

Kiss Me I'm Non-Smoker Wellness Fair 2008

Summary Report

Who Attended Kiss-Me I am a Non-Smoker Wellness Fair?

Total of **424 individuals filled out surveys** evaluating Kiss-Me, I'm Non-Smoker Wellness fair. Majority of the respondents were *female* (78.8%) and *non-Greek* (76.7%). Only 21.2% of the students were *male* and 23.3% indicated that they were part of a Sorority or Fraternity. The *average age* of the respondents was 20.51. Of the total sample, 27.1% were *first-year students*, 25.5% were *sophomores*, 21.4% were *juniors*, 18.0% were *seniors*, 6.3% were *graduate students*, and .7% indicated that they were not affiliated to any of these groups.

How Did the Students Find out about the Fair?

Advertising Method	
25.5%	MU Info
18.7%	Poster/Flyer
10.9%	In class
5.3%	facebook Group/Event
1.5%	WRC Website
.2%	Maneater
37.9%	Other (Mostly from friends or walking by. Also, Pre-Med Society, SHAC club, Andrea Johnson, sorority sister, Jon Blankenship, ADAPT, Brady Commons, roommate, Traci Harr)

Did the Fair Influence the Students to Make Healthier Choices?

82.8% of the respondents indicated that *the event influenced them to make healthier choices in the future*.

The Table below summarizes the students' responses on how the event influenced their behavior:

Quit smoking	No more tanning
Good to see reinforcement for health	Don't smoke, don't drink as much
Join Run Team	More aware of skin cancer
I will always be smoke-free	Very educating
Watching the sun more closely now	I am aware of places that offer services

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Taught me how to reduce stress	I probably won't smoke for a while
Food and exercise	Going to start exercising
Maintain my healthy lifestyle	Made me realize how I can improve
Learned about Legal Services and Career Center, Plan to visit both	Wearing more sunscreen
Makes one think about issues usually not discussed	Diet/Nutrition Aspect
Try to get a friend to stop smoking	More Exercise
The survey said I need to eat more fruit	Encouraged to take calcium tablets
I will never tan again after taking photo	Awareness of skin cancer risk
I need to eat more iron and wear more sunscreen	It made me realize all the options for the education and support on campus
More aware of skin cancer	Eat healthy; stay out of tanning beds
Exercise with good shoes	To encourage others to be healthy
I got the bone density test and I need more calcium	Remove make-up before sleeping
Reduce stress, wear sunscreen	Pay more attention to surroundings
I have intentions to start running	I want to go workout
Watch what I eat; how I deal with stress	Drink healthier drink and have diet food
Quit smoking, exercise more	Educated me about resources
More sunscreen	Making healthier food for a busy student
Eat better, don't smoke	Take care of my skin in the sun
Get glasses, quit social smoking	I love vitamin water
Make healthier choices	Food choices and restricting alcohol

What did the Students Like the Most About the Event?

Information on dermatologist	Informative booths with free samples
T-shirt and snack	The bone density test, stress relieving info
Free Goodies	Eye exam
The skin booth	Interactive events

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Dermatology	Great free and inexpensive health screening
Bone density	Liked free samples
Friendly people giving info	Different booths
Opportunity to find more resources	Hands on activities
Liked seeing how skin is going to look, will take better care of it now	The number of tables and all the info that I learned about Wellness in Co Mo
Health survey	Skin tests and grip strength
Finding personal skin damage	Very Organized
Dermatologist table	Lots of info, tests, resources for health
Sun Damage Picture	I liked the variety of organizations present
Free Food & T-Shirts	Interesting activities
Dermatologist and starting block	Hands-on, go to do tests an stuff, shirts
Found out they were perfectly healthy	Really useful booths
Informational; low key	Bone density and skin tests were cool
Vitamin water	Getting info about stuff on campus
The "melanoma camera"	Variety of topics, especially nutrition
The free health prevention tips and testing	Student health center
All the different people to talk to	How informational it was
Dermatologist's camera	Free information pamphlets and t-shirt
I like the variety of the booths and that there is more space in Memorial	I liked how it was an interactive process, engaging students to earn a prize at the end
Legal services, grip test, off campus housing	Interactive/well-attended by specialists
Free stuff and the different screenings/tests	Bone density machine
Interacting with experts and students	Different tests that the booths did
It sensitizes students on their health	The quality of info
Warned about healthy lifestyle	Vitamin water and information
It did not have a "we hate smokers" attitude. More just healthy living	Smoking cost calculator definitely helped me realize the cost
All the different tables and various info	Variety of services in one place
There was a lot of information on several	Informational and helpful, and I did not feel

