

AN INITIATIVE of THE UNIVERSITY of TEXAS SYSTEM

# ELIMINATE TOBACCO USE

## PROJECT IMPACT REPORT 2017-2018

LET'S MAKE TEXAS  
tobacco free.

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# A LETTER FROM our leadership

**David Lakey, MD**

*The University of Texas System*



THE UNIVERSITY of TEXAS SYSTEM  
FOURTEEN INSTITUTIONS. UNLIMITED POSSIBILITIES.



**Ernest Hawk, MD, MPH**

*The University of Texas  
MD Anderson Cancer Center*

THE UNIVERSITY OF TEXAS  
**MD Anderson**  
~~Cancer~~ Center  
Making Cancer History®





## Dear colleagues,

We are pleased to present the second impact report of *the UT System Eliminate Tobacco Use Initiative*. This initiative grew out of a desire to lead and influence statewide and national tobacco control efforts. After focusing our attention inward during the first year, we invited other public and private universities to join our efforts towards creating a tobacco-free culture.

The purpose of this report is to describe the accomplishments and impact of the initiative in its second year of operation. We provide details of each institution's tobacco-free policies, educational activities and cessation services. We also highlight innovative strategies that can be shared among institutions of higher education to accelerate tobacco control efforts state-wide and nationally.



*The human suffering and financial costs due to the continued use of tobacco are undeniable. Yet, according to the latest statistics, 4.69\* million Texas residents continue to smoke or use other forms of tobacco.*

We applaud all the dedicated professionals within the UT System who are working together with our national, state and community partners to eliminate tobacco use. Our hope is that the progress we document in this report will highlight the ability of a large university system to come together with partners to improve its tobacco control actions, and to inspire others to do the same in order to truly reduce the burden of tobacco at all levels.


Thank you for fostering respectful, healthy and tobacco-free environments, and for your commitment to improving the health and well-being of all.

**David Lakey, MD**  
Vice Chancellor for Health Affairs  
The University of Texas System

**Ernest Hawk, MD, MPH**  
Vice President,  
Division of Cancer Prevention and Population Sciences  
The University of Texas MD Anderson Cancer Center

\* Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Division of Population Health. BRFSS Prevalence & Trends Data [online]. 2015. [accessed Mar 28, 2018]. URL: <https://www.cdc.gov/brfss/brfssprevalence/>

# EXECUTIVE SUMMARY



**TOBACCO REMAINS THE SINGLE GREATEST PREVENTABLE CAUSE OF PREMATURE DEATH AND DISEASE IN TEXAS AND ACROSS THE REST OF THE UNITED STATES.**

## OUR PURPOSE

Tobacco use is a major risk factor for multiple cancers, heart disease, stroke and lung disease. Approximately 28,000 adults die of a smoking-attributable illness annually in Texas, which is more than the total deaths from AIDS, heroin, cocaine, alcohol, car accidents, fire and murder.

In 2015, to address this challenge statewide, Dr. David Lakey of The University of Texas System (UT System) and Dr. Ernest Hawk of The University of Texas MD Anderson Cancer Center (MD Anderson), along with the EndTobacco® Program team at MD Anderson and the Office of Health Affairs at UT System, created the *Eliminate Tobacco Use Initiative*. The aim of the initiative was to first tackle tobacco use among UT institu-

tions to more effectively lead larger statewide and national tobacco control efforts.

A collaborative consisting of all 14 UT academic and health institutions was formed to implement this initiative. Since its inception, it has worked closely with key tobacco control partners, including the Texas Department of State Health Services (DSHS), the American Cancer Society Cancer Action Network, the American Lung Association, the American Heart Association, Campaign for Tobacco-Free Kids®, the Truth Initiative, Americans for Nonsmokers' Rights, and Smoke Free Texas. Currently, there are more than 207,912 staff, students and dependents covered under the UT System's Select Medical plan who are influenced by the *Eliminate Tobacco Use Initiative*.



## A BRIEF TIMELINE

This report summarizes the accomplishments of the Eliminate Tobacco Use (ETU) initiative since its second annual summit, which was held in April of 2017. The ETU steering committee began meeting in 2015, and the initiative formally launched in early 2016 at the first annual *UT System Eliminate Tobacco Use Summit*. Since the launch, representatives from each of the 14 UT institutions, as well as from UT System and key tobacco control partners, have been coordinating and sharing resources in three key areas: policy, prevention education, and cessation.

