



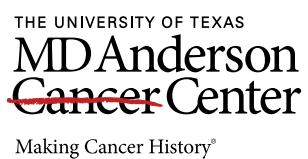
ELIMINATE
TOBACCO USE

2020 – 2021

IMPACT REPORT

ELIMINATETOBACCOUSE.ORG

FOUNDING PARTNERS



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

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— | — YEAR IN REVIEW

The pandemic has impacted the way everyone works, including colleges and universities. Going into our sixth year of the Eliminate Tobacco Use Initiative (ETU), the team focused on adapting materials, toolkits and technical assistance to allow for a completely digital initiative. Our summit and webinars serve as connection points, sharing the most relevant information that our members and partners could utilize in a virtual setting.

We are proud of these improvements to our website, which is used as a resource by many in the initiative and on campuses across the U.S.:

- » We enhanced the “Eliminate Tobacco Use Campus Progress Dashboard” for Texas institutions involved in the initiative. The dashboard visualizes and scores campuses on tobacco-related activities such as policies, cessation services and prevention activities. This methodology measures and weighs the scores, similar to the methodology of the Texas College Tobacco Policy Database.
- » The new “Join the Tobacco-Free Movement” page describes the initiative more concisely, sharing our mission, vision, strategies and more information with campuses who wish to join the initiative.
- » Several campuses developed new policy signage and digital campaigns.

- » A few campuses focused on adapting telehealth cessation services to reach students, staff and patients.
- » Many campuses leveraged their Eliminate Tobacco Use Day event kits to further promote awareness of the tobacco-free environment.
- » We held our second virtual ETU Summit in April 2021, with nearly 500 participants from 30 states attending the two day conference.
- » This year we continued to make health equity a priority of our strategic activities and continued to align efforts in the domains of policy, prevention and cessation.

Each campus has a tobacco control champion leading the way. We’d like to extend our gratitude to the committees and task forces supporting these efforts on your campuses.



Jennifer Cofer, M.P.H., C.H.E.S.®

Director, EndTobacco® Program

The University of Texas MD Anderson Cancer Center

— II — WHY THE HIGHER EDUCATION SETTING?



/// PHOTO COURTESY OF PARKER GIBBONS/UNSPLASH

As tobacco and nicotine products evolve, institutions of higher education can become agents of change for young adults ages 18 to 24. Colleges provide an ideal environment to nurture lifelong behaviors among future leaders of society. 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 1, 2021, there were at least 2,537 100% smoke-free campuses in the United States. Of those, 2,102 are tobacco-free. By starting with institutions of higher education, the initiative seeks to reduce the impact of tobacco use and secondhand smoke exposure among the faculty, staff, students and the 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.

/// SMOKE- AND TOBACCO-FREE CAMPUSES ARE HEALTHIER CAMPUSES

2,537
100% SMOKE-FREE
CAMPUS SITES IN
THE US

2,102
ARE ALSO 100% TOBACCO-FREE EVERY-
WHERE (INCLUDES NON-COMBUSTIBLE
FORMS/SMOKELESS)

2,171
ALSO PROHIBIT E-CIGARETTE
USE EVERYWHERE

1,182
ALSO PROHIBIT HOOKAH
USE EVERYWHERE

539
ALSO PROHIBIT SMOKING/VAPING
MARIJUANA EVERYWHERE

Source: Smokefree and Tobacco-Free U.S. and Tribal Colleges and Universities, American Nonsmokers' Rights Foundation, April 2021

— III —

CURRENT PARTNERS

/// NATIONAL OVERVIEW

Instituted and grown in Texas, the ETU Initiative continues to expand outside the founding state to replicate all or parts of the initiative in other areas of the country. In 2019, New Jersey and Virginia became the first two collaborating states, both of which hosted their first ETU summit that spring. The initiative welcomed Missouri as the third initiative partner in Spring of 2020. Each state brings a unique perspective to the Eliminate Tobacco Use Initiative so resources are tailored for each partner, while maintaining the focus on reducing tobacco use through policy, prevention/education and cessation services.

