

Case Study Brief
New York University
Quit & Win Program

New York University—Quit & Win Program

Private University located in New York, New York

Enrollment: 19,129

Type/Category: Cessation Program

Program: New York University's (NYU) Quit & Win Program, a variation of the international Quit & Win (www.quitandwin.org) cessation competition, is a 30-day smoking cessation challenge that aims to help students quit smoking or reduce their tobacco use. Posters, table tents, website postings, and e-mails encourage students to participate and NYU Health Center staff gives interested students free, confidential consultations to help them decide whether or not to enroll in the program.

NYU's Quit & Win Program includes the following:

An assessment of the student's smoking and medical history

2. A Smokerlyzer test to assess the student's pre- and post-challenge carbon monoxide levels
3. A Quit Kit that includes a quitting workbook, as well as candy, rubber bands, a hand puzzle, and gum
4. A choice of the following quit methods:
 - *Quitting without medical help.* Students can engage in one-on-one sessions for relapse prevention and join the Quit & Win electronic mailing list
 - *Using Nicotine Replacement Therapy (NRT) medications or Zyban to aid them in their cessation efforts.* Students are referred to NYU's Primary Care Services for prescription medications (those who choose to utilize this option can still take advantage of one-on-one sessions and the electronic mailing list)
5. A gift package and a cash prize drawing for students who reach their goals

Costs: There is no charge for the Quit and Win Program. However, the program does not include the cost of prescription medication or Nicotine Replacement Therapy products.

In 2000, the cost of the program to NYU was \$2,550.00, which included \$300.00 for the Quit Kits, \$300.00 for posters, \$250.00 for advertisements, \$100.00 for brochures, \$100.00 for prizes, and \$1,500.00 for the Smokerlyzer.

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