

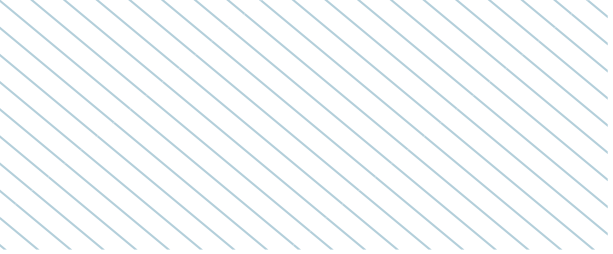


2023 — 2024

IMPACT REPORT

ELIMINATE
TOBACCO USE





FOUNDING PARTNERS

Eliminate Tobacco Use Initiative is jointly supported by The University of Texas System and The University of Texas MD Anderson Cancer Center.

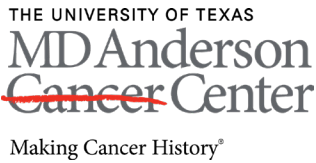




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SECTION 01 ▶▶▶

ABOUT THE ETU INITIATIVE



About the ETU Initiative

Despite significant declines in tobacco use over the last several decades, it remains a major public health problem in Texas and across the nation and is one of the main risk factors for a number of chronic diseases, including cancer, lung disease and cardiovascular diseases. Every year, tobacco use continues to claim the lives of 28,000 Texans and costs the state \$10.29 billion annually to care for smoking-related health problems. *This is preventable.*

ANNUAL COST OF TOBACCO USE

28,000

lives claimed in Texas

\$10.29B

in health care costs

In 2015, the Eliminate Tobacco Use (ETU) initiative was established to reduce tobacco use among all of The University of Texas System (UT System) institutions with the vision of one day leading a larger statewide- and national tobacco-control effort. Initiative founders—the UT System and The University of Texas MD Anderson Cancer Center (MD Anderson), along with the EndTobacco® Program team at MD Anderson and the Office of Health Affairs at the UT System—have expanded the initiative that now comprises leadership from all 15 UT System health and academic institutions, plus other leaders in higher education in Texas and partner states, and works closely with key federal, state and local tobacco control partners.

The ETU initiative continues working to create tobacco-free cultures within institutions of higher education through policy, prevention and cessation.

THE ETU MODEL

The ETU initiative is built on three foundational areas supported by evidence-based best practices in tobacco control:



POLICY



PREVENTION



CESSATION

FOUNDATIONS	ACTIONS	OUTCOMES	LONG-TERM GOAL
<ul style="list-style-type: none"> » Evidence-based frameworks to establish ETU goals, vision and strategies » Internal and external stakeholder buy-in » Environmental scan of tobacco-free campus programming across the U.S. » UT System representatives comprising a multi-disciplinary steering committee » Expansion in Texas and replication in U.S. 	<ul style="list-style-type: none"> » Adopt, implement and monitor tobacco-free campus policies » Develop and disseminate tools for education, prevention, policy and cessation health communication » Develop and implement guidelines and best practices to connect people who use tobacco and e-cigarettes with cessation services on campus or in their communities » Convene professionals to network and share learnings via an annual summit and quarterly webinars » Support implementation of the annual Texas College Policy survey on tobacco use across Texas community colleges and colleges/universities » Access and reference national tobacco-free policy databases » Conduct evaluations of annual summit and quarterly webinars 	<ul style="list-style-type: none"> » Lower rates of tobacco/vape use by the 4 intended audiences » Increase adoption of tobacco- and vape-free campus policies » Increase awareness of the harms associated with tobacco and e-cigarette use within the college campus environment » Increase access to tobacco and nicotine addiction treatment services » Expand the body of tobacco-related research related to college campuses 	<ul style="list-style-type: none"> » Tobacco-free cultures among institutions of higher education impacting each campus' four audiences (i.e., students, faculty/staff, patients/caregivers, communities)

WHY THE HIGHER EDUCATION SETTING?

About 95% of adults who smoke started using some form of tobacco product before reaching the age of 21.

Colleges provide an ideal environment to nurture lifelong behaviors. As tobacco and nicotine products evolve, institutions of higher education can influence the behaviors of young adults aged 18 to 24. These institutions can maximize this prime opportunity to shift the social norms around smoking and tobacco use during a time of growth and experimentation for many young people.

