreen Community College District encompasses more than 300 square miles, including part of the city of San Jose and all of the city of Milpitas. The District is comprised of two colleges, Evergreen Valley College (EVC), established in 1975, and San Jose City College (SJCC), which is the oldest Community College, in Santa Clara County, established in 1921. Both colleges are a part of the California Community College (CCC) system, which is the largest system of higher education in the nation consisting of 112 colleges. Community Colleges supply workforce training (including health professionals), basic skill courses and prepare students for transfer to four-year universities.

More than 20,000 students, combined between both campuses, come from a diversity of backgrounds and ages<sup>1</sup>:

	<u>Ethnicity</u>	
	<b>EVC</b>	<b>SJCC</b>
African American	3%	6%
Asian	25%	17%
Filipino	6%	3%
Latino	27%	26%
Native American	1%	1%
Pacific Islander	1%	1%
White	6%	9%
Other/Unknown	31%	40%

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<sup>1</sup>SJECCD Research and Institutional Effectiveness Report, 2011-2012

	<u>Age</u>	
	<b>EVC</b>	<b>SJCC</b>
16-18 years	12%	8%
19-24 years	45%	41%
25-29 years	13%	17%
30-34 years	8%	10%
35-54 years	17%	20%
55-64 years	3%	3%
65 years and older	1%	1%

Diversity is further reflected in comprehensive programs targeting students who are disabled, veterans, re-entry, socio-economically disadvantaged(**42% fall below poverty line**)<sup>2</sup>, and immigrant and international students from more than 70 countries. SJECCD is diverse in many ways, but it is made up primarily of low-income urban students. More than 42% of our students receive fee waivers because their income is so low they cannot afford the \$46 per unit fee.

### **1. Overall Aim & Objectives:**

The overall aim for this initiative is to expand and improve our existing smoking cessation program and create a peer education curriculum. This aim addresses students on both SJCC and EVC campuses of the San Jose Evergreen Community College District (SJECCD)

The objectives include:

- Health care provider needs as it relates to improving clinical practice, with tobacco education and cessation resources;
- Increase the awareness smoking cessation programs on both campuses;
- Develop and pass a formal no smoking policy District wide.
- Improve and broaden the effectiveness of the smoking cessation interventions; and
- Subsequently, leading to the increased smoking cessation quit rates for students on both SJCC and EVC campuses of the SJECCD.

In 2003, San Jose City College (SJCC), Health Services, initiated a Smoking Cessation Program. The program was funded by a Robert Wood Johnson Community Grant and has been coordinated by Jan Reid, R.N. trained and certified through the University of Pittsburgh.

<sup>2</sup> California Community Colleges Office of the State Chancellor, 2012

## **2. Current Assessment of Need in Target area**

Since the inception of the smoking cessation program in 2003, the student success rate has grown from 10% to 45% at San Jose City College. In the most current Spring 2012 semester, reported a 45% success rate with 23 students.

Ms. Reid initiated a smoking cessation group at Evergreen Valley College in spring 2012. The participation of the group included 9 students; 1 reported completing the entire program is smoke-free and 2 others have returned and are continuing their smoking cessation program in the fall 2012.

In October 2012, a survey regarding tobacco use was emailed to all students of both colleges. The findings were that 20% of students use tobacco products. Most of the students reporting tobacco use have attempted to quit in the past. As well, 50% of students are in favor of citations for smoking on campus.

In Santa Clara County, about 1 in 10 adults and youth smoke; however, adults with very low income smoke at twice the rate (19%) of adults with above-median income (9%)<sup>3</sup>. Our students demographics reflect the high population of smokers in our county.

## **3. Technical Approach, Intervention Design and Methods:**

### *Partnership with SJECCD Healthcare Provider and Educational programs*

Partnering with healthcare professional programs and health education courses on campus to include relevant tobacco use and prevention education into the design of the curriculum is the essential part of the proposed campaign. These programs include:

- Emergency Medical Technicians (EMT)
- Dental Assisting
- Certified Nursing Assistant (CNA)
- Registered Nursing (RN)
- Health Education
- Medical Assisting
- Nutrition
- Kinesiology and Human Performance
- California Association of Alcoholism and Drug Abuse Counselors (CAADAC)

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<sup>3</sup> Santa Clara Public Health Department Tobacco Prevention and Control Department  
Grant ID: 044756, San Jose Evergreen Community College District, "Trash the Ash"

Methods of intervention to be included in the proposed curriculum of the programs listed above will consist of awareness/statistical data of tobacco use, carcinogens found in tobacco, health effects of long-term tobacco usage, how to encourage smokers to quit smoking or to join a smoking cessation program (referral and information of SJCC/EVC Health Services and local smoking cessation programs). The value and importance of this education to these targeted audience is that these individuals are the health care workers of tomorrow and their influence will continue beyond SJECCD after they complete their education and in each of their individual areas of practice.

