

# ELIMINATE TOBACCO USE TEXAS



The Eliminate Tobacco Use (ETU) Texas Initiative includes institutions of higher education across the state and provides technical assistance to support policy initiatives, prevention education activities and increase access to tobacco treatment services for students, faculty, staff and the communities they serve. The initiative partners with other tobacco-prevention organizations in the state to share resources and strategies to support student and employee wellness. ETU provides access to toolkits for events and social media and assistance to customize signage or other health communication material from the UT Austin Center for Health Communication.

The initiative will continue to support and convene Texas institutions to increase awareness of tobacco use and to reduce tobacco-related mortality, morbidity and chronic disease among Texans.

## BACKGROUND

ETU Texas is the initiative's founding site. In 2015, The University of Texas System and The University of Texas MD Anderson Cancer Center, along with the EndTobacco® Program team at MD Anderson and the Office of Health Affairs at UT System, created the ETU Texas Initiative. The aim of the initiative was to first tackle tobacco use among all the UT System Institutions and has evolved to more effectively lead larger statewide and national tobacco control efforts among institutions of higher education.

## LEADERSHIP

A group of professionals from around the state make up the ETU Texas Steering Committee. Steering committee members hold roles on academic campuses, health science centers and at the UT System level.

## CONTACT US

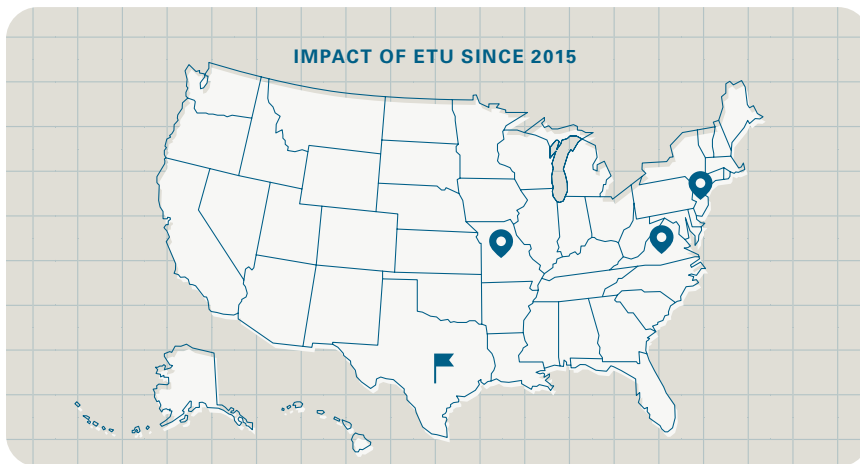
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### FOUNDING PARTNERS

# ELIMINATE TOBACCO USE

## 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

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