

2024 – 2025

# IMPACT REPORT

10 Years of Eliminate Tobacco Use

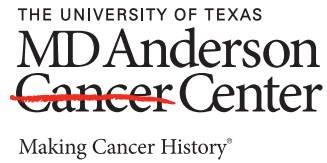


**ELIMINATE**  
TOBACCO USE

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## 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

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## COMMUNICATION PARTNER



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## PART I

# 10 YEARS OF ELIMINATE TOBACCO USE







## PART I

# 10 Years of Eliminate Tobacco Use

Launched in 2015 by The University of Texas System and The University of Texas MD Anderson Cancer Center, the Eliminate Tobacco Use (ETU) initiative has made meaningful progress in reducing tobacco use across higher education through a collaborative, evidence-based approach. What began as a single-state effort in Texas has grown into a multi-state initiative, engaging institutions across Texas with replication sites in Missouri, New Jersey and Virginia.

ETU advances tobacco control through a comprehensive focus on policy, prevention, cessation and research. Webinars, summits, publications and online resources facilitate knowledge sharing and collaboration across institutions and states. Annual reports and communication toolkits help campus communities deliver consistent and effective messaging. By addressing the unique needs of higher education settings, ETU equips campuses with tools to reach young adults during a critical period of growth and experimentation. As a result, institutions are creating healthier environments for students, faculty, staff and surrounding communities. Collectively, their efforts are reaching approximately 1.9 million individuals.



## A DECADE IN DATA



**3,378**

ETU National  
Summit attendees



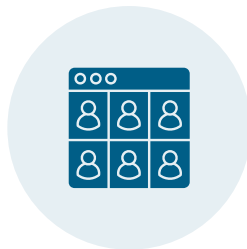
**3,725**

CE credits  
provided



**3**

Replication sites  
in Missouri, New  
Jersey and Virginia



**69**

Webinars, with,  
1,634 attendees



**41,463**

ETU website  
visitors since 2019



**143,252**

Webpage views



**10**

Impact reports



**4**

Communication  
toolkits



**13**

National conference  
presentations



## ETU MILESTONES TIMELINE

**2015**

- Established the Texas Steering Committee with representatives from UT academic and health centers and UT System administration.

**2016**

- Launched initiative with UT System and held first ETU National Summit and workgroup meetings.

**2019**

- ETU Missouri was established.
- Texas passed Tobacco 21 law.
- Developed the Event Toolkit to support the inaugural ETU Day.

**2021**

- Partnered with the Truth Initiative to provide free materials to help students quit vaping.
- Launched *Campus Progress Dashboard* on website.

**2023**

- Hosted first hybrid ETU Summit.

**2024**

- Partnered with Truth Initiative for first College and University Peer Educator Training Webinar.

**2017**

- Partnered with UT Austin Center for Health Communication to develop brand identity.
- Expanded to non-UT institutions and published first Impact Report.
- Developed toolkits to support campus communications and social media engagement.
- 100% of UT System campuses became tobacco- and vape-free

**2018**

- ETU New Jersey and ETU Virginia were established.
- Introduced the Signage Toolkit to support tobacco-free campuses.

**2020**

- Held first virtual summits due to COVID-19.
- Offered continuing education credits for the ETU summit for the first time.

**2025**

- Hosted 10th annual ETU National Summit.
- Added research as the fourth core domain, alongside the foundational domains of policy, prevention and cessation

# 2024 — 2025 ACADEMIC YEAR IN REVIEW





## PART II

# 2024 – 2025 Academic Year in Review

In the 2024–2025 academic year, we celebrated the tenth anniversary of the ETU initiative, marking a significant milestone. Throughout the year, our team continued to support institutions in promoting tobacco- and nicotine-free prevention efforts, policies and cessation treatment services across campuses.

We also reflected on a decade of lessons learned to help address emerging challenges, including the rise of nicotine-based and heat-activated products.



**IN ADDITION TO SUPPORTING ONGOING CAMPUS EFFORTS IN POLICY, PREVENTION AND CESSATION TREATMENT, WE ACHIEVED THE FOLLOWING:**

- » Held the tenth annual ETU National Summit in March 2025, with 380 participants from 171 organizations and campuses attending the national and state summits.
- » Hosted four quarterly webinars to offer educational opportunities, reaching approximately 239 individuals.
- » Introduced Research to our core domains, reflecting our commitment to expanding the body of literature on young adult tobacco use and tobacco control strategies in college settings.
- » Updated the Social Media Toolkit to provide higher education institutions with a customizable resource to strengthen tobacco prevention and education efforts through social media.
- » Supported three institutions in customizing campus communication materials, including a collaboration with UT Austin to develop five new event materials to support their ETU Day event.

We would like to extend our gratitude to the higher education professionals in Texas and beyond who are working together to eliminate tobacco use. Your dedication plays a critical role in fostering respectful, healthy and tobacco-free environments that improve the health and well-being of all. We look forward to continuing our work together as we tackle emerging challenges and build on our shared successes.



## CAMPUS PROGRESS DASHBOARD UPDATES

Since the first site visits in 2016, MD Anderson’s EndTobacco™ team has met annually with ETU partner institutions to review progress and explore additional support opportunities.

