

Instructional Related Activities Report Form

SPONSOR	DEPARTMENT
Tracylee Clarke, Communication Faculty Karen Jensen, Nursing Faculty	Communication Nursing

ACTIVITY TITLE	DATE (S) OF ACTIVITY
“The Truth about Smoking”: Health Messaging & College Students – Guest lecture & Movie Forum	Friday, October 17 th

PLEASE EXPLAIN (1) DESCRIPTION OF ACTIVITY; (2) HOW DID THE ACTIVITY RELATE TO A COURSE(S); AND (3) WHAT YOU LEARNED FROM THE PROCESS.

Activity: The Communication and Nursing Programs sponsored visiting lecturer, Lena Dibble, M.S. Anti-Tobacco Health Campaign Manager for Utah Department of Health. Ms. Dibble spoke to students enrolled in COMM/NRS 441 Health Communication classes about the national anti –tobacco media “Truth” campaign and health messaging to college students (*please see attached Power Point Presentations*). In addition our programs sponsored an all-campus event showing of the movie “The Insider” (1999) followed by a facilitated discussion by Ms. Dibble focusing on the role of the tobacco industries the smoking culture of the United States (*please see attached flier, campus global email and “Wavelength” University Newsletter marketing announcement*).

Relation To Course: The guest lecture and the all campus movie forum complimented curriculum in courses associated with the Communication and Nursing Programs. Both the in-class lecture and the forum focused on smoking trends in the United States, the communication and implications of health messaging. Ms. Dibble specifically addressed topics of health campaigns, social marketing, audience segmentation, message mapping, current statistics on smoking among college students, and recent trends in research addressing tobacco prevention and control. Students attending both the lecture and the movie forum were required to write a 1-page assessment linking the concepts introduced by Ms. Dibble to the course concepts they address in class (*please see attached assignment description*).

Student Learning Experience: Based on feedback from students enrolled in COMM/NURS 441 and those who attended the Movie Forum, this was an excellent activity. Their learning experience is reflected in their evaluation of the event (*please see the attached assessment forms as well as a summarized comment report*). Students were easily able to link the presentation material to their course readings and previous class discussions. Many commented that the presentation gave them insight and excitement for the field of health communication and nursing.



Mathematics Seminar Fall 2007

Location: California State University Channel Islands, Bell Tower 1302 ([directions](#), [campus map](#) with BT 1302 marked)

Time: Wednesday evenings -- refreshments and social at 6:00, presentation 6:30 to 7:30; students taking seminar for credit must arrive by 6:15.

All interested persons are welcome and encouraged to attend the seminar.

Date	Speaker	Affiliation	Title/ Topic	Slides/ papers (if available)
8/29	Cindy Wyels	CSUCI	<i>N</i> -Queens Problems abstract	Slides , paper
9/5	Jim Sayre	UCLA & CSUCI	Biostatistics and You: Training and Career Opportunities within Academia, Government, & Industry abstract	Slides
9/12	Cathy Lee	CSUCI	My Experiences with Nielsen Fixed Point Theory, Industrial Mathematics and Life Lessons Learned from the Process abstract	
9/19	Brian Sittinger	CSUCI	Why Certain Functions Lack an Elementary Antiderivative abstract	
9/26	Sotiria Lampoudi	UCSB	A Primer in Discrete Stochastic Modeling of Chemical Reactions abstract	
10/3	<i>No seminar this week. Enjoy the evening, plan to attend the MAA Meeting!</i>			
10/10	Michael Dorff	BYU	Steiner Problems, Soap Films, and Minimal Surfaces abstract	Slides
Saturday, 10/13: Fall Meeting of the So Cal - NV Section of the Mathematical Association of America, Santa Ana College. Attendance expected for seminar students.				
10/17	Roger Roybal	CSUCI	Reproducing Kernels abstract	
10/24	Cindy Wyels	CSUCI	Radio Labeling Cartesian Products of Graphs abstract	Slides
10/31	Jorge Garcia	CSUCI	Maximal Pebbling Distributions abstract	

11/7	Maribel Bueno Cachadina	UCSB	Why some mathematical formulae are not very useful in real life <u>abstract</u>	
11/14	Curtiss Bennett	LMU	Understanding the Thurston model of hyperbolic space abstract	<u>Slides</u>
	Dantha Manikka- Baduge - MS project	CSUCI MS Math	POSTPONED TO SPRING SEMESTER	
11/28	No seminar			
12/5	Feng Lim - MS project	CSUCI MS Math		

Suggestions for future speakers? Please pass to Cindy Wyles (via e-mail) or phone: (805) 437-3260.