/// ETU TEXAS, ESTABLISHED 2015



INITIATIVE OVERVIEW: Over the past year, the Eliminate Tobacco Use Texas Initiative provided implementation support to four

institutions and one large health system. During the pandemic, materials were adapted for institutions to use in a virtual setting. Several institutions utilized these materials throughout the year, including a social media campaign by The University of Texas (UT) Tyler for Eliminate Tobacco Use Day. UT San Antonio also worked with the health communication team to update their campus walking trail signage to include tobacco-free campus messaging to promote healthier behaviors. MD Anderson partnered with the Truth Initiative to utilize the This is Quitting program to help students and young adults quit vaping, and a full roll out is anticipated next year.



/// UT SAN ANTONIO TOBACCO-FREE CAMPUS TRAIL SIGNAGE



/// **SUCCESS SNIPPET: LEE COLLEGE CREATIVE**

/// **RIGHT: UNIVERSITY OF MISSOURI CAMPUS**

SOURCE: [HTTPS://WWW.THESECU.COM/SEC-UNIVERSITIES/UNIVERSITY-OF-MISSOURI/](https://www.thesecond.com/sec-universities/university-of-missouri/)

Texas Christian University updated their campus housing policy to ensure it reflected the recently implemented Texas Tobacco 21 law, and Texas Southern University successfully added cessation services to their student health insurance offerings. The goal next year is to continue using the success of our initiative members to engage similar institutions of higher education to implement policy, prevention/education and cessation services.

SUCCESS SNIPPET: Lee College took advantage of design support provided by UT Austin Center for Health Communication to create an awareness campaign, which included new signage to place around campus.

/// ETU MISSOURI, ESTABLISHED 2020



INITIATIVE OVERVIEW: Missouri joined the Eliminate Tobacco

Use Initiative as the third replicating state in 2020. The ETU

Missouri focuses on tobacco control on college campuses and health care systems, including tobacco policy, prevention and cessation. Of the 76 college campuses in Missouri, 19 schools are entirely tobacco-free, five campus policies are smoke-free and 52 campuses have only a partial tobacco free policy. ETU Missouri reports that just around half of the state's campuses offer cessation services on campus. In the upcoming year, in collaboration with Partners in Prevention, ETU Missouri will be focused on making sure that every college campus has access to a trained tobacco treatment specialist with a culturally tailored focus to provide group and one-on-one counseling services to Missouri college students, staff and faculty. Additionally, the initiative will be working with campuses across the state to improve their tobacco policy language.



PS SUCCESS SNIPPET: Eliminate Tobacco Use Missouri hosted a Tobacco Bystander Intervention webinar on November 19, 2020 in honor of Eliminate Tobacco Use Day. Attendees learned about tools available to train community members on bystander approaches when tobacco-free campus policy violations happen. The University of Missouri Wellness Ambassador team also presented a component of its tobacco-free policy violation intervention, which uses Nicotine Replacement Therapy (NRT) to incentivize compliance and provide cessation services to the policy violator.

/// ETU NEW JERSEY, ESTABLISHED 2019



INITIATIVE OVERVIEW: The New Jersey Prevention Network works to implement the Tobacco Free for a Healthy New Jersey initiative which is funded by the New Jersey Department of Health. This initiative works throughout the state of New Jersey to reduce tobacco use and the negative impact of secondhand smoke and ensure that cessation resources and educational materials are widely distributed, while evidence-based best practice tobacco prevention-related efforts are being taken. The New Jersey Prevention Network is in its fourth year of funding from the New Jersey Department of Health for New Jersey Colleges and Universities Implementing Tobacco- and Smoke-Free Policies (NJ CUITs) initiative. The goal of the program is to enhance statewide efforts to institutionalize comprehensive tobacco-free college policies, targeting 18 to 24-year-old young adults, and create an environment that supports tobacco-free living as well as quitting. To learn more about Tobacco Free for a Healthy NJ initiatives please visit tobaccofreenj.com

/// ETU VIRGINIA, ESTABLISHED 2020



INITIATIVE OVERVIEW: The Eliminate Tobacco Use Virginia Initiative has made significant progress over the past year. Modeled after the Missouri Initiative, the steering committee is actively collecting baseline data on

current campus tobacco policies from all four-year public and private colleges and universities in Virginia. Data collection is ongoing and an open source portal to share the data is being developed in partnership with the Virginia Department of Health Tobacco Control Program. Additionally, with help from several higher education partners across the state, Eliminate Tobacco Use Virginia received clarification on the state's Executive Order 41 (2006). In June of 2021, the Virginia Secretary of Education and Secretary of Health and Human Resources issued a letter to all Institutions of Higher Education, stating that Executive Order 41 and the related guidelines do not prohibit colleges and universities from prohibiting smoking in all spaces they deem appropriate. This clarification opens the door for many universities and colleges to modify their current policies.



/// UNIVERSITY OF VIRGINIA ROTUNDA

— IV —

VIRTUAL ELIMINATE TOBACCO USE SUMMIT 2021

Summit 2021 marked our 6th annual summit. The virtual format allowed seamless integration of four individual state summits alongside the day-long national summit. We offered concurrent sessions in three tracks: policy and prevention, student cessation services and health disparities. Each session created opportunities for participants to interact with fellow participants and the 10 panelist experts.



496
PARTICIPANTS



30
STATES REPRESENTED

/// SHARED SPIRIT OF ACTION, NETWORKING, AND LEARNING

- » **103.25** CONTINUING MEDICAL EDUCATION (CME) CREDITS AWARDED TO 28 PARTICIPANTS
- » **180** CONTINUING EDUCATION UNITS (CEU) AWARDED TO 48 PARTICIPANTS
- » **102** NATIONAL COMMISSION FOR HEALTH EDUCATION CREDENTIALING (NCHEC) CREDITS AWARDED TO 30 PARTICIPANTS

“

One of the greatest opportunities is to make sure tobacco cessation approaches are culturally appropriate to the person being served.”

— Delmonte Jefferson on how important it is to have tailored cessation approaches

— IV —



/// FEATURED SUMMIT SESSIONS

"WANT TO ELIMINATE COMMERCIAL TOBACCO USE? ADDRESS SOCIAL INJUSTICES, MENTHOL AND TOBACCO INDUSTRY INFLUENCES"

VALERIE YERGER, M.A., N.D., Professor of Health Policy, Department of Social & Behavioral Sciences, Center for Tobacco Control Research and Education, University of California San Francisco

Co-Founder, African American Tobacco Control Leadership Council

During the past 20 years, Dr. Yerger's work has focused on framing the disproportionate burden of tobacco among disadvantaged groups as a social injustice and informing public health policies to effectively reach and engage these communities. During the summit, she highlighted her research about the disproportionate marketing of menthol cigarettes in inner-city communities and tobacco companies' in-house research on the use of menthol in tobacco products.

“

If we are to be successful, we need tailored approaches that help everyone quit smoking and stay quit. We also need to be prepared to address inequities that drive people to smoke.”

— IV —



SUMMIT ATTENDEES RESONATED WITH THE **HEALTH EQUITY** THEME THIS YEAR. SPEAKERS DROVE HOME THE FACT THAT TOBACCO IS NOT ONLY A PUBLIC HEALTH ISSUE; IT'S A SOCIAL JUSTICE ISSUE.

- “ Tobacco is a social justice issue and must be viewed through the barriers faced by individuals not only of targeted race/ethnicity groups, but based on the challenges unique to their social and structural environments within those race/ethnicity groups.”
- “ The importance of health equity and the intersectionality of our work. I appreciated that the national networks were included.”

PARTICIPANTS' KEY TAKE-AWAYS FROM THE SUMMIT:

“

This kind of work is a continual process, not one step to check off a list.”

“

The importance of tailoring communication to the community we are trying to reach.”

/// STATE SUMMIT OVERVIEW

Connecting the national conference to the state-based initiatives, day 2 of the Summit brought together tobacco control advocates from each current state site and surrounding states. Participants worked on creating action plans with colleagues from around their state, with 76% of national summit participants also attending a state summit.



MISSOURI SUMMIT: More than 100 Missourians attended the second virtual Eliminate Tobacco Use Missouri Summit.

Speakers were featured on each of the initiative focus areas, including advocacy research to improve policy implementation, the importance of cessation resources on college campuses, a Greek Life Panel presenting on the use disparities within the population, considerations for tobacco control improvements by the University of Missouri Students, and tobacco assessment data in the Missouri Assessment of College Health Behaviors survey.



NEW JERSEY SUMMIT: More than 70 attendees from 10 colleges and universities attended the third Eliminate Tobacco Use Summit in New Jersey.

During the New Jersey State Summit, there was a special workshop session on enforcement titled, “Strengthening Smoke & Tobacco-Free Policy Compliance,” presented by the California Youth Advocacy Network. It focused on creating a culture of compliance on campuses. Our NJ college participants shared their success stories of implementing a tobacco free policy and provided ideas to others to aid in their policy implementation processes.



TEXAS SUMMIT: During the virtual Texas Eliminate Tobacco Use Summit, on April 15, a variety of institutions presented their campus experiences.

The 2021 summit had 133 people participate from 45 institutions and organizations. Each panel of the summit highlighted campus stories within

policy, prevention/education, health communication and cessation services, followed by an institutional report out of action plans for the upcoming year.



VIRGINIA SUMMIT: The Eliminate Tobacco Use Summit in Virginia brought together over 60 institutions and organizations from across

the state and focused on providing colleges and universities with best practices in developing tobacco free policies. Presenters, who were at different points in the policy-making process, shared frameworks for building a successful work group, ideas for how to change attitudes around tobacco free policies, and information on post-policy adoption.

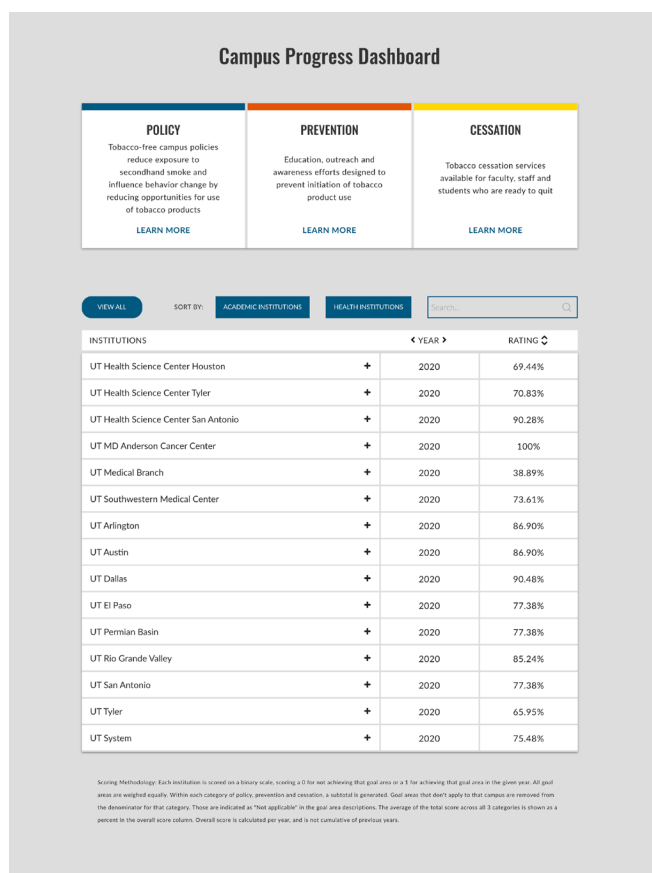
“

While tobacco/nicotine use is on the decline, there is still a lot of work to do on the national level.”

— Summit attendee

—V—

RESOURCE EXPANSION



/// FIGURE 1: DASHBOARD

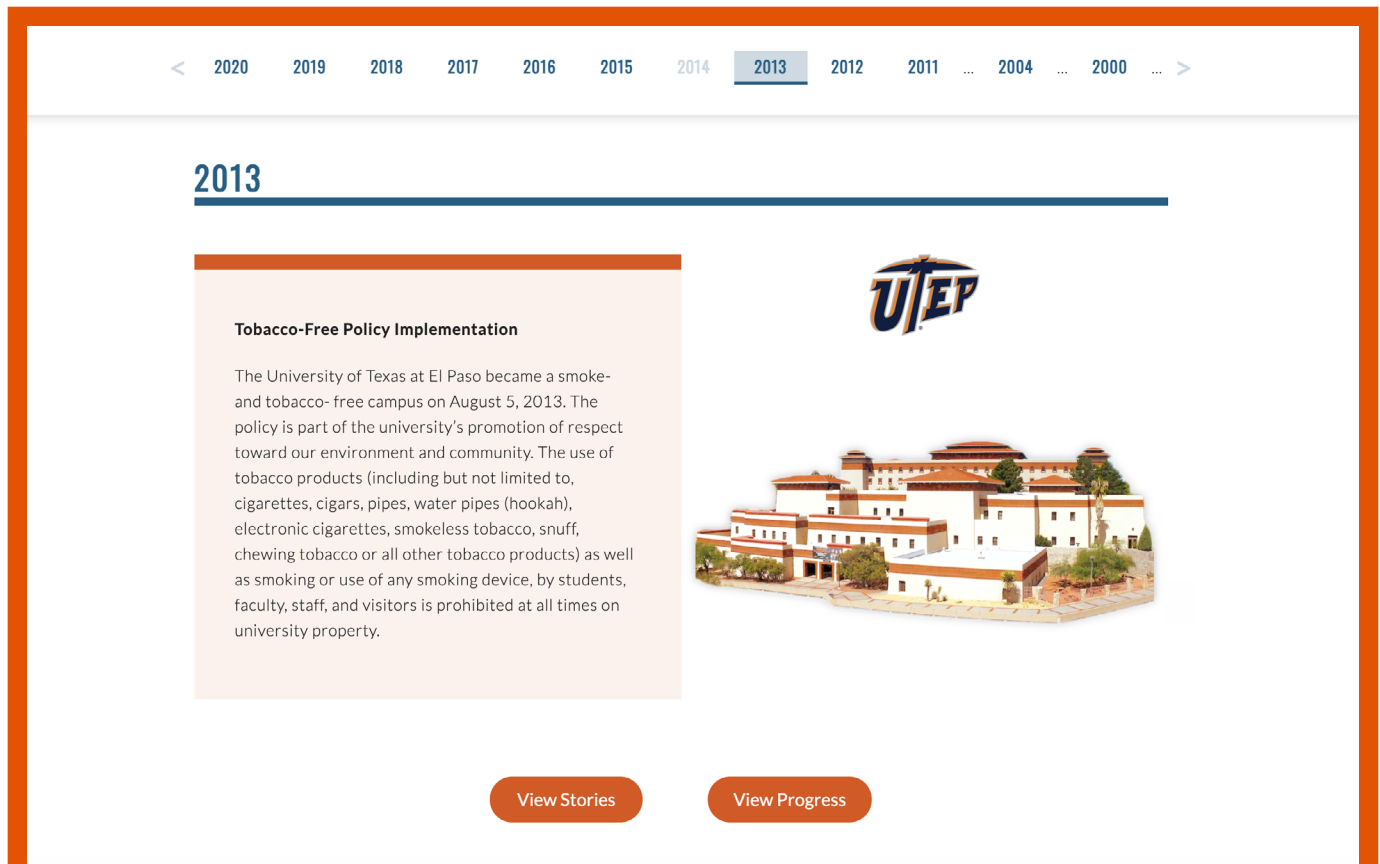
[ELIMINATETOBACCOUSE.ORG/CAMPUS-PROGRESS-DASHBOARD](https://eliminatetobaccouse.org/campus-progress-dashboard)

Over the past year, we added a variety of new resources for campuses. We made updates and additions to our website to improve user experience, and shared more best practices from Eliminate Tobacco Use Initiative partners.

DASHBOARD: The new interactive dashboard allows users to browse individual campus progress across the three core domains of policy, prevention and cessation. The dashboard data tracks the University of Texas System campuses from 2016 through the present year. Eliminate Tobacco Use Missouri is currently working to adapt the dashboard for institutions of higher education in their state. **See figure 1.**

TIMELINE: Founded in 2015, the Eliminate Tobacco Use Initiative serves as a driving force in tackling tobacco use among University of Texas System institutions. In the years that followed, many colleges and universities throughout Texas and the United States joined the initiative and became tobacco free. The dynamic format of the new timeline serves to better demonstrate the history of the initiative, rooted in Texas but radiating nationally ever since.

See figure 2 on next page. ►



/// FIGURE 2: TIMELINE

[ELIMINATETOBBACCOUSE.ORG/TOBACCO-FREE-TIMELINE](https://eliminatetobacco.org/tobacco-free-timeline)



/// FIGURE 3: CAMPUS SIGNAGE

DIGITAL TOOLKITS: We shifted all of our static toolkits - tools available to any campus to support communication and events - into a web-based format that is more easily navigable. Fresh social media graphics and post content were added to the social media toolkit, and updates were made to the 2021 ETU Day toolkit to accommodate hybrid in-person/virtual events. **See figure 3.**

[ELIMINATETOBBACCOUSE.ORG/EVENT-TOOLKIT](https://eliminatetobacco.org/event-toolkit)

[ELIMINATETOBBACCOUSE.ORG/SIGNAGE-TOOLKIT](https://eliminatetobacco.org/signage-toolkit)

[ELIMINATETOBBACCOUSE.ORG/SOCIAL-MEDIA-TOOLKIT](https://eliminatetobacco.org/social-media-toolkit)



/// PHOTO COURTESY OF ANDRESR/ iSTOCK

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THE YEAR AHEAD

The Eliminate Tobacco Use Initiative leadership looks forward to next year's tobacco control actions occurring on campuses during the 2021-2022 academic year. In the year ahead, the initiative will continue to focus on at least three priorities:

- 1 Enhance cessation services offered to students, faculty, staff (and patients for health institutions)
- 2 Increase access to evidence-based services and resources, with a health equity lens
- 3 Engage community colleges, trade schools and Historically Black Colleges & Universities

The ETU Initiative aims to resume many on-campus activities among our colleges and universities. The 7th annual Eliminate Tobacco Use Summit will be held in April 2022 offering both an in-person and virtual opportunity to attend.* We will continue to host our quarterly webinars, offering learning opportunities for new resources, data and services for campuses. We hope to see you there!

*Based on the status of COVID-19 transmission in the community, this may be transitioned to a virtual-only event. More details to follow closer to the event date.

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ETU LEADERSHIP PROFILES



/// JENNIFER COFER, M.P.H., C.H.E.S.®

PROGRAM DIRECTOR, ENDTOBACCO® PROGRAM, THE UNIVERSITY OF TEXAS MD ANDERSON CANCER CENTER

Years working in public health: 21

► **WHAT SPARKED YOUR INTEREST IN TOBACCO CONTROL?** When I took my first job in tobacco prevention, I had my grandparents in mind. I was exposed to their secondhand smoke my entire life. As a person with asthma and chronic lung disease issues, their smoke made me sick, and they didn't know it. As I became more educated in my professional career about secondhand smoke, I had a huge desire to help them learn how to quit. I am proud to say that they quit 10 years into my tobacco control career. They were really proud, they let me know throughout my whole adult life what I was doing was making a difference. I actually have their ashtray on my desk at the office as a constant reminder. They both passed away in 2016, within three months of each other, from tobacco-related diseases. *They are my why* I chose tobacco control as my long-term career for 21 years. If they never started smoking, or if they had more access to be able to quit, I'd have my grandparents around today.

► **HOW HAVE YOU SEEN THE TOBACCO CONTROL MOVEMENT EVOLVE?** The whole landscape has evolved. In my career, I thought we would have made more progress with smoke-free worksites and places. We've made progress, but it's still not where it should be in 2021, especially with the evidence we have on second-hand smoke.

The landscape has greatly evolved with what kids are exposed to, with social media and advertising in their handheld devices with them everywhere they go. They're exposed to tobacco and e-cigarette ads more than the generation 20 years ago, who probably only saw them as they walked into a gas station. We used to use the phrase "Let's keep our youth from starting and help adults quit." Now it's so much more: "Keep our youth from starting, helping our youth and our adults quit... cigarettes, e-cigarettes and any other tobacco products." It's not just

— VII —

“ What we’ve created, we want to freely share. We’ve created some really great toolkits, resources, policy assistance and lessons learned that we can share among other like-minded institutes.



/// JENNIFER COFER WITH GRANDPARENTS IN 1999

adults and young adults who are addicted to nicotine, it’s 12 and 13 year olds initiating use. I didn’t see that 20 years ago. We want to continue to allow those adolescent brains to develop without a nicotine addiction. On the positive side is that we also have innovative evidence-based cessation services like texting quit programs that are helping our youth quit.

► **HOW HAS THE ELIMINATE TOBACCO USE INITIATIVE EVOLVED OVER THE YEARS?**

It started as a University of Texas System focused initiative and then grew to be inclusive of other higher education institutions in Texas. What we’ve created, we want to freely share. We’ve created some really great toolkits, resources, policy assistance and lessons learned that we can share among other like-minded institutes. We have now expanded beyond Texas and partner with the states of New Jersey, Missouri and Virginia who are replicating our model and expanding to serve their populations.

Mike Mackert, Director of the University of Texas Center for Health Communication, asked me four years ago, “Where do you see this going in five years?” I said, “I hope this is going to be used nationwide.” He was taken aback, my team was surprised, but here we are with four partner states and growing!

- **IF YOU HAD A MAGIC PUBLIC HEALTH WAND, WHAT’S ONE THING YOU WOULD LIKE TO SEE INSTANTLY CHANGED ABOUT TOBACCO USE?** I would remove flavored products. If the FDA removed those products from the market, we would see a decrease in tobacco use across the board, no doubt. If I can get a second wish, I’d say 100% smoke-free workplaces everywhere indoors, no matter where folks work.

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/// TIFFANY WINTER, M.P.H.

PROGRAM COORDINATOR, ENDTOBACCO® PROGRAM, THE UNIVERSITY OF TEXAS MD ANDERSON CANCER CENTER

Years working in public health: 4

-
- ▶ **WHAT'S THE MOST REWARDING PART OF BEING ON THE ETU TEAM?** The most rewarding part is seeing campuses take a larger role in the tobacco control movement outside of research. It is exciting to see the unique successes in implementing their goals whether it be with passing a policy, making adaptations to their cessation service offerings or increasing education and awareness no matter how big or small.
 - ▶ **WHEN I THINK ABOUT THE FUTURE OF TOBACCO CONTROL, I FEEL:** Ecstatic!
-

“

There is so much happening in the field and just when you think we are about to reach a plateau, recent events would re-energize us to have hope for a tobacco-free future.”

— VII —



“

I am confident that one day in my lifetime we will eliminate disease, disability and death related to tobacco use and secondhand smoke exposure in this country and in the world.”

/// ALEX HURST, M.H.A.

PROGRAM MANAGER, ENDTOBACCO® PROGRAM, THE UNIVERSITY OF TEXAS MD ANDERSON CANCER CENTER

Years working in public health: 12+ years, with nearly a decade of those in tobacco prevention, policy and control.

- ▶ **WHAT'S THE MOST REWARDING PART OF BEING ON THE ETU TEAM?** The most rewarding part of leading and supporting this initiative is the opportunity to work with so many creative and passionate individuals across the country ready to make a substantial impact on their campuses and within their institutions. Knowing that this initiative will assist in creating a healthier environment for students, faculty, staff, patients and visitors and has the potential to save many lives over time is a reward in itself.
- ▶ **WHEN I THINK ABOUT THE FUTURE OF TOBACCO CONTROL, I FEEL:** Confident!
- ▶ **WHAT IS ONE OF THE BIGGEST SUCCESSES OF THE ETU INITIATIVE OVER THE PAST YEAR?** If I had to name just one of the most notable achievements over the past year, it would have to be the one that didn't take the mainstage. Some may point to the success in assisting major institutions in going tobacco-free over the last year, others would name supporting the implementation of various cessation treatment services on certain campuses. I feel the biggest success would be formalizing the initiative in a way where it could be easily replicated in new states with collaborating partners to expand the overall impact and reach of this movement. To date, we currently have collaborators in the states of Texas, New Jersey, Virginia and Missouri. Over the next year we look to recruit new states to join the movement.

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INITIATIVE LEADERSHIP

/// INITIATIVE FOUNDERS & LEADERSHIP

TEXAS

David Lakey, M.D.

Vice Chancellor for Health Affairs
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

Jennifer Cofer, M.P.H., C.H.E.S.®

Director, EndTobacco® Program
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Alex Hurst, M.H.A.

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

/// STATE INITIATIVE LEADERSHIP

MISSOURI

Kevin Everett, Ph.D.

Associate Professor
Family and Community Medicine University of Missouri

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

Program Coordinator
Missouri Eliminate Tobacco Use Initiative

NEW JERSEY

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

CEO & Executive Director
New Jersey Prevention Network

Jenna Morris

Tobacco Programs Supervisor
New Jersey Prevention Network

VIRGINIA

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

Director, Office of Community Outreach and Engagement
University of Virginia

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

Associate Director of Population Science
Virginia Commonwealth University

Roger Anderson, Ph.D.

Associate Director of Population Science
University of Virginia



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#TobaccoFreeColleges
#TobaccoFreeCommunities
#EliminateTobacco

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