# THE ETU MODEL



The ETU initiative is built on four foundational areas supported by evidence-based best practices in tobacco control:











## INPUTS

» Evidence-based frameworks to establish

» Internal and external stakeholder

buy-in

in U.S.

ETU goals, vision and strategies

» Environmental scan of tobacco-free campus

multi-disciplinary steering committee

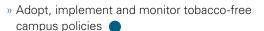
programming across the U.S.

» UT System representatives comprising a

» Expansion in Texas and replication

#### **ACTIONS**





 Develop and disseminate tools for education, prevention, policy and cessation health communication

- » Develop and implement guidelines and best practices to connect people who use tobacco and e-cigarettes with cessation services on campus or in their communities
- » Convene professionals to network and share learnings via an annual summit and quarterly webinars
- » Support implementation of the annual Texas
   College Policy survey of tobacco use at community colleges and colleges/universities
- » Access and reference national tobacco-free policy databases
- » Conduct evaluations of annual summit and quarterly webinars
- » Collaborate with partner institutions to share emerging research and strategies for tobacco control

### OUTCOMES

campus policies



#### LONG-TERM GOAL

- » Lower rates of tobacco/vape use by the
  - 4 intended audiences •••

    Increase adoption of tobacco- and vape-free
  - » Increase awareness of the harms associated with tobacco and e-cigarette use and the benefits of quitting within the college campus environment
  - » Increase access to tobacco and nicotine addiction treatment services
  - Expand the body of literature on young adult tobacco use and tobacco control strategies in college settings

» Tobacco-free cultures among institutions of higher education impacting each campus' four audiences (i.e., students, faculty/staff, patients/caregivers, communities)