### 2015: Established a Steering Committee

A steering committee formed in 2015, which included one or more representatives from each campus and UT System

administration. The MD Anderson EndTobacco® Program team was tasked with facilitating the work of the steering committee, under the direction of Dr. Lakey at UT System Office of Health Affairs.

### 2016: First Eliminate Tobacco Use Summit

The first summit was held February 2016, at UT Health in Houston, with 119 participants representing all 14 UT institutions and UT System administration. Also in attendance were 21 individuals from outside organizations, including Blue Cross Blue Shield of Texas, the University of Houston, Rice University, and the Texas Department of State Health Services. The summit established a baseline of current tobacco control policies, prevention



## UT SYSTEM PRESS RELEASE

*After UT Dallas adoption, all 14 institutions are now tobacco-free.*



### UT System takes lead in becoming tobacco free

TUESDAY, MARCH 7, 2017

AUSTIN—All 14 institutions of The University of Texas System will be tobacco free by the end of this academic year, making it the first public university system in Texas to become fully tobacco free. It will also become the largest single employer in Texas to prohibit tobacco use in the workplace.

Tobacco free policies vary somewhat by campus, but every policy prohibits all forms of tobacco use on the grounds and in the buildings of every facility affiliated with the university. Every campus is also providing prevention and cessation services to students and staff.

The goal is to establish healthier environments for students, faculty, staff, patients and visitors, recognizing that tobacco use is the single greatest preventable cause of premature death and disease in Texas and the nation. According to the Texas Department of State Health Services, tobacco is responsible for more than 28,000 deaths and \$18 billion in tobacco-related disease costs in the state.

"The four top causes of death in Texas are heart disease, cancer, chronic lower respiratory tract disease and stroke—all of which can be the direct result of tobacco use," said UT System Chief Medical Officer David Lalely, M.D. "By reducing tobacco use, we can have a huge positive impact on the lives of our students, employees and communities. Furthermore, we can significantly reduce health care costs."

Going tobacco-free Systemwide is part of an "Eliminate Tobacco Use Initiative" created by Lalely and Ernest Hawk, M.D., vice president and head of UT MD Anderson Cancer Center's Division of Cancer Prevention and Population Sciences. The initiative just published its first [impact report](#), which details the 18-month evolution toward a fully tobacco free system.

More than 228,000 students and 100,000 faculty and staff learn and work on UT System campuses. Studies show that prohibiting tobacco use in the workplace helps significantly reduce the number of smokers and the amount of smoking done by those who continue to smoke. Tobacco prevention programs also are effective deterrents, which is important because approximately 90 percent of daily smokers report they first used cigarettes before they were 19 years of age.

education activities and cessation services offered at each campus. By the conclusion of the summit, plans were developed to move the three institutions that were not already tobacco free [UT Tyler, UT Permian Basin and UT Dallas] toward adopting tobacco-free campus policies.

### Workgroups

Building on the momentum of the 2016 summit, individuals from each campus participated in workgroups organized around the three key areas: policy, prevention education and cessation. There have since been quarterly workgroup calls, which are supported and facilitated by the EndTobacco® Program team. These convening opportunities allow for colleagues to share best practices, establish collaborations, discuss latest trends and create recommendations for dissemination for use by UT System and other colleges and universities.

### On Campus Site Visits

Site visits were conducted by UT System and the EndTobacco® Program team, with each institution revealing unique tobacco control strategies. Additionally, key best practices emerged that have been shared with other UT System campuses. A few of these best practices are described in this report, and many have been incorporated as elements in the UT System dashboard, a tool utilized to benchmark tobacco-free work on the college campuses (*see pg 35 for campus details*).

### Impact Report

First year accomplishments were summarized in the Year One Impact Report, which is located online at [www.eliminate tobacco use.org](http://www.eliminate tobacco use.org).

Workgroup successes are described later in this report, and some have been incorporated into the UT System dashboard.

