

**Case Study Brief**  
**Penn State University**  
**“Who Wants to be a Survivor?” Quit & Win Challenge**

**Public university located in University Park, Pennsylvania**

**Enrollment:** 40,000 (34,829 undergraduate)

**Type/Category:** Cessation Program

**Program:** In February 2003, Penn State University’s (Penn State) held a “Who Wants to be a Survivor?” Quit & Win Challenge. A campus committee, spearheaded by Health Services, met weekly for about four months in preparation for the month-long program. This committee was made up of students, health providers, addiction specialists and educators, former smokers, and marketing and web designers.

The program’s goal was to motivate, encourage, and support Penn State students who wanted to quit smoking or reduce their tobacco use. The Challenge is modeled after the international “Quit & Win” program (see Links and Resources). To market the program and encourage participation, the name capitalized on the popularity of the “Who Wants to be a Millionaire” and “Survivor” television programs. Students who wanted to quit or cut down signed up for a month of support, activities, and cessation education.

Once the month-long program began, participants were provided with the following:

- ◆ Online registration, which include completion of a smoker history form and Prochaska and DiClemente’s “Readiness to Change” assessment
- ◆ Pre and post-challenge carbon monoxide readings
- ◆ A kickoff social gathering
- ◆ Quit kits with information, gum, candy, gym and health food coupons, motivational messages, and toll free quit line information
- ◆ Quit coaches—Trained volunteers who offered motivational support and advice in weekly scheduled meetings with participants
- ◆ The option to sign up a friend or family member to receive training as a motivational quit coach
- ◆ Individual meetings with an addiction specialist or participation in group cessation counseling
- ◆ A post-program party with prizes, funded by the Department of Health Tobacco Settlement

**Cost:** The 2003 Quit & Win program was funded through the Pennsylvania Department of Health Tobacco Settlement. The budget totaled less than \$6000 for brochures, magnets, other promotions, planning meetings, quit coaches’ manuals and training, kick-off and closing parties, a carbon monoxide monitor, and quit kit materials.

**Results:** In February 2003, 60 students enrolled and 33 completed the month-long program. Retention of over 50% in a cessation program is considered very successful. In previous Quit & Win initiatives, while over 100 students enrolled, only 10% remained in the program for its duration.

**Futures:** The Quit & Win program is now available year-round at Penn State. Banners advertise the Quit & Win program. There is online registration available as well as regular referrals from the University Health Center. While the program is offered year-round, there are plans to emphasize cessation services in the month of November, in order to coincide with the Great American Smokeout.

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