

The RealU: A Web-based Intervention to Reduce College Smoking

or

“If you build it they won’t come.”

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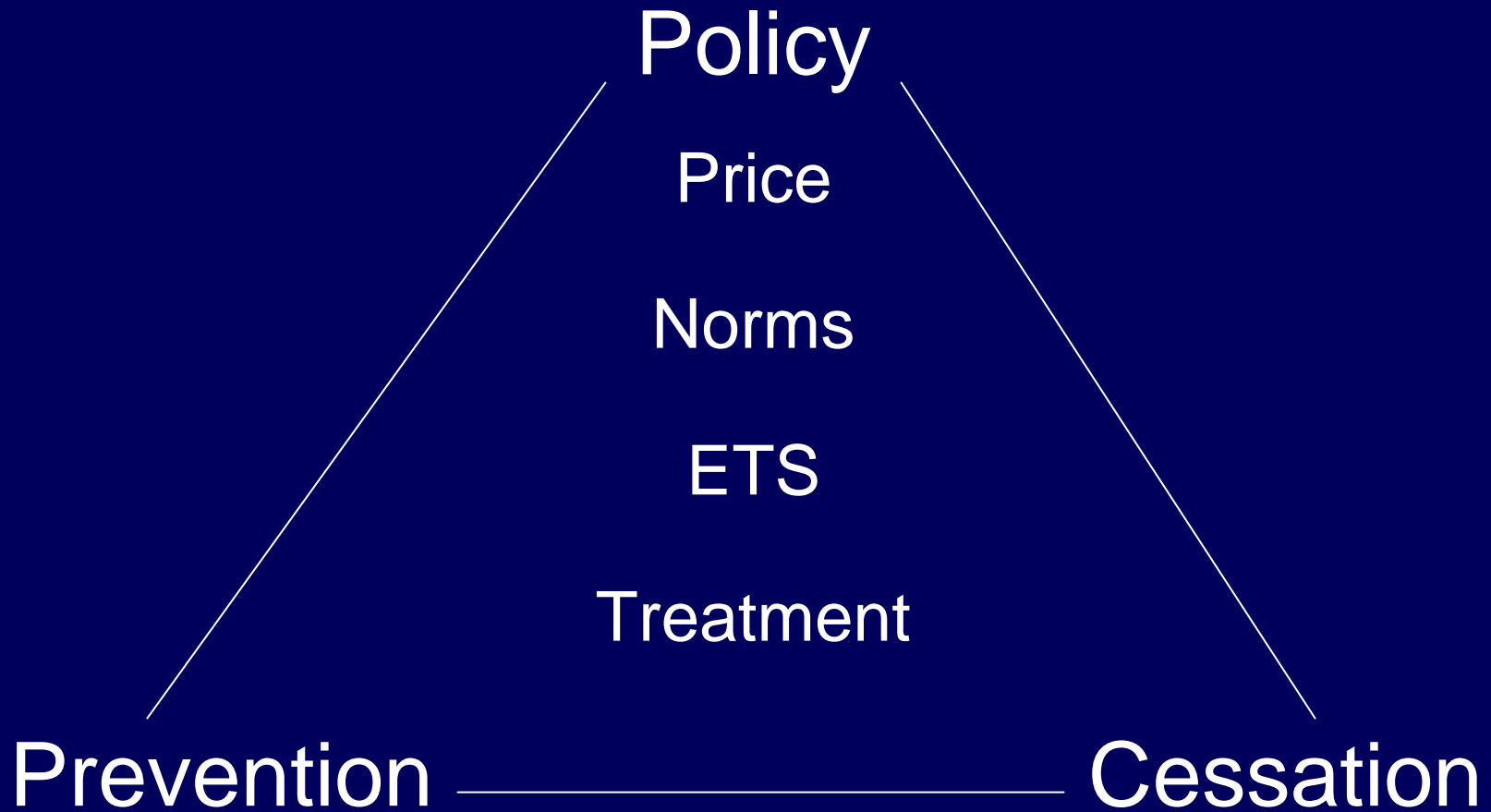
University Consulting and Counseling

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Young Adult Prevention and Cessation

- Promise
 - Early cessation avoids health effects of tobacco use.
 - Early intervention may limit the development of nicotine addiction.
 - If tobacco use behavior is less established, it may be easier to change.