#### *District-Wide No Smoking Policy*

Expanding the efforts of our existing smoking cessation program will include developing and passing a formal district-wide no smoking policy. Historically, great efforts were made in 2002 and 2005 without success. With the community and statewide efforts to limit smoking areas, the principal investigator, Jan Reid and other community based organizations, now believe it is time to formally initiate and adopt a no smoking policy district-wide and enforce the recently passed AB795 bill. AB795 allows for California Community Colleges to cite and/or fine students that are smoking on campus. An October 2012 survey that was emailed to SJCC and EVC students reported that 50% of students were in favor of citations for smoking of campus.

At San Jose Evergreen Community College District, we have a collaborative model for instituting changes. The model includes first formally providing information and gaining approval of the constituency groups on each of the two college campuses. The constituency groups include Associated Students, Academic Senate, and the College Planning Committee. The next step is approval from the management level and then, each College President. The next step is for the Chancellor and Board of Trustees approval. At this time, we do not anticipate the roadblocks and barriers of years past; however, setting our goal for a formal policy will take the efforts, time and expertise of the Primary Investigator and Project Manager. With the support of this grant, we will achieve this much needed goal on the SJCC and EVC campuses and at the District level to create a healthy smoke-free environment for all students and staff.

If this policy is approved through our Board of Trustees, we anticipate the revenue received from the citations of smokers on campus will allow us to sustain the smoking cessation program.

### *On-Campus Smoking Cessation Counseling Program*

In line with our overall aim and goals, Ms. Reid's plan to expand and improve the current smoking cessation program, in clinical practice, has included reiterating and enforcing the consistent use of the vitals signs flow sheet to screen each student for tobacco use for each encounter in the student health centers of both colleges. As students report tobacco use during the screening, health professionals will then educate students on the effects of smoking and refer them to the smoking cessation program. The use of the vitals flow sheet is used by all health professionals in both SJCC and EVC health centers, including MD, Nurse Practitioner, Registered Nurse, Public Health Nurse, License Vocational Nurse, and Medical Assistant/Emergency Medical Technician.

Increasing awareness of the Smoking Cessation program on both campuses will enhance the effective of the proposed campaign. We hope to better advertising the program with promotional materials including flyers (including pop-up stands, buttons, stickers, postcards, etc..), website updates, educational presentations by peer educators, information on campus-wide tv monitors located in each of the college buildings, SJCC Community Health Video<sup>4</sup>, campus newspaper advertisements and articles and participation in Great American Smokeout. Also, if awarded, the Smoking Cessation Program will be able to continue services year-round during school breaks for continuity of care.

### *Peer Education*

As many studies have shown, peer education is an effective tool for outreach and education. Ms. Reid can spread her influence via student peer education. Jan Reid, Primary Investigator, will build capacity from her position in the Students Health Program and from the top down. She expects to build on her existing knowledge and skills as the Smoking Cessation Counselor in the Health Services Program, and to establish the conditions for change on the institutional college and district level through the outreach and educational efforts of the peer education program. In addition, on the societal level, smoking policies on the community and statewide levels have already changed to limit or bar smoking.

Students will be recruited from various healthcare professional programs including Emergency Medical Technician, Dental Assisting, Nursing, Certified Nursing Assistant, Medical Assistant, Nutrition, and Kinesiology & Human Performances Programs. Ms. Reid will partner with a community-based organization (proposed partners may include Santa Clara University or San

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<sup>4</sup> SJCC Community Health Video <http://www.sjcc.edu/SServices/Services/Health/health.html>

Jose State University, Health and Wellness Program or non-profit community organizations) that has a proven, valid, and reliable program method of peer health education. The curriculum and guidelines will be adopted by both colleges while working closely with the partnered organization.

It is anticipated that at least 4 students will be recruited at each campus and will be given a stipend through the grant. The targeted audience for the peer educators will include programs with historically or reported high instances of tobacco use among students, including, but limited to, Cosmetology, Art classes, EMT, and English as a Second Language (ESL). In 2004, a survey among the Cosmetology program found that 40% of students smoked.

#### **4. Evaluation Design**

The following data will be collected to measure the successfulness of the campaign. Reporting by individual and class participation, and by semester and academic year:

- Number of Health Provider Program Directors improving clinical practices by including tobacco education and prevention in curriculum
- Number of students enrolled in each Health Provider program
- Number of students scheduling appointment for cessation counselor
- Number of students who arrive during their scheduled appointment
- Number of students who arrive during group meeting
- Number of students who completed the smoking cessation program and report the next semester continued tobacco free lifestyle
- Number of students responding to surveys
  - Online
  - Great American SmokeOut
  - Peer Education Presentations
- All survey information collected will be analyzed and reported for use by program staff
- Number of students committing to cessation
- Number of students who complete the cessation program.
- Number of referrals
- Number of giveaways

The Research Analyst will create and administer an attitudinal survey of cessation behaviors immediately prior to the start of the program. A second survey will be administer midway through the program to gauge any changes in attitudes and behaviors. At the conclusion of the program a third and final survey will be administered to determine any change in attitude and smoking cessation behavior including satisfaction with different components of the program. All survey results will be analyzed and reported to program staff for use in program design and modification (if necessary).

