



WATI

WEB ASSISTED TOBACCO INTERVENTION

WATI Study Update

Our NCI (National Cancer Institute) funded study started in the summer of 2011, and we hope to finish recruitment during the Spring Semester of 2014. We have learned that, by far, our two most successful recruitment strategies are “mass emails” to the entire student body, and “prominent website placement” of our visually appealing ads. We are able to provide flyers, posters, referral cards, articles, interviews, and electronic media – but it is Mass Emails and Web-placed ads on which we are now focused.



“She Knows You Are Ready To Quit!”
 “Fortune Teller” Featured on some of the WATI study’s recruitment materials.

PARTICIPANTS

GOAL: 1,440

CURRENTLY: 1,030

TOP 10 List

Congratulations to the “Top 10” Community Colleges who had the greatest number of participants enroll in the study!

COMMUNITY COLLEGE	Enrolled*
Monroe Community College	168
Finger Lakes Community College	78
Erie Community College	77
Westchester Community College	77
Moraine Valley Community College (Illinois)	67
Suffolk County Community College	59
Jamestown Community College	50
Hudson Valley Community College	42
Jefferson Community College	42
Tompkins Cortland Community College	41

* All other interested students who are interested in quitting but not eligible for WATI, are referred to their State’s Quitline.

Fall Semester Push and Spring Semester 2015 Push

Please contact us at any time if you have questions, need materials, would like to consult about strategies, etc. *Without your help, this study would not be possible!*



A screenshot of the Mohawk Valley Community College (MVCC) website. The page features a navigation bar with links for 'FUTURE STUDENTS', 'CURRENT STUDENTS', 'FACULTY & STAFF', 'ALUMNI & FRIENDS', and 'COMMUNITY & BUSINESS'. The main content area is titled 'CURRENT STUDENTS' and includes a large banner for the WATI study. The banner features a photo of a young man thinking and text that reads: 'I'm ready to stop smoking, but how? Join an Online Research Study & Earn Up to \$45.00! You will be paid for answering online surveys whether you stop smoking or not!'. Below the banner, there are sections for 'College Events', 'Fall 13 Final Exams', and 'Athlete of the Week'. The 'College Events' section lists several events, including 'INTERNATIONAL CAFE & CONVERSATION: "Our International Journey"', 'ART EXHIBIT: MVCC Faculty Art Exhibition (UTICA)', and 'DOCUMENTARY: "Born into Brothers" (UTICA/2013)'. The 'Athlete of the Week' section features a photo of a young woman and the number '21'.

1. Every campus can request 8.5 x 11 tear-offs, 11 x 17 flyers, recruitment cards and trifold brochures.
2. Each campus should send out three campus-wide emails. Preferable during the 1st, 2nd, and 3rd month of the semester.
3. A placement on the rotating banner of your school's homepage. (*example of Mohawk Valley Community College's ad is pictured above*)
4. A link to the study on your campus Facebook page.
5. An ad in your local campus newspaper or e-newsletter

F.A.Q. / REVIEW

Q. *What is WATI?*

A. WATI is Web Assisted Tobacco Intervention, a research study to help Community College students quit smoking using the internet.

Q. *Why should students join?*

A. Because they can use evidence-based strategies, all on-line, and earn money for participating, whether they successfully quit or not.

Q. *Do students have to quit to earn money?*

A. No, they get \$10 for completing a 5-min survey 1 month after joining, then \$15 at 6-months, and \$20 at 12-months, **WHETHER THEY QUIT OR NOT.**

Q. *What does WATI hope to learn?*

A. WATI is interested in what features of our websites are most helpful, and with which student types (older, young, etc.)

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