



P.A.T.C.H. Partners with Local Universities

“White-Out” game day events were held at both Oklahoma Baptist University (OBU) January 29, and St. Gregory’s University (SGU) February 26 this past Spring semester. The PATCH coalition sponsored white t-shirts printed with the school logo on the right front pocket and a large “16” on the back. The “16” represented the fact that 16 people die each day in Oklahoma due to tobacco use. 250 shirts were distributed at OBU and 150 shirts were distributed at SGU. Coalition members handed out shirts before the basketball games as well as other promotional items, such as fans, pencils, pens, magnets and note pads. All of these items had the 1800QUITNOW logo printed on them as well.

Because both universities adopted tobacco-free policies, this was a great way for the coalition to show their continued support of their policy. By educating students, staff and guests at these game day events, the coalition is reaching a broad audience within the community. In addition, these white shirts are still seen around town to this day.