

ELIMINATE
TOBACCO USE

2022 – 2023

IMPACT REPORT

ELIMINATETOBACCOUSE.ORG ▶▶▶▶▶▶

FOUNDING PARTNERS

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

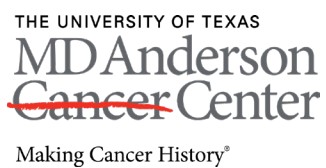




TABLE OF CONTENTS

Year in Review 04

Why the Higher Education Setting? 07

Current Partners 10

National Summit Review 15

Spotlight on Quarterly Webinars 22

The Year Ahead 25

State Initiative Leadership 27



01

YEAR IN REVIEW

IN 2023, WE COMPLETED our eighth year of the Eliminate Tobacco Use (ETU) initiative. This year, our team focused on adapting components of the initiative to implement tobacco treatment services for a broader group of higher education institutions and workplaces.

WE ARE PROUD OF THESE ACCOMPLISHMENTS BY OUR TEAM THIS YEAR:

- 1 Offered enhanced services to students, faculty, staff and patients (for health institutions)
- 2 Held the 8th annual ETU Summit in April 2023; 451 participants from 212 organizations and campuses attended the hybrid national and state conferences
- 3 Continued to make address health related disparities a priority of our strategic activities and aligned efforts in the domains of policy, prevention and cessation
- 4 Hosted well-attended quarterly webinars on timely topics to offer educational opportunities around tobacco treatment updates
- 5 Promoted the work of Eliminate Tobacco Use and the EndTobacco® Program through a Texas-based employee wellness podcast
- 6 Advanced campus tobacco-free policy efforts through innovative strategies

We would like to thank each campus for their commitment to keep tobacco education, policy compliance and tobacco treatment a priority for employee and student wellness. We are grateful gratitude to the committees and task forces supporting these efforts on their campuses.

ETU BY THE NUMBERS

**451**

SUMMIT ATTENDEES FROM 212 ORGANIZATIONS
AT THE 2023 NATIONAL AND STATE SUMMITS

**87**

TOTAL COLLEGES/
UNIVERSITIES

**4**

STATE REPLICATION SITES
IN MISSOURI, NEW JERSEY,
TEXAS AND VIRGINIA

**181**

WEBINAR ATTENDEES

**4**

STEERING COMMITTEE
MEETINGS

**613**

TOTAL SUMMIT CE
CREDIT HOURS AWARDED

CEU'S: 43 PEOPLE; 395 HOURS

NCHEC: 36 PEOPLE; 218 HOURS

**6,575**

ETU WEBSITE VISITORS
IN 2022, A 29%
INCREASE FROM 2021

**89.5%**

NEW WEBSITE USERS
IN 2022



02

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 two- and four-year colleges can take advantage of this prime opportunity to change the social norms around smoking and tobacco use during a time of growth and experimentation for many young people.



AS OF MAY 2023, at least 2,612 U.S. campuses are 100% smoke free; 2,189 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.

**OF THESE 100% SMOKE-FREE SITES:**

SOURCE: SMOKEFREE AND TOBACCO-FREE U.S. AND TRIBAL COLLEGES AND UNIVERSITIES, AMERICAN NONSMOKERS' RIGHTS FOUNDATION, MAY 2023



03

CURRENT PARTNERS

THE ETU INITIATIVE was founded in 2015 in Texas; 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 that impact and joined as the third partner in 2019. While initiative resources are adapted for each partner (each state brings a unique perspective) the ETU model is maintained 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

