

ELIMINATE
TOBACCO USE

2019–2020

IMPACT REPORT



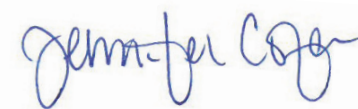
THE YEAR IN REVIEW

POLICY | PREVENTION | CESSATION

The Eliminate Tobacco Use Initiative has concluded an amazing fifth year! Before COVID-19 hit our country, the initiative focused on several new actions and created new resources for higher education settings. During COVID-19, we have worked virtually, continuing to coordinate and move forward.

During the Fall of 2019, we created our first event kit to promote tobacco control messaging on campuses during events, including observance and awareness days (see Eliminate Tobacco Use Day, page 4). Many campuses developed and deployed strategies to promote tobacco cessation and quit vaping services to meet the rising trend in e-cigarette use among young adults. We held quarterly workgroup calls that turned into informational webinars. And finally, we held our fifth annual Eliminate Tobacco Use Summit virtually in July 2020, with more than 600 participants from 38 states attending the 2-day conference. We are grateful to have learned from a remarkable group of experts in the field of tobacco control. See page 8 for more outcomes of the Summit.

The Eliminate Tobacco Use Initiative's goal remains the same: to create a tobacco-free culture on our college and university campuses. Our faculty, staff, students and patients we serve remain our priority target populations. Our strategic activities are still aligned in the domains of policy, prevention and cessation. Leadership support is essential to reaching our goals. Each campus has a tobacco control champion leading the way. We'd like to extend our gratitude to the committees and task forces supporting these efforts on your campuses.



Jennifer Cofer, M.P.H., C.H.E.S.®
Director, EndTobacco® Program
The University of Texas MD Anderson Cancer Center

FUNCTIONAL AREAS

- › **Technical assistance**
- › **Quarterly webinars for education, institutional updates and networking**
- › **Annual summit**
- › **Communication and branding support**

FOUNDING PARTNERS

THE UNIVERSITY OF TEXAS
MDAnderson
Cancer Center
Making Cancer History®


THE UNIVERSITY of TEXAS SYSTEM
FOURTEEN INSTITUTIONS. UNLIMITED POSSIBILITIES.

Eliminate Tobacco Use Summit is jointly supported by
The University of Texas System and The University of
Texas MD Anderson Cancer Center.



CAMPUS SUCCESS STORIES

Texas Campuses Celebrate the First Eliminate Tobacco Use Day

November 21, 2019 marked the first Eliminate Tobacco Use Day. All around the state, campuses adopted Eliminate Tobacco Use Day messages and materials to celebrate tobacco-free and healthier campuses for all.

Eliminate Tobacco Use Day grew out of a recommendation from the Steering Committee to amplify the momentum generated by the Great American Smokeout which is held on the third Thursday of each November. Campuses utilized the new ETU Day toolkit for in-person events with selfie cutouts, tabling, social media promotion, and integration into other fall campus events like the “Cold Turkey Trot.” In addition to multiple campuses using the toolkit in a variety of ways, UT Permian Basin declared November 21, 2019 “Eliminate Tobacco Use Day” via a student senate resolution.

PHOTO CAPTION (TOP LEFT AND RIGHT): Eliminate Tobacco Use Day celebration at The University of Texas Health Tyler

PHOTO CREDIT (OPPOSITE PAGE): The Rider, the official student newspaper of the University of Texas Rio Grande Valley

All Signs Point To Tobacco-Free

Anyone who visits The University of Texas Rio Grande Valley can't miss the fact that the campus is proud to be tobacco free. A mix of educational materials – including permanent and temporary signage, radio announcements and outreach and educational materials – cover the campus with positive, proactive messages about its commitment to health through a tobacco-free environment. Materials are in English and Spanish, ensuring increased accessibility. Moveable signs and floor decals are placed strategically in campus hot spots identified by an online reporting tool.

“

Just hearing the work being done in other parts of the country was really cool!”