CSUCI Mathematics page

CSUCI home page

MS in Mathematics page

MS in Computer Science page

Abstracts, slides (when available), etc. from previous semesters' seminars: F'05, S'06, F'06, S'07

Page last updated: Nov. 26, 2007

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IRA Advisory Committee
Mary Devins
Faculty Support Coordinator
California State University Channel Islands
Bell Tower 1161

October 20, 2008

Dear IRA Advisory Committee,

Please find enclosed the report form and related documents for the Instructional Related Activity (IRA): **"The Truth about Smoking": Health Messaging & College Students - Guest lecture and Movie Forum** as required for the grant award process.

As outlined in the report, the Communication and Nursing Programs sponsored visiting lecturer, Lena Dibble, M.S. Anti-Tobacco Health Campaign Manager for Utah Department of Health. Ms. Dibble presented to students enrolled in Communication and Nursing classes about the national anti-tobacco media "Truth" campaign and health messaging to college students. In our programs sponsored an all-campus event showing of the movie "The Insider" (1999) followed by a facilitated discussion by Ms. Dibble focusing on the role of the tobacco industries the smoking culture of the United States.

This event was a valuable experience for those involved and on behalf of the students and the Communication and Nursing Programs, we would like to thank you for making this event possible.

Sincerely,



Tracylee Clarke, PhD
Assistant Professor of Communication



Karen Jensen
Associate Professor of Nursing

The Tobacco Problem

Lena Dibble, M.P.H.
The TRUTH Campaign
Love Communications

- **Tobacco use is the leading preventable cause of death in the United States.**
- Every year, smoking and secondhand smoke kill about 440,000 people in the U.S. by causing lung cancer, emphysema, heart disease and other illnesses.
- Nearly **21 percent of adults still smoke**, as do 20 percent of high school students.
- Every day, more than 1,000 kids become daily smokers. **One-third of them will die** prematurely as a result. Campaign for Tobacco-Free Kids

- **Smoking harms nearly every organ of the body**, causing many diseases and affecting the health of smokers in general. Quitting smoking has immediate as well as long-term benefits. Centers for Disease Control and Prevention
- Worldwide, tobacco use claims nearly five million lives a year and is projected to kill **one billion people this century** unless current trends are reversed. However, if adult smoking rates are cut by 50 percent worldwide, we could prevent more than 300 million deaths within the next 50 years, according to the American Cancer Society.

Tobacco Use in Utah

- With an age-adjusted adult smoking rate of 11.2%, **Utah continues to be the only state that has reached the national Healthy People 2010 objective of reducing smoking to less than 12%.**
- The percentage of children exposed to secondhand smoke in their homes is at an all time low, decreasing 70% since 2001.
- Smoking among teens has decreased by 34% since 1999.
- Smoking among adults has decreased by 17% since 1999.
- Still, more than 230,000 youth and adult Utahns who smoke need help quitting.

The TRUTH campaign

The TRUTH campaign is a foundational element of Utah's tobacco prevention and control efforts. It uses **TV, radio, print, outdoor, and grassroots efforts** in a multi-faceted campaign, that reaches **adults, teens, children, pregnant women, Hispanics, and Native Americans** in Utah.

Campaign Reach and Impact

- **Ninety-nine percent** of Utah adults reported seeing any anti-tobacco ads in the past month.
- **Ninety-two percent** of adult smokers were aware of the Utah Tobacco Quit Line, and **72%** reported knowing about the online quit service, Utah QuitNet.
- **Fifty-seven percent** of adult smokers reported that they thought about quitting after seeing The TRUTH ads.

Message Mapping

Creating Memorable
Communication

Crisis Communication

Journalists usually ask six questions
(**who, what, where, when, why, how**)
that relate to three topics:

1. What happened?
2. What caused it to happen?
3. What does it mean?

Crisis Communication

- 95% of the questions asked by journalists fall into a list of 77 identified questions.

Conviction

- Acknowledge uncertainty
- Say what you can guarantee
- Provide a sense of control
- Focus on what is currently known

Optimism

People tend to focus more on the negative than on the positive in emotionally charged situations.

1. Balance with positive, solution-oriented messages
2. Avoid unnecessary negatives and absolutes

Primacy and Recency

1. Get the most important information up front
2. People won't remember what you said in the middle
3. The second most important information should be last.