Over the past year, the ETU Texas initiative engaged colleges and universities across the state to continue promoting *This is Quitting*, an evidence-based, quit-vaping service that is free to students up to 24 years old. Campuses across Texas continued to raise awareness on the harms of all tobacco products to their student population through various communication methods and campus events. UT San Antonio, Lee College and UT Tyler held successful awareness events for their campuses, including highlighting the dangers of tobacco and benefits of quitting, and sharing giveaways to promote tobacco-free living on Eliminate Tobacco Use Day. The UT System Office of Employee benefits used several toolkit materials and graphics to promote their tobacco treatment services and resources on their newly launched Limeaid wellness platform. The platform promotes wellness campaigns to employees who sign up and is used by all UT System institutions. UT Health's Houston Well Connected Podcast invited initiative leaders Jennifer Cofer and Alex Hurst to spotlight

tobacco-related disparities and dispel myths. The team also elaborated on tobacco-industry practices that target socioeconomically disadvantaged groups and communities of color. The Texas steering committee continues to grow and welcomed new members from University of North Texas in Denton and the University of North Texas Health Science Center location in Fort Worth.



ETU VIRGINIA HIGHLIGHTS

ETU Virginia focused on expanding its partnership with the Virginia Department of Health (VDH) Tobacco Control Program. Together, they worked with schools to address tobacco policy deficiencies guided by ETU's detailed report cards that were provided in 2021 to more than 50 four-year public- and private colleges and universities in Virginia. VDH regional coordinators continued to meet with key members of each school as they reviewed their tobacco report-card results and identified areas to strengthen their policies. Through this process, schools formed committees to enhance their policies and several applied for and received funding from Truth Initiative to support their efforts to become 100% tobacco free. In addition to providing technical assistance efforts, ETU Virginia worked with the Geographic Health Equity Alliance to develop an implementation toolkit to be distributed in late 2023 for schools wanting to become tobacco free. To culminate the work across Virginia to strengthen tobacco policies, ETU will launch a public dashboard for tobacco policies. This tool will help to share current policies and practices and will allow schools to show growth over time.





ETU NEW JERSEY HIGHLIGHT

Tobacco Free for a Healthy New Jersey (TFHNJ), funded by the New Jersey Department of Health, continued to work with New Jersey Colleges and Universities Implementing Tobacco and Smoke Free Policies (NJ CUITs) partners to help colleges and universities protect the health of their staff and students by supporting the implementation of smoke-free policies. In the fall of 2022, Georgian Court University became 100% tobacco free. In 2023, Rutgers University, a NJ CUITs university, became 100% tobacco-free at all three campuses and Rowan University has plans in place achieve the same status at its campus.

New Jersey high school students who participated in Incorruptible.Us, the statewide prevention and cessation program for youth ages 13-18, brought their enthusiasm for the program to both Rutgers University and The College of New Jersey. Called Incorruptible U, the college initiative allows student's advocacy efforts to continue. Because of partnering between TFHNJ and NJ CUITs partners at Stockton University, Incorruptible U is slated to begin at that campus in the fall of 2023.





ETU MISSOURI HIGHLIGHTS

In the final year for the Missouri Foundation for Health grant for the Eliminate Tobacco Use Missouri Initiative, more than 50 college students worked for ETU Missouri, learning how to engage in and run a public health initiative. Students were trained to help their peers quit using tobacco and to effectively implement tobacco-free policy within ambassador programs on several campuses including Missouri Western, Missouri State University and the University of Missouri – Columbia. Campuses were also supported in applying for the Truth Initiative grant for policy change on campuses, with Harris Stowe University currently implementing tobacco-free campus work this year.

Beyond the college campus environment, ETU Missouri supported the development of the second tobacco-specific ECHO tele-mentoring program in the country in Missouri. In collaboration with the Missouri Department of Health and Senior Services, Tobacco Use Treatment Specialist Training was launched, and the first cohort was trained in May 2023.