— Summit 2020 attendee



COLLEGE TOBACCO SURVEY

Description

- › Implemented in spring 2020 by The University of Texas at Austin Tobacco Research and Evaluation Team as an evaluation component of Peers Against Tobacco
- › Explores college and university students’ knowledge, attitudes, norms and behaviors related to traditional and alternative tobacco products
- › 20,190 respondents from 18 Texas colleges and universities

20.9
AVERAGE AGE

54%
FEMALE

&
65.9%
WHITE

MOST PREVALENT PRODUCTS USED:

23.7%
ELECTRONIC NICOTINE DELIVERY SYSTEMS (ENDS)

10.9%
CIGARETTES

7.9%
CIGARS

4%
HOOKAH

3.7%
SMOKELESS TOBACCO

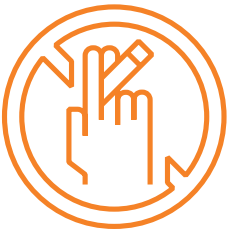
TOP 3 MOTIVATING

FACTORS TO QUIT:

72.1%
MONEY OR THE COST OF PRODUCTS

69.3%
HEALTH

59.3%
BEING FREE OF ADDICTION



66%
TOBACCO USERS INDICATED THEY WERE NOT CURRENTLY TRYING TO QUIT

88%
QUITTING ON THEIR OWN (I.E. COLD TURKEY) WAS THE HIGHEST REPORTED METHOD OF QUITTING AMONG CURRENT USERS

PEERS AGAINST TOBACCO — BETTER BAD HABITS CAMPAIGN

Peers Against Tobacco (PAT) is a system-level, multi-component, coordinated tobacco/nicotine prevention program for Texas colleges and universities. The goal of PAT is to reduce the use of tobacco and alternative tobacco products (e.g., vapes, electronic cigarettes, hookah) among students, and ultimately, to change the tobacco landscape among Texas colleges and universities. PAT provides print and digital media content, campus policy resources, an online tobacco education curriculum, peer group building resources and environmental data collection tools. The program is funded by the Texas Department of State Health Services and is overseen by The University of Texas at Austin Tobacco Research and Evaluation Team.



 [PEERSAGAINSTTOBACCO.ORG](https://peersagainsttobacco.org)

2020 VIRTUAL SUMMIT

With safety as our top priority, our annual in-person gathering converted to a fully virtual convening just a few months before we were scheduled to meet in Houston, Texas.

5thANNUAL
SUMMIT

645

ATTENDEES

38

STATES

2

COUNTRIES



Virtual. National. Inspirational.

The team was determined to maintain our usual summit goals: host an educational, interactive and action-oriented conference for attendees at all stages of tobacco control. Through collaboration with the Eliminate Tobacco Use Texas steering committee and the planning committees in Missouri, New Jersey and Virginia, we did just that.

Our fifth summit had an amazing lineup of speakers who are experts in their field, with special remarks

from Surgeon General VADM Jerome M. Adams, M.D., M.P.H. Participants were connected and engaged via our interactive website, breakout sessions by region and an active Twitter thread.

The virtual format allowed for a national audience, creating a wave of post-summit momentum in Texas and beyond. The action-oriented learning objectives, daily regional breakout sessions and real-time action planning inspired attendees to continue their hard work to shift the

culture of tobacco at their campuses and organizations.

Breakout Groups

To enhance the Virtual Eliminate Tobacco Use 2020 Summit and ensure it was interactive, the planning committee included breakout sessions for participants to join and leverage the time for small group discussion. The breakout sessions provided a in-depth opportunity to learn more from speakers discussing state and regional evidence-based

interventions and resources for local organizations. Breakout presentations and discussions focused on policy, prevention/education and/or cessation services infrastructure, experiences, programs and resources. A recording of these sessions and presentations may be requested by contacting the EndTobacco program at EndTobacco@mdanderson.org.

New Jersey Regional Breakouts

› Led by the New Jersey Prevention Network and Cathy Butler-Witt, M.A., C.S.W., N.C.T.T.P. and Mike

Steinberg, M.D., M.P.H., F.A.C.P. with Rutgers University

› Key take-aways included participants being able to actively identify essential components of evidence-based tobacco treatment interventions, develop a stepwise approach to implementing a statewide network of tobacco treatment programs and identify New Jersey cessation options for various populations.

Mid-Atlantic Regional Breakouts

› Focused on cessation resources

and action planning for tobacco-free higher education across the region.