Comprehensive Tobacco Control



Comprehensive Tobacco Control in a Nut-Shell



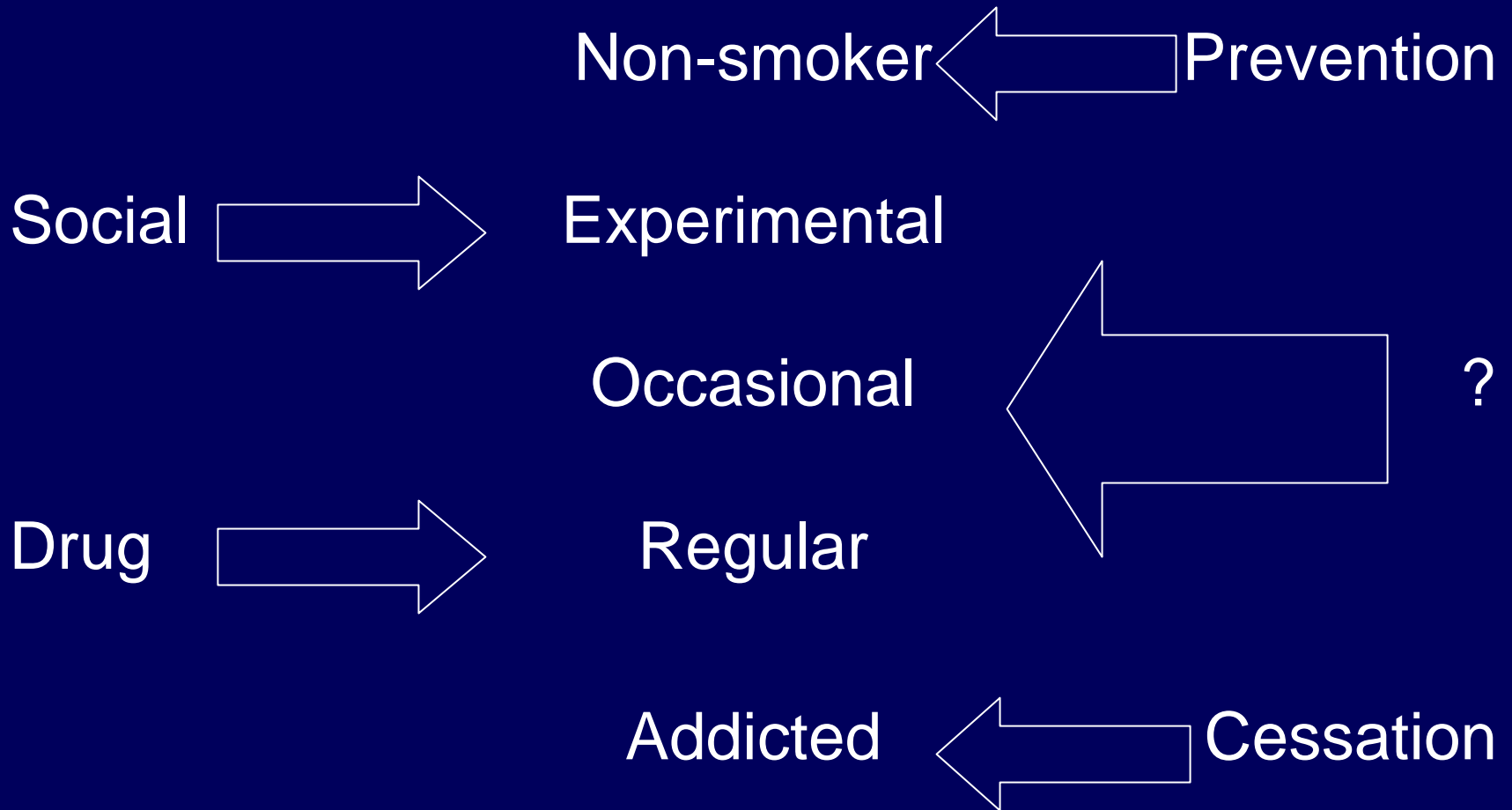
- “The common areas of our (fraternity) house are smoke-free now. The girls like that better and come over more. And that is really making it easier for me to quit.”---
Gregg

Young Adult Prevention and Cessation

- Challenges

- Tobacco use rates for 18-24 year olds highest for any age group (college and non-college).
- Median duration of use is 15-20 years.
- Ambivalence.
 - “I’m not a smoker. I’m just a social smoker.”
 - “I’ll quit when I graduate.”
 - “If I were to ever become addicted, then I would quit.”
- Social forces and life transitions encourage continued tobacco use.
- Limited evidence of successful intervention.