NATIONAL SUMMIT REVIEW



▶▶▶ 2023 SUMMIT ATTENDEES JOINED IN PERSON AND VIRTUALLY FOR THE SUCCESSFUL HYBRID EVENT

THE 8TH ANNUAL Eliminate Tobacco Use National Summit of April 2023 allowed tobacco control advocates to participate both virtually and in person at the University of Texas Southwestern Harold C. Simmons Comprehensive Cancer Center in Dallas, Texas. Hosted by The University of Texas MD Anderson Cancer Center in partnership with The University of Texas System, the summit incorporated the voices of ETU state leadership from Missouri, New Jersey, Texas and Virginia. The national and state summits brought together 451 attendees from 212 organizations and campuses. Attendees were welcomed by initiative founders Dr. Ernest Hawk and Dr. David Lakey and initiative Director Jennifer Cofer.

KEYNOTE SPEAKERS

The National Summit featured three keynote speakers and a panel of students from around the country who discussed the impact of ETU's efforts on their college campuses. Keynote-session speakers are featured below.



PRISCILLA CALLAHAN-LYON, M.D., of the Food and Drug Administration shared recent data around tobacco use and how the FDA is working to regulate tobacco products as the industry diversifies.



ADAM M. LEVENTHAL, PH.D., of the University of Southern California explored the impact of non-combustible tobacco products, such as nicotine pouches and e-cigarettes. His keynote address specifically focused on how these products are marketed and pushed toward young people and vulnerable populations.



MIGNONNE C. GUY, PH.D., of Virginia Commonwealth University unpacked the tobacco-related health inequities from a historical perspective and offered some modern-day examples of how we can advance social justice around the issue in our communities.



▶▶▶ A PANEL OF STUDENTS FROM TEXAS, MISSOURI, NEW JERSEY AND VIRGINIA MODERATED BY THE TRUTH INITIATIVE'S BRYAN COLEMAN

STUDENT PANEL

This year's National Summit hosted students from around the country to talk about the state of tobacco- and e-cigarette use on their college campuses. The hybrid panel discussed various tobacco-free awareness strategies on their campuses and how to continue educating on quit resources available to students, staff and faculty on college campuses. The Eliminate Tobacco Use Initiative will continue to work with student groups on college campuses to elevate their voices, adopt their ideas and promote their leadership skills as we work toward the shared goal of creating tobacco-free cultures.



"LISTENING TO YOUR TARGET AUDIENCE'S (STUDENTS') VOICE IS CRUCIAL IN DEVELOPING MESSAGING AND STRATEGIES THAT ACTUALLY WORK"

THOUGHTS FROM 2023 SUMMIT ATTENDEES

What was the greatest take-away from the National Summit?



“KEEP EDUCATING ABOUT THE DANGERS OF SMOKING AND VAPING AND PROVIDING RESOURCES; KEEP ADVOCATING FOR A SMOKE-FREE CAMPUS”



“DIFFERENT TYPES OF TOBACCO PRODUCTS ARE BEING INTRODUCED REGULARLY AND WE HAVE TO KEEP UP TO DATE ON EACH PRODUCT IN ORDER TO MODIFY AND BE CREATIVE TO EDUCATE DIFFERENT TARGET AUDIENCES”



“THE IMPORTANCE OF INCORPORATING HISTORICAL CONTEXTS TO TOBACCO PREVENTION SOLUTIONS”



“THE STRONG CONNECTION BETWEEN TOBACCO USE AND BEHAVIORAL HEALTH”



▶▶▶ ETU VIRGINIA HOSTED A WORKSHOP-STYLE SUMMIT FOR TOBACCO CONTROL PROFESSIONALS IN THEIR STATE

STATE SUMMITS


In addition to the National Summit, each ETU partner state hosted their own state summit to facilitate regional collaboration and local progress around tobacco policy, prevention and treatment and cessation efforts.




ETU VIRGINIA hosted 30 people in person in Charlottesville, Virginia, the week before the National Summit on April 21st. This summit was a workshop-style gathering that highlighted the importance of campus and community organizing to achieve a comprehensive tobacco-free campus policy and increase tobacco treatment and cessation efforts.