› Day one focused on identifying available cessation resources, available funding mechanisms to support this work (e.g. American Cancer Society, Truth Initiative) and a case study at Virginia Tech. Speakers for this session were Jayne Flowers, M.A. and Gina Roberts from Virginia Department of Health, Elizabeth Do, Ph.D., M.P.H. from Virginia Commonwealth University, MeGan Hill, M.P.H., C.H.E.S. from

“

We have come a long way, but still have plenty of work to do. However, it is refreshing to know how many people/organizations are committed to this work.”

— Summit 2020 attendee

Hampton University and John Fritsch, M.S., C.T.T.S. from Virginia Tech.

- › Day two focused on identifying key stakeholders critical to policy development and implementation. Andrew Romero, M.Ed. from the Geographic Health Equity Alliance presented on how university and college campuses can develop and implement comprehensive tobacco-free policies and utilized a recent example of this with a case study presented by Thomas Briggs of Virginia Commonwealth University.

Texas Regional Breakouts

- › Educational session on the state of tobacco use in Texas from Nicholas Garza, M.P.H. with the Texas Department of State Health Services.
- › Tobacco Research and Evaluation Team from The University of Texas Austin described the Texas Tobacco-Free College database and how the system ranks institutions based on their tobacco-free policy language and compliance protocols. Several attendees learned their institutions, “grade,” including the areas to improve policy language and enforcement actions.
- › The team from UT Austin also presented an update on the Peers Against Tobacco (PAT) “Better Bad Habits” Campaign

and shared data from the annual PAT student assessment.

- › Many institutions left the breakout with tangible actions to enhance their existing tobacco-free policy and/or follow-up with a resource partner that shared information during the breakout.
- › During day two, attendees met in small groups to further develop and finalize their institutional action plans for the year ahead.

Missouri Regional Breakouts

- › Focused on the history of tobacco control in Missouri and the Missouri State Health Department Division of Tobacco’s current programming available for advocates in tobacco control.
- › The second breakout included the findings from the policy coding, as well as participants actively engaging in the development of an action plan to work on throughout the year. During the action planning, participants were divided into two groups: college campuses and health systems.
- › Evaluation feedback included a comment about the Summit: “Overall, a great experience. Appreciate Missouri Foundation for Health for covering the cost for MO attendees!!” and

“Stan Cowan, M.P.A., session was most impactful for me. He did a very helpful overview of the timeline of tobacco policy in Missouri.”

American Cancer Society (ACS) Breakout Session

- › First opportunity for ACS Tobacco Free Grant College Initiative (TFGCI) grantees to come together since the COVID-19 outbreak forced campuses to close. Many tobacco-free campus initiatives that were in motion prior to the campus closings had essentially come to a halt, so those who were able to attend were very curious about each other’s efforts and plans to restart the work.
- › Day one session discussed ideas around helping administrations refocus on tobacco and smoke-free efforts, even in light of much uncertainty about campus operations.
- › Day two session reviewed the use of evaluation data to further strengthen campus tobacco-and smoke-free policies and delved into hot topics like how to account for emerging ENDS products and how COVID-19 is affecting smoking and vaping use and tobacco cessation support during COVID, including equity issues around technology.

- › Both breakout sessions were excellent opportunities to discuss grantee efforts and brainstorm around college and university tobacco-related landscapes during a challenging time. Grantees were reminded about resources available to them to help in their efforts, including the TFGCI listserv, office hours and evaluation analysis.

CE Offering

For the first time ever, continuing education credits were offered to Summit participants. A total of 1,150 total education hours were awarded to 155 attendees. The virtual format was approved for 7.75 Continuing Education Units (CEU), 6.5 National Commission for Health Education Credentialing (NCHEC) credits for CHES® and MCHES®, and 8.00 AMA PRA Category 1 Continuing Medical Education (CME) credits. Our partners at the New Jersey Prevention Network also provided Certified in Public Health (CPH) and Certified Prevention Specialist (CPS) credits to eligible New Jersey participants.

“

There was lots of good info shared by presenters, etc. But my greatest takeaway was the interaction itself. It is really nice to see all these people pulling in the same direction and sharing that experience.”

