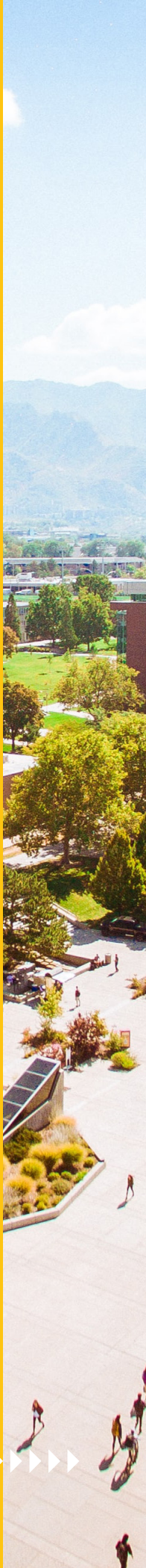




2021 – 2022

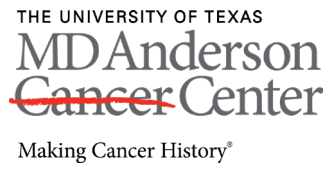
Impact Report



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.



THE UNIVERSITY of TEXAS SYSTEM
THIRTEEN INSTITUTIONS. UNLIMITED POSSIBILITIES.



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YEAR IN REVIEW

In 2022, we wrapped up our seventh year of the Eliminate Tobacco Use (ETU) Initiative. The team focused on adapting components of the initiative into a hybrid setting for institutions of higher education and workplaces.

We are proud of these accomplishments by a cross-disciplinary team:

- Enhanced tobacco treatment services offered to students, faculty, staff and patients (for health institutions)
- Engaged two community colleges and four historically Black colleges and universities in tobacco prevention and control activities
- Held the 3rd virtual and 7th annual ETU Summit in April 2022, with 522 participants from 29 states attending the 2-day conference
- Continued to make health equity a priority of our strategic activities and align efforts in the domains of policy, prevention and cessation
- Advanced campus tobacco-free policy efforts through innovative methods

We'd like to 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.



▶ **PICTURED (LEFT TO RIGHT)**

NCTOH presenters: Ginny Chadwick, Irakli (Eric) Kakauridze, Jennifer Cofer, Alex Hurst and Andrew Romero

SUCCESS STORY

National Conference on Tobacco or Health

The National Conference on Tobacco or Health (NCTOH) is one of the largest, long-standing gatherings for leading tobacco control professionals in the United States. The conference attracts a diverse group of public health professionals from around the country committed to best-practice programs, treatment offerings and policies to reduce tobacco use. A multi-state partner team presented “A Framework to a National Movement: Eliminate Tobacco Use on College Campuses” at the June 2022 NCTOH conference held in New Orleans, showcasing how the ETU model was successfully implemented in Missouri, New Jersey, Texas and Virginia.

WHY THE HIGHER EDUCATION SETTING?

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 become agents of change for young adults ages 18 to 24. These 2- and 4-year colleges 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 July 1, 2022, at least 2,604 U.S. campuses are 100% smoke free; 2,169 of those are tobacco free. 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 community 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.

2,604

100% SMOKE-FREE CAMPUS
SITES IN THE US

2,176

ARE ALSO 100% TOBACCO-FREE EVERYWHERE
(INCLUDES NON-COMBUSTIBLE FORMS/SMOKELESS)