### 2017: Second Eliminate Tobacco Use Summit

The second summit was held April 2017 at UT Austin with 125 participants, representing all 14 UT institutions and UT System. Also in attendance were new university partners: Texas Christian University, Texas Tech Health Science Center, Texas A&M, University of California system, and California's Youth Advocacy Network (working with all colleges and universities in CA). Ten individuals from outside organizations also attended, including individuals from Blue Cross Blue Shield of Texas, Cancer Gold Standard, American Cancer Society Center for Tobacco Control and the Texas Department of State Health Services. The summit allowed a deeper dive into tobacco-related actions over the previous year. It also recognized the adoption of tobacco-free campus policies by two institutions (UT Tyler, UT Permian Basin), and looked toward the impending adoption of such policies in the coming months at UT Dallas and TCU. Workgroups shared lessons learned, resources and best practices.

A woman with glasses and a striped blazer is speaking into a microphone. She is gesturing with her left hand. A man in a suit is seated next to her, looking towards the camera. The background is a blurred interior with warm lighting.

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Every worthy act is difficult.

— Mahatma Gandhi

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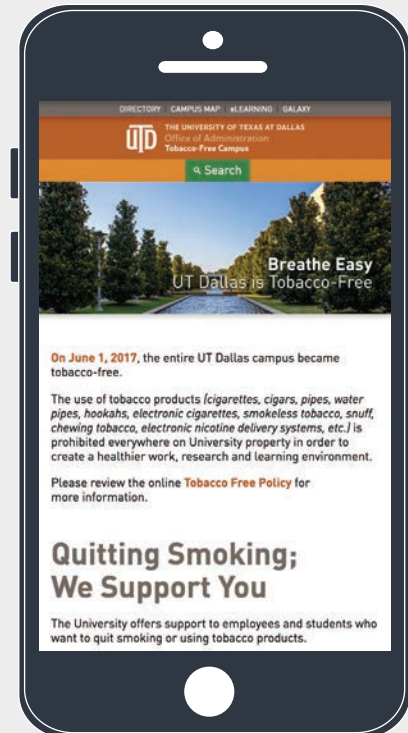
# OUR YEAR in review

All 14 institutions of The University of Texas System are now tobacco-free, making it the first public university system in Texas to become fully tobacco-free, as well as the largest single employer in Texas to prohibit tobacco use in the workplace.



## UT DALLAS BECOMES TOBACCO-FREE, MAKING UT SYSTEM TOBACCO-FREE

On May 31, 2017, just 18 months after the start of the Eliminate Tobacco Use Initiative, UT System announced that all 14 academic and health science centers were tobacco-free, setting an important example for other colleges and universities in Texas and across the country.



**UT DALLAS WEBSITE**  
[utdallas.edu/tobaccofree](http://utdallas.edu/tobaccofree)

## WORKGROUPS

Highlights from 2017 across our amazing workgroups.



## POLICY

### T21

In San Antonio, faculty and staff served as primary educational resources on the latest tobacco prevention policy, which raises the minimum legal sale age of tobacco products to 21.

## Tobacco-Free



## CENTER FOR HEALTH COMMUNICATION DEVELOPS BRAND FOR UT SYSTEM TOBACCO CONTROL

Last year the *Eliminate Tobacco Use Initiative* partnered with The University of Texas at Austin Center for Health Communication (CHC) to develop a brand for tobacco control that could be used across the entire UT System. The goal was to develop a message and visual identity that could strengthen and support what all institutions were already doing, as well as provide a clear message for the entire initiative. The CHC defines health communication

as the science and art of using communication to advance the health and well-being of people and populations. CHC director Dr. Michael Mackert led an interdisciplinary team of academics with expertise in health and tobacco control communication, advertising professionals, and students. The group developed a message based around the idea of freedom from tobacco: Tobacco-Free. The messages and logos were designed to be used on initia-

tive materials, added to institutional messages, and used as signage on campuses.

Looking ahead to the coming year, this partnership will focus on improved communication among institutions and with the public via the initiative website, improved social media tools and support for the institutions in implementing the Tobacco-Free brand, message and visuals.



## PREVENTION

## ASPIRE

MD Anderson's tobacco prevention and cessation program, ASPIRE, collaborated with Houston ISD to reach all 110,000 HISD middle and high school students.



## CESSATION

## SOCIAL IMPACT

UT Southwestern increased awareness of cessation programming through social media and is now creating an automated EMR platform to refer patients to its program.