As of April 2024, at least 2,589 U.S. campuses are 100% smoke free; 2,168 of those are tobacco free [Source: Smokefree and Tobacco-Free U.S. and Tribal Colleges and Universities, American Nonsmokers' Rights Foundation, July 2024]. By targeting institutions of higher education, the ETU initiative seeks to reduce the impact of tobacco use and secondhand smoke exposure among the faculty, staff and communities they serve. The initiative welcomes all institutions of higher education, including universities, colleges, community colleges, seminaries, institutes of technology, vocational schools, trade schools and other career colleges that award degrees.

TOBACCO-FREE CAMPUSES:

2,589 | 100% smoke-free campus sites in the U.S.

OF THESE 100% SMOKE-FREE SITES:



2,168

Are 100% tobacco-free everywhere
(including non-combustible forms/smokeless)



2,260

Prohibit e-cigarette use everywhere



1,221

Prohibit hookah use everywhere



603

Prohibit smoking/vaping marijuana everywhere

SOURCE: Smokefree and Tobacco-Free U.S. and Tribal Colleges and Universities, American Nonsmokers' Rights Foundation, July 2024

SECTION 02 ▶▶▶

YEAR IN REVIEW



Year in Review

In the 2023–2024 academic year, we completed our ninth year of the ETU initiative. This year, our team focused on supporting institutions as they implement and promote tobacco-free prevention efforts, policies and treatment services at their campuses and workplaces.

WE ARE PROUD OF THESE ACCOMPLISHMENTS BY OUR TEAM:

1. Offered enhanced services to students, faculty, staff and patients (for health institutions).
2. Held the ninth annual ETU Summit in April 2024, with 514 participants from over 150 organizations and campuses attending the hybrid national and state conferences.
3. Continued to prioritize efforts in the domains of policy, prevention and cessation.
4. Hosted four quarterly webinars to offer educational opportunities around tobacco treatment updates, serving approximately 336 individuals.
5. Advanced campus tobacco-free policy efforts through innovative and collaborative methods.
6. Updated the Campus Communication Toolkit to provide campuses a free, customizable resource to promote tobacco-free messages on their campus.
7. Supported five institutions in customizing campus communication materials.
8. Welcomed two new partner institutions, Stephen F. Austin University and Texas State University.

We thank each campus for their commitment to keep tobacco education, policy compliance and tobacco treatment top of mind for employee and student wellness. We extend our gratitude to the committees and task forces supporting these efforts on your campuses.

CAMPUS PROGRESS DASHBOARD UPDATES

Site visits were conducted by the EndTobacco® Program team, with each institution sharing updates on their tobacco control strategies. The dashboard, a tool used to benchmark tobacco-free work on UT System college campuses, was updated to reflect campus progress for the 2023–2024 academic year.

The following institutions improved their actions this academic year, achieving a 100% rating in criteria across the 3 domain areas of policy, prevention and cessation.

	POLICY	PREVENTION	CESSATION
UT Arlington	✓	✓	✓
UT Permian Basin	✓	✓	✓
UT Tyler Health Science Center	✓	✓	✓

CAMPUS PROGRESS DASHBOARD:

EliminateTobaccoUse.org/Impact/Progress

ETU BY THE NUMBERS

In the 2023–2024 academic year, ETU achieved the following milestones:



514

Summit attendees



311

CE credits given as part of summit



150+

Total colleges/ universities engaged across 22 states



3

States who are current, active partners



336

Webinar attendees



2

New institutional steering committee members



3

Steering committee meetings held

ETU ON THE ROAD

ETU program leadership presented and/or attended a number of national conferences this year to share and learn best practices in the future of collegiate health, public health prevention and tobacco control.

FALL 2023

STATE OF BLACK HEALTH CONFERENCE

San Juan, Puerto Rico

- » Promoted ETU as a resource for those working in higher-education settings.
- » Sessions focused on tobacco-related disparities and other chronic diseases impacting Black Americans.

HEALTHIER TEXAS SUMMIT

Austin, TX

- » Delivered presentation on the ETU initiative, Truth Initiative and Peers Against Tobacco programs.
- » Sessions focused on improving health by empowering leaders in higher education across Texas to work together to create policy-, systems- and environmental change.