...continued...

4. Develop key messages.
5. Develop supporting information
6. Conduct testing
7. Plan for delivery

Stakeholder:
Question or concern:

Key message 1	Key message 2	Key message 3
Supporting information 1-1	Supporting information 2-1	Supporting information 3-1
Supporting information 1-2	Supporting information 2-2	Supporting information 3-2
Supporting information 1-3	Supporting information 2-3	Supporting information 3-3

How do we apply this?

Audience Segmentation for Health Communications

Segmenting

- College Students:
 - Sex: male/female
 - Age: in 20s/not in 20s
 - Race/ethnicity: of colour/white non-Hispanic
 - Beliefs: religious faith/atheist or agnostic
 - Political beliefs: left/right

Pros/Cons

Are those good ways of segmenting
people into groups?

Why?
Why not?

Formative Research

Once you've decided on your audience segment, your formative research will help you target them effectively:

- Find and use existing research.
- Identify gaps in your knowledge—do you need greater insight into effective messages, or more ideas on appropriate channels?
- Use focus groups, surveys, or key informant interviews to fill in gaps, gain greater insight, and for "Aha!" moments.
- Synthesize the information from focus groups etc. with what you know from literature and other sources.

Aha! Moments

In focus groups and interviews, we learned:

- Adults: want truth, reality, hope, success stories.
- Teens: Want honesty, like badass image of smoking, concerned about social effects.
- Pregnant women: want to see the effects happening.
- Hispanic: react to children, family stories.
- Native Americans: respect traditional use, don't see tobacco as a problem. Social norms and proprieties may be different.

Native American campaign

- Identified as a high use population, with unique message needs, and existing channels.
- Developed print materials to address needs, which could be distributed through existing channels.
- Looked for grassroots opportunities to expand reach of messages.
- Worked with population representatives continually to assure cultural appropriateness.

Developing a Marketing Campaign

Setting Goals and Objectives

Goals and objectives let us know what we want to achieve, help us form a plan to achieve it, and help us know when we've achieved it.

Being SMART

- **Specific** (What are you going to do?_
- **Measurable** (how will you know if you've succeeded?)
- **Achievable** (can we eliminate smoking? Probably not)
- **Realistic** (given resources and time)
- **Timed** (when are you going to do it?)

i.e.

- **Product:** In tobacco prevention and control, a **smoke-free lifestyle** is our product.
- **Price:** In social marketing, this is a lot more complex than sticking \$ signs on something. This may include cost of quit smoking medications, but often more importantly, the pain of withdrawal symptoms while quitting, the change in **identity** a quitter undergoes, **social penalties** paid by a teen, or the **inconvenience** a smoker faces in going outside to smoke.
- **Placement:** Where is your audience? **Where** are they going to see your product and messages?
- **Promotion:** How do you **promote your product**? What **message** will induce your audience to pay the price?

So...

So, you take your goals and objectives, and review the 4 P's to help you flesh it out into a marketing plan.

For example:

Objective: Increase awareness of risks of SHS through distribution of flyers by end March.
Your product? What are you asking people to "buy"?
Price? What will people have to give up/risk for your product?
Placement? Where's the best place to put the flyers?
Promotion? How will you persuade them to "buy"?

Putting this all together:

Your assignment:
Come up with a mini-marketing campaign idea to reduce tobacco use or SHS exposure to USC college students.
This can be any form of marketing: a print campaign, outdoor advertising, a newsworthy event. You have an unlimited budget.

Include:

- Goals and objectives.
- The 4 Ps of marketing.

Incorporate either:

- Audience segmentation: Will you sub-divide your audience? Why or why not? What characteristics of your audience are you aware of as you plan your project?
- OR
- Message mapping – what message are you going to get across? Who are your stakeholders?

Student Evaluation Summary Report

Speaker gained attention and interest of audience	*11 Excellent, 1 Good
Speaker introduced topic clearly	*12 Excellent
Speaker established credibility and demonstrated competence	*12 Excellent
The presentation was well organized and easy to follow /understand	*11 Excellent, 1 Good
The presentation was interesting and related to course concepts	*10 Excellent, 2 Good
The presentation met my expectations	*10 Excellent, 2 Good

*Based on a 5 point scale (Excellent, Good, Average, Fair, Poor). 12 Evaluations total.

What did you like best about this lecture/topic?

