

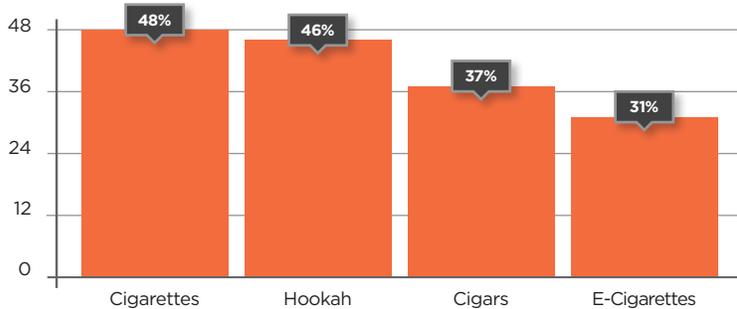
Tobacco Use on Missouri College Campuses

Missouri Partners in Prevention (PIP) implements the Missouri Assessment of College Health Behaviors (MACHB) each year to monitor student behaviors and perceptions on a variety of health and safety topics, including tobacco use and policy. Of the 21 campuses that are part of the PIP consortium, 14 are tobacco-free, 5 are smoke-free, and 2 have somewhat restrictive policies, meaning they may only have indoor policies or designated outdoor smoking areas available on campus.

Prevalence

Across Missouri, use of tobacco products continues to be prevalent among college students. For example, 34% have indicated utilizing a tobacco product within the past year. Among those students, the most popular products are cigarettes (48%), followed by hookah (46%), cigars (37%), and electronic cigarettes (31%). Further, 92% of students whom have used tobacco indicated utilizing multiple tobacco products within the past year.

Tobacco Products Used Among Smokers



When referring to frequency of use, a significant amount of students whom have smoked in the past year (48%) indicated they have used cigarettes a few times a year. 38% of students reported smoking cigarettes at least once per week, and 26% stated they smoke cigarettes every day. Another widespread tobacco product is electronic cigarettes (E-cigarettes/E-cigs). E-cigs are battery-powered handheld devices that vaporize a flavored aerosol¹. They typically contain nicotine, propylene glycol, and a variety of other flavorings (they can come without nicotine as well)¹. Due to the novelty of electronic cigarettes, there is limited data about possible short-and long-term

health effects¹. However, due to the uncertainty of the chemical consumption in each product, the U.S. Surgeon General has determined that e-cigarettes can expose users to several possibly harmful chemicals². According to the MACHB, electronic cigarette use over the past year was as follows; 59% of students reported using a few times a year, 16% a few times a month, 7% 1-2 times a week, and 14% indicated using electronic cigarettes on a daily basis.

A large majority of students (78%) believe their university should have smoke-free outdoor university areas. This number has typically increased over the years, with only 58% indicating smoke-free outdoor areas in 2012. However, this number was at 80% in 2015, thus has slightly decreased on the 2016 MACHB.

Resources for Smoking Cessation

There are several resources across Missouri to address smoking cessation on college campuses. For example, Partners in Prevention (PIP) and the Wellness Resource Center at the University of Missouri, with support from the Department of Mental Health (Division of Alcohol and Drug Abuse), are able to support PIP schools that wish to participate with the following services:

Cessation Training

PIP provides a 3-4 hour training for cessation coaches. It covers paperwork, dosing of nicotine replacement therapy, and coaching strategies for cessation consumers. The training also provides a copy of the Tobacco Dependence Treatment handbook if a campus is interested in implementing cessation services.

For more information, visit pip.missouri.edu

Nicotine Replacement Therapy

NRT (nicotine gum, lozenges, and patches) can be provided to campuses to assist individuals whom are interested in quitting to sustain a better quit attempt.

Brochures

There are quitting brochures which can be provided and customized for specific campuses. They include cessation information, locations for services, and contact information for tobacco cessation options on campus. If interested in ordering a brochure, order forms can be found at pip.missouri.edu/brochures.html



Quit Kits

Quit kits are utilized to assist clients when attempting to quit. They include sugar-free gum, stress balls, lip balm, sunflower seeds, and come in a nylon drawstring backpack. All items include some type of cessation messaging, such as the 4 D's of quitting (Delay, Distract, Drink water, and Deep breathing).

Other Resources

The state quitline, [1-800-QUIT-NOW](https://www.1800quitnow.org/), is a free resource that is currently providing two weeks of free nicotine patches to callers. Additionally, they have phone or text support that they can provide to individuals who would appreciate weekly messages related to cessation.

Contact Partners in Prevention at (573) 884-7551. Report prepared by Shannon Braida & Dong Ding, Partners in Prevention Evaluation Staff at the University of Missouri, with assistance from the University of Missouri Tobacco Coordinator, Tiffany Bowman.

¹American Lung Association. (December 8th, 2016). Smoking facts. E-cigarettes and lung health. Retrieved from <http://www.lung.org/stop-smoking/smoking-facts/e-cigarettes-and-lung-health.html?referrer=https://www.google.com/>

²U.S. Department of Health and Human Services. (2016). E-cigarette use among youth and young adults: A report of the surgeon general.

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