▶▶▶ ENDOBACCO® PROGRAM EXECUTIVE DIRECTOR JENNIFER COFER, PH.D., AND COLLEAGUES ATTENDING THE HEALTHIER TEXAS SUMMIT

SPRING 2024

MEETING OF THE MINDS

St. Louis, MO

- » University of Missouri and Partners in Prevention are an ETU replication partner.
- » Attended this event to learn about ongoing higher education health and wellness efforts in Missouri.

SUMMER 2024

AMERICAN COLLEGE HEALTH ASSOCIATION (ACHA)

Atlanta, GA

- » Attended the ACHA annual meeting with national campus health and wellness stakeholders to gain insights for enhancing campus health and wellness programs and to advance student well-being.

ASSOCIATION OF RECOVERY IN HIGHER EDUCATION (ARHE/ARS/AAPG) ANNUAL CONFERENCE

San Diego, CA

- » Presented at the Annual Collegiate Recovery Conference on the importance of integrating tobacco prevention and awareness events into broad substance-use programming and ensuring cessation and treatment services are available for students on campus.
- » Attended conference sessions to broaden knowledge and networks on recovery in higher education settings.



SECTION 03 ▶▶▶

THE CHANGING LANDSCAPE OF TOBACCO

The Changing Landscape of Tobacco



SMOKING INITIATION

» The age range for smoking initiation has expanded, with an increase in those starting between the ages of 18 and 23. In 2018, the peak age for initiation rose to 18 years, indicating a significant departure from the historical pattern where tobacco-use initiation typically occurred around age 15 (Barrington-Trimis et al., 2020).



DECREASE IN SMOKING RATES;

VAPING REMAINS STEADY

- » The prevalence of cigarette smoking among American youth and adults is at an all-time low, 11.5% of adults (CDC, 2021), 1.9% of high school age students (National Youth Tobacco Survey [NYTS], 2023) and 1.1% of middle school students (NYTS, 2023) report smoking cigarettes in the past 30 days.
- » E-cigarettes continue to be the most used tobacco product among youth with 4.6% of middle school students and 10% of high school students reporting use of e-cigarettes (NYTS, 2023).



CANNABIS CONNECTION WITH TOBACCO USE

Co-use of tobacco and cannabis is common for adolescents, young adults and older adults.

- » 35% of adults who smoke cigarettes daily also used cannabis daily (Gravely et al, 2020).
- » Among youth ages 12-17 who used cigarettes daily, 29.9% used cannabis daily (Truth Initiative, 2023).
- » Youth who vape nicotine are over 3x more likely to also use cannabis (Truth Initiative, 2023).



RECOMMENDED READS:

1. [Trends in the age of cigarette smoking initiation among young adults in the us from 2002 to 2018](#) – JAMA Network Open, 2020
2. [Smoking initiation shifting from teens to young adults](#) – National Cancer Institute, 2020
3. [The link between cannabis and tobacco](#) – Truth Initiative, 2023

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SECTION 04 ▶▶▶

CURRENT PARTNERS



Current Partners



- » The ETU Initiative was established in Texas in 2015 with an aim to act as a model and a resource for higher education institutions and community agencies across the country. Since its inception, other states have replicated all or parts of the initiative. In 2018, New Jersey and Virginia became the first two partner states; each hosted their first ETU summit that spring. Missouri saw that impact and joined as the third partner in 2019.
- » Initiative resources are tailored to meet each partner's unique needs in their state, while maintaining the ETU model to address tobacco use within institutions of higher education through policy, prevention/education and cessation services. Below are partner updates from the past year.

ETU TEXAS HIGHLIGHTS

The ETU Texas initiative continued to engage stakeholders from colleges and universities across Texas during the 2023–2024 academic year and welcomed Stephen F. Austin University and Texas State University to the ETU Texas steering committee. New health-communication materials were provided to all universities, with the opportunity to customize materials to best fit the campus using the resource. The ETU Texas steering committee helped plan and implement the ETU Texas Summit. ETU Texas worked to elevate conversations about emerging tobacco products and resources available to college students, staff and faculty. The ETU Texas initiative plans to increase programming to elevate the conversation of poly-substance use (tobacco/nicotine and other substances), mental health and wellbeing, and the role of universities in reducing the burden of tobacco and nicotine in our communities.

HIGHLIGHTED ACCOMPLISHMENTS

- » Organized the first College & University Peer Educator Webinar for ETU Texas with 48 in attendance from 13 colleges and universities.
- » Held a hybrid Texas Summit in April 2024 with 172 attendees from 90 organizations, agencies, colleges and universities.
- » Welcomed 8 new committee members from Stephen F. Austin State University, Texas State University, University of Texas at Arlington, University of Texas at Austin, University of Texas at Dallas, University of Texas Permian Basin, University of Texas Rio Grande Valley and University of Texas at Tyler.

ETU VIRGINIA HIGHLIGHTS


The ETU Virginia initiative has been actively working across the Commonwealth of Virginia to enhance higher-education tobacco policies. Through a partnership with the Virginia Department of Health Tobacco Control Program, the group has been able to engage with various schools to provide technical assistance on policy efforts and grant submissions that support tobacco control efforts in higher education. Throughout the year, ETU Virginia has provided grant-application technical assistance, is drafting a new online policy dashboard and is revamping their tobacco policy surveillance report cards.

HIGHLIGHTED ACCOMPLISHMENTS

- » Distributed updated tobacco-policy-surveillance report cards to 49 public and private colleges and universities across the Commonwealth.
- » Four colleges and universities made policy improvements as a result of the updated tobacco-policy-surveillance report cards.
- » Developed and disseminated the Virginia Tobacco Free College Policy Implementation Toolkit to colleges and universities.



ETU NEW JERSEY HIGHLIGHTS



Over the last year, the New Jersey Colleges & Universities Implementing Tobacco & Smoke-Free Policies (NJCUITS) initiative, through Tobacco Free for a Healthy New Jersey, planned the NJ Statewide ETU Summit, held at Georgian Court University—a NJCUITS partner. The summit featured workshops on various topics, including social justice, Tobacco 101 and Rutgers University’s path to becoming tobacco free. New Jersey’s keynote speaker, Onjewel Smith, presented American Nonsmokers’ Rights Foundation’s policy recommendations for creating tobacco-free college campuses. The event strengthened partnerships and encouraged future collaborations among participating organizations.

HIGHLIGHTED ACCOMPLISHMENTS

- » Hosted first in-person ETU Summit since the pandemic, facilitating collaboration between a diverse group of attendees.
- » Collaborated with Garden State Equality to deliver a workshop dedicated to social justice, providing resources to all attendees.
- » Hosted a panel discussion that included Incorruptible U college students and Quit Center professionals.
- » Sparked interest and engagement from new college and university partners at the ETU Summit.



ETU MISSOURI HIGHLIGHTS

The ETU Missouri initiative continued making strides in tobacco prevention and policy initiatives. The initiative had strong participation at the annual Partners in Prevention conference, completed comprehensive data collection efforts and made progress in updating tobacco-free campus policies across several universities.

HIGHLIGHTED ACCOMPLISHMENTS

- » The Partners in Prevention annual Meeting of the Minds conference had 388 total participants with 57 attending the tobacco track.
- » 34 schools participated in the 2024 administration of Missouri Assessment of College Health Behaviors (MACHB) survey. Included in this survey is a block of questions regarding tobacco use and secondhand smoke/aerosol exposure.
- » Saint Louis University updated their tobacco-free campus policy, and three other schools in the Partners in Prevention coalition have started the policy-change process by reviewing and proposing new language to ensure that their policies are as protective as possible.



SECTION 05 ▶▶▶

NATIONAL SUMMIT REVIEW



National Summit Review

REACH

514

Attendees reached

150+

Organizations & campuses

22

States



▶▶▶ ETU CO-FOUNDERS AND LEADERSHIP ATTENDING THE 2024 NATIONAL SUMMIT

The ETU initiative hosted the ninth annual National Summit on April 10, 2024, convening tobacco control advocates, both virtually and in-person, at MD Anderson in Houston, Texas. The summit incorporated the voices of ETU state leadership from New Jersey, Texas and Virginia. Initiative co-founders, Drs. Ernest Hawk and David Lakey, and EndTobacco® Program Executive Director Dr. Jennifer Cofer, welcomed attendees. The summit featured comprehensive presentations and discussions about reducing tobacco use in the higher education setting and a look at how co-occurring substance use can be addressed.

The national and state summit events reached 514 attendees from over 150 organizations and campuses across 22 states, underscoring the widespread commitment to combating tobacco use.

The national summit featured three keynote speakers, as well as panels of higher education and student leaders from around the country to share insights into the timely challenges and successes of tobacco-control efforts.

KEYNOTE SPEAKERS

“The speakers were knowledgeable, dynamic and the offerings were relevant and on trend.”