# Policy

*Evidence-based policies are the driver for all tobacco control activities in the Eliminate Tobacco Use Initiative. Existing policy measures (such as smoke-free indoor workplace policies and tobacco-free campus property policies) prove that population-based policy interventions can shape behavior to reduce tobacco use, ultimately impacting morbidity and mortality.*



## T21 PASSES

January 2018

San Antonio becomes the first city in Texas to raise the minimum legal sale age of tobacco products to 21 years old.

## Community Policy

This past year, several institutions were involved in coalitions working on tobacco-related policies in Texas cities. Our students, faculty and staff served as educational resources and messengers. For example, in Fort Worth and Arlington, there were no comprehensive workplace ordinances in place to eliminate smoking indoors. Students, faculty and staff from UT Arlington, UT Southwestern, MD Anderson and TCU participated in campaigns to educate the commu-

nity on the dangers of secondhand smoke and on the proven benefits to public health and the economy of reducing exposure to secondhand smoke in all workplaces.

In San Antonio, faculty and staff from UT Health Science Center San Antonio, UTSA and MD Anderson served as primary educational resources on the recent tobacco prevention policy that raised the minimum legal sale age of tobacco products and e-cigarettes to 21 years old.



### Campus Tobacco Task Forces

Among the key outcomes from the 2016 and 2017 summits were tobacco-free policies on all campuses and the implementation of a campus task force that oversees all tobacco-related policy, prevention education, events and cessation services.

Each UT institution's task force looks different, and draws on different realms of expertise across their campus. Benefits to this diverse representation include increased exposure of tobacco issues on campus, enhanced stakeholder buy-in, enriched programs and services, and improved tobacco-free cultures that foster respect, caring and health. Task forces included representation from:

- Business Administration
- Dean's Office / Student Affairs
- Faculty Champions / Faculty Senate
- Human Resources
- Benefits Offices
- Employee Health & Wellness Program
- University Police
- Employee Advisory Committee or staff advocates
- Employee Assistance Program (EAP)
- Facilities Management
- Environmental Health and Safety
- Marketing
- Student Health Services
- Student Government
- Community leaders, including local representatives from tobacco-related advocacy groups

Many campuses are finding that graduate students can be a valuable

resource in helping to build and maintain their tobacco-free policies. The efforts also provide excellent practicum and mentored research opportunities in support of the graduate students' program. The list below represents programs or schools from which to draw these graduate students:

- Public Health
- Nursing, and other allied health programs
- Psychology
- Kinesiology
- Medicine – undergraduate and graduate medical training programs
- Communication
- Public Affairs
- Law

### Enforcement

Implementing tobacco-free policies at all UT System campuses is the priority of the *Eliminate Tobacco Use Initiative*. It is critical, however, to ensure that these policies are implemented as well. The EndTobacco® Program team assessed all 14 UT institutions and found that policies were implemented differently across campuses. There is no right or wrong way to approach enforcement, except to apply the tobacco-free campus policy rules as an institution would for every other campus policy offense.

The campus police departments at **UT El Paso** (UTEP) and **UT San Antonio** (UTSA) have been recognized for having developed successful tobacco-free policy enforcement models. Their leadership shared stories of enforcement with workgroups during the 2017 summit, and with colleagues on other campuses. Most efforts in enforcement stress respect, medical assistance and referral to an education

program as the first choice of action rather than punitive measures such as tickets and fines.

Another successful approach has been implemented by **UT Rio Grande Valley** (UTRGV), which is collaborating with its Police Department and its departments of Environmental Health, Safety & Risk Management, Facilities, and Compliance to address reported issues and/or concerns.

Many institutions include the tobacco-free campus policy in their Employee HOP (Handbook of Policies). A majority of UT campuses require yearly employee acknowledgment of all campus policies including tobacco-related policies during open enrollment and at employee orientations.

Only a few UT Institutions have created formalized procedures to address tobacco-policy violators on campus. Enforcement efforts are aided by good, clear student and employee conduct procedures and policies. **UTEP**, **UTSA** and **UT Austin**

stress respect, education and cessation referral—rather than punishment—within their official conduct procedures. Few official conduct referrals are made, and when they are, campuses report a general respect of the policy. UTSA students violating the tobacco-free policy are referred to the Associate Dean of Students and Director of Student Conduct in the Student Conduct and Community Standards Office. Both institutions refer employees to their supervisors to discuss the policy, and then to available cessation services on their campus.