2,253

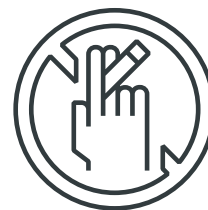
PROHIBIT E-CIGARETTE
USE EVERYWHERE

1,235

PROHIBIT HOOKAH USE
EVERYWHERE

586

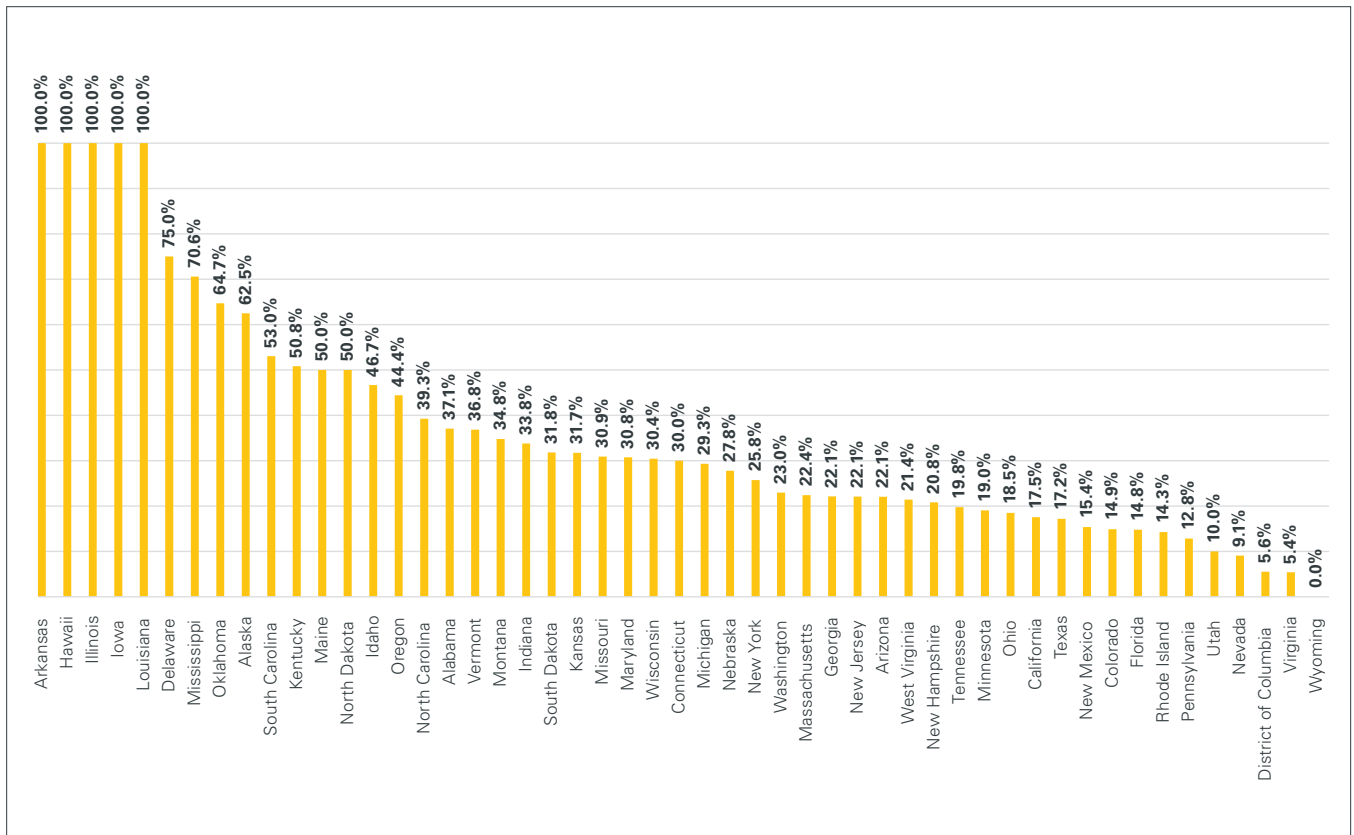
PROHIBIT SMOKING/VAPING
MARIJUANA EVERYWHERE



SOURCE: Smokefree and Tobacco-Free U.S. and Tribal Colleges and Universities, American Nonsmokers' Rights Foundation, July 2022