- I felt that I learned a lot through all of the statistics that were given. There were a lot of info I didn't know about before the presentation
- I loved the commercials that showed how to make life easier by not smoking. I also loved the class interactions and activities.
- It tied in the concept of health and communication well
- I liked that the speaker understood both sides of the issues (smoking and non-smoking) and presented them in a non-judgmental way. Activities were fun.
- I liked learning about how a media campaign is created and structured.
- The speaker was very knowledgeable since she knew exactly what she wanted to do it made it easy to follow.
- Very informational and professionally presented. Inspiring
- It's a big issue in health right now and everyone is affected in some way by smoking.
- The topic was on an important health issue that involves a large group of people everywhere.
- It showed us how advertising campaigns can be and will affect people. And it concerns on the effects of smoking, which is a common health issue.
- I felt like I learned a lot of new information. I enjoyed doing the group projects. We were able to apply immediately what we learned from the power point presentation.
- Extensiveness of information. The broadness of topics.

How did this lecture relate to what we have been discussing in class?

- It brought up many health issues and also related them to communication and awareness of the harms of tobacco
- Health communication is about how to relate to the patient population and I think this information is valuable when trying to convince patients why they shouldn't smoke.
- It gave more detail into the actual steps or methods media uses to impact audiences
- This is an important topic in health and just telling someone "don't smoke" is not as effective as the techniques we learned. This message will be easier to talk about and get across knowing these techniques.
- It is directly related because it coincides with our subject topic of health media campaigns
- It was based on a health related topic
- Related well, provided solid information that could be applied to other issues.
- It's health related. It's leading cause of death. When we learned about AIDS, I thought that was bad but this is too.
- The role of communication (about health) and the importance of it's effectiveness in our society.
- How advertising can help get a health issue out for people that need to know dangers of what they are doing either to themselves or to others.
- It helped me learn how media works, what they focus on and it truly has a method to it.
- It showed the way a campaign is built and works

What are a few of the things you learned from this guest lecture?

- Just a lot of facts I was unaware of
- I learned all the body symptoms that are affected by smoking. I also learned how much it actually costs us to fund health care due to smoking and second hand smoke
- I learned a lot about how to go about promoting a specific health issues
- I learned more about marketing issues with smoking and that smoking campaigns can have smokers as well as non-smokers as targets
- I learned how to put together a health campaign
- Marketing concepts and plans. Way to focus on and understand the target audience.
- Advertising techniques and how commercials/ ads take info to account their audiences.
- She was very knowledgeable in this field and seemed to be very activity involved in bringing awareness to the public about the hazards of tobacco.
- I have learned three main things. 1) writing on a subject with main points first are most effective, 2) topics of smoking is still and will be a big concern and 3) making advertisings a thing of speech.
- I learned about audience segmentation, CCO, SMART, the 4 Ps.
- Campaign Management, marketing techniques

Would you suggest having this type of lecture in future classes? Why or Why not?

- Yes I feel it was very beneficial
- Yes, it is valuable to keep bringing up the topic, you never know who will hear it and how it will affect them in their journey to quite smoking
- Yes, it definitely was interesting as a health communication major to tie in the purpose. Enjoyed the activities and printed our lectures to enforce concepts. Thanks
- I had no idea this Truth campaign existed. I think it's a good cause with an appropriate message.
- I think it is important because people should be aware of what message advertising you are sending. Thank you
- Yes I think it is helpful to see the ideas we read about in class being used to real life situations.
- I definitely think that this speaker should be brought back for future classes. It gave us an insight on a problem that the world is facing and she is a qualified person to talk about it.
- Yes. Valuable and relevant. Lena was great!
- Yes! Especially if people are interested in health or advertising. It helps you understand the media as well as health concerns.
- Yes definitely! We can always benefit from added information and knowledge from sources outside the university.
- Yes. Because it will be affecting 1/% or all, but to get the word out on how to attempt on an issues will be better than doing nothing.
- I would definitely enjoy another lecture like this. It was very interactive and fun. It got me thinking about media in a different light.
- Yes. It was nice to get an additional perspective on a topic covered regardless.

FRIDAY, OCTOBER 17, 2008
1:00 PM TO 4:00 PM
BROOME LIBRARY ROOM 1360

THE TRUTH ABOUT SMOKING

THE TOBACCO INDUSTRIES INFLUENCE
ON THE SMOKING CULTURE IN AMERICA

FOR INFORMATION ON THIS EVENT, PLEASE CONTACT TRACY LEE CLARKE@CSUCI.EDU
CALIFORNIA STATE UNIVERSITY CHANNEL ISLANDS

THE TRUTH ABOUT SMOKING

ABOUT

THE COMMUNICATION AND THE
NURSING PROGRAMS ARE CO-
SPONSORING AN ALL CAMPUS
EVENT SHOWING OF THE MOVIE,
"THE INSIDER," FOLLOWED BY A
FACILITATED DISCUSSION BY MS.
LENA DIBBLE, HEALTH CAMPAIGN
CONSULTANT AND FORMER
ANTI-TOBACCO HEALTH CAM-
PAIGN MANAGER FOR THE UTAH
DEPARTMENT OF HEALTH.

LENA DIBBLE HAS LED A TEAM OF EXPERTS IN THE DESIGN
AND IMPLEMENTATION OF "TRUTH" ANTI-TOBACCO CAM-
PAIGNS TARGETED AT CHILDREN AND YOUNG ADULTS.
THROUGH HER EFFORTS, UTAH'S MARKETING CAMPAIGN HAS
RECEIVED OUTSTANDING NATIONAL RECOGNITION. A RECENT
NATIONAL STUDY FOUND UTAH'S THE TRUTH CAMPAIGN
HAD THE GREATEST POSITIVE INFLUENCE ON YOUTH CHOICES
TO STOP SMOKING.

Subject: Movie Forum: "The Truth about Smoking": The Tobacco Industries Influence on the Smoking Culture in America

Date: Tuesday, October 14, 2008 1:25 PM

From: Cuevas, Rosario <rosario.cuevas@csuci.edu>

To: Campus Global Group <campus@csuci.edu>

Conversation: Movie Forum: "The Truth about Smoking": The Tobacco Industries Influence on the Smoking Culture in America

Movie Forum: "The Truth about Smoking": The Tobacco Industries Influence on the Smoking Culture in America

The Communication and the Nursing programs are co-sponsoring an all campus event showing of the movie, "The Insider," followed by a facilitated discussion by Ms. Lena Dibble, Health campaign consultant and former Anti-Tobacco Health Campaign Manager for the Utah Department of Health.

This Friday, October 17th, 2008

1:00 PM to 4:00 PM

Broome Library room 1360

*See attached flyer

Lena Dibble has lead a team of experts in the design and implementation of "Truth" Anti-Tobacco Campaigns targeted at children and young adults. Through her efforts, Utah's marketing campaign has received outstanding national recognition. A recent national study found Utah's The TRUTH campaign had the greatest positive influence on youth choices to stop smoking.

For information on this event, please contact tracylee.clarke@csuci.edu

Events

Movie forum 'The Insider' Oct. 17

The Communication and Nursing programs are co-sponsoring an all-campus event showing of the movie, "The Insider," from 1 to 4 p.m. on Friday, Oct. 17 in the Broome Library room 1360. A facilitated discussion by Lena Dibble, Health Campaign Consultant and former Anti-Tobacco Health Campaign Manager for the Utah Department of Health will follow the screening.

Dibble has led a team of experts in the design and implementation of "Truth" Anti-Tobacco Campaigns targeted at children and young adults. Through her efforts, Utah's marketing campaign has received outstanding national recognition. A recent national study found Utah's The TRUTH campaign had the greatest positive influence on youth choices to stop smoking.

For information on this event contact Tracylee Clark, Assistant Professor of Communication, at ext. 3305 or tracylee.clarke@csuci.edu.

CSUCI Family Weekend Oct. 17-19

Since 2002, Family Weekend has been a CSUCI Student Life tradition that provides the families of students with an opportunity to reconnect with each other and to further develop a relationship with the University. With a Welcome Aboard maritime theme, this year's event offers a multitude of engaging activities for all ages.

For more information, visit the website at www.csuci.edu/familyweekend or call the event coordinator, Kirsten Moss-Frye at (805) 437-3156 for volunteer opportunities.

Men to 'Walk a Mile in Her Shoes' at Family Weekend

On Saturday, Oct. 18, men from all walks of life will walk one mile in women's high-heeled shoes around the CSUCI Bell Tower to protest rape, sexual assault and gender violence. The campus community and participants of Family Weekend are scheduled to march. Proceeds from sponsored walkers in the event will benefit the Coalition to End Family Violence's prevention efforts and rape crisis services in the Ventura County.

The march is scheduled to begin at 10:30 a.m. with registration starting at 10 a.m. in front of the Bell Tower. Inspired by the old saying, "You can't understand a person's experience until you've walked a mile in their shoes," men will literally walk one mile in women's high-heeled shoes. Before the march, a brief program with a student speaker will take place. Men, women, and children are invited to participate and walk-in registrants are welcome. Men are encouraged (but not required) to walk in women's shoes and participants are being asked to obtain \$10 in sponsorship. Some high heels in all sizes will be available to those who don't bring their own.

For more information or to register to participate in the event contact Damien Peña, Director of Student Access, Orientation and Transition Programs, at ext. 3218 or at damien.pena@csuci.edu. For more information about Walk a Mile in her Shoes®, visit this website: www.walkamileinher shoes.org.

Truth About Smoking - Movie Forum

Dubbie Way

Kari Lyman

Kelly Lynch

Will Thomas

Lorena Medina

Jennifer Bonsangue

Alyssa Gutierrez

Sherril White

Jen Alexander

Jadonna Collier

Claudia Petrilli

Adriana Olivas

Elaine Quintos

Morgan Noe

Ryan Cantos

Andres Villa

Karyl Osher

Jackson Speers

Christine Walker

Getachew Haile

Victor Alamillo

Jessica Keller

Brett Blough

Amanda Ware

Brianne Olson

Sara Griffin

Arlene Settle

Kelly Hubner

Kim Ruiz

Samantha Garfinkel

Caroline Walsh

Melissa Espinal

Natalie Venegas

Lisa Edwards

JAMES MICHAEL DANIEL HINTZ

Julia Volonakis

Christina Virdmontes

Alicia Morales

Christine Quigg

Amber Nua

Diane Wolschon

Sharon Gertos

Jamaika Harlan

Crystal Kim

Stefanie Miskura

Kristi Sorensen

Therese Joy Abad

Anna Cruz

Raquel Biancan

Monique Cortez

Anna Tryd

Rene McMurray

Tyler B Stover

Emmarose Ambrosio

Amanda Rein

Allison Shaffer

Charles Fox

Jessie Turley

Amber Fillis

Elizabeth Rodriguez

Corinne Grandpre

Erin Olson

Sergio Juarez

HALA MAIDA

Shannon Tucker

Ethelina Cisneros

Michael Demarco



Request # 0232

<http://www.csuci.edu/ira/index.htm>

Application
Instructionally Related Activities Funds Request
2008-2009 Academic Year
DEADLINE: Fall and Academic Year 3/14/08
Spring 10/15/08

Applications must first be sent to the appropriate program chair. Chairs will then recommend and route them to the Dean's Office for review and authorization. The Dean's Office will then forward them to the IRA Committee for consideration.

Activity Title: "The Truth about Smoking": Health Messaging & College Students

Project Sponsor/Staff (Name/Phone): **Tracylee Clarke, 3305 & Karen Jensen 3150**

Activity/Event Date(s): **Fall 08 Semester: Guest Lecture and Brown Bag**

Date Funding Needed By: **September 15, 2008**

**Please Note that for Fall Requests the earliest that you will be notified of funding availability will be early June 2008 and for Spring Requests early January 2009.

Please check if any of the following apply to your IRA:

- | | |
|---|---|
| <input type="checkbox"/> Equipment Purchase | <input type="checkbox"/> Field Trip |
| <input checked="" type="checkbox"/> Event | <input type="checkbox"/> Participant data collection for public dissemination, i.e. interviews/surveys that result is a journal/poster session/newsletter |
| <input type="checkbox"/> IT Requirements | <input type="checkbox"/> Risk Management Consultation |
| <input type="checkbox"/> International Travel | <input type="checkbox"/> Late Submission (Passed Deadlines: Fall 3/14, Spring 10/15) |
| <input type="checkbox"/> Space/OPC Requirements | |
| <input type="checkbox"/> Infrastructure/Remodel | |
| <input type="checkbox"/> Other _____ | |

Previously Funded: ☐ YES ☒ NO Yes, Request # _____

Does your proposal require IRB (Institutional Review Board) approval: ☐ Yes ☒ No

Assessment submitted for previously Funded Activity: ☐ YES ☒ NO

Academic Program or Center Name and Budget Code: **#732-Communication**

Date of Submission:

Amount Requested: **\$1200** (Should match item 2. E. on page 4)

Estimated Number of Students Participating: **90+** This event is targeted to students majoring or enrolled in courses associated with the Communication Program and the Nursing Program. Specifically students enrolled in COMM 441, NRS 200 and NRS 260 will have an in-class guest speaker addressing the topic of anti-tobacco health campaigns and smoking among college age young adults. In addition we will sponsor an all-campus event showing of the movie "The Insider" (1999) followed by a facilitated discussion of the tobacco industries role in the smoking culture of the United States.