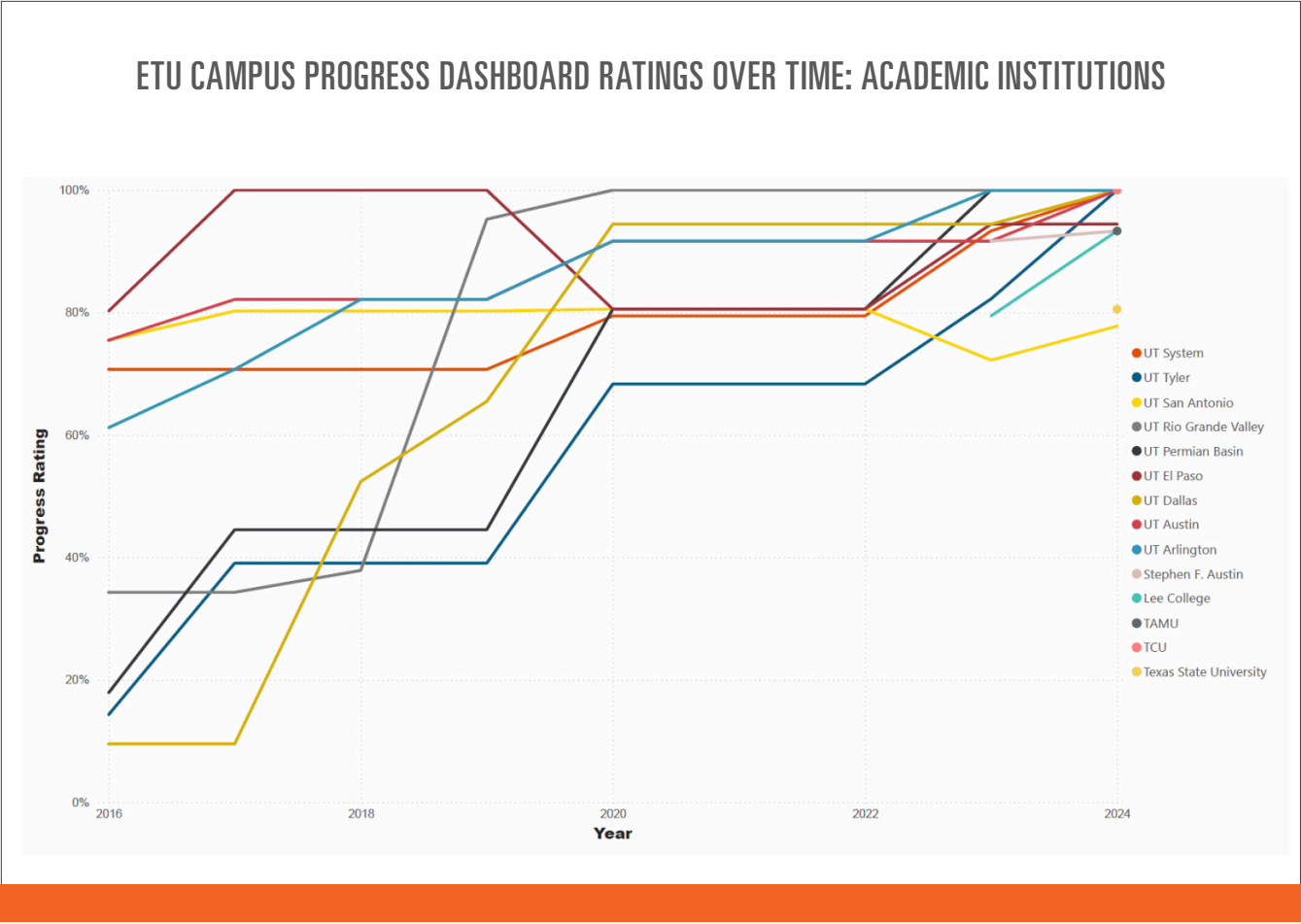
The Campus Progress Dashboard remains a valuable tool for benchmarking tobacco-free progress on college and university campuses. Initially focused on UT institutions, the dashboard has documented steady progress over the years. As shown in Figures 1 and 2 on the following pages, the latest data reflects significant improvements from 2016 to 2024, demonstrating an ongoing commitment across policy, prevention and cessation efforts.

This year, the dashboard expanded to include non-UT institutions, welcoming Lee College, Texas A&M University, Texas Christian University and Texas State University. We are excited to collaborate with these new ETU partners and look forward to the dashboard’s continued growth.

For the 2024–2025 academic year, the following institutions improved their actions, achieving a 100% rating in criteria across the three domain areas of policy, prevention and cessation.

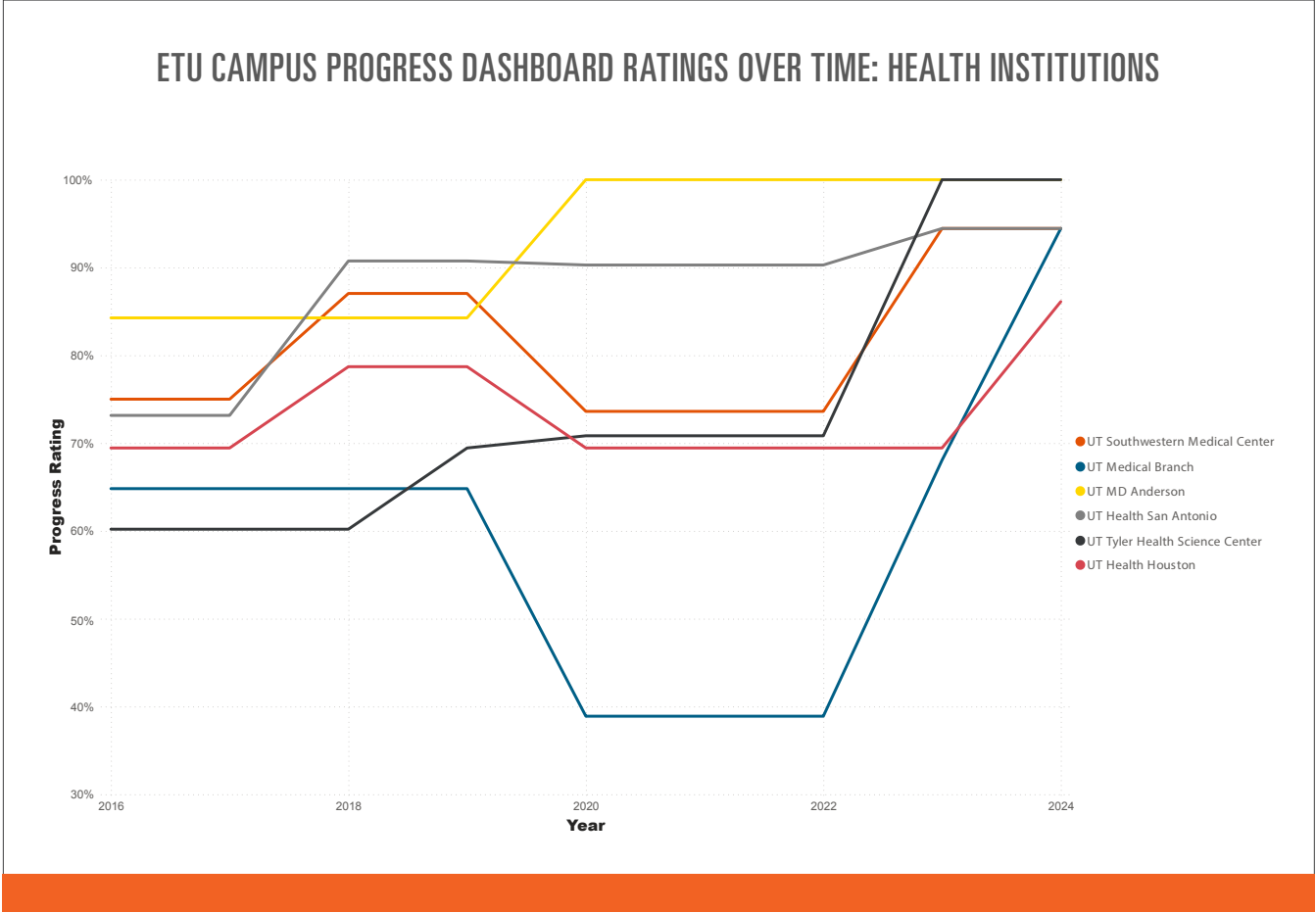
- » UT Austin
- » UT Dallas
- » UT Tyler
- » UT System