**UTRGV** established an online reporting tool to support staff and students who identify people violating the tobacco-free policy on campus. The tobacco-free task force received 19 violation complaints from the online reporting tool. When reports come in through the anonymous reporting tool, the task force posts signs at the respective hot spots so the reporters can see their complaint has been acted upon and the tobacco users are aware the task force is monitoring the area.

## : THANK YOU

*TY Dr. David Balis, UT Southwestern & Parkland physician, for sharing testimony on the harms of e-cigarettes and including them in Smoke-Free policies*

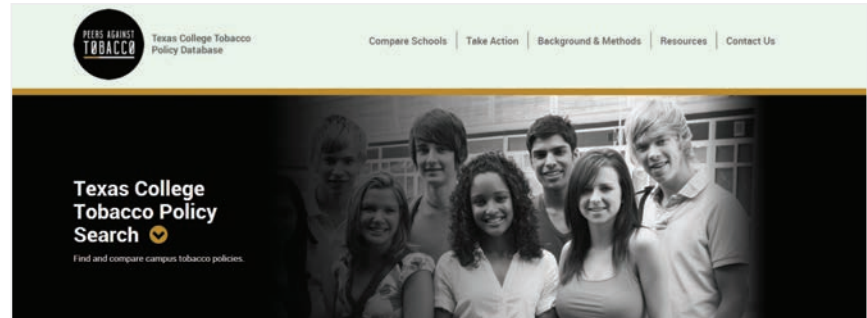
**SMOKE-FREE  
FORT WORTH**





## Texas Policy Rating Scale

The Texas College Tobacco Policy Database (<http://www.txcolleg-etobaccopolicy.org>) was created by the Tobacco Research and Evaluation Team at The University of Texas at Austin for groups or individuals interested in tobacco-free policy implementation on college and university campuses. This searchable database includes a description of the tobacco policies for all colleges and universities in Texas and provides a rating for each school's policy. The Texas College Tobacco Database is updated annually.



The scale is comprised of 10 elements that address policies related to the use of cigarettes, other tobacco products, and electronic nicotine delivery systems (ENDS), as well as the marketing and sale of tobacco products on campus.

*The table below illustrates the elements of the rating scale.*

Texas Policy Rating Scale	
Smoking	Prohibit cigarette smoking in all indoor areas of any campus building
	Prohibit cigarette smoking on all campus outdoor grounds
	Prohibit cigarette smoking in campus-owned vehicles
Other Tobacco	Prohibit other tobacco in all indoor areas of any campus building
	Prohibit other tobacco on all campus outdoor grounds
	Prohibit other tobacco in campus-owned vehicles
Electronic Nicotine Delivery Systems (ENDS)	Prohibit ENDS in all indoor areas of any campus building
	Prohibit ENDS on all campus outdoor grounds
	Prohibit ENDS in campus-owned vehicles
Tobacco Advertising and Promotion	Prohibit sales, sponsorship, advertising, or promotional activities of tobacco on campus property
Campus Housing Policies <if applicable>	Prohibit cigarette smoking in all residence or other campus owned housing
	Prohibit tobacco use in all residence or other campus-owned housing

## POLICY SEARCH

*The Texas College Tobacco Database is updated annually and includes a description of the tobacco policies for colleges and universities in the state of Texas and provides a rating for each school's policy.*

School	Public / Private	2-Year / 4-Year / Health Science	DSHS Region	Tobacco-free Housing Policy	Policy Rating
The University of Texas Health Science Center at San Antonio (UTHSCSA)	Public	Health Science	8	n/a	70%
The University of Texas Health Science Center at Tyler (UTHSCT)	Public	Health Science	4/5N	n/a	100%
The University of Texas M.D. Anderson Cancer Center	Public	Health Science	6/5S	n/a	90%
The University of Texas Medical Branch at Galveston (UTMB)	Public	Health Science	6/5S	✓ All Housing Standards Met	100%
The University of Texas of the Permian Basin (UTPB)	Public	4-year	9/10	✓ All Housing Standards Met	100%

### On a Scale From 1 to 10

Colleges receive one point for the presence of policies on each component. Each campus can have a minimum score of 0 and a maximum score of 10. Higher scores indicated a more comprehensive policy.