Application: Instructionally Related Activities Funds Request
2008-2009 Academic Year

Requirements and Signatures

1. **Brief Activity Description.** Describe the activity and its relationship to the educational objectives of the students' program or major.

Proposed Activity: The Communication and the Nursing program will co-sponsor visiting lecturer, Lena Dibble, M.S. Anti-Tobacco Health Campaign Manager for Utah Department of Health (please see brief bio below and attached vitae). Ms. Dibble will speak to students enrolled in Communication and Nursing classes about the national anti-tobacco media "Truth" campaign and health messaging to college students. Ms. Dibble will give 3 different class lectures addressing topics of health campaigns and audience segmentation, current statistics on smoking among college students, and recent trends in research addressing tobacco prevention and control. In addition we will sponsor an all-campus event showing of the movie "The Insider" (1999) followed by a facilitated discussion by Ms. Dibble focusing on the role of the tobacco industries the smoking culture of the United States (please see attached Events and Facilities Use Request Form).

Presenter Bio: In her role as the Media Campaign Manager for the Anti-Tobacco Program for Utah's Department of Health, Lena Dibble has lead a team of experts in the design and implementation of "Truth" Anti-Tobacco Campaigns targeted at children and young adults. Through her efforts, Utah's marketing campaign has received outstanding national recognition. A recent national study found Utah's The TRUTH campaign reached youth more frequently than any other campaign in the study. In the annual marketing survey, 90% of youth respondents said that our campaign ads made them think more about the negative effects of tobacco use. Ms Dibble has a Masters in public health from the University of Utah.

2. **Relation to IRA to Course Offerings.** All IRAs must be integrally related to the formal instructional offerings of the University and must be associated with scheduled credit courses. Please list all classes that relate to the program proposed.

This event will compliment curriculum in courses associated with the Communication and Nursing programs. Specifically it is associated with the following courses:

COMM 441: Health Communication
NRS 200: Introduction to professional Nursing Practice
NRS 260: Nutrition for Therapeutics and Health

3. **Activity Assessment.** Describe the assessment process and measures that the program will use to determine if it has attained its educational goals. **Please note a report will be due at the end of the semester.**

Students attending the all campus movie event will be asked to fill out a survey evaluating the event/discussion. Students enrolled in COMM 441, NRS 200 & NRS 260 will be asked to write a 1-page assessment of the event as well as class presentations relating it to individual course teachings.

4. **Activity Budget.** Please enclose a complete detailed budget of the entire Activity **bold** specific items of requested IRA funding. (Page 4)

Please see attached Budget

5. **Sources of Activity Support.** Please list the other sources of funding, and additional support for the activity.

No other funding sources are identified

6. **Acknowledgment.** Project Sponsor and Program Chair acknowledge that they have reviewed and accepted the Conditions and Considerations detailed on page 2.

Signatures and Dates

Karen Jensen
Charlyne Clarke
Project Sponsor(s)

3/7/08
3.7.8
Date

N. K. Kipatu
Program Chair/Director

3-7-08
Date

A. H. H. H.
Dean

3-10-08

Application: Instructionally Related Activities Funds Request
2008-2009 Academic Year

ACTIVITY BUDGET FOR 2008-2009

1. Operating Expense Budget

A. Supplies	_____
B. Vendor Printing	_____
C. In-State Travel	_____
D. Out-of-State Travel	\$500
E. Equipment Rental	_____
F. Equipment Purchase	_____
G. Contracts/Independent Contractors	_____
H. Honorarium	\$500
I. OPC Chargeback	_____
J. Copier Chargeback	\$200 (Advertising)
K. Other (Please Specify)	_____
 TOTAL Expenses	 \$1000

2. Revenue

A. Course Fees	_____ none
B. Ticket Sales	_____ none
C. Out of Pocket Student Fees (exclusive of course fees)	_____ none
D. Additional Sources of funding (Please specify And indicate source)	_____ none
E. Requested Allocation from IRA	\$1200
 Total Revenue	 \$1200

