



THE  LUNG ASSOCIATION™
British Columbia

FreshAir

ON CAMPUS

TOBACCO-FREE POST-SECONDARY NEWS ISSUE 1 MAY 2009

INTRODUCTION

Universities and colleges across the province are leading the healthy lifestyle charge by tackling tobacco use on campus as part of the Tobacco-Free Post-Secondary Initiative. Supported by the BC Lung Association, BC Healthy Living Alliance and ActNow BC, campus working groups at ten post-secondary schools across the province are currently working hard to help students, faculty and staff quit this powerful addiction while preventing others from starting.

Tobacco is a complex health issue that requires a comprehensive approach, including programs to help people quit and policies to protect non-smokers.

For more details about the Initiative and downloadable support tools and photos, visit the [BC Lung Association website](#) and [join our Facebook page](#).

Ex-smoker reclaims his health

AN IMPORTANT STEP IN TOBACCO intervention is drawing smokers into a conversation. Laverne Fratar, a Tobacco Reduction Coordinator at [Vancouver Coastal Health](#) does this for a living and regularly visits universities and colleges with her tobacco reduction exhibit and pig lungs.

During a visit to Kwantlen Polytechnic University last October, Laverne engaged a group of smokers in conversation and met Mohammad Alshamrani, a first year engineering student and smoker of 12 years. Since moving to Canada in 2007 Mohammad had cut down smoking from three to one pack of cigarettes a day; now



See Mohammad's Story, page 4

HELLO, AND WELCOME TO the first issue of *Fresh Air on Campus*, the official newsletter of the Tobacco-Free Post-Secondary Initiative.

This newsletter highlights interesting updates from around the province, shares success stories and provides ongoing tips for individuals looking to make a difference on their campus.

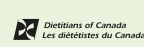
Real change requires support so let's get people talking! Email this to friends, colleagues, instructors, and students – together we can begin building a provincial post-secondary community that says YES to a tobacco-free BC!

Thank you and good luck!

Scott McDonald
Executive Director,
British Columbia
Lung Association



ActNowBC.ca



An Initiative of these BC Healthy Living Alliance members

Collaboration is key!

EVERY SCHOOL FACES similar challenges with tobacco and each approaches these somewhat differently. The best way to address these challenges is together.

To support greater communication within and between universities and colleges we have created a valuable new way to connect with each other.

Join the Facebook page ***Fresh Air on Campus*** to talk with individuals from other universities/colleges in BC, share and respond to lessons learned, access useful online resources and ask questions.

The ever-growing popularity of social media allows us to begin using these valuable online tools to connect with one another, engage in dialogue and share what we've learned.

We encourage everyone, no matter of age or computer knowledge, to join the conversation. Facebook is easy to use and can open up many new opportunities.

To join the conversation, simply click on the ***Fresh Air on Facebook*** logo and either log in or register a new account to access all of the features on the page.



Working Groups

Currently, working groups at each school are developing unique ways to educate, support and protect students,

TOBACCO TIP

Involve the right people. Achieving success requires that multiple groups on campus are informed of and engaged in the process.

faculty and staff to create healthier campuses for everyone. It is important to have dedicated champions on campus to spearhead tobacco reduction efforts.



Developing Partnerships

Establishing mutually beneficial partnerships with organizations outside of the campus strengthens the existing network of resources and knowledge.

CAMPUS WORKING GROUPS AROUND the province including [Kwantlen Polytechnic University](#) and the [University of Northern British Columbia](#) are forming innovative partnerships with their local health authorities to develop tobacco reduction strategies and initiatives at their schools.

Kwantlen Polytechnic University

Kwantlen engaged Erin Corry, a Tobacco Reduction Coordinator from [Fraser Health](#), to train nursing students in a 90-minute Brief Intervention Training session. The program provides students with the education and skills needed to address nicotine withdrawal and tobacco cessation with their

clients. It includes comprehensive resources, an orientation to [QuitNow](#), and training in pharmacotherapies for tobacco cessation, including Nicotine Replacement Therapy.

The Brief Intervention Training Program provides students with knowledge they can use to support people in tobacco reduction on and off their campus and teaches them value-added skills to enter the workforce. By using a train-the-trainer approach, Kwantlen can become self-sufficient in offering training for new nursing students resulting in increased access to quit support resources for the campus community.

University of Northern British Columbia

At the University of Northern British Columbia (UNBC) Devi Parsad, University Nurse and Clinical Coordinator, has been trained by Northern Health in Nicotine Intervention Counseling, a unique program developed by the health authority.



TOBACCO TIP

Nursing students are a great resource to support research and tobacco education activities.

UNBC students, faculty and staff now make appointments with Devi for cessation counseling and will soon have access to Nicotine Replacement Therapy to support them in quitting.

The two organizations are also collaborating on developing a tobacco reduction strategy for the university. "We are pleased to support UNBC in their strategies and look forward to sitting down with the working group in May," says Laura Johnston Tobacco Reduction Coordinator for Northern Health.

[Click here](#) for helpful strategies to reducing tobacco use on your campus.

Mohammad's Story

continued from page 1

he wanted to quit the habit completely. "Where I come from smoking is a part of the lifestyle, I smoked everywhere including the bathroom," says Mohammad.

Later that same day, Mohammad visited Laverne's exhibit and blew into the carbon monoxide monitor, an electronic tool which measures the level of carbon monoxide in your lungs. "His face just dropped when he saw his reading, he was in shock," says Laverne. A non smoker would register a 1-2 on the monitor, a 20 is considered high and Mohammad registered a 39. "That's when I realized just how bad smoking was for my health, it became very clear to me that I needed to quit," says Mohammad. He gladly took a few resources and Laverne's advice to see a doctor.



Several months later during National Non-Smoking Week, Laverne was at Kwantlen again with her exhibit and bumped into Mohammad in the halls. "I quit smoking, said an excited Mohammad, I feel so good, everything tastes so much better!" Mohammad had quit smoking on January 1 after a flu he had caught prompted him to stop smoking for a few days. From that point on he has been addicted to not smoking he says. "The only time I have a desire to smoke is when I drink and am under stress, in which case I chew gum instead."

The next time Laverne saw Mohammad was during the March Wellness Fair at the Richmond campus when he brought his eager-to-quit friends to the exhibit. Mohammad blew into the carbon monoxide monitor and this time registered a low 3—close to the level of a lifelong non-smoker. When asked what advice he could give smokers Mohammad says, "Quit smoking now. You'll be amazed at how quickly your health improves and how much better you feel!"

Congratulations Mohammad!

[Click here to watch Mohammed's inspiring quit video.](#)

Provincial Quit Support Resources

quitnow.ca
1-877-455-2233

QuitNow is an internet and telephone-based quit smoking service that is available free of charge to all residents of BC.



Quittersunite.com is a place for young adults who smoke to access support and information to quit smoking.

ActNow BC proudly supports the BC Healthy Living Alliance Tobacco Reduction Strategy.



**Keep up the great work everyone!
By working together we can
make a big impact on the
health of everyone attending
post-secondary school in BC.**

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