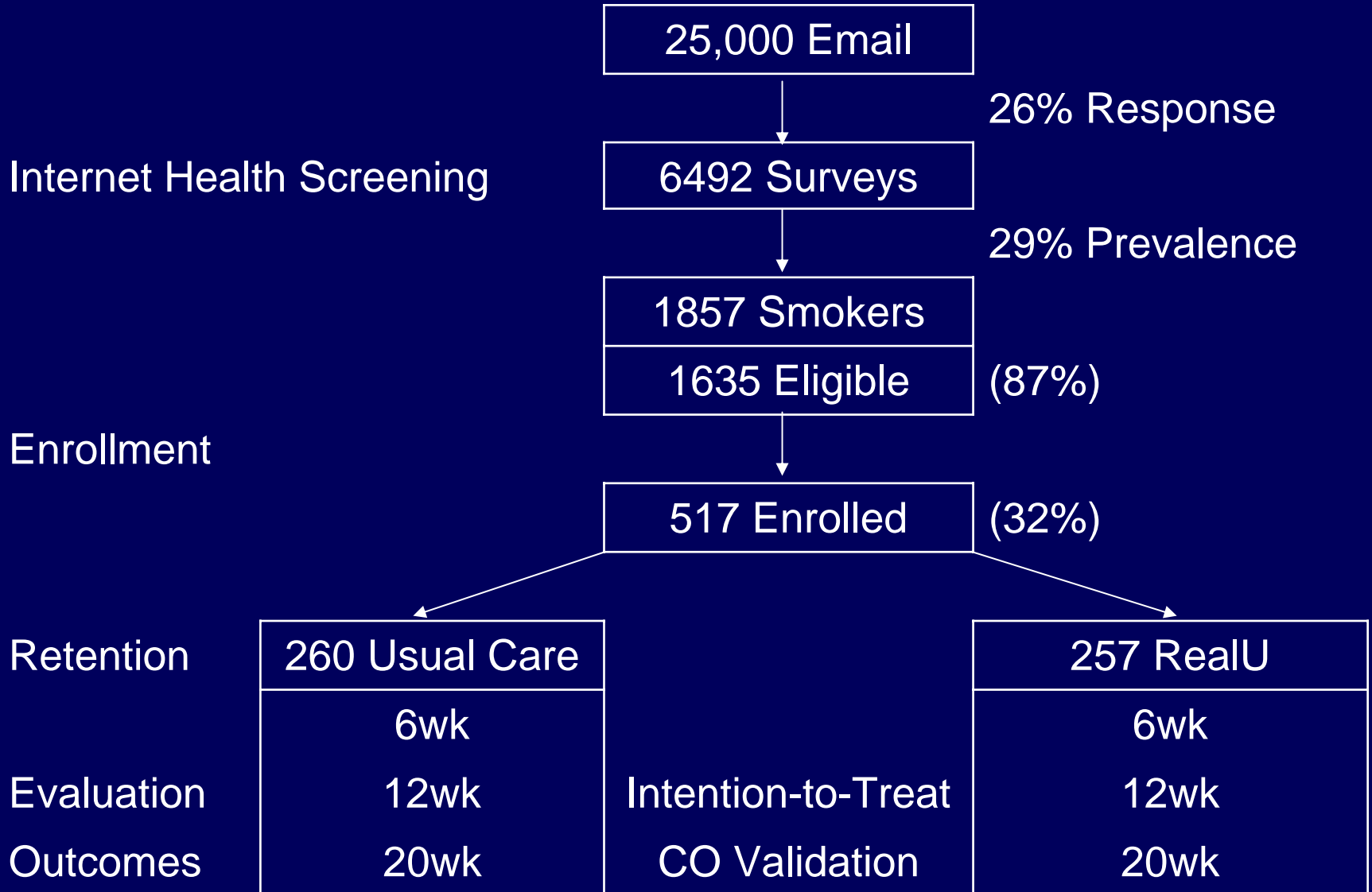
Young Adult Tobacco Cessation



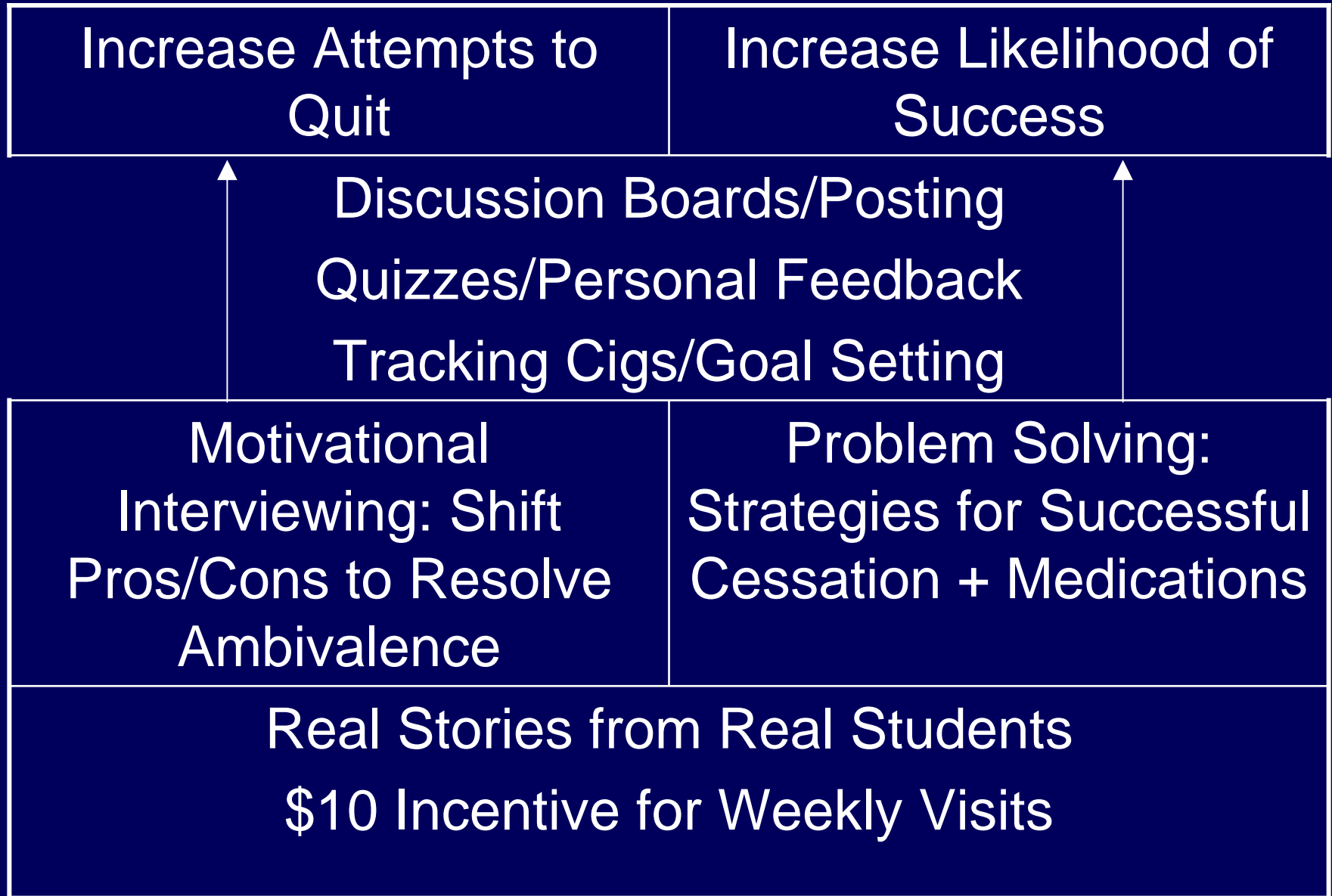
The RealU

- A web-based intervention to reduce cigarette use among UM college students.
- Two-group randomized controlled trial.
- Prevention and Cessation
 - Target: Any cigarette use in last 30 days
 - Population Based: Not only those ready to quit because people who don't think they are smokers don't think they need to quit.
 - Cessation and Reduction goals