### E. Detailed Work Plan and Deliverables Schedule

December 2012	<ul style="list-style-type: none"> <li>Approval from all constituency groups Associated Students and Academic Senate for No-Smoking Policy and enforcement of AB795 at SJCC and EVC.</li> <li>Administer student survey to determine support for a district-wide policy of no smoking.</li> </ul>
January 2013	<ul style="list-style-type: none"> <li>Approval from College Planning Council for No Smoking Policy</li> <li>Begin year-round smoking cessation group and individual counseling at both campuses</li> <li>Administer student survey regarding behaviors and attitudes toward smoking cessation for program participants only</li> </ul>
February 2013	<ul style="list-style-type: none"> <li>Approval from Executive teams of SJCC and EVC, including Presidents, Vice Chancellor, and Chancellor, for No Smoking Policy and enforcement of AB795 for SJECCD.</li> </ul>
March - May 2013	<ul style="list-style-type: none"> <li>Meet with Healthcare Program Directors (CNA, Nursing, MA, EMT, Dental Assisting, CAADAC, Kinesiology, Nutrition) to include tobacco education and prevention in curriculum</li> <li>Administer Health Care Professional survey</li> <li>Board of Trustee Approval for No Smoking Policy and enforcement of AB795 for SJECCD</li> <li>Administer student survey regarding behaviors and attitudes toward smoking cessation for all students district-wide</li> </ul>
August 2013	<ul style="list-style-type: none"> <li>Collaborate with District Police to develop procedures for smoking enforcement of no-smoking policy and fines &amp; citations</li> <li>Connect with a Health &amp; Wellness program for peer education curriculum and design</li> </ul>
September 2013	<ul style="list-style-type: none"> <li>Recruit and train Peer Health Educators for Spring 2013 semester via Health Professional Programs</li> <li>Administer student survey regarding behaviors and attitudes toward smoking cessation for program participants only</li> </ul>
October 2013	<ul style="list-style-type: none"> <li>Peer Educators begin presentations in classrooms of targeted populations regarding tobacco education and prevention</li> </ul>
November 2013	<ul style="list-style-type: none"> <li>Administer student survey regarding behaviors and attitudes toward smoking cessation for all students district-wide</li> <li>Coordinate Great American Smokeout on SJCC and EVC college campuses</li> </ul>
December 2013	<ul style="list-style-type: none"> <li>Meet with Healthcare Program Directors to follow-up with clinical practice monitoring and survey on curriculum design of tobacco education and prevention.</li> <li>Administer Health Care Professional survey</li> </ul>

January 2014	<ul style="list-style-type: none"> <li>• Recruit Peer Health Educators for Fall 2014 semester via Healthcare Professional Programs</li> <li>• Continuation of year-round smoking cessation group and individual counseling (six week winter break in academic calendar)</li> <li>• Research Analyst will report first year findings from all surveys administered to program staff for program modification, if necessary</li> </ul>
February 2014	<ul style="list-style-type: none"> <li>• Spring Semester begins 2014 Peer Health Educators present tobacco education and prevention information in classrooms of targeted populations</li> </ul>
March 2014	<ul style="list-style-type: none"> <li>• Update website for smoking cessation groups, and links resources and strategies for tobacco cessation.</li> <li>• Create Facebook page to promote and maintain constant support.</li> </ul>
April 2014	<ul style="list-style-type: none"> <li>• Email district wide survey of tobacco use among students</li> </ul>
May 2014	<ul style="list-style-type: none"> <li>• Follow-up with Healthcare Professional Program directors regarding tobacco education in curriculum</li> </ul>
August 2014	<ul style="list-style-type: none"> <li>• Meet with Healthcare Professional Program directors regarding assistance with tobacco use information into classroom materials</li> </ul>
September 2014	<ul style="list-style-type: none"> <li>• Recruit Peer Health Educators for new Fall semester</li> </ul>
October 2014	<ul style="list-style-type: none"> <li>• Peer Educators present tobacco use information in classrooms of targeted population</li> </ul>
November 2014	<ul style="list-style-type: none"> <li>• Great American Smoke –Out Event on SJCC and EVC campuses</li> </ul>
December 2014	<ul style="list-style-type: none"> <li>• District-wide survey of tobacco use among students</li> </ul>