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topics that related to me	like it was attacking smokers
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It was very well organized

What Suggestions Did the Students Have for Improving the Event?

It's good as is	Music
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It's Perfect	Never saw any flyers
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More hands-on activities	Liked location better than Brady
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Great, no need to improve	More interactive displays
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Free pizza, make it quicker	More interactive activities
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Keep the free stuff	I think it's just peachy
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More booths and samples	More booths
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It was awesome, liked free stuff	More promos
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More booths, better advertising	Signs were cute
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More organized and ready	Make the blood tests free
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Dislike hole punches	Publicize more
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More frequent	More on diet
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Do it often	More health, fitness, and energy tables
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Game	Nutrition counseling
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Hopefully, it can be better organized. Some presenters are not punching the sheet

Fact "Quiz"

(The Table below shows the percentage of students who responded correctly to each question)

What percentage of MU students would prefer to kiss a non-smoker?

d. 88% **(80.3%)**

About how much money a year do pack-a-day smokers save when they quit smoking (if 1 pack costs about \$4.00)?

c. \$ 1,400 **(59.4)**

What percentage of MU students do not smoke cigarettes?

b. 81% **(56.7%)**

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What percentage of MU students who smoke want to quit?

c. 65% **(45.3%)**

(True/False) There is free cessation help on campus (nicotine replacement patches and cessation coaching) available to MU students.

True **(94.2%)**.

A study in the *International Journal of Dermatology* reported that under a microscope, wrinkles can be seen in the skin of smokers as young as ____.

a. 20 **(73.2%)**

How much do you agree with this statement: College students who smoke experience a decrease in their quality of health?

Strongly Agree **(53.6%)**

Disagree (1.5%)

Agree **(29.6%)**

Strongly Disagree (8.3%)

Neutral (7.0%)

At least how many US campuses have smoke-free dorms and residence halls?

c. 320 **(37.3%)**

Where on campus can MU students receive free cessation help including patches and coaching?

Student Health Center **(89.4%)**

Where are free nicotine replacement patches available to all Columbia residents (including MU students)?

Boone County Health Department **(82.8%)**

How long after a smoker's last cigarette does it take for his or her pulse and blood pressure to return to normal?

b. 20 minutes **(31.0%)** – 38.8% of students thought *1 hour* was the correct answer

How many hours after a smoker's last cigarette does it take for the changes of heart attack to decrease?

a. 24 **(31.6%)**

Approximately what percentage of US citizens are protected by smoke-free laws?

c. Over 50% **(38.6%)**

At least how many US campuses have 100% smoke-free policies both indoors and out?

d. 105 **(26.5%)** – 28.6% of students thought 55 was the correct answer.

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Pledge Cards

During the event the students were also asked to fill out Kiss Me I am a Non-Smoker Campaign pledges (N = 295). Below is the breakdown of the number of students who pledged:

- ◆ **84.4%** - Pledged to remain smoke-free for the next year
- ◆ 17.3% - Pledged to attempt to quit smoking in the next year
- ◆ 47.1% - Pledged to help a friend become smoke-free in the next year
- ◆ 66.8% - Supported a campus policy with smoke-free indoors & designated smoking areas outdoors
- ◆ **72.9%** - Supported a smoke-free campus policy inside and out