

ELIMINATE TOBACCO USE VIRGINIA



ABOUT THE INITIATIVE: The Eliminate Tobacco Use (ETU) Virginia Initiative seeks to end tobacco use among college and university students, staff and faculty in the Commonwealth of Virginia through collaboration and sharing of best practices in tobacco control.

WHY CAMPUSES?

- » In Virginia, an estimated 10,300 adults die from smoking related illnesses each year¹
- » 18.76% of Virgnians are nicotine users²
- » Implementing tobacco-free campuses reduces secondhand smoke exposure, reduces initiation among college and university students and promotes cessation

PARTNERS: The initiative is made up of engaged partners across the Commonwealth of Virginia from public and private two- and four-year institutions, tobacco-control focused organizations and the Virginia Department of Health Tobacco Control Program.

FOUNDING PARTNERS

THE UNIVERSITY OF TEXAS
MDAnderson
Cancer Center
 Making Cancer History[®]

University of Virginia
 Cancer Center

Virginia Commonwealth University
 Massey Cancer Center

JOIN THE MOVEMENT AND GET INVOLVED

We can help your institution become tobacco-free

- Participate in our annual Summit
- Be a part of the Virginia Tobacco Policy Dashboard
- Talk to your leadership about your current tobacco policy
- Join our steering committee of public health and tobacco control professionals from around the state

CONTACT US

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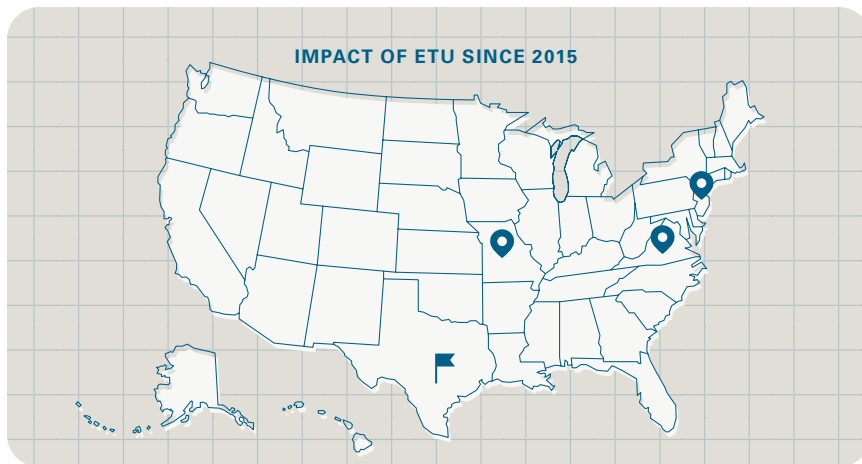
CITATION:

1. Tobacco Free Living. Virginia Department of Health. Updated September 24, 2024. Accessed October 25, 2024. www.vdh.virginia.gov/tobacco-free-living/#:~:text=In%20Virginia%2C%20the%20cost%20of,will%20ultimately%20die%20of%20smoking

2. Virginia Department of Health. Tobacco use data dashboard. Updated 2024. Accessed October 25, 2024. www.vdh.virginia.gov/tobacco-free-living/tobacco-use-data-dashboard/

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THE NATIONAL INITIATIVE



Founded by The University of Texas MD Anderson Cancer Center and The University of Texas 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, the 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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