

Case Study Brief
Seattle Pacific University
Visual Communications, “Tobacco Epidemic” Campaign

Seattle Pacific University—Curriculum Infusion

Public University located in Seattle, Washington

Enrollment: 2,934 undergraduate students

Type/Category: Curriculum Infusion

Program and Background: As part of Seattle Pacific University’s (SPU) participation in the Campus Health Action on Tobacco Study (CHAT), the Visual Communications program added the development of an educational campaign to raise awareness of tobacco’s impact on society to the curriculum.

Students, faculty, and staff were recruited to join a Campus Advisory Board (CAB) to design and implement tobacco intervention activities best suited for the campus. The CAB identified three objectives for the intervention period, including: (1) heightening awareness about the availability of free nicotine replacement therapy (NRT), (2) educating the campus community about tobacco’s global implications on society, and (3) continuing tobacco prevention and education programs following the conclusion of the CHAT Study.

Results from the CHAT Study’s baseline survey indicated that only a small percentage of SPU students had or currently used tobacco products. As a result, the CAB sought means to educate the campus community about tobacco-related issues instead of focusing on the health implications of tobacco use.

One of the resulting initiatives was the collaboration of the CAB with the Visual Communications department to create an assignment in which students would develop a tobacco awareness campaign that addressed the global implications of tobacco. The CAB initiated contact with the Director of Visual Communications who then referred group members to the class professor. The CHAT Intervention Specialist provided a one-page synopsis of the proposed project to the professor and after clarifying roles, responsibilities, and further details of the project, solidified a project plan requiring collaboration among CHAT Study staff, the CAB, and the Visual Communications professor and students.

The CAB verbally presented the assignment to the Visual Communications class and provided a brief titled, “The Tobacco Epidemic,” which described the project and its intended outcome and highlighted the ramifications of tobacco production. With ongoing feedback and guidance from CAB members, students then created an educational campaign targeting their peers that included a logo, tagline, promotional device, large poster, and media kit. Following a formal class presentation of their work, the campaigns

were displayed throughout campus in conjunction with other intervention activities hosted by the CAB in honor of World No Tobacco Day.

Cost: The project and all supplementary materials (e.g., 4-page assignment overview, brochures, and handouts) utilized during the initial phase of the project were provided through funds from the CHAT Study (approximately \$125.00). Design students were responsible for all costs associated with the development of their campaign. The CHAT Study contributed funds towards the lamination of students' 24' x 36' posters, which totaled \$147.00.

Future: Following the successful completion and display of students' campaigns during World No Tobacco Day, the Visual Communications professor aims to replicate this project in the future.

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