The RealU: Study Flow



The RealU Model



The RealU Beta Version



- about us
- about you
- quizzes
- discuss
- take a break



Look 'n Learn & rant 'n munch



Thank you for visiting the RealU

We built this site to help college students take a look at cigarette smoking. We know that you have a lot going on and really appreciate your spending some time with us. We are trying to learn more about what college students think about cigarette smoking and how we can be helpful when students are deciding whether or not to smoke. Your participation and feedback are important to us to make this a better site. If you have any suggestions--please let us know!

Quick links to free food

1. Look @ yer smoking
2. Learn about you
3. Rant
4. Munch (first let us know some info so we can send your gift certificate)

LOOK and LEARN and RANT and MUNCH

We'd like you to visit us each week for the next 6 weeks and:

1. **LOOK** at your own smoking by playing with our Cig Tracker. Count your smokes and let us know what you're planning for next week.
2. **LEARN** about what other students have said about smoking by playing with our smoking quizzes.
3. **RANT**- Tell us what you think about smoking, stress, or college life in general.
4. Then **MUNCH** (After you e-mail us). Thanks to

Cig Trackah!



Count yer smokes...

Supported Browsers

This survey is viewed best in Netscape 6+, Mozilla 1.0+ on both PC and Mac platforms, Internet Explore 5+ for PC, and Safari for the Mac.


Are you political?

32.05% of U of M students classify themselves as liberal, 16.89% say they're moderate, 13.79% are conservative and 21.24% are NOT political more...


take a break

quit for a week and enter the take a break challenge


The RealU Beta Version



- about us
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I think I liked the idea of the image of myself smoking. There are no pictures of me smoking- I probably looked really ugly doing it. Ugly and brooding, but it was one of those things that I thought gave me attitude and look sexy.



Free Food. Look 'n Learn & Rant 'n Munch

What do U wear?

42.24% of U students say that when they're going out with friends that they're neatly dressed. 32.3% are likely to get compliments on their outfit, 15.9% are content if their clothes are clean and 5.59% are ready for a photo shoot. [more...](#)

What kind of smoker are you?

We asked a bunch of folks what kinds of smokers there were. [Here's what they said.](#)

As they tell it..

Instead of going with what (non-/never-smoking) researchers say about smokers and xSmokers, we decided to try to actually give them a voice. We found a group of smokers and ex-smokers, gave them a blog (aka webjournal) and bribed them to write about it. Here are their stories.

Smokers
Sara | Aya | Dan | Terriah

xSmokers
Abby | Kristen | Oren | Richard

Quoteable

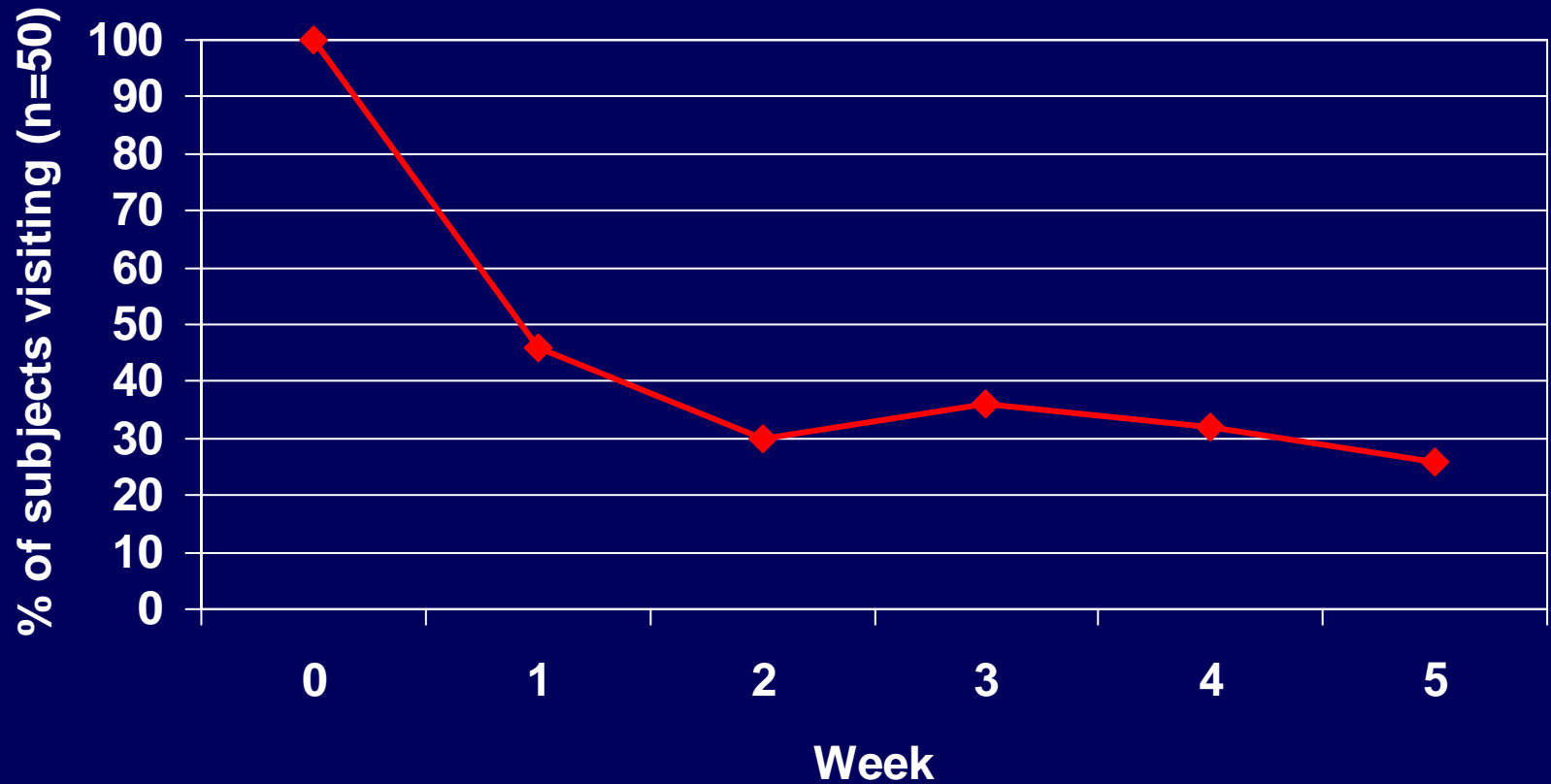
We've done a bunch of focus groups, interviews and have gotten a bunch of students to spill it.