Colleges receive one point for the presence of policies addressing each element. Each campus can have a minimum score of 0 and a maximum score of 10. Higher scores indicate a more comprehensive policy. Residential housing is measured separately for schools with these facilities. Housing policies are assessed in the database with a green check (adequate) or a red X (inadequate).

Currently, nine UT institutions have a comprehensive policy in place. However, two of these campuses lack adequate housing restrictions. Five other campuses have a mostly comprehensive policy, and are only missing the advertising and marketing piece, which would involve an easy modification to their existing policy.

The state of Texas has 206 public and private college campuses. Of those, 4 of the 17 Health Science Centers have a 100% policy, while 11 out of 84 of the 4-year campuses have a 100% policy. Among the 2-year colleges, 25 out of 105 campuses have a 100% policy score.

### Implementing Tobacco-Free Campus Policies

UT Institutions are using a number of approaches to raising awareness of tobacco use policies among students, staff, faculty, and contractors.

**UT Tyler** added announcements about its tobacco policy, as well as educational material and cessation resources, within students' syllabi.

**UT San Antonio** made all faculty-staff training and acknowledgements, contracts and events be tobacco free. This is enforced by HR Training & Development, the Purchasing/Contracts Office and Events Management. Also, all job descriptions inform prospective employees about the policy.

A photograph of Ernest Hawk, a man with glasses and a dark suit, standing at a clear acrylic podium. He is looking slightly to his left with a serious expression. His hands are clasped in front of him. The background is a blurred indoor setting with warm lighting.

THERE ARE OPPORTUNITIES AND  
lives at stake.

IT IS OUR JOB TO TAKE  
what we know  
AND APPLY IT IN THE  
most effective way

TO BENEFIT THE MOST PEOPLE.

— Ernest Hawk



# Prevention

*Prevention is the cornerstone public health strategy that operates upstream of the burdens of failing health and increasing health care costs.*

## UTEP Tobacco Butt Pick-up

Orange flags were planted around campus where cigarette butts were found to bring awareness and in promotion of an upcoming Great American Smokeout event.



Each day about 2,300 kids in the United States try their first cigarette and an additional 350 become new daily users. In Texas there are more than 13,700 new daily smokers each year. Prevention—stopping people from starting to smoke in the first place—is the best means for improving health and decreasing health care costs in the long term. Campus-wide engagement in tobacco prevention activities establishes a culture of respect for all, promotes health and will ultimately impact the estimated \$8.85 billion annual cost to Texas.

## PEERS AGAINST TOBACCO PROGRAMS

### Overview

Peers Against Tobacco (PAT) is a system-level, multi-component, coordinated tobacco prevention program for colleges and universities in the state of Texas. PAT is funded by the Texas Department of State Health Services (DSHS) and designed and implemented through [The University of Texas at Austin Tobacco Research and Evaluation Team](#). There are currently 22 participating PAT schools across the state, including two- and four-year public and private colleges and universities (*as seen on page 22 and 23*).

The program's overall goal is to reduce the use of tobacco and other alternative tobacco products (e.g., electronic cigarettes, hookah) among college and university students, and ultimately to change the overall tobacco landscape of Texas colleges and universities. Each participating school must build or expand on a campus peer group, implement outreach campaigns, choose sustainable tobacco prevention goals, and assess the tobacco environment on and around their campus.

The following events and activities were organized and/or implemented by the UT Tobacco Research and Evaluation Team as part of the overarching PAT Program and were available to participating colleges and universities.

### Advocacy Training

In April of 2017, a total of 30 representatives from seven PAT schools participated in the PAT Advocacy Training held over the course of three days in Austin, Texas. The event provided participants the opportunity to learn about the role of politics in tobacco control work and included an overview of the state legislative process from the MD Anderson staff. Participants listened to presentations regarding the importance of changing the tobacco climate by advocating, using effective social media messaging, and investing in



partnerships. Experts in public health, policy, enforcement and marketing offered valuable training to the participants. Participants were given the chance to discuss tobacco policies and learn ways to educate legislators on tobacco prevention. Students presented and shared stories about their successes with the PAT program and with other tobacco prevention efforts in their college communities. The following seven schools participated in the Advocacy Training: Austin College, UT Arlington, Prairie View A&M, UT Tyler, UT Austin, Ranger College, and Wiley College.