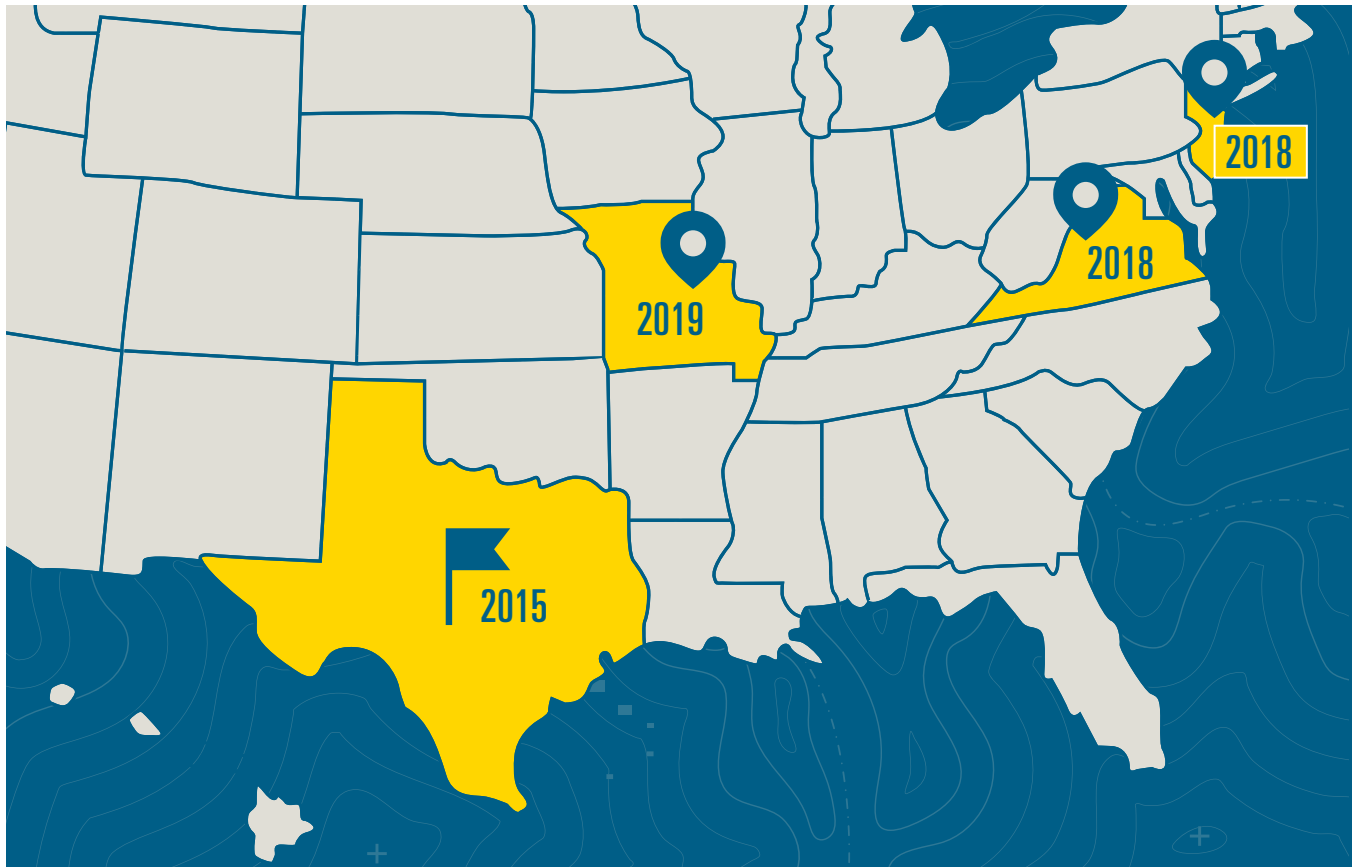
SMOKE-FREE CAMPUS % BY STATE (2022)

Despite the increase in smoke-free environments in the U.S., less than a quarter of the country’s colleges and universities have 100% smoke- or tobacco-free protections. Most local and state smoke-free laws do not include those campuses, despite the fact that college or university campuses are workplaces. However, some states do include state schools in their smoke-free workplace laws. Highlighted below are the ratios of colleges and universities that are currently smoke-free by state.



SOURCE:

Data provided by National Center for Education Statistics and the ANR Foundation
 Graph created by Elizabeth Do, Ph.D., ETU Virginia Steering Committee member



CURRENT PARTNERS

The ETU Initiative was founded in 2015 in Texas, and since then 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 its impact and joined as the third partner in 2019. Initiative resources are adapted for each partner, as each state brings a unique perspective to the initiative, while maintaining the 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, ESTABLISHED 2015

Over the past year, ETU Texas intentionally focused on outreach outside The University of Texas System, and welcomed Lee College (community college), Texas Southern University (historically Black college or university [HBCU]), and the University of North Texas Health Science Center to our Texas Steering Committee. During the year, technical assistance was provided to 3 other higher-education institutions to support prevention education activities and tobacco treatment services. Health communication support for campus events with customization of the event kit materials was provided to The University of Texas at Tyler. The University of Texas Medical Branch harnessed information gained from specialized training to enhance their student-led clinic's tobacco treatment program for the underserved community. In addition, the ETU Texas team supported Dallas College with policy implementation, prevention education activities and resources as they transitioned from a two-year to a four-year institution.