Contact: Events and Facilities Liaison (EFL)

One University Dr., Camarillo, CA 93012 Tel.: 805-437-8433 Fax: 805-437-8431

EVENT INFORMATION

PLEASE SUBMIT THIS FORM 30 DAYS PRIOR TO THE DATE OF EVENT

Organization or CSUCI Dept: communication

Billing Address or CSUCI charge code: #732-Comm

Account Code / Fund / Dept / Program

Event Coordinator: Carmen Belgado, Tracey Clarke

Tel: 3272

Email: Carmen Belgado

Fax:

Cell: 805.437.8431

Target Audience (please select): all-campus students

Brief Description of Event: movie, discussion

Events & Facilities Use Request

Select Internal or External Request

Date Finalized by EFL

Select New, Modify or Cancel Event

Event #

Date(s) of Event: Fall 08 (Oct)

Title of Event: Talk about Smoking

Start Time: 7 pm

Finish Time: 10 pm

Set Up Time: 12 pm

Expected Attendance: 75

FACILITY REQUESTED:

☐ Malibu 100

☐ Grand Salon

☐ Petit Salon

☐ Salon A

☐ The Hub

☐ The Hub Park

☐ South Quad

☐ North Quad

☒ Library Courtyard

☐ Classrooms (specify)

☒ Other (specify)

☐ Aliso Hall Auditorium

☐ Aliso Hall Plaza

☐ Bell Tower Mall

☐ Bell Tower Fountain C'yard

☐ Potrero Field

☐ Recreation Center

library or perhaps the

Student Commons in Annapolis

SPECIAL REQUIREMENTS:

☒ Alcohol will not be served

☐ Alcohol will be served

If alcohol is to be served/supplied, approval by the Chief of Police and the University President is required.

☐ Catering/Food Service:

** Sodexo has first right of refusal for on-campus catering.

Contact Sodexo: 805-437-8917 to discuss details.

sodexo@csuci.edu

TRANSPORTATION & PARKING:

☐ Directional signs must be provided to TPS 48 hrs. prior to event

Signs provided by:

Extension:

☐ Prkg. attendants requested:

Parking for event is designated by TPS:

APPROVALS: for administrative use only

Divisional Vice President (approval of event and charge code) Date

Events & Facilities Liaison (verification of space availability) Date

Chief of Police (event notification & approval for alcohol) Date

Dir. of Transportation & Parking (traffic control & parking) Date

Information Technology (approval if IT services requested) Date

O.P.C. SERVICES REQUESTED:

☒ Audio System

☒ Wireless Mic (2) #

☐ Lapel Mic (2) #

☐ Panel Mics (set of 6)

☐ CD Player

☐ Stage (10'x8'x2')

☐ Podium

☐ Power Ext Cords #

☐ Power strips #

☐ Trash Cans - Extra #

☐ Recycle Cans #

☐ Banners/Signage

Placement location

☐ Other Services (Please specify)

☐ OPC SERVICES NOT REQUESTED

☐ Tables - Standard 6' (30) #

☐ Tables - Almond/Folding 6' (40) #

☐ Tables - Round 72" (18) #

☐ Tables-Almond/Round 60" (20) #

☐ Tables-Classroom 6' (60) #

☐ Chairs - Almond/Folding (300) #

☐ Chairs - Green Folding (80) #

☐ Chairs - Burgundy (250) Malibu #

☐ Chairs - Blue (100) Malibu #

☐ Water pots (4 max) #

☐ Projection Screen (3)

SET-UP LAYOUT REQUESTED:

☒ Theater/Auditorium

☐ Classroom

☐ Banquet/Dining

☐ Open Square

☐ U-Shape

☐ Other (please attach a sketch of your layout)

IT SERVICES REQUESTED:

☐ PC on cart

☒ TV/VCR

☒ Wireless Internet Services

☐ Guest Access to Internet

☐ Other (please specify)

☐ IT SERVICES NOT REQUESTED

☒ Video Projector

☒ Overhead Projector

☐ Print Services

PUBLIC SAFETY:

☐ Additional assistance is requested for this event. (please specify):

☐ UNIV. POLICE CONSULTATION IS REQUIRED

Assoc. Dir. Buildings & Grounds (review setup/equip/layout/items)

Assoc. VP for OPC (review completed events and facilities request)

**Sodexo Manager (approval for waiver of catering services)

*President (approval for alcohol supply and/or service)