

Ways to Advertise Cessation Resources on Campus

How do you advertise tobacco cessation resources? Use all avenues of communication to reach as many staff and students on campus as possible. Think about what students and staff like most and promote around those activities. If students like stress balls or chocolate, print the quit line on the stress ball and place a quit line sticker the chocolate bar. Below are some ideas to help you promote the Oregon Tobacco Quit Line (1-800-QUIT-NOW) or website www.quitnow.net/oregon/ and your college's cessation resources around campus.

Resource Webpage

Use your college website as a way to promote tobacco cessation resources and information concerning quitting. Advertise the resource website on cessation information flyers or information cards.

Portland Community College and Mt. Hood Community College offer examples of websites that promote cessation resources and presentations for staff and students concerning the tobacco policy:

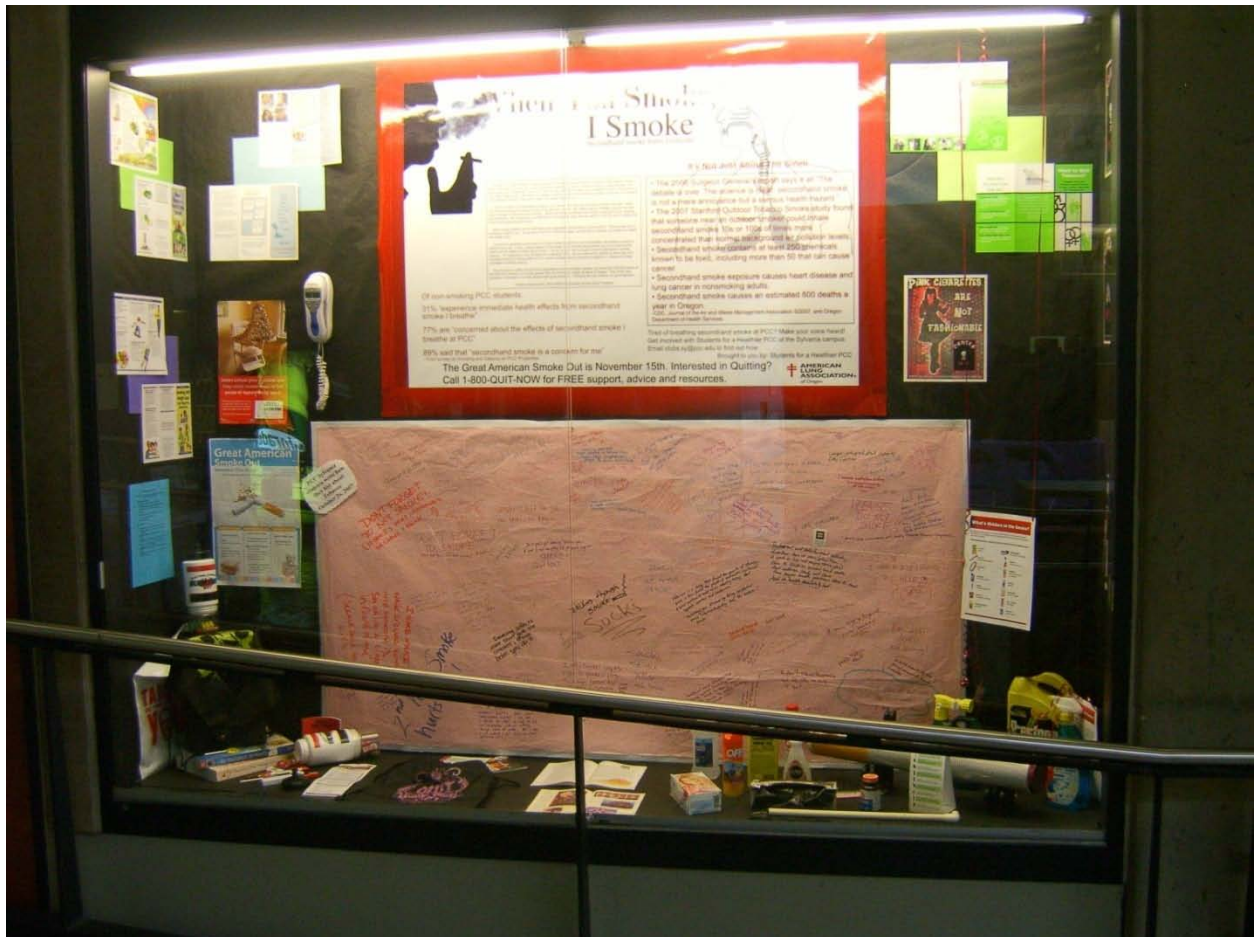
- <http://www.pcc.edu/about/policy/tobacco/resources.html>
- <http://www.mhcc.edu/pages/101.asp?item=682>

Brochures/ Handouts/ Flyers

- For Employees:
 - Promote tobacco cessation resources through insurance and free services
 - Handouts, brochures and flyers available in HR office and online
 - Pay roll stuffer
 - Example of Portland Community College employee tobacco resource handout:
http://www.pcc.edu/about/policy/tobacco/documents/tobacco_employee_guide.pdf
- For Students:
 - **Example:** PCC student guide to their tobacco-free policy and quit resources:
http://www.pcc.edu/about/policy/tobacco/documents/tobacco_student_guide.pdf
- For Everyone:
 - [Download a flyer explaining current Quit Line services](#), including up to two weeks FREE nicotine replacement therapy products (patch or gum) for uninsured Oregonians.
 - Print and distribute Quit Line [brochures](#) and other [promotional materials](#) from the Oregon Tobacco Education Clearinghouse

Display Cases

- Using a presentation board, collect information about second hand smoke and tobacco cessation resources available to develop a colorful presentation that will catch students eyes



Display case at PCC Sylvania

Bookmarks

- With each book store purchase include bookmark listing cessation resources and the Quit Line

Business cards

- Business cards are an easy item to pass out. The card should have the Oregon Tobacco Quit Line on it and the campus resources for quitting.

- Ask the college graphics department for card stock they want to get rid of to make the card even cheaper to produce.

Candy grams

- Portland Community College uses these items to promote the tobacco free campus policy. Place a hard candy on the card and hand it to smokers on campus. Add the tobacco Quit line number to the candy gram.

Stress balls

- Print the Oregon Tobacco Quit Line number and website on the stress balls

Posters

- Place posters around campus to promote quit line or other tobacco cessation events like the Great American Smoke Out
- Be creative when choosing placement, place the poster or resource cards in the areas where people smoke most or where there is the most foot traffic.

Tobacco Information Kiosks

Tobacco information kiosks can be placed in campus waiting areas and other visible locations, such as the library, meeting areas, and cafeterias. The material can be placed in literature racks or clear holders. The BACCHUS Network sells posters, brochures, and other materials with tobacco prevention messages for young adults through their [online store](http://www.tobaccofreecollege.org).