#### **Say What! Texas Tobacco-Free Conference**

During July of 2017, PAT collaborated with the Students, Adults, and Youth Working Hard Against Tobacco (Say

What!) program to host and provide a college track at a Texas Tobacco-Free conference in Montgomery. The Say What! conference consisted of training and networking opportunities for students interested in peer-led tobacco prevention and control programming. The event provided some PAT participating schools a chance to get a head start on planning their tobacco prevention and control efforts for the upcoming school year, as well as an opportunity to promote PAT among high school juniors and seniors who attended the conference. There were 30 individuals from the following seven schools that attended the PAT Say What! conference college track: Austin College, Jarvis Christian College, Ranger College, UT Arlington, UT Austin, UT Dallas, and UT Tyler.

#### **GREAT AMERICAN SMOKEOUT**

*Playing into Texans' love for Mexican food, UT Austin's Tobacco-Free Campus (TFC) program offered T-shirts, pins and phone wallets emblazoned with the motto "Tacos, not Tobacco" to smokers in exchange for their personal tobacco products at the Great American Smokeout Carnival.*



### Tobacco Sucks

*(Opposite Page) The Tobacco Sucks Campaign, developed by Peers Against Tobacco, featured vibrant graphics, direct verbiage and an appeal to specific youth demographic and proved very effective.*

### Outreach Materials

PAT provides print and digital materials for participating schools to distribute among their students. PAT social media platforms include Facebook, Instagram, Twitter and Snapchat. EnviroMedia (an Austin, Texas media company) published at least one post per month with a custom-built graphic for Facebook and Instagram that was targeted to PAT participating schools and could be shared by other users. Snapchat filters were created and available at various events to promote PAT and tobacco information. Some of these events included the Say What! conference, Great American Smoke-out, Fresh Empire Teen Event, South by Southwest and Texas Relays.

### Outreach Initiative

In April of 2018, an outreach initiative will be held at the following four schools in collaboration with EnviroMedia: Prairie View A&M, University of Houston, UT Arlington and Southwestern University. The goal of these events is to develop and produce an initiative that empowers college students to stand up against tobacco on campus and to learn about tobacco-free initiatives. The program will be modeled after a hookah lounge to attract a wide variety of students

into a tent area. Inside the tent, PAT members and EnviroMedia employees will provide anti-tobacco facts and information to educate visitors on the PAT mission. There will also be henna artists working and prize giveaways occurring inside the booths.

