

# THE FIRST ANNUAL NORTHEAST COLLEGE SUMMIT

Brookdale Community College, Lincroft, New Jersey, March 1, 2019

## SUMMARY

# ELIMINATE TOBACCO USE

## SUMMIT GOALS

- › **Assess** campus needs regarding tobacco control policies, prevention/educational programs, and cessation services
- › **Share** tobacco control best practices
- › **Resources:** Identify resources and support to strengthen tobacco control efforts
- › **Action:** Develop templates for progressive actions in tobacco control efforts

## PARTNERSHIP

The Eliminate Tobacco Use Initiative grew out of a partnership between The University of Texas MD Anderson Cancer Center and The University of Texas System. Public health partners in New Jersey sought to bring this initiative to campuses in their state and region. The Northeast initiative is the first of what are intended to be many outgrowths of the initiative.



*There is a positive policy trend toward tobacco-free campuses with 1,986 campuses at 100% tobacco-free everywhere and 1,965 also prohibit e-cigarette use everywhere. While very encouraging, this is a small proportion of the nearly 5000 degree-granting institutions of higher learning in the United States; College campus policy work is a critical component to building a Smokefree Society and setting a norm for tobacco-free living."*

— CYNTHIA HALLETT, MPH  
President and CEO, Americans  
for Nonsmokers' Rights American  
Nonsmokers' Rights Foundation

## SUMMIT OVERVIEW

### TOPICS COVERED

- **Gold Standard Tobacco-Free Policy:** Criteria and model policy language for 100% tobacco-free campuses
- **Messaging:** Strengthen your campuses' messaging efforts for better internal and external communication
- **Best Practices:** Series of breakout sessions from seasoned professionals on policy, prevention, and education successes (and setbacks) on their campuses
- **Action Planning:** How to put learning strategies into action when you get back to your campus

### FEATURED SPEAKERS



**Shereef M. Elnahal, MD, MBA**  
New Jersey Health Commissioner

"In New Jersey, we are standing up to the detrimental effects of tobacco. We will use everything in our public health toolbox to prevent unnecessary morbidity and mortality attributable to tobacco use."



**Teresa Wei Wang, PhD**  
Office on Smoking and Health,  
Centers for Disease Control  
Presented: *All You Ever Wanted to Know About E-Cigarettes and Juul: Implications for Public Health Policy, Planning, and Practice*

### COLLEGES & UNIVERSITIES ATTENDING SUMMIT

77

ATTENDEES  
REPRESENTING

15

NEW JERSEY  
COLLEGES

13

OUT-OF-STATE  
COLLEGES &  
UNIVERSITIES



# TOLL OF TOBACCO IN NEW JERSEY

As with the US as a whole, the use of tobacco products remains New Jersey's number one cause of preventable death.

**11,800**  
DEATHS PER YEAR

TOBACCO COSTS AN ESTIMATED  
**\$4.06** BILLION IN  
HEALTHCARE  
COSTS

**15%** & **14%**  
ADULTS HIGH SCHOOL  
STUDENTS  
SMOKE AND/OR USE OTHER  
TOBACCO PRODUCTS

**5,400**

KIDS UNDER 18 BECOME NEW DAILY  
SMOKERS EACH YEAR

[Source: American Cancer Society Cancer  
Action Network]



## IMPACT

By bringing the Eliminate Tobacco Use Summit to the Northeast, MD Anderson made national resources on tobacco control best practices accessible to more colleges. Working with the American Nonsmokers' Rights (ANR) Foundation to scale the Summit nationally and partnering with Tobacco Free for a Healthy New Jersey (a program of New Jersey Department of Health) locally, the Eliminate Tobacco Use Summit allowed colleges across New Jersey and the Northeast to learn about the momentum and obtain best practice tools to create tobacco-free campuses across the nation. This Summit highlighted evidence-based, effective practices and strategies to develop a healthy, 100% tobacco-free campus policy.

*"New Jersey Prevention Network, on behalf of Tobacco Free for a Healthy New Jersey, was thrilled to bring the expertise of the Eliminate Tobacco Use Initiative to New Jersey colleges. This started serious movement in institutions across the state on their path to creating healthier campuses for their students, faculty, and staff."*

— DIANE LITTERER, CEO & Executive Director,  
New Jersey Prevention Network

## FUTURE

Through participation with the Northeast Eliminate Tobacco Use College Summit and the Commissioner's Call to Action, New Jersey College and University Implementing Tobacco & Smoke-Free Initiative now has 10 colleges that are actively working towards policy change. Three colleges are now 100% tobacco-free.

MD Anderson, in partnership with Tobacco Free for a Healthy New Jersey and other local partners will continue to strengthen this Summit in the Northeast.

*"New Jersey will keep the momentum going. Next year's Summit is another opportunity to convene stakeholders in New Jersey, ensure consistent tobacco-free messaging, and highlight the successes around the state. More importantly, we can learn from other entities that stand to help New Jersey operationalize a comprehensive policy model and bring in national experts that can assist in showing evidence-based programming and appropriate data collection to ensure tobacco control best practices."*

— JANIS MAYER, Manager, Tobacco Free, Nutrition  
& Fitness of the NJ Department of Health



Brookdale Community College

**PHOTO TO THE LEFT:** Left to right Diane Litterer (NJ Prevention Network), Dr. Ernest Hawk (MD Anderson), Cynthia Hallett (ANRF), Dr. Shereef M. Elnahal (NJ Department of Health), Dr. Teresa Wang (CDC), Jennifer Cofer (MD Anderson), Janis Mayer (NJ Department of Health), Alex Hurst (MD Anderson)

## FOUNDING PARTNER

THE UNIVERSITY OF TEXAS  
**MD Anderson**  
**Cancer Center**  
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## PARTNERS



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