— Summit 2020 attendee

OUR PARTNERS

The Eliminate Tobacco Use Initiative aims to serve as a model and a resource for institutions of higher education and community agencies across the nation. The impact of the initiative is growing across the nation as new institutions and organizations adapt Eliminate Tobacco Use's standard or generic resources to better address the specific tobacco-related challenges in their communities or on their campuses.



EXPANSION + REPLICATION

Virginia

Since the Virtual Eliminate Tobacco Use 2020 Summit, the Virginia steering committee has been working hard to keep the momentum going. With help from the Virginia Department of Health, the committee is requesting further clarification on the state's Executive Order 41 (2006,) which prohibits smoking in offices occupied by executive branch agencies and institutions, including institutions of higher education. In addition to this, the Virginia steering committee is actively planning for a virtual summit to be held in the spring and is discussing the feasibility of developing a tobacco policy database for Virginia universities. We appreciate the Texas College Policy Database for sharing their methodology and model.



New Jersey

Since the completion of the Virtual Eliminate Tobacco Use 2020 Summit, momentum has continued for New Jersey's tobacco prevention initiatives. The New Jersey Prevention Network is continuing to work with community partners throughout the state of New Jersey to ensure that cessation resources and educational materials are properly distributed, while evidence-based best practice tobacco prevention-related efforts are being taken.

The New Jersey Prevention Network is in its third year of funding from the New Jersey Department of Health for New Jersey Colleges and Universities Implementing Tobacco and Smoke-Free Policies (NJ CUITs) initiative. Planning is underway to mail merchant educational cards to tobacco retailers in the state, and educate them on the new laws surrounding e-cigarettes and flavored products. Tobacco Free for a Healthy NJ (TFHNJ) completed a round of Tobacco Free Tuesdays in June 2020, with guest speakers on various topics such as tobacco use trends among youth, best practices in school policies and smoke-free worksites. Webinars are available for viewing on the TFHNJ website (tobaccofreenj.com)



PHOTO CAPTION (TOP): The University of Missouri Tobacco Free Ambassadors Josie Ihnat and JaMya Dean

Missouri

Since the launch of the Eliminate Tobacco Use Missouri Initiative in February 2020, the University of Missouri has made significant progress in addressing tobacco use across college and university campuses in Missouri. The team started working with a multi-disciplinary team of 10 Honors College undergraduate summer interns to create two surveys to collect and code current campus policies as well as to retrieve baseline data through a self-report survey for policy, prevention and cessation services for all existing Missouri colleges and universities. Schools that participated in the Virtual Eliminate Tobacco Use 2020 Summit were provided with customized tobacco use fact sheets for their individual campuses.

Continuing the momentum from the summit, the University of Missouri held a webinar on tobacco cessation services and billing. Future webinars are being planned, with one on bystander intervention. Other work in progress includes actively facilitating the University of Missouri Tobacco Wellness Ambassador program with updated reporting and surveillance protocols, as well as working on the development of an ambassador training manual for other college campuses.



THE YEAR AHEAD

As we continue to work in higher education settings, we'll adapt the initiative's tools and resources to meet the needs of the environment (i.e. virtual meetings and classrooms, physical distancing, wearing masks). Some say there's never been a better time to quit smoking and vaping, given the impact of COVID-19 on the lungs for those who are symptomatic.

We encourage each campus tobacco control champion, task force and/or committee to continue meeting virtually and to stay vigilant. Continue offering cessation services, holding prevention efforts and awareness events, and implementing strategies for compliance with your campus' tobacco-free and vape-free policies. We recommend each college and university campus, as a part of the Eliminate Tobacco Use Initiative, utilize its strategic action plan as a guide for their next steps and activities. Connect with us if you'd like assistance developing yours.

We look forward to the 2020-2021 academic and fiscal year. We plan to host our sixth Eliminate Tobacco Use Summit in 2021. The Eliminate Tobacco Use Initiative resources (social media toolkit, communication and marketing tools, etc.) are meant to be used, shared and replicated. Let us know if you would like to join in this peer-led community and start an Eliminate Tobacco Use Initiative in your state or on your college campus.

“

This initiative is all about action. Let's take our learnings and put them into action.”

– Dr. Ernest Hawk,
ETU Co-Founder

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#TobaccoFreeCommunities
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