**Figure 1.** Annual progress ratings from 2016 to 2024 for participating Academic Institutions as reported in the ETU Campus Progress Dashboard. Campus progress is evaluated during annual site visits with each institution to validate tobacco-free campus policy details, implementation strategies, prevention and outreach efforts, and cessation resources offered to the campus community.





**Figure 2.** Annual progress ratings from 2016 to 2024 for participating Health Institutions as reported in the ETU Campus Progress Dashboard. Campus progress is evaluated during annual site visits with each institution to validate tobacco-free campus policy details, implementation strategies, prevention and outreach efforts, and cessation resources offered to the campus community.



# ETU BY THE NUMBERS: 2024–2025



604

CE credits provided



8,050

ETU website visitors in 2024

4

Active state partners



318

Webinar attendees

4

Steering committee meetings held

171

Total organizations and colleges/ universities engaged across 18 states



20,249

Webpage views in 2024



388

Summit attendees

# WHY THE HIGHER EDUCATION SETTING?





## PART III

# Why the Higher Education Setting?

Nearly 95% of adults who smoke started using tobacco before age 21. Although young adults have the highest rates of quit attempts each year, they have the lowest rates of using cessation treatments, making higher education a critical setting for intervention (VanFrank et al., 2024). As new tobacco and nicotine products emerge, colleges and universities have a unique opportunity to shift social norms and reduce tobacco use among young adults.

As of April 2025, more than 2,500 U.S. campuses have adopted 100% smoke-free policies, with 2,165 of these also being tobacco-free (ANRF, 2025). The ETU initiative collaborates with higher education institutions to reduce the impact of tobacco and nicotine use among students, faculty, staff and surrounding communities. ETU welcomes all types of institutions, from universities and community colleges to vocational schools and technical institutes, to join in fostering a healthier, tobacco-free environment for everyone.

### SOURCE

- VanFrank, B., Malarcher, A., Cornelius, M.E., Schecter, A., Jamal, A., Tynan, M. (2024). Adult Smoking Cessation — United States, 2022 *Morbidity Mortality Weekly Report (MMWR)* 2024;73:633–641. <http://dx.doi.org/10.15585/mmwr.mm7329a1>



## TOBACCO-FREE CAMPUSES



**100%**  
**smoke-free campus**  
**sites in the U.S.:**  
**2,581**

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

**2,166**  
are also 100%  
tobacco-free  
everywhere  
(including  
non-combustible  
forms/smokeless)

**2,271**  
Prohibit  
e-cigarette use  
everywhere

**1,226**  
Prohibit  
hookah use  
everywhere

**602**  
Prohibit  
smoking/vaping  
marijuana  
everywhere

### SOURCE

- American Nonsmokers' Rights Foundation. (2025, July 1). *Smokefree and Tobacco-Free U.S. and Tribal Colleges and Universities*. <https://no-smoke.org/wp-content/uploads/pdf/smokefreecollegesuniversities.pdf>



## TEXAS COLLEGE TOBACCO SURVEY, 2025 RESULTS

The Texas College Tobacco Survey (TCTS) was implemented from March to April 2025 by the UT Austin Tobacco Research and Evaluation Team as an evaluation component of the Peers Against Tobacco program. TCTS explores college students' knowledge, attitudes, norms and behaviors related to conventional and alternative tobacco/nicotine products. In 2024 and 2025, the survey also included questions on cannabis use.

### 14,227 RESPONDENTS FROM 27 UNIQUE UNIVERSITIES/COLLEGES ACROSS TEXAS

22.3

Average Age

60.9%

Female

37.4%

Male

1.6%

non-binary,  
other, prefer  
not to answer,  
no answer

### 33.4% OF CURRENT USERS OF ALL TOBACCO/NICOTINE PRODUCTS WERE TRYING TO QUIT



41.7%

of current ENDS  
product(s) users  
indicated they were  
currently trying to  
quit

26.9%

of all other current tobacco  
users indicated they were  
currently trying to quit using  
their tobacco product(s).

### MOST PREVALENT PRODCUTS USED IN PAST 30 DAYS

17.5%

Electronic  
Nicotine Delivery  
Systems (ENDS)