Notable Success

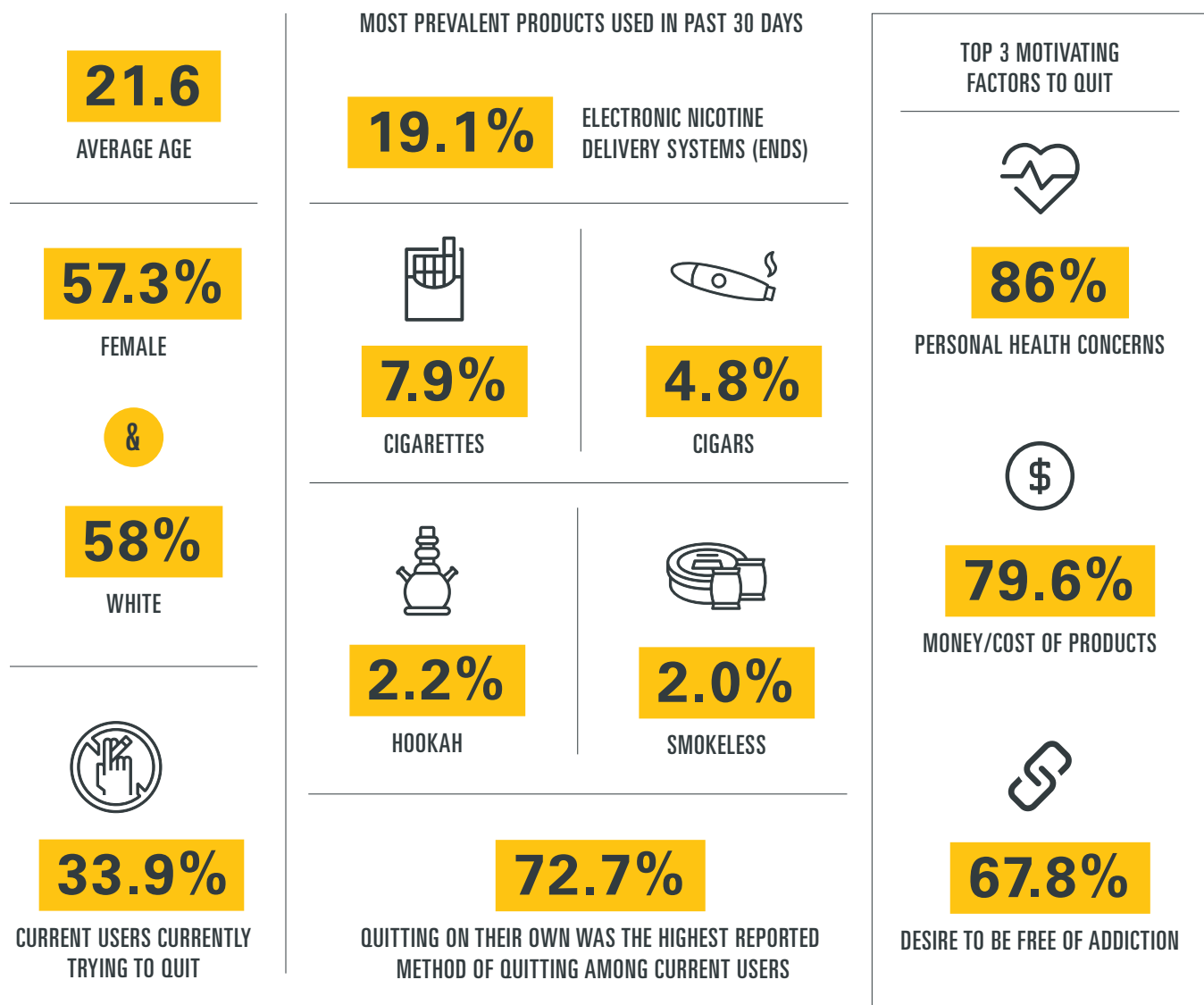
The Texas initiative collaborated with the University of Texas at Austin Tobacco Research and Evaluation team's annual College Tobacco Survey, which included five questions designed to assess young adults' cessation-related behaviors across the state. An astounding 18,476 students completed the survey. It included students from three Texas HBCUs (Jarvis Christian University, Prairie View A&M University, Texas Southern University) to obtain tobacco-use data for their campuses to guide future tobacco-awareness activities. The results showed that fewer than 12% of tobacco users trying to quit used a quitting app and fewer than 10% used a texting program—illustrating the need to promote Texas's This Is Quitting program as an effective resource to target Texas youth and young adults trying to quit. Survey results follow. ▶▶▶