Issue Breakdown

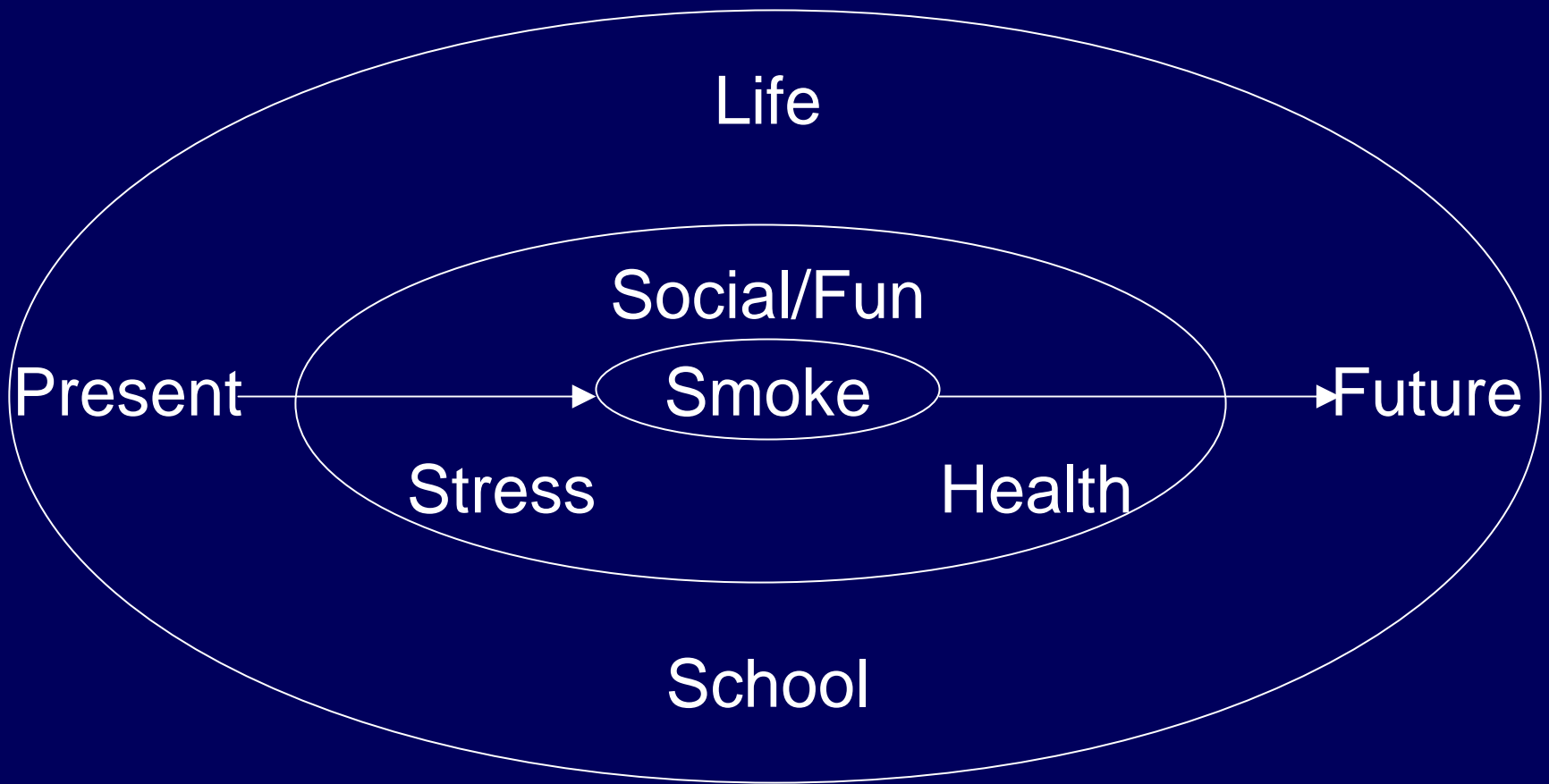
There are a lot of concerns folks have with chain smoking, quitting smoking and everything in between. We're going to break down the issues, give some student thoughts, medical perspectives