ETU NEW JERSEY hosted 86 people virtually the day after the National Summit and spotlighted mental health and how to promote tobacco-free campuses. Speakers included representatives from the California Youth Advocacy Network, the New Jersey Department of Health, Americans for Nonsmokers' Rights, the Atlantic Prevention Resources and the Truth Initiative. A variety of local colleges were also represented, including Georgian Court University, Stockton University and Rutgers University.

 **ETU TEXAS** hosted 106 people both virtually and in person in Dallas the day after the National Summit and focused on the toll and landscape of tobacco use within Texas. Two breakout sessions concentrated on tobacco control in healthcare institutions and on academic campuses, with a panel of students from Lee College, University of Texas at Arlington and University of Texas at Dallas sharing their experiences as student advocates against tobacco use.

 **ETU MISSOURI** hosted 80 people both virtually and in person in Columbia, Missouri, the day after the National Summit and featured conversations around poly-substance use and methods used by the tobacco industry to target Black Americans, young people and women. Students from University of Missouri, Rockhurst University, Harris Stowe University and Missouri Western University joined a panel focused on student perspectives.



▶▶▶ JEFF WILLETT, PH.D SPEAKING AT THE ETU MISSOURI SUMMIT



05

SPOTLIGHT ON QUARTERLY WEBINARS

THIS YEAR WE CONTINUED to host our quarterly webinars to offer new campuses learning opportunities including resources, data and services from experts around the country.



SEPTEMBER 2022

- Kimberlee Homer Vagadori (left) with the California Youth Advocacy Network, shared challenges that exist when collaborating with Student Housing/Residential Life and Compliance.
- Vera Kuma, with the Truth Initiative, joined to share grant opportunities available for colleges and universities seeking to go tobacco-free.



DECEMBER 2022

- Jeff Willett, Ph.D. (left) of the American Heart Association examined strategies behind the advertisement of menthol cigarettes and how they can be challenged to eliminate menthol cigarettes from the market.
- Ahmed Jamal, M.D. of the Upstate University Hospital discussed findings from the 2022 National Youth Tobacco Survey to understand recent trends in tobacco use.

**FEBRUARY 2023**

- Joanna Cohen, Ph.D., (left - top) with Johns Hopkins Bloomberg School of Public Health's Institute for Global Tobacco Control, presented "Words Matter" describing common language errors we should avoid as researchers, practitioners and policy leaders when communicating about tobacco products.
- Megan Diaz, Ph.D., (left - bottom) with Truth Initiative's Schroeder Institute, shared updated information as it relates to using Retail Sales Data for surveillance.



ATE
USE
MMIT

#ELIMINATE



006

THE YEAR AHEAD



▶▶▶ ETU FOUNDERS AND LEADERSHIP JOIN SUMMIT ATTENDEES FROM UT TYLER

THE ELIMINATE TOBACCO USE LEADERSHIP team looks forward to our ninth year of assisting campuses with tobacco policy, prevention, cessation and treatment efforts for the 2023–2024 academic year.

PRIORITIES FOR THE UPCOMING ACADEMIC YEAR INCLUDE:

- 1 Continue to encourage campus task force members to address the use of e-cigarettes and vapes.
- 2 Assist campuses to promote *This Is Quitting* or other tailored resources for college students, staff and faculty looking to quit.
- 3 Continue to expand the reach of the initiative into Historically Black Colleges and Universities, community colleges and technical schools.

The ninth annual Eliminate Tobacco Use summit will be held April 10th and 11th, 2024. We hope to see you there!

A photograph of a man with glasses speaking into a microphone at a podium. Another man is visible in the background. The podium has a sign that reads "ELIMINATE TOBACCO USE". The image is overlaid with a large yellow outline of the number "07" and a blue gradient at the bottom.

07

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 (Eric) Kakauridze, M.P.H.

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

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

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

Nagla Elerian, M.S.

Director of Population Health Strategic Initiatives
The University of Texas System

Alex Hurst, M.H.A.

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

Tiffany Winter, M.P.H.

Program Manager, 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 The University of Texas System. (2023). Eliminate Tobacco Use. 2022-2023 Impact Report.