39.3%

Cannabis

4.6%

Cigars

1.6%

Smokeless

1.8%

Hookah

10.1%

Cigarettes





## POINTS OF INTEREST FROM THE 2016 AND 2025 TCTS COMPARISON

### Over the Past Decade

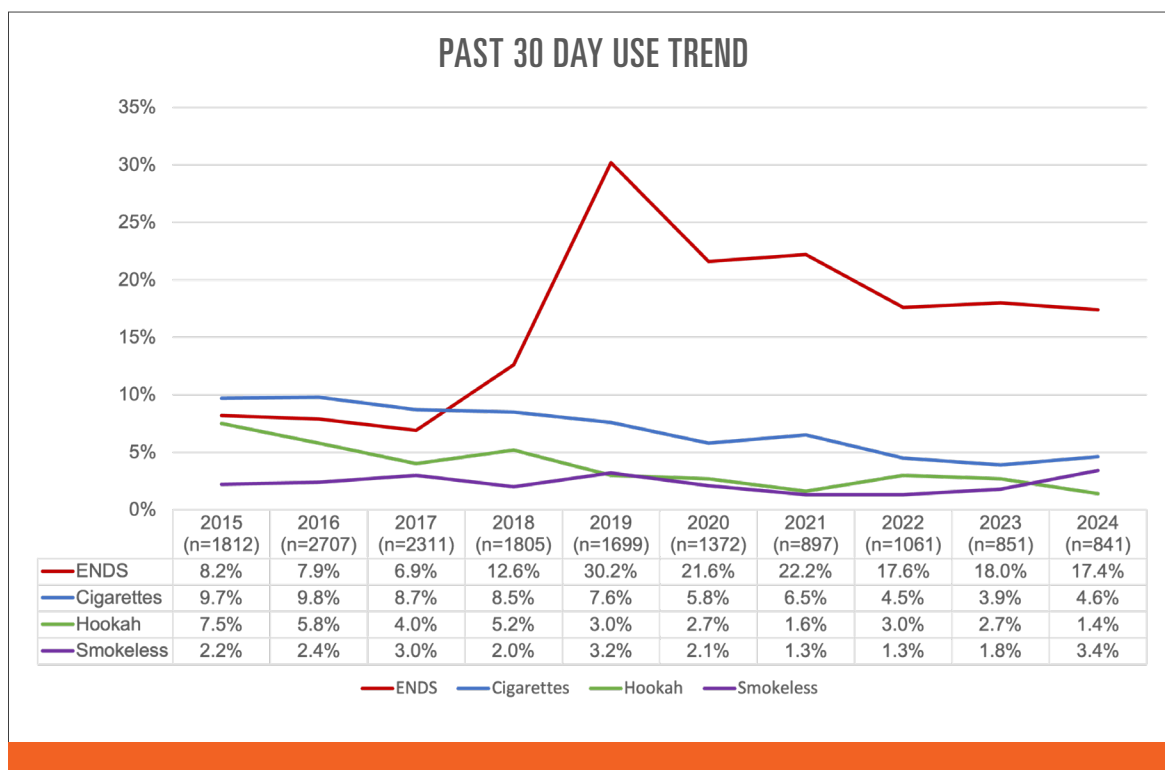
- » Lifetime and past 30-day cigarette use decreased ⬇️
- » Lifetime and past 30-day cigar use decreased ⬇️
- » Lifetime and past 30-day hookah use decreased ⬇️
- » Lifetime and past 30-day smokeless tobacco/nicotine use fluctuated, but has been increasing in recent years ⬆️
- » Lifetime and past 30-day ENDS use increased overall ⬆️

### Past 30-Day Use Trends

The College Initiative survey has been administered every Spring semester for the past ten years (i.e., 2015-2024). Three schools — Stephen F. Austin University, The University of Texas at Tyler, and Texas Woman's University — participated in the survey for ten years. One school, Prairie View A&M University, did not participate in 2021 but participated continuously from 2015 to 2020 and again from 2022 to 2024. At each of these assessments, students who reported ever using any tobacco product were asked about their past 30-day use of four tobacco products surveyed consistently since 2015: Conventional Cigarettes, ENDS (e.g., e-cigarettes, vape pens, e-hookahs), Hookah and Smokeless Tobacco (e.g., chewing tobacco, snus, snuff or dip).



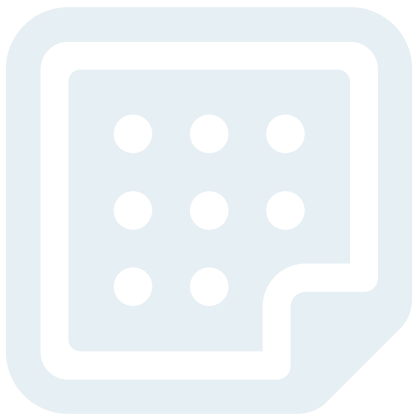
As seen in Figure 3, current ENDS use among college students has steadily decreased since 2019 but remains higher than cigarette smoking. Current use of smokeless tobacco and nicotine products also increased in 2024, possibly due to the rising popularity of oral nicotine products among this demographic.



**Figure 3.** Trends of past 30-day users over ten years. This figure illustrates, among surveyed students at four schools, the percentage who have used certain tobacco products in the past 30 days. Data in this figure represent populations at four Texas universities over a period of ten years. From 2015 to 2020, data include responses from all four schools: Stephen F. Austin University, The University of Texas at Tyler, Texas Woman’s University, and Prairie View A&M University. In 2021, only Stephen F. Austin, UT Tyler, and Texas Woman’s University participated. From 2022 through 2024, all four schools are represented again.



# THE CHANGING LANDSCAPE OF TOBACCO





## PART IV

# The Changing Landscape of Tobacco

## NICOTINE POUCHES

Nicotine pouches are smokeless, spitless products made from cellulose, nicotine, flavorings and other additives. While they may contain fewer ingredients than cigarettes or traditional smokeless tobacco, they're still highly addictive and can harm brain development (Centers for Disease Control and Prevention [CDC], 2025). They also carry many of the same health risks as other tobacco products.

According to the 2024 National Youth Tobacco Survey, nicotine pouches are the second most commonly used tobacco product among high school students, with 2.4% reporting use in the past 30 days (Jamal et al., 2024). Among adults, current use remains lower at 0.4% (Dai & Leventhal, 2024). However, this may change as marketing and availability continue to expand.

Although nicotine pouches have existed for nearly a decade, their popularity has surged recently among youth and young adults, likely due to aggressive marketing campaigns by major tobacco companies. These campaigns promote nicotine pouches as discreet, modern alternatives that can be used in places where smoking is not allowed. Popular brands include Zyn, Velo (formerly Lyft), On! and Nordic Spirit, all produced by multinational tobacco companies.

**SALES REFLECT THEIR GROWTH:** In the U.S., the number of nicotine pouches sold rose from 126 million in 2019 to 808 million in 2022 (CDC, 2025).



## HOW DO NICOTINE POUCHES COMPARE TO OTHER TOBACCO PRODUCTS?



- » **CIGARETTES:** Once the most widely used tobacco product, cigarette use is now at its lowest level in 60 years. In 2024, 1.7% of high school students reported smoking cigarettes in the past 30 days (Jamal et al., 2024). Among adults, 7.9% reported current use, with only 1.2% of 18–24-year-olds smoking cigarettes (Arrazola et al. 2025).