The RealU Beta Version Flops

Weekly Participation for the RealU Beta Site



Back to the Drawing Board

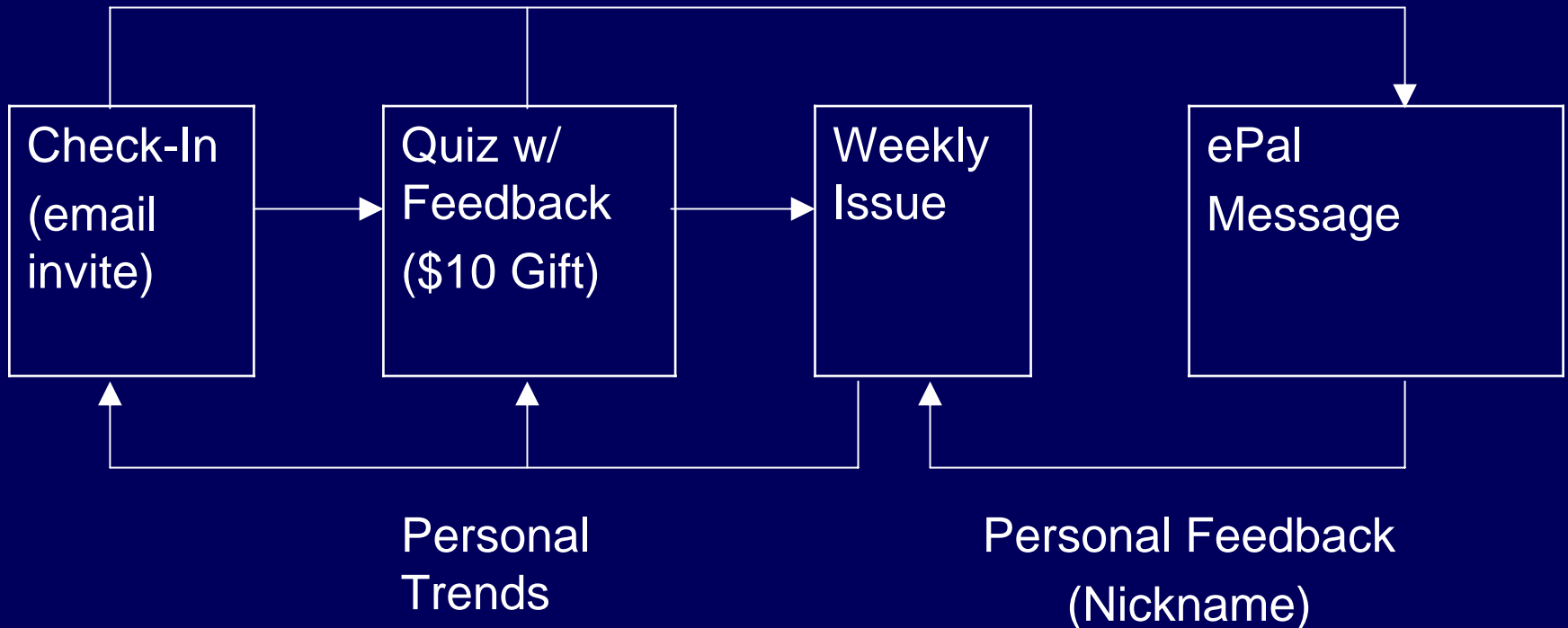


RealU Re-design

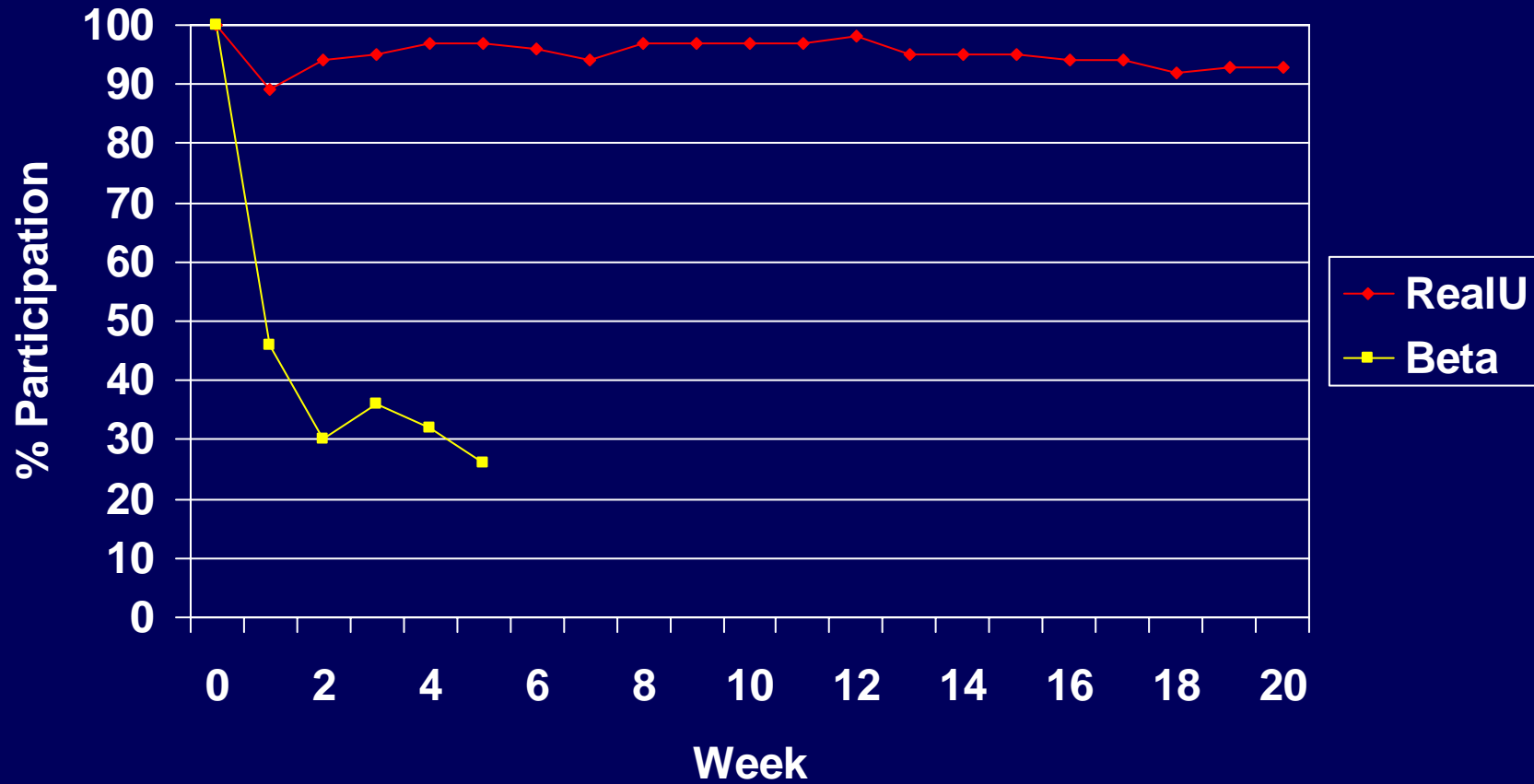
- Broader focus on college life
- 9 Student Writers for an On-line Magazine
- Peer Support via email
- Contextual Intervention for Smoking Triggers
 - Friends Smoking
 - Friendship: Friends vs. Smoking buddies
 - Drinking and Smoking
 - Drinking behavior and alternative fun activities
 - Stress and Smoking
 - Time Management, Sleep, Diet, Exercise
 - Health
 - Health and attractiveness

RealU Schematic

ePal Review (Nickname)



