

ELIMINATE TOBACCO USE | NEW JERSEY INITIATIVE

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The Eliminate Tobacco Use (ETU) New Jersey Initiative, managed by the New Jersey Prevention Network (NJPN), and the New Jersey Colleges and Universities Implementing Tobacco- and Smoke-Free Policies (NJ CUITs) Initiative are funded by the New Jersey Department of Health, Office of Tobacco Control and Prevention. Their combined efforts aim to reduce tobacco use, minimize secondhand smoke exposure and ensure widespread distribution of cessation resources and educational materials. By strengthening statewide efforts to enforce comprehensive tobacco-free policies at colleges and universities, ETU New Jersey seeks to foster environments that support tobacco-free living and quitting for young adults aged 18 to 24.

WHY CAMPUSES?

Colleges and universities play a critical role in reducing tobacco use and shifting the social norms around tobacco. Data from the American College Health Association's National College Health Assessment (2024)¹, which includes participation from several New Jersey institutions, highlights the following:



» 31% of college students have tried tobacco or nicotine delivery products, with 19.7% reporting use in the last three months.



» E-cigarettes or other vapes are the most commonly used tobacco and nicotine products, followed by cigarettes as the second most used.

FOUNDING PARTNERS



BACKGROUND

The ETU New Jersey Initiative was founded in 2018 as the first collaborative partner state. The University of Texas MD Anderson Cancer Center, along with NJPN and the New Jersey Department of Health, established the initiative to share best practices for creating tobacco-free campuses with colleges and universities across New Jersey. The coordinating organization is NJPN's Tobacco-Free for a Healthy New Jersey.

CONTACT US

To join us or learn more, contact:

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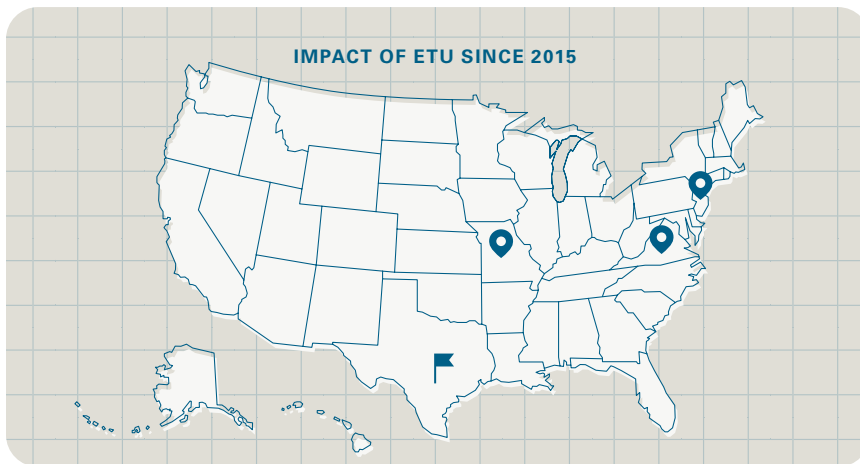
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CITATION:

1. American College Health Association. American College Health Association-National College Health Assessment III: Reference Group Executive Summary Spring 2024. Silver Spring, MD: American College Health Association; 2024.

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THE NATIONAL INITIATIVE



Founded by MD Anderson Cancer Center and UT System in 2015, the Eliminate Tobacco Use (ETU) Initiative was established to address tobacco use across colleges and universities and more effectively contribute to actions that create a tobacco-free culture.

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. ETU has partnered with Missouri Partners in Prevention, University of Missouri, New Jersey Prevention Network and the University of Virginia Comprehensive Cancer Center to expand the reach of ETU beyond Texas.

ETU DOMAINS:

- » **Policy:** Tobacco-free policies reduce exposure to secondhand smoke and influence behavior change by reducing opportunities for use of tobacco products
- » **Prevention:** Education, outreach and awareness efforts designed to prevent initiation of tobacco product use
- » **Cessation:** Accessible tobacco treatment services for individuals who are ready to quit
- » **Research:** Evaluate ETU components and collaborate with partner institutions to expand the body of literature on young adult tobacco use and tobacco control strategies in college settings

CORE COMPONENTS

1. Summits:

Convene stakeholders at National and State ETU Summits to share evidence-based practices and research

2. Health Communication:

Ensure effective and consistent messaging for ETU initiative

3. Reports:

Highlight impact, share best practices, build roadmaps, toolkits and frameworks

4. Webinars:

Conduct webinars offering learning opportunities in policy, prevention and tobacco treatment services

5. Connection:

Connect to a national learning network of peers where tobacco control professionals and experts exchange ideas and best practices

6. Steering Committee:

Utilize representatives from institutions of higher education to receive feedback and guidance on the vision, strategy and implementation of ETU

7. Technical Assistance:

Provide consultation to institutions as they work to enhance tobacco-free cultures on their own campuses

CONTACT US

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