truthinitiative.org/thisisquitting

Texas College Tobacco Survey

- Implemented in March 2022 by the UT Austin Tobacco Research and Evaluation Team as an evaluation component of the Peers Against Tobacco program
- Explored college and university students' knowledge, attitudes, norms and behaviors related to conventional and alternative tobacco products
- Reached 18,476 respondents from 19 Texas colleges and universities



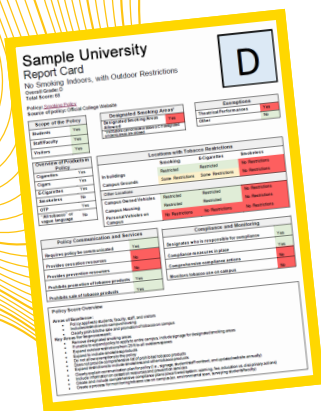


ETU VIRGINIA, ESTABLISHED 2018

ETU Virginia built off their momentum from 2021 when they clarified the Governor’s Executive Order 41, opening the door for many universities and colleges to modify their current policies. ETU Virginia used 2021 data to create and share a detailed report card for over 50, four-year public and private colleges and universities in Virginia. The report cards serve as a launchpad for changing Virginia higher education tobacco policies by providing a snapshot of both strengths and weaknesses in each school’s tobacco policy. ETU Virginia and the Virginia Department of Health Tobacco Control Program are currently offering technical assistance to schools to address policy deficiencies.

Notable Success

A major success of the past year is the launch of tobacco policy report cards that were provided to four-year public and private colleges and universities in Virginia.

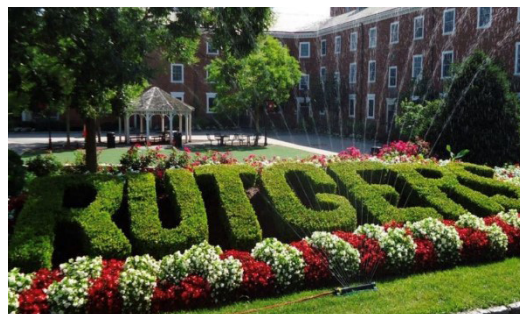


▶▶▶ Report card sample

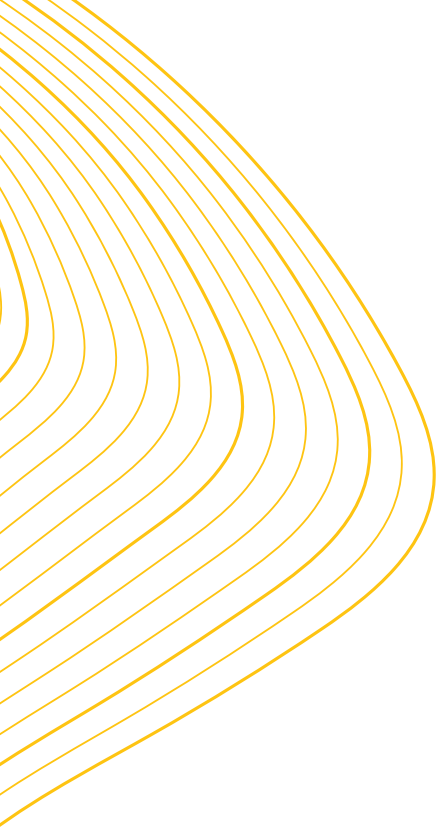
ETU NEW JERSEY, ESTABLISHED 2018

As part of ETU New Jersey Initiative, the New Jersey Prevention Network, in its fifth year of funding from the New Jersey Department of Health, focuses on implementing the Tobacco Free for a Healthy New Jersey initiative. This initiative works throughout the state of New Jersey—using evidence-based, best practice, tobacco prevention-related efforts—to reduce tobacco use and the negative impact of secondhand smoke and ensure that cessation resources and educational materials are properly distributed. Funded by the New Jersey Department of Health for New Jersey Colleges and Universities Implementing Tobacco and Smoke-Free Policies (NJ CUIITS) initiative, New Jersey Prevention Network aims to target 18 to 24-year-old young adults while enhancing statewide efforts to institutionalize comprehensive tobacco-free college policies and creating an environment that supports tobacco-free living as well as quitting. To learn more about Tobacco Free for a Healthy New Jersey initiatives visit www.tobaccofreenj.com