- » **E-CIGARETTES:** E-cigarettes remain the most commonly used tobacco product among youth. In 2024, 7.8% of high school students reported using e-cigarettes in the past 30 days (Jamal et al., 2024). Among adults, 4.1% reported current use, with 10.3% of 18–24-year-olds reporting use (Arrazola et al. 2025).



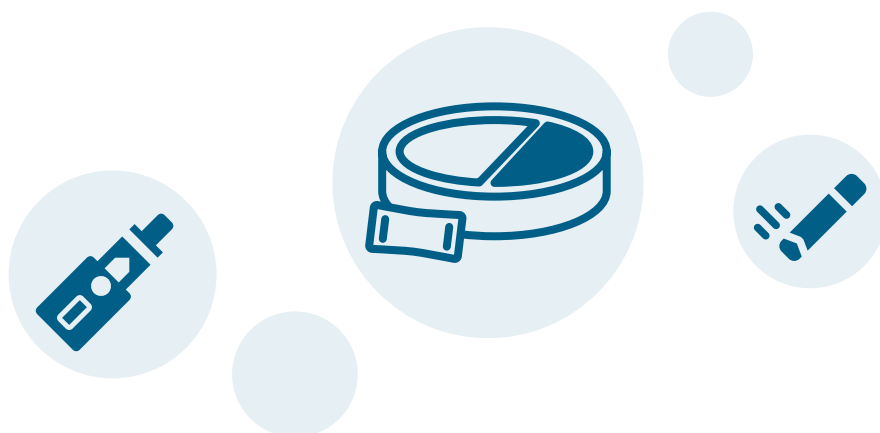
- » **NICOTINE POUCHES:** Youth use of nicotine pouches (2.4%) now surpasses that of cigarettes (1.7%) and is second only to e-cigarettes (Jamal et al., 2024). Adult use is lower at 0.4% but may grow alongside increased marketing and sales (Arrazola et al. 2025).



## WHY ATTENTION-DEFICIT/HYPERACTIVITY DISORDER (ADHD) INCREASES NICOTINE RISK

ADHD is a neurodevelopmental condition marked by inattention, impulsivity and hyperactivity. At the same time, nicotine is a highly addictive substance found in tobacco products, including cigarettes, e-cigarettes, heated tobacco products and nicotine pouches. An estimated 11.4% of U.S. children aged 3–17 years have ever been diagnosed with ADHD (CDC, 2024), and an estimated 6.0% of adults have a current ADHD diagnosis (Staley et al., 2024). Additionally, research suggests that teens and adults with ADHD are more likely to smoke cigarettes and become nicotine-dependent than those who do not have ADHD (Green et al., 2023). They are also more likely to start using nicotine at an earlier age and may have a harder time quitting, possibly due to nicotine’s short-term effects on focus and mood (Green et al., 2023; Lee & Lee, 2023).

Because individuals with ADHD are at higher risk of early nicotine use and dependence, early, tailored interventions are essential. Integrating ADHD management with smoking prevention — through education on nicotine risks and access to behavioral health services — can address both underlying mental health symptoms and substance use tendencies. Higher education settings offer a timely opportunity for these efforts, as many young adults are transitioning to independent self-care.





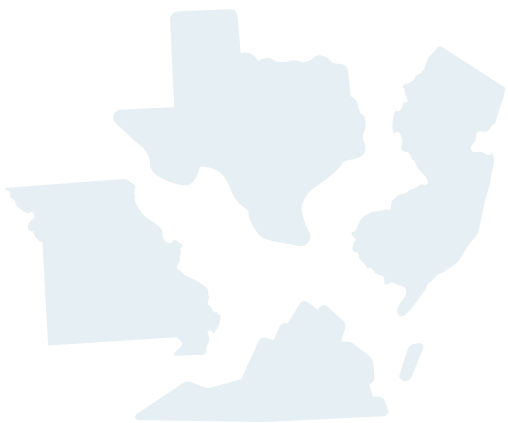
## RECOMMENDED READS

- » [What to know about nicotine pouches](#) – The University of Texas MD Anderson Cancer Center
- » [#SponsoredByBigTobacco](#) – Campaign for Tobacco Free Kids®
- » [Cigarettes and ADHD: A Robust Relationship That’s Hard to Break](#) – Children and Adults with Attention-Deficit/Hyperactivity Disorder (CHADD)

## SOURCES

- Arrazola, R.A., Husten, C.G., Cornelius, M.E., & Armour, B.S. (2025). Notes from the Field: Tobacco Product Use Among Adults — United States, 2017–2023. *Morbidity Mortality Weekly Report (MMWR)*, 2025;74:118–121. <http://dx.doi.org/10.15585/mmwr.mm7407a3>
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- Jamal, A., Park-Lee, E., Birdsey, J., West, A., Cornelius, M.E., Cooper, M.R., Cowan, H., Wang, J., Sawdey, M.D., Cullen, K.A., & Navon, L. (2024). Tobacco Product Use Among Middle and High School Students — National Youth Tobacco Survey, United States, 2024. *Morbidity Mortality Weekly Report (MMWR)*, 2024;73:917–924. DOI: <http://dx.doi.org/10.15585/mmwr.mm7341a2>
- Lee, S., Lee, W. (2023). The association between attention deficit hyperactivity disorder (ADHD) and smoking experience or exposure to environmental tobacco smoke among children and adolescents. *Tobacco Induced Diseases*, 21(January), 15. <https://doi.org/10.18332/tid/157209>
- Staley, B.S., Robinson LR, Claussen AH, et al. Attention-Deficit/Hyperactivity Disorder Diagnosis, Treatment, and Telehealth Use in Adults — National Center for Health Statistics Rapid Surveys System, United States, October–November 2023. *Morbidity Mortality Weekly Report (MMWR)* 2024;73:890–895. DOI: <http://dx.doi.org/10.15585/mmwr.mm7340a1>

# CURRENT PARTNERS





# V

## PART V

# Current Partners

The ETU initiative is designed to act as a model and resource for higher education institutions and community agencies across the country. Since its inception in 2015, other states have replicated all or parts of the initiative, with New Jersey and Virginia becoming the first partner states in 2018. Missouri followed as the third partner in 2019.

Initiative resources are tailored to meet each state's unique needs, while maintaining the [ETU model](#) to address tobacco use in higher education institutions through policy, prevention/education, cessation treatment services and research. Below are updates from our partners over the past year.