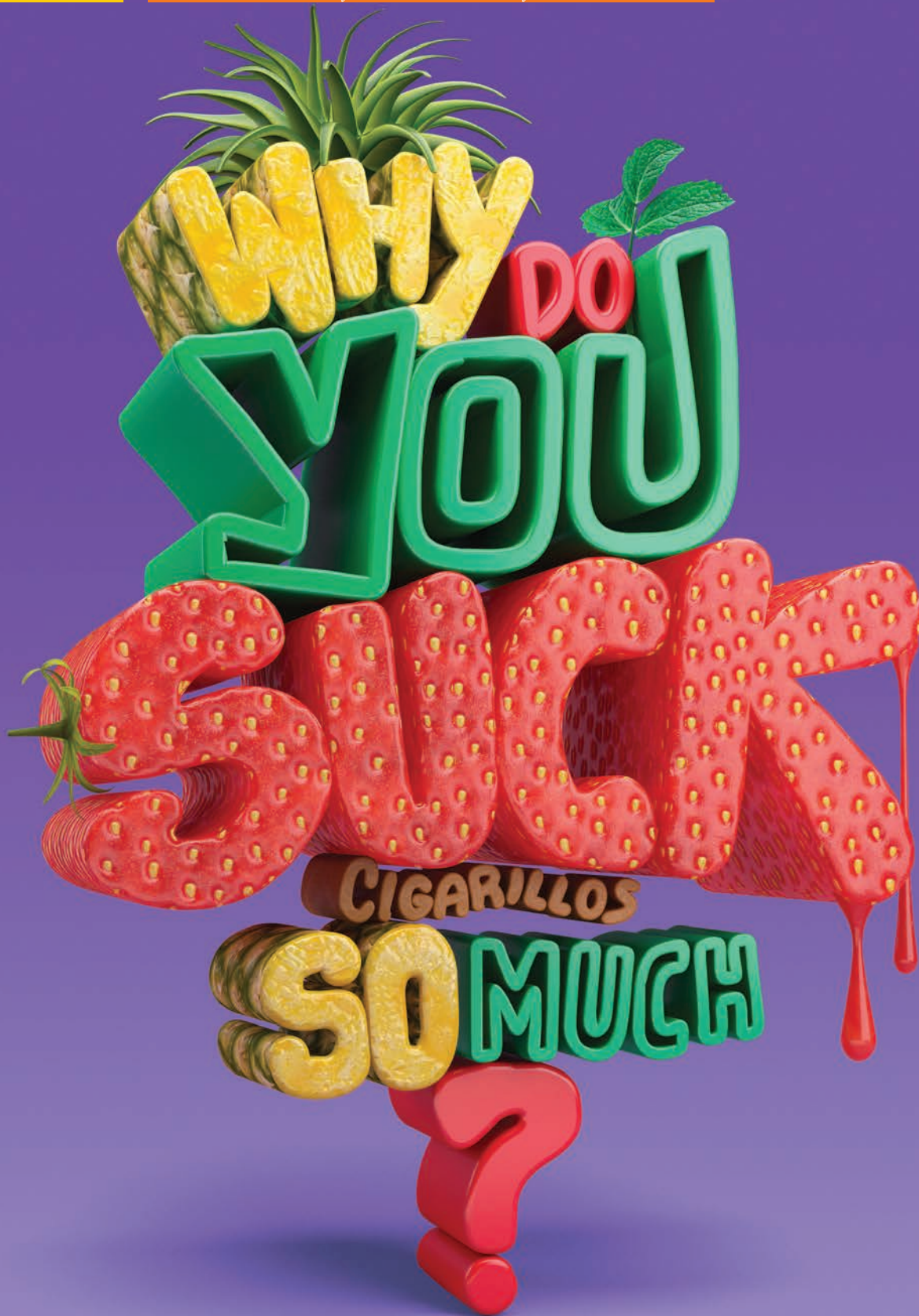
### College Tobacco Survey

In February and March of 2018, a 60-item online survey was distributed among all current, degree-seeking undergraduates at the majority of currently participating PAT schools. Students were asked questions regarding their awareness of the PAT campaign, as well as their past 30-day use, product awareness and overall use, harm perceptions, and social norm perceptions of various tobacco and alternative tobacco products (i.e., traditional cigarettes, cigars, cigarillos, hookah, smokeless tobacco, and electronic nicotine delivery systems [ENDS]). Participation in the survey was voluntary and students had the chance to be entered into a drawing for one of fifty \$20 Amazon gift cards upon completion. There were over 18,000 responses to the survey, and the UT Tobacco Research and Evaluation Team is beginning to analyze the data.

### SAY WHAT! 2017 CONFERENCE

*30 students from 7 schools attended this multi-day college-track program in Montgomery, Texas.*





CIGARILLOS SUCK. A LOT, ESPECIALLY WHEN THEY'RE FLAVORED. TASTY FLAVORS LIKE PINEAPPLE, STRAWBERRY, AND MENTHOL MAKE CIGARILLOS MORE APPEALING TO COLLEGE STUDENTS. BUT THE FLAVORS DON'T MAKE CIGARILLOS ANY LESS DANGEROUS. TOBACCO SUCKS, AND YOU DESERVE BETTER.



<b>Individual Peers Against Tobacco (PAT) Campus Impact Statements: April 2017 - February 2018</b>	
Austin College	Austin College attended the spring Advocacy Training Conference held by PAT and the Say What! Texas Tobacco-Free Conference College Track in summer 2017. They also conducted various tobacco prevention activities (e.g., met with PAT representatives to determine goals, distributed PAT fliers, shared PAT tweets with campus community, hosted tabling event at the campus wellness fair).
UT Arlington	The University of Texas at Arlington attended the spring Advocacy Training Conference held by PAT and the Say What! Texas Tobacco-Free Conference College Track in summer 2017. They also conducted various tobacco prevention activities (e.g., cigarette butt pickup, created a PAT trivia game presented around campus, gave out tobacco prevention gear, held meetings with PAT organization, hosted a tabling event at the Great American Smokeout (GASO), and partnered with other organizations around campus).
UT Dallas	The University of Texas at Dallas attended Say What! Texas Tobacco-Free Conference College Track in summer 2017. They also conducted various tobacco prevention activities (e.g., developed social media campaign for World No Tