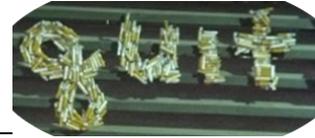


Name of the UAB Grand Challenge; **Quitters**
 Principal point of contact's name, title, email address and phone #;
 Lisa Schwaiger, Computer Tech, LisaLisa@uab.edu, 205-996-2845



Description of the problem to be addressed, including its importance to the state of Alabama and how it is generalizable to other states, the U.S. and the world;
Encouraging people to quit smoking. Every day, 17 Alabamians die from smoking. Quitting saves lives, quality of life, and money. In US: Total # of students killed by guns in school ever = # of people who die from smoking **EVERY MORNING** (this is literally true). Per CNN (2014): “Tobacco remains the leading preventable cause of death”

Desired outcomes and the conceptualization of the plan of work to achieve them;

There are 20 parts to this that I currently visualize.

This is an all-out “attack” on smoking; and could and should definitely include other things.

	Explained
1. Quitters are Winners (UAB Football)	A program where men football fan smokers buy a how-to-quit DVD, do all the right prep (as clearly stated and required in the DVD’s packaging) and then are rewarded throughout their 1 st year off nicotine with progressively better perks: Daily recorded voice mails from UAB football cheerleaders and coaches; special cheers at football games; practice drill with real players; acknowledgement on field at halftime, and name in UAB Program.
2. Quitters Lottery (get rewarded for spreading the facts)	Give stacks of 3”x5” cards to all high school students that contain facts about how to quit and a raffle number and a phone number to call. They pass them out to smokers, who they see in their regular life. The smoker calls (and answers a few questions to show that he has read the facts). 1% will win \$50 (and the person who handed it out wins \$50).
3. Counseling based on MB	Online, phone, or in-person counseling based on Myers Briggs Type (MBTI) because INTJs respond to entirely different motivations than ESFPs
4. Adopt-a-Smoker	A match-making service where volunteers can get matched up with someone trying to quit, and be their quit-coach, friend, counselor, advisor.
5. Sell cheap cigs, to lure smokers in for counseling	Sells cigarettes for \$2 a pack (maximum 2 packs per person per week). But to get that great discount price, the person has to talk to someone for 10 minutes about their situation and where they are on their willingness to quit.
6. Many cessation groups	Offer many in-person smoking cessation groups, that are free (or reasonably priced), easy, and convenient (time and location wise) for everyone
7. Art gallery for quitting	Art gallery for “Quit Art” – to motivate and inspire. It includes representations of money, time, opportunity wasted; helps people see it in different ways. Host at multiple locations. Offer prizes for best art. Also, have art projects that smokers can do to re-enforce quitting.
8. Quit Posters	Have Quit Posters everywhere, including at Point of Purchase, on UAB/Government vehicles, and on billboards. Crowdsource the design. Change art up every 2 weeks, to prevent smokers from “tuning it out”.

9. Quit Now poster	Legally require a Quit Now (1-800-Quit-Now) poster on display at every business that sells cigarettes.
10. Crisis Line	Have a 24-hour Quit Crisis Line that people can call or text any time and speak to or text with a live person.
11. Quitters Books	Quitters Books at Point of Purchase free or inexpensive: Stories of quitters (and tips and resources) -- in magazine format that changes monthly.
12. Radio Stories	Broadcast a quitter's story (interview) every night on radio and/or TV; and online (possibly as a podcast) for on-demand listening.
13. Peer pressure in schools	In each school, randomly select 5% of students. If all pass Nicotine Test, then one of the participating students (randomly drawn) gets to pick a high-value prize for his or her school – like a mural he/she wants.
14. Addiction Ride (maybe at McWane Science Center)	Have an enclosed space where a person sits. Initially, the experience is pleasant – the ride plays nice music and emits pleasant smells, serving as a metaphor for the initially attractive things about smoking. But then, the door locks without warning, and the music and smells turn bad. This simulates how unpleasant addiction is.
15. Posters in Hospital Rooms	Use the “captive audience” effect and put posters in patient rooms. Can be a standard poster to inform, encourage and motivate. Or Better Yet: Have a poster that the patient customizes (writes on) and takes home. It has many sections (reasons, support, resources) and a “How I will help you quit” section for visitors (friends/family) to write in.
16. Crowdsourced Videos	YouTube contest for quitting smoking. Best votes by panel and most views are metrics to determine a prize.
17. Inpatient treatment	Inpatient Treatment, for 1 week for a reasonable cost (the cost of a vacation, like \$500-\$1,000), where a person can “detox” and devote an entire week to getting the tools he needs to quit. “Makes a great gift!”
18. Gift bags that MDs, dentists give out	Every provider (doctors/dentists) has a bunch of nice little “Gift bags” that are fun for them to give to patients, filled with helpful stuff for quitting, including a Lottery ticket (see #2). It should be something so nice that the patient will likely thank the provider for it, thereby reinforcing the provider to continue to give these out. (In other words, not a brochure.)
19. Contract on Smoking	Encourage school children to make contracts with their parents (published video contracts), like: I'll get straight A's all year, if you quit smoking. I'll keep my room perfectly clean as long as you quit smoking, etc.
20. It's not rebellious at all	Emphasize that smoking is not rebellious by having an ad campaign that forces people to confront this non-truth. For example, a cool guy with a leather jacket, that has a decal on the back that reads “Ruining my health so I can be dependent on others later.” Or “Paying the government way more tax that I need to.” Or “Doing exactly what big corporations tell me to.”
Guiding Principles	~ Don't let people just “not think about it”; have reminders everywhere ~ Focus on the positives ~ use peer pressure ~ Use crowd creativity ~ Acknowledge pros and cons of nicotine/quitting; eliminate excuses to fail

List of potential team members (individuals and organizations) from inside and outside UAB – this is NOT included in the 2-page count.

To create the DVD mentioned in #1 above:

Uses of various college majors in creating the DVD:

- Those in English or Journalism could write the script and press-releases
- TV production people could produce the DVD
- Those aspiring to be on-screen talent (anchor people, etc.) could host it.
- Artists could design the cover
- Nursing/health students could research the facts and decide which ones to present
- Psychology and child psychology students could consult with the writers
- Animation people could create parts of the DVD
- Management people could organize the project
- Marketing people could promote it
- Music majors could produce the "Quit Song(s)"

This gives players (and cheerleaders and other students) some real-life experience working in their majors / areas of interest

Collaborate with Sidewalk Film Festival organization for the Crowdsourced videos (#16)

Others possibly:

- Doctors and Dentists organizations
- Aquila Brown
- Division of Preventive Medicine, including Isabel Scarinci, Ph.D., Young-II Kim, Ph.D and others mentioned here: <https://www.uab.edu/news/health/item/9256-r21-grant-will-explore-new-options-for-tobacco-cessation>
- McWane Science Center
- UAB's HealthSmart
- Ann Smith et al at UAB's MHRC
- Perhaps Dr. Kertesz in his knowledge of addiction
- Tobacco Prevention and Control Coordinator, Jefferson County Department of Health
- Susan Walley, M.D. because:
 - Kathy Harrington, PhD, MPH (Associate Professor, Pulmonary, Allergy, and Critical Care Medicine) has received a UAB SPARC Award. Her grant will fund a project to increase patient self-referrals to Tobacco Treatment Consult Service in collaboration with pediatrics physician Susan Walley, MD.