# The ETU Model

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



POLICY



PREVENTION



CESSATION



RESEARCH

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





## ETU NEW JERSEY HIGHLIGHTS

Over the past year, Tobacco Free for a Healthy New Jersey has worked towards making more campuses tobacco and smoke-free through the New Jersey Colleges and Universities Implementing Tobacco and Smoke-Free Initiative (NJ CUITs). The team provided outreach and resources to New Jersey campuses, including funding for prevention efforts, cessation services, signage, education and policy support. The team also supported data collection and focus groups on tobacco use, advocated for policy changes with university staff, and collaborated with student groups like Incorruptible.U to deliver training and peer-to-peer education.

In addition to this work, Tobacco Free for a Healthy New Jersey successfully hosted the ETU New Jersey Summit, offering insights for professionals working with the state's young adult population. College and university representatives gained strategies for navigating policy change challenges, understanding student perspectives and expanding campus services to diverse populations, including support for LGBTQ+ communities. The Summit also featured an exhibitor section where various New Jersey organizations were represented and shared resources with attendees. The ETU New Jersey Summit equipped campus tobacco prevention leaders with tools and action plans to guide their efforts in the coming year.



## ETU MISSOURI HIGHLIGHTS

Over the past year, the ETU Missouri initiative has continued to strengthen tobacco prevention and control efforts across higher education institutions in the state. Three campuses in Missouri have updated their tobacco free campus policies to be more comprehensive and several other colleges and universities in the state have sought out technical assistance to support their tobacco prevention and control efforts. This includes conducting annual surveys to assess current use rates, reviewing current tobacco-free campus policy language, updating campus signage, implementing social norming campaigns and other media strategies that encourage and support young people in their quit journey. ETU Missouri participated in national webinars to learn from other ETU partners and contributed to planning both the national ETU Summit and Missouri's state-specific summit. This collaboration has brought meaningful benefits to campuses across the state, and we look forward to continuing to grow the impact of this partnership in the years ahead.

### HIGHLIGHTED ACCOMPLISHMENTS

- » 41 registrants for the ETU Missouri Summit.
- » 29,165 people protected by updated tobacco-free campus policies.
- » Three institutions with updated tobacco free campus policy language.
- » Developed and approved young adult focused media campaign assets for use in fiscal year 2026.



## ETU TEXAS HIGHLIGHTS

Over the past year, the ETU Texas Initiative continued to engage stakeholders from colleges and universities across the state and welcomed two new members to the ETU Texas Steering Committee. Throughout the year, ETU Texas provided partner institutions with technical assistance to support their efforts in implementing tobacco prevention policies, education initiatives and cessation treatment services. The initiative also offered health communication support for campus events, including customized event materials for ETU Day events at The University of Texas at Austin and The University of Texas at San Antonio. The UT Austin collaboration produced new event materials now available on the [ETU Event Toolkit](#) webpage. The ETU Texas Steering Committee played a key role in planning and implementing the annual ETU Texas Summit. ETU Texas continued highlighting emerging tobacco products, the link between tobacco and mental health, and how past lessons (from tobacco control efforts) can address poly-substance use and evolving product trends.

### HIGHLIGHTED ACCOMPLISHMENTS

- » Hosted a hybrid Texas Summit in March 2025 with 146 attendees.
- » Added five non-UT institutions to the Campus Progress Dashboard: Lee College, Stephen F. Austin University, Texas A&M University, Texas Christian University and Texas State University.
- » Updated the Social Media Toolkit with input from the Texas Steering Committee.
- » To date, ETU has engaged 45 of the 148 public and private institutions of higher education in Texas.



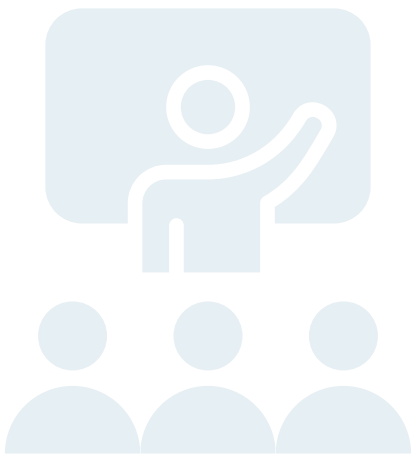
## ETU VIRGINIA HIGHLIGHTS

The ETU Virginia initiative, in collaboration with the Virginia Department of Health Tobacco Control Program, has made significant strides in strengthening tobacco control policies across higher education in the Commonwealth. Over the past year, the group has been able to launch a new online tobacco policy dashboard, provide annual updates to the tobacco policy surveillance report cards and continues to provide technical assistance to support policy improvements across the Commonwealth.

### HIGHLIGHTED ACCOMPLISHMENTS

- » Distributed updated tobacco policy surveillance report cards to 48 public and private college and universities across the Commonwealth with two schools improving their scores.
- » Launched the interactive [Tobacco Policy Surveillance Dashboard](#).
- » Developed the Virginia Tobacco Control Resource Guide to assist schools in easily accessing tobacco control resources to assist their efforts.

# NATIONAL SUMMIT REVIEW





## PART VI

### VI

# National Summit Review

The 2025 ETU National Summit took place on March 6, 2025, bringing together tobacco control advocates both in person at UT Austin and virtually. Hosted by MD Anderson Cancer Center in collaboration with UT System, the summit featured perspectives from ETU leadership in Missouri, New Jersey, Texas and Virginia. The national and state summits provided valuable opportunities for collaboration, knowledge sharing and strategic planning.

Marking the 10th anniversary of the ETU National Summit, this year's event invited attendees to reflect on a decade of progress and plan for the future. The national summit featured four keynote speakers and concluded with a panel of college student leaders who shared real-world challenges and successes in implementing tobacco-free policies and prevention efforts on campus. Their insights emphasized the vital role of student engagement in sustaining tobacco-free initiatives.

### REACH OF NATIONAL AND STATE SUMMITS



380

Summit  
attendees



171

Organizations  
and campuses



18

States



## KEYNOTE SPEAKERS

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**YOLONDA RICHARDSON, J.D., M.P.H.**, President and Chief Executive Officer of the Campaign for Tobacco-Free Kids, delivered a keynote on best practices in tobacco control over the past decade, highlighting both successes and emerging challenges.



**JENNIFER COFER, DR.P.H., M.P.H., C.H.E.S.**, Executive Director of the EndTobacco Program at MD Anderson Cancer Center, shared key milestones from ETU's 10-year journey in tobacco prevention/education, policy and cessation efforts.