Notable Success



In 2022, Tobacco Free for a Healthy New Jersey and NJ CUIITS announced that all campuses at Rutgers University, a NJ CUIITS University, will be 100% tobacco-free by 2023. This policy will positively impact roughly 65,000 students across all three campuses. In addition, two high school students who participated in the statewide Youth Tobacco Action Group, Incorruptible.Us—a prevention and cessation program for youth ages 13 to 18—are now continuing their advocacy efforts by piloting Incorruptible U! at Rutgers University as new students on that campus.



ETU MISSOURI, ESTABLISHED 2019

Missouri joined the movement in 2019. ETU Missouri focuses on tobacco control within college campuses and healthcare systems, including tobacco policy, prevention and cessation. Over the past year, ETU Missouri collaborated with Partners in Prevention to provide web-based cessation counseling for students with a Tobacco Treatment Specialist on staff.

Notable Success

Led by a student initiative, ETU Missouri provided policies to sorority and fraternity students to update chapter tobacco-related bylaws and to provide increased awareness of cessation services for these populations at increased risk of using tobacco products. ETU Missouri students presented this work at the American College Health Association conference held in June 2022.





VIRTUAL ELIMINATE TOBACCO USE SUMMIT 2022

The Eliminate Tobacco Use Initiative hosted the seventh annual national summit virtually in 2022 to allow for the seamless integration of all four individual state summits following the day-long national event. The summit showcased panels of experts to focus on health equity and tobacco. A panel of students talking about tobacco control efforts on their campuses also highlighted the event.

**522**

PARTICIPANTS

**29**

STATES REPRESENTED

**~210**

COLLEGES, UNIVERSITIES AND
OTHER ORGANIZATIONS



The student panel session was empowering and very exciting to hear the great work being done across the country.” — 2022 ETU Summit attendee

SPOTLIGHT ON STUDENTS

Students—the primary audience for the ETU Initiative—played a central role in the 2022 summit.

Featured Session

The panel “Student Perspectives: How to Engage Students on Campuses and in Communities Around the Nation” featured five students from across the country who shared successes, challenges and personal stories.

Student Videos

Videos from students from around the U.S featured students sharing their role in keeping their campus tobacco free, ways their peers can help support other students trying to quit and their vision for a future where all campuses are tobacco free.

Student Town Hall

After the National Summit, the Eliminate Tobacco Use Initiative invited partners from the Truth Initiative and Campaign for Tobacco-Free Kids to co-host a student engagement session, where participants learned skills in advocacy and storytelling and received resources for making their campuses healthier and tobacco free.



Bilhan Chagari
University of Virginia

STUDENT TOWN HALL
COLLABORATORS:





SPOTLIGHT ON HEALTH EQUITY TOPICS

The 2022 summit again featured health equity topics as a centerpiece of the Summit with two panels featuring national experts on issues of health equity and tobacco control.

PANEL #1

Health Equity Campaigns to Engage Students in Conversations About Tobacco Use



Laurie Rubiner, J.D.

Executive Vice President of U.S. Programs, Campaign for Tobacco-Free Kids



Shana Davis

Senior Program Director, Black Women's Health Imperative



Alanna Murrell

Special Projects Manager, Black Women's Health Imperative

PANEL #2

Tailored Interventions and Outreach to Address the Impact of Tobacco Use Among Specific Groups



Natasha Phelps, J.D.

Director of Equity-Centered Policies, Center for Black Health and Equity



Gabriel Glissmeyer

Project Specialist, National LGBT Cancer Network



Tia Taffer

Vice President of Digital Engagement, Marketing, Truth Initiative

WHAT 2022 SUMMIT ATTENDEES SAY:



“There was so much wonderful information. The biggest takeaway was listen to youth, involve youth, engage youth.”

“Great presentations by all! Every speaker was direct, clear and passionate about their speaking topics.”