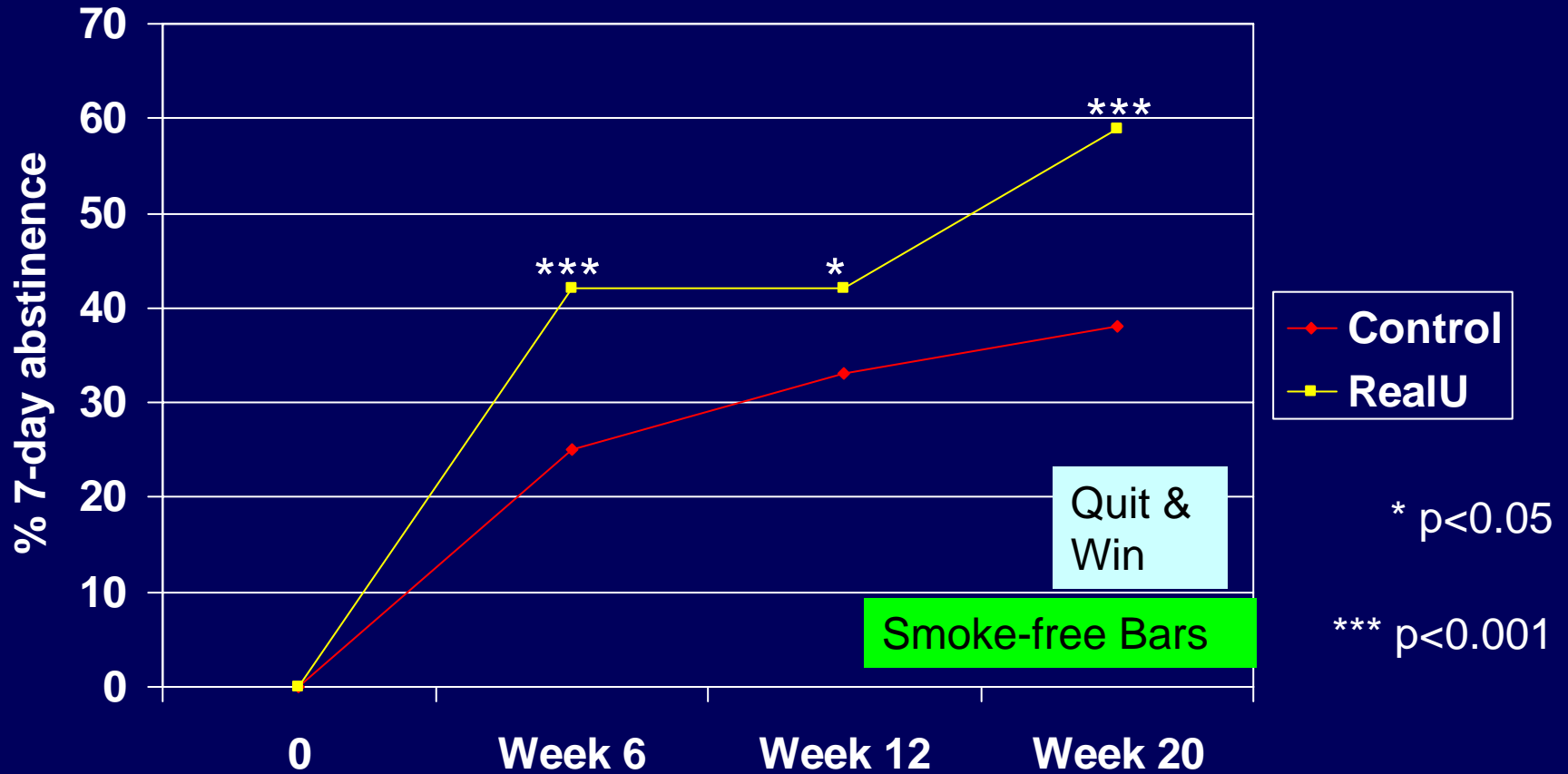
The RealU: Participation



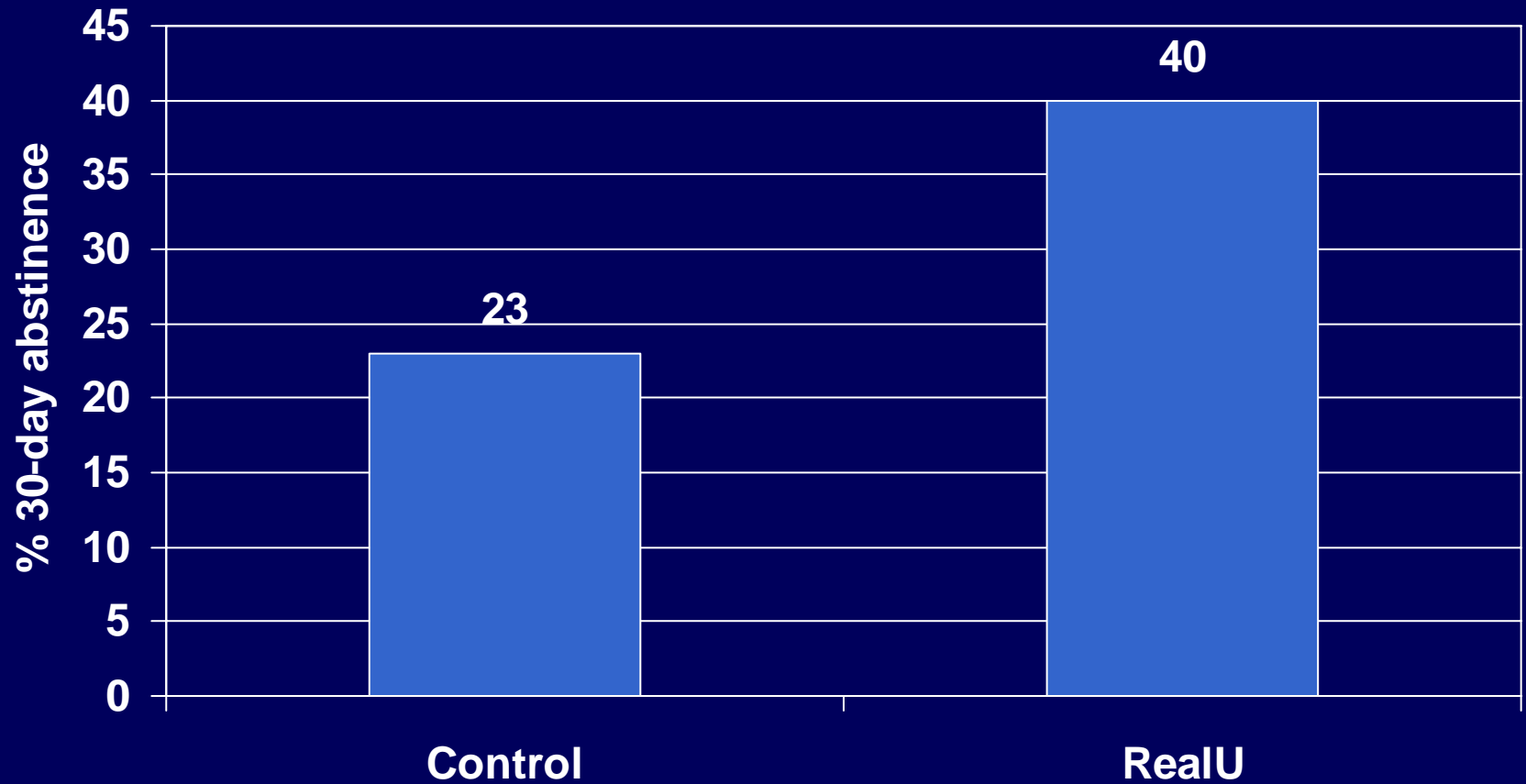
The RealU Evaluation

		Response Rate		
Follow-up Internet Surveys to assess cigarette use.		Control	RealU	P-value
		6 week	95%	96%
\$10 Incentive for completing survey.	12 week	90%	94%	0.10
	20 week	91%	93%	0.60
Carbon monoxide breath testing for those who report 30-day abstinence at 20 weeks.				

The RealU: 7-day Point Prevalence Abstinence



The RealU: 30-day abstinence at week 20



$P < 0.001$

NNT=5.8

The RealU: CO Validation

	Control	RealU
Reported 30-day abstinence	60	104
Took CO test (\$100 incentive)	45 (75%)	84 (83%)
CO<8ppm	45	83

Summary

- Internet health screening can rapidly identify and enroll large numbers of fairly representative college smokers.
- High adherence rates are possible.
- Delivering a stop smoking message and peer support as part of an “on-line” college life magazine:
 - Reduces 7-day point prevalence of smoking
 - Increases 30-day abstinence (CO validated)