**MELINDA (MINDY) J. ICKES, PH.D.**, Professor, Kinesiology and Health Promotion, Acting Associate Dean of Research, College of Education, University of Kentucky presented strategies to reduce the use of emerging tobacco products among at-risk youth and young adults, showcasing her successful #iCANendthetrend tobacco use prevention program.



**CHAD D. MORRIS, PH.D.**, Professor at the University of Colorado Anschutz Medical Campus, emphasized the link between tobacco use and mental health, advocating for integrated prevention approaches.

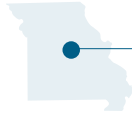
# STATE SUMMITS







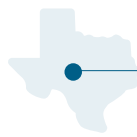
## State Summits



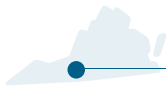
**ETU MISSOURI** hosted 42 attendees on March 11, 2025, for a virtual meeting to discuss the state's tobacco control efforts, including a review of Missouri's Strategic Plan for tobacco prevention and control. The event featured insights on Partners in Prevention programming and concluded with recommendations and next steps for continued progress.



**ETU NEW JERSEY** hosted 104 attendees on April 9, 2025, at Brookdale Community College in New Jersey. The summit focused on advancing tobacco-free initiatives through insightful discussions and workshops. Keynote speaker Kathleen Moreira, Clinical Associate, Behavioral Health and Wellness Program, University of Colorado Anschutz Medical Campus, addressed the complexities of quitting tobacco from a behavioral health perspective. Breakout sessions addressed tobacco product marketing strategies, LGBTQ+-tailored cessation support, and practical approaches to quitting tobacco. A panel explored how policy changes can reshape campus culture, and the summit closed with action planning and resources shared by Tobacco-Free for a Healthy New Jersey and Incorruptible.U to support continued progress statewide.



**ETU TEXAS** hosted 146 attendees on March 7, 2025, both in person at UT Austin and virtually. Sessions explored the toll of tobacco in Texas, key findings from the 2024 Texas College Tobacco Survey and a review of campus tobacco-free policies. Attendees also reflected on a decade of Peers Against Tobacco, highlighting the impact of peer-led initiatives. Additionally, three steering committee members discussed how they integrate tobacco cessation efforts into their daily work for students and employees. The summit concluded with action plan report-outs from the ETU Texas Steering Committee and summit attendees, ensuring continued momentum into the next year.



**ETU VIRGINIA** hosted 67 attendees on March 7, 2025, for a virtual summit, focusing on Virginia's evolving tobacco landscape. The event opened with a keynote on *Trends in Virginia Tobacco Use and Emerging Nicotine Products*, setting the stage for discussions on policy progress in higher education. Attendees also heard from a panel of higher education leaders and were provided with a comprehensive overview of resources available for college campuses.

# ETU WEBINARS





## PART VIII

VIII

# ETU Webinars

This year, we hosted four quarterly webinars to provide attendees with learning opportunities, timely updates on emerging tobacco products and trends and resources to support campus tobacco and nicotine control efforts.

## MARKET WATCH UPDATES



**CAROLINE NORTH, PH.D.**, Postdoctoral Fellow, Department of Kinesiology and Health Education at The University of Texas at Austin, has made Market Watch Updates a staple of each ETU webinar. Her presentations highlighted emerging products like smart vapes, nicotine analogs, IQOS heat-not-burn devices and patterns of co-use and sequential use of tobacco and cannabis — offering attendees practical insights into the evolving tobacco product landscape.

## OCTOBER 2024



**ALEX LOUKAS, PH.D.**, Associate Dean for Research and Graduate Studies, Department of Kinesiology and Health Education at The University of Texas at Austin, discussed the co-use of cannabis and tobacco among college students and young adults, noting that cannabis use was associated with an increased likelihood of e-cigarette initiation and a decreased likelihood of e-cigarette discontinuation, insights with implications for both prevention and cessation efforts.



**LINDSAY HAUSER, M.S., M.T.T.S.**, Director, Office of Community Outreach and Engagement at the University of Virginia Comprehensive Cancer Center, shared the [Virginia Tobacco Policy Dashboard](#), a tool that provides a visual landscape of tobacco policy in the state, tracks progress over time and supports stakeholder engagement in tobacco policy efforts.

## DECEMBER 2024

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**ROSEMARY COFFMAN, PH.D., C.R.C.**, Executive Director, Student Success and Wellbeing at Lee College, shared how the Baytown, Texas campus has leveraged ETU resources and partnered with community organizations to enhance wellness and promote tobacco-free living.



**KELLY GRAHAM**, Client Success Manager, Truth Initiative, unveiled the new Truth Initiative *Ex Program*, a comprehensive cessation intervention developed with the Mayo Clinic over 15 years ago and reimagined to meet the unique challenges faced by young people today.



**VERA KUMA**, Senior Grants Specialist, Development and Partnerships at Truth Initiative, highlighted grant opportunities available to colleges and universities seeking to become tobacco-free.



## APRIL 2025

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**K. ASHLEY GARLING, PHARM.D.**, Assistant Director of Programs, Center for Health Communication at The University of Texas at Austin, discussed how Attention Deficit/Hyperactivity Disorder (ADHD) is linked to early nicotine use and greater difficulty quitting, underscoring the need for tailored interventions that combine ADHD management with tobacco and nicotine prevention.

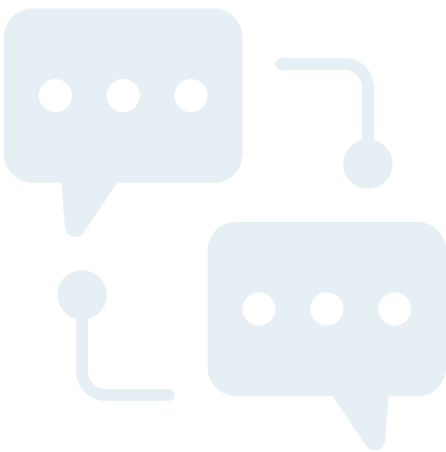
## JULY 2025

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**JENNIFER COFER, DR.P.H., M.P.H., C.H.E.S.** Executive Director, EndTobacco Program, The University of Texas MD Anderson Cancer Center, shared findings from her dissertation study on college students' vaping behaviors and motivations to quit. Her research supported existing evidence that many college students want to stop using e-cigarettes and highlighted key drivers of use, including product availability, appealing flavors, peer influence, and use as a coping mechanism for stress and anxiety. Through conversations with students, she also found that a price increase of less than \$1.50 on vape products would likely have little impact on their decision to quit or reduce use.

