

ELIMINATE TOBACCO USE

WORKING TO CREATE TOBACCO-FREE CULTURES AT INSTITUTIONS OF HIGHER EDUCATION THROUGH POLICY, PREVENTION AND CESSATION



WHY CAMPUSES? By starting with institutions of higher education, the initiative seeks to reduce tobacco use and serve as a model for other institutions and agencies across the nation.

The vast majority of adults who smoke cigarettes daily — 99% of them — first try smoking by age 26¹. As tobacco and nicotine products evolve, colleges and universities can encourage healthy behaviors by continuing to provide relevant and updated information on the harms of all nicotine and tobacco products.

CORE COMPONENTS:

1. **Summits:** Convene stakeholders to share evidence-based practices and research
2. **Health Communication:** Ensure effective and consistent messaging for tobacco control efforts across audiences
3. **Reports:** Highlight successes, share best practices and build roadmaps, toolkits and frameworks
4. **Webinars:** Conduct quarterly webinars that offer learning opportunities in policy, prevention and cessation services
5. **Connection:** Establish a learning community for peers and experts to connect and exchange evidence, data and best practices
6. **Steering Committee:** Utilize representatives from institutions of higher education to seek feedback and guidance in the vision, strategy and implementation
7. **Technical Assistance:** Provide consultation to institutions as they work to enhance tobacco-free cultures on their own campuses

JOIN THE TOBACCO-FREE MOVEMENT

The impact of the initiative is growing across the nation as new institutions and organizations adopt and adapt resources to better address the specific tobacco-related challenges in their communities or campuses.

Benefits of getting involved*

- » Network with state and national experts in tobacco control
- » Access quarterly webinars on timely topics
- » Attend the annual summit
- » Gain model policy guidance and templates
- » Receive communication resources and support

Additional partner benefits

All of the above, plus:

- » Technical assistance from the Eliminate Tobacco Use team
- » Tailored initiative communication and branding

**some resources available only by request*

CONTACT US

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MILESTONES

2015 /// **Founded**

The EndTobacco Program at The University of Texas MD Anderson Cancer Center and in partnership with The University of Texas System, created the ETU Initiative to address tobacco use among University of Texas institutions.

2015 /// **Texas**

As the founding state site, Texas launched its ETU initiative in 2015. Three years later, all 14 institutions of The University of Texas System became tobacco-free, making it the first public university system and the largest employer in Texas to prohibit tobacco use. ETU Texas monitors each University of Texas institution policy and implementation of cessation and prevention resources. In 2018, additional colleges, universities and community colleges around Texas joined ETU Texas, making it a true statewide initiative.

2018 /// **New Jersey**

New Jersey joined the initiative in 2018. The New Jersey Prevention Network implements the Tobacco Free for a Healthy New Jersey initiative, funded by the New Jersey Department of Health. This initiative aims to reduce tobacco use, reduce the negative impact of secondhand smoke and ensure that cessation resources and educational materials are widely distributed.

2018 /// **Virginia**

Virginia joined the initiative in 2018. Their state initiative is co-led by The University of Virginia Comprehensive Cancer Center and Virginia Commonwealth University (VCU) Massey Cancer Center. Starting with their first summit in 2019, ETU Virginia continues to host an annual summit and engage an increasing number of colleges and universities.

2019 /// **Missouri**

Missouri joined the initiative in 2019. ETU Missouri focuses on tobacco control on college campuses and health care systems. In collaboration with Partners in Prevention, ETU Missouri aims for every college campus to have access to a trained tobacco treatment specialist and one-on-one counseling services. The initiative staff supports campuses throughout the state to help improve their tobacco policy language.

CITATION:

1. Substance Abuse and Mental Health Services Administration. 2019 National Survey on Drug Use and Health. Published 2019. Accessed October 25, 2024. www.samhsa.gov/data/release/2019-national-survey-drug-use-and-health-nsduh-releases



SUMMITS

Annual summits serve as a cornerstone of the initiative. National and State ETU summits provide an opportunity for partners to come together and share challenges and successes. These events welcome a variety of professionals working in higher education, tobacco prevention, cessation and policy, as well as community and non-profit partners whose mission aligns with that of the ETU Initiative.

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SCAN TO LEARN MORE



FOUNDING PARTNERS