MONICA CORNELIUS, PH.D., of the Centers for Disease Control and Prevention, shared recent information about health harms and national tobacco-product trends. Dr. Cornelius provided promising new data about willingness to quit vaping and emphasized the need for increased cessation efforts: more than 60% of the young people who currently vape want to quit.



AMANDA GRAHAM, PH.D., of the Truth Initiative, shared startling statistics on how the tobacco industry is making quitting tobacco much harder. Research from her colleagues at the Truth Initiative Schroeder Institute found that cigarette manufacturers are making bigger, cheaper and disposable e-cigarettes that come in increasingly higher nicotine levels.



JESSICA BARRINGTON-TRIMIS, PH.D., of the University of Southern California Institute for Addiction Science, described the changing nicotine landscape and its impact on the young adult population. She also provided data to support a dual focus on tobacco and cannabis that are often used together.

THOUGHTS FROM 2024 SUMMIT ATTENDEES

“Tobacco free policies have the power to change social norms and decrease tobacco use. Leverage community partners as strengths in the process.”

“I found the current trends, specifically newer products discussion interesting and helpful.”

“Importance of multi-dimensional efforts to reduce the impact of tobacco and tobacco-related cancer.”

“Such valuable information about trends around tobacco products and hearing from some of our colleges on their journey towards becoming tobacco free. Loved the student panel as well!”



OTHER SUMMIT TAKEAWAYS



90%+ of evaluation respondents reported that they will leverage strategies from the ETU Summit to influence/enhance their institution's efforts.



~90% of evaluation respondents reported that the ETU Summit was a significant step in cultivating partnerships and collaborations across institutions and tobacco-control partner groups nationwide.



95%+ of evaluation respondents reported learning new and useful information about tobacco policy, education/prevention and cessation resources.



90%+ of evaluation respondents reported that what they learned at the ETU Summit will positively impact their daily work.

SECTION 06 ▶▶▶

STATE SUMMITS



Alongside the national summit, ETU partner states organized their own state summits to foster regional cooperation and local advancements in tobacco policy, prevention, cessation and treatment initiatives.



>>> IMAGES FROM THE 2024 ETU STATE SUMMITS IN TEXAS, VIRGINIA AND NEW JERSEY



ETU NEW JERSEY hosted 59 people in-person at Georgian Court University in Lakewood, New Jersey, the week before the national summit on April 3, 2024, to inspire collaboration and discuss strategies for advancing tobacco-free policies in the state. The summit highlighted the importance of addressing disparities in tobacco use and included speakers and representatives from the Rutgers University Institute for Nicotine & Tobacco Studies, Tobacco-Free for a Healthy New Jersey, Lindsay Meyer Teen Institute, Partners in Prevention and American Nonsmokers' Rights Foundation.



ETU TEXAS hosted 172 people, virtually and in-person, at MD Anderson in Houston, Texas, the day after the national summit. The Texas summit focused on emerging trends in tobacco use in the state and college tobacco initiatives and policies. The summit also featured informative panels on student substance-use data, hookah's epidemiology, marketing and regulatory considerations and campus communication resources. Universities, colleges and community organizations in attendance reported on their action-plan ideas for the coming year.



ETU VIRGINIA hosted 39 people for an in-person training in Richmond, Virginia, on April 11, 2024, to develop strategies to further reduce tobacco and vaping use in the state. The summit highlighted tobacco-control policy progress in Virginia, including common challenges to effective tobacco-control policy implementation and emerging trends in nicotine and cannabis vaping. Additionally, tobacco control experts were available to meet one-on-one with college- and university representatives to answer questions related to their institution's current tobacco-control efforts.

SECTION 07 ▶▶▶

ETU WEBINARS



This year, ETU webinars provided campuses fresh learning opportunities with resources, data and services from experts across the country.

SEPTEMBER 2023



» **VERA KUMA**, Community Engagement and Grants Specialist with the Truth Initiative, joined to share grant opportunities available for colleges and universities seeking to become tobacco-free.



» **CASSIDY LOPARCO, PH. D.**, from George Washington University's Milken Institute School of Public Health, delivered a presentation on Derived Psychoactive Cannabis Products and described their direct implications for future policy and regulations.



» **SHERMAN CHOW, M.H.A., M.A.**, from The University of Texas at Austin's Tobacco Research and Evaluation Team, shared findings from the annual Peers Against Tobacco College Student Survey on tobacco and e-cigarette behaviors and perceptions among Texas college students.

DECEMBER 2023



» **CAROLINE NORTH, M.A.**, from The University of Texas at Austin's Department of Kinesiology and Health Education, shared an update on the landscape of tobacco products in the U.S. market.

ETU WEBINARS ▶▶▶



» **ERIKA SWARD**, National Assistant Vice President, Advocacy, American Lung Association presented an update on product standards for menthol cigarettes and flavored cigars.



» **ANNIE ROSSETTI, M.P.H.**, Health Communication Specialist, Office on Smoking and Health, Centers for Disease Control discussed the CDC Empower Vape-Free Youth™ campaign.

FEBRUARY 2024



» **CAROLINE NORTH, M.A.**, from The University of Texas at Austin's Department of Kinesiology and Health Education, provided an update on the landscape of tobacco products in the U.S. market.



» **RENEE NOLEN ROSENCRANS, M.P.H.**, of the Centers for Disease Control Office on Smoking and Health, presented the 2024 TIPS from Former Smokers™ campaign.



» **LAURA ANAYA RODRIGUEZ, M.P.H. AND JESSICA HUGHES WAGNER, M.P.H., M.C.H.E.S.®**, from The University of Texas at Austin's Center for Health Communication, highlighted the ETU Social Media Toolkit available for all institutions of higher education to use to increase their tobacco prevention and education efforts online.



FEBRUARY 2024, COLLEGE & UNIVERSITY PEER EDUCATOR WEBINAR



» In collaboration with the Truth Initiative, the ETU initiative organized its first College & University Peer Educator Webinar. Kristen Tertzakian from the Truth Initiative shared insights about the impact of nicotine on mental health and the environment. The webinar was open to student peer educators and leaders from college and university campuses across Texas. The 48 webinar participants—representing 13 institutions—left with actionable plans to increase campus awareness about the detrimental effects of nicotine on mental health and healthy coping behaviors.

JULY 2024



» **CAROLINE NORTH, PH.D.**, from The University of Texas at Austin's Tobacco Research & Evaluation Team, shared a Market Watch Update on vaping brand preferences among young adults.



» **MEGAN DIAZ, PH.D. AND ANDREW SEIDENBERG, PH.D.**, from the Schroeder Institute at Truth Initiative, shared a deep dive into the current landscape of oral nicotine products.



SECTION 08 ▶▶▶

ETU COMMUNICATION RESOURCES



THIS IS QUITTING: FREE MATERIALS AND RESOURCES TO HELP STUDENTS QUIT VAPING

MD Anderson partnered with Truth Initiative to offer free communication materials for Texas institutions of higher education to help students quit vaping. *This is Quitting* materials feature a texting line where campus community members aged 13-24 can get free text-based support by texting VAPEFREETX to 88709. Outside Texas, youth can receive support by texting DITCHVAPE to 88709. As part of this collaboration, *This is Quitting* promotional materials are free and include social media graphics, sample post content, posters, flyers, PowerPoint slides and newsletter content.

To gain access to these “plug and play” materials for your campus, fill out the [This is Quitting interest form](#).



▶▶▶ 8.5 X 11" THIS IS QUITTING FLYERS

CAMPUS COMMUNICATION TOOLKIT



▶▶▶ DIGITAL DISPLAY AD FROM THE *FREE TO* CAMPAIGN

In the fall of 2023, ETU launched the updated Campus Communication Toolkit. The *Free To* communication campaign was developed in partnership with The University of Texas at Austin’s Center for Health Communication and pulls inspiration from the brand elements of the wider ETU Initiative. The campaign uses positive message framing to communicate the benefits of a vape-and-smoke-free life and emphasizes the physical, financial and social benefits of being vape- and tobacco-free. The campaign materials feature members of ETU’s priority audiences: students, faculty and staff.



SCAN FOR MATERIALS

All materials can be customized and tailored to a campus’s specific needs. To download the campaign materials, visit EliminateTobaccoUse.org/Campus-Communication-Toolkit

ADDITIONAL ETU COMMUNICATION RESOURCES



EVENT TOOLKIT

Contains digital, print and promotional materials to support tobacco prevention, campus policy and cessation services at your institution any time of year.



SIGNAGE TOOLKIT

Offers guidance for combining the ETU Tobacco-Free and Vape-Free visual marks with your institution's brand to create permanent school signage.



SOCIAL MEDIA TOOLKIT

Features a content bank with ready-to-use posts to encourage tobacco prevention and promote your campus's tobacco-free policy and cessation resources.



SCAN FOR MATERIALS

SECTION 09 ▶▶▶

THE YEAR AHEAD



The Year Ahead

The ETU leadership team looks forward to our tenth year of assisting campuses with tobacco policy, prevention and cessation efforts during the 2024–2025 academic year. As we embark on our initiative’s tenth year (since our 2015 founding), we will celebrate the numerous efforts and milestones we reached each year to protect campuses and their communities from the harms of tobacco products.

FOUR PRIORITIES FOR THE UPCOMING ACADEMIC YEAR:

1. Continue encouraging campus task forces and committees to address all tobacco products that are most used among the young adult population (i.e. hookah, e-cigarettes, oral nicotine pouches).
2. Assist campuses in promoting *This is Quitting* or other tailored resources for college students, staff and faculty who want to quit.
3. Expand the initiative into states across the U.S. southern region having the highest rates of tobacco-use.
4. Continue expanding the reach of the initiative into Historically Black Colleges and Universities and community colleges.



>>> ETU CO-FOUNDERS DRS. DAVID LAKEY & ERNEST HAWK ATTENDING THE 2024 ETU SUMMIT

The tenth annual ETU Summit will be April 23 and 24, 2025. We’ll also continue to host quarterly webinars offering new information on tobacco products; relevant survey data; and free, campus focused cessation and prevention services. We hope to see you there!

Finally, we congratulate and thank our college- and university colleagues who have worked tirelessly to create tobacco-free environments that foster lifelong healthy behaviors and cultivate future student leaders who are free from tobacco- and nicotine addiction.

SECTION 10 ▶▶▶

STATE INITIATIVE LEADERSHIP



MISSOURI

Kevin Everett, Ph.D.

Associate Professor, Family and Community Medicine
University of Missouri

Joan Masters, B.S.Ed., M.Ed.

Senior Coordinator
Partners in Prevention

Jenna Wintemberg, Ph.D., M.P.H., C.H.E.S.

Assistant Teaching Professor, Health Sciences
University of Missouri

NEW JERSEY

Megan Biemesderfer

Prevention Specialist
The Center for Prevention and Counseling

Kim Burns

Programs Coordinator, Tobacco Free for a
Healthy NJ
Atlantic Prevention Resources

Carlo Favretto Jr.

Prevention Associate
New Jersey Prevention Network

Elise McGaughan

Northern Regional Programs Coordinator,
Tobacco Free for a Healthy NJ
The Center for Prevention and Counseling

Ashley Smith, C.H.E.S.

Tobacco Programs Supervisor
New Jersey Prevention Network

Yousrah Younous

Prevention Associate
New Jersey Prevention Network

TEXAS

Jennifer Cofer, Dr.P.H., M.P.H., C.H.E.S.

Executive Director, EndTobacco® Program
The University of Texas MD Anderson Cancer Center

Nagla Elerian, M.S.

Director, Population Health Strategic Initiatives
The University of Texas System

Ernest Hawk, M.D., M.P.H.

Vice President, Division of Cancer Prevention and
Population Sciences
The University of Texas MD Anderson Cancer Center

David Lakey, M.D.

Chief Medical Officer and Vice Chancellor,
Health Affairs
The University of Texas System Administration

Darrien Skinner, M.S.

Program Manager, EndTobacco® Program
The University of Texas MD Anderson Cancer Center

VIRGINIA

Roger Anderson, Ph.D.

Associate Director, Population Science
University of Virginia Comprehensive Cancer Center

Bernard Fuemmeler, Ph.D., M.P.H.

Associate Director, Population Science
Virginia Commonwealth University
Massey Cancer Center

Lindsay Hauser, M.S., M.T.T.S.

Director, Office of Community Outreach and Engagement
University of Virginia Comprehensive Cancer Center

ELIMINATE TOBACCO USE

EliminateTobaccoUse.org

#TobaccoFreeColleges

#TobaccoFreeCommunities

#EliminateTobacco

SUGGESTED CITATION:

The University of Texas MD Anderson Cancer Center and The University of Texas System. (2024). Eliminate Tobacco Use. 2023-2024 Impact Report.