# ETU COMMUNICATION RESOURCES





## PART IX

# ETU Communication Resources

## EX PROGRAM BY TRUTH INITIATIVE

In 2024, the Truth Initiative unveiled the *Ex Program*, formerly known as *This is Quitting*, a free text message program designed specifically for young people. Developed in collaboration with the Mayo Clinic Nicotine Dependence Center, the program offers a personalized quit plan based on age, enrollment or quit date and the type of tobacco product used.

Youth and young adults ages 13 to 24 in Texas can text VAPEFREETX to 88709 to get started. Outside of Texas, they can text DITCHVAPE to 88709 for support. The program also includes tools for mental wellness, like mindfulness and breathing exercises, self-care prompts and access to mental health support through the Crisis Text Line.

MD Anderson continues to collaborate with Truth Initiative to offer free communication materials to help Texas colleges and universities support students who want to quit vaping. Campuses can download EX Program materials such as social media graphics and sample posts, printed posters and flyers, presentation slides and newsletter content.

To get access to these materials for your campus, fill out the [Ex Program interest form](#).







## IX

### SOCIAL MEDIA TOOLKIT

In the Spring of 2025, ETU launched an updated Social Media Toolkit, developed in partnership with the UT Austin Center for Health Communication (CHC). The updated materials draw inspiration from the broader ETU brand and are designed to support tobacco- and nicotine-free campuses. The toolkit features clear, relatable messaging tailored to diverse audiences and uses positive framing to highlight the benefits of a tobacco- and nicotine-free life. It also includes calls to action that promote healthy behavior change and connect people to cessation services.

All materials can be customized and tailored to a campus's specific needs. To download the toolkit materials, visit [EliminateTobaccoUse.org/Social-Media-Toolkit](https://EliminateTobaccoUse.org/Social-Media-Toolkit)





## COLLABORATION WITH UT AUSTIN

UT Austin partnered with the CHC to create custom materials for their ETU Day event held on November 21, 2024. As communication partners for the ETU initiative, the CHC is available to support campuses in customizing existing materials or developing new ones to support their tobacco control efforts.

### A LOOK INTO THE COLLABORATION PROCESS

The CHC met with the UT Austin HealthPoint Work-life Balance and Wellness Program team to learn more about their initial ideas and event goals. The discussion shaped the creative direction and informed the design concepts developed by the CHC. After reviewing the options, UT Austin selected the *Journey to a Tobacco-Free Life* concept and provided the written content. The CHC provided copy editing support to ensure the messaging worked across various materials.

The final deliverables included an informational backdrop, an interactive activity poster, branded sticky notes to complement the activity and postcards to serve as handouts. The CHC also supported the print production process, preparing files and reviewing proofs to ensure print quality. This collaboration is an example of how the CHC partners with campuses to bring their ideas to life — whether that means customizing existing resources or creating new ones. We look forward to continuing to support our partners with tailored communication support.

These materials are now available in the Year-Round tab of the [ETU Event Toolkit](#) and can be used as is or adapted by other campuses.



# THE YEAR AHEAD





## PART X

# X

# The Year Ahead

As we wrap up another year of the ETU initiative, we want to thank everyone who played a role in the work highlighted in this report. From our ETU Steering Committee to state and campus partners who keep this work moving forward.

Over the past year, we've continued to grow our reach and strengthen our partnerships. From highlighting state-led efforts, like the launch of the Virginia Tobacco Policy Dashboard, to knowledge sharing at the ETU Summit, we saw momentum across all four ETU domains: policy, prevention, cessation and research. This report reflects not only the work accomplished, but the collaboration and effort that made it possible.

### PRIORITIES FOR THE 2025–2026 ACADEMIC YEAR

- » Update the ETU website to simplify navigation to ETU resources and core components.
- » Promote ETU to new audiences in and outside of Texas.
- » Continue to expand the reach of ETU webinars and annual summits.
- » Reinforce ETU's role as a trusted partner to support institutions of higher education.
- » Increase access to research studies and contribute to the growing body of tobacco related research in higher education.
- » Assist institutions in adopting and enhancing policy change, cessation services and implementing evidence-based prevention strategies.

We're excited to build on what we've learned and keep moving toward building healthier, tobacco-free campus communities.



# State Initiative Leadership

## MISSOURI

### **Brittany Carpenter, M.P.H.**

Tobacco Prevention Coordinator  
Missouri Partners in Prevention

### **Kevin Everett, Ph.D.**

Associate Professor, Family and Community Medicine  
University of Missouri

### **Christy Inskip, M.P.H., C.H.E.S.**

Youth Tobacco Use Prevention Specialist  
Tobacco Prevention and Control Program  
Missouri Department of Health and Senior Services

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

Senior Coordinator  
Missouri Partners in Prevention

### **Jenna Wintenberg, Ph.D., M.P.H., C.H.E.S.**

Assistant Teaching Professor  
University of Missouri College of Health Sciences

## NEW JERSEY

### **Kim Burns**

Programs Coordinator  
Tobacco Free for a Healthy NJ  
Atlantic Prevention Resources

### **Carlo Favretto Jr.**

Prevention Associate  
New Jersey Prevention Network

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

Chief Executive Officer and Executive Director  
New Jersey Prevention Network

### **Elise McGaughan**

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

### **Brittany Richardson**

Prevention Associate  
New Jersey Prevention Network

### **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

## VIRGINIA

### **Roger Anderson, Ph.D.**

Associate Director, Population Science  
University of Virginia Comprehensive Cancer Center

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

Professor and Gordon D. Ginder,  
MD Chair in Cancer Research  
Virginia Commonwealth University Massey  
Comprehensive Cancer

### **Lindsay Hauser, M.S., M.T.T.S.**

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



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**EliminateTobaccoUse.org**

#TobaccoFreeColleges  
#TobaccoFreeCommunities  
#EliminateTobacco

**SUGGESTED CITATION:**

The University of Texas  
MD Anderson Cancer Center and  
The University of Texas System.  
(2025). Eliminate Tobacco Use.  
2024-2025 Impact Report.