COMING TOGETHER FOR LEARNING

185.25

CONTINUING MEDICAL EDUCATION
(CME) CREDITS AWARDED

TO

19

PARTICIPANTS

227.25

CONTINUING EDUCATION
UNITS (CEU) AWARDED

TO

32

PARTICIPANTS

248.75

NATIONAL COMMISSION FOR
HEALTH EDUCATION CREDENTIALING
(NCHEC) CREDITS AWARDED

TO

42

PARTICIPANTS

STATE SUMMITS

Missouri Summit:



More than 120 Missourians came together both virtually and in person for the third annual ETU Missouri Summit. Molly Leis, M.S., from the Mayo Clinic, and Paul Gilbert, Ph.D., from the University of Iowa discussed polysubstance use and treatment. A panel of college students from across the state shared what was happening on their campus related to tobacco product use and student engagement in tobacco control.

New Jersey Summit:



More than 90 attendees from New Jersey colleges and universities attended the fourth ETU New Jersey Summit. Elizabeth Gerndt, M.P.H., from Counter Tool presented a special workshop session on point-of-sale policy options in college towns. Tobacco Free for a Healthy New Jersey shared resources and updates followed by a campus policy and action planning session led by partners at The Lindsay Meyer Teen Institute. The summit concluded with a discussion from Incorruptible. Us alumni about piloting the Incorruptible U! college initiative at Rutgers University. ▶▶▶

STATE SUMMITS

Texas Summit:



During the ETU Texas Summit held virtually on April 21st, 95 participants heard about new strategies they could implement on their home campuses. Themes across prevention, policy and cessation panels included the value of increasing student engagement and diverse campus voices. Discussions included how to use social media live streams and videos, both on and off campus to amplify cessation resources. Several campuses shared their plans to continue focusing on tobacco control as they move into the summer and fall semesters.

Virginia Summit:



The ETU Virginia Summit was held virtually for more than 60 partners from across the commonwealth and beyond. The summit focused mainly on equipping campus leaders to advance their campus tobacco-free policies. This included presentations on the new Virginia tobacco policy report cards, details of a model policy and best practices from both two- and four-year colleges and universities.



THE YEAR AHEAD

The Eliminate Tobacco Use leadership team looks forward to our eighth year of assisting campuses with tobacco policy, prevention and cessation efforts for the 2022–23 academic year.

Four priorities for the upcoming academic year:

1. Encourage campus task forces and committees to address hookah, e-cigarette and vaping use among college students
2. Assist campuses to promote This is Quitting or other tailored resources for college students who want to quit
3. Expand the initiative into states across the Southern region with the highest tobacco-use rates
4. Continue to expand the reach of the initiative into HBCUs and community colleges

The eighth annual Eliminate Tobacco Use Summit (April 2023) will be held in a hybrid format to continue increasing our conference reach and access. We'll continue to host our quarterly webinars to offer new, campus learning opportunities including resources, data and services. We hope to see you there!

STATE INITIATIVE LEADERSHIP

MISSOURI

Ginny Chadwick, M.A., M.P.H.

Program Coordinator
University of Missouri

Kevin Everett, Ph.D.

Associate Professor, Family and Community Medicine
University of Missouri

NEW JERSEY

Diane Litterer, M.P.A., C.P.S.

CEO & Executive Director
New Jersey Prevention Network

Irakli Kakauridze (Eric)

Tobacco Programs Supervisor
New Jersey Prevention Network

Ashley Sudol, C.H.E.S.

Prevention Associate
New Jersey Prevention Network

Yousrah Younous

Prevention Associate
New Jersey Prevention Network

Kimberly Burns, N.C.T.T.P.

Atlantic Prevention Resources, Tobacco Free for a Healthy NJ

TEXAS

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 for Health Affairs
The University of Texas System Administration

Nagla Elerian, M.S.

Director of Population Health Strategic Initiatives
The University of Texas System

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

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

Alex Hurst, M.H.A.

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

Tiffany Winter, M.P.H.

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

VIRGINIA

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

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

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

Associate Director of Population Science
Virginia Commonwealth University Massey Cancer Center

Roger Anderson, Ph.D.

Associate Director of Population Science
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 University of Texas System. (2022). Eliminate Tobacco Use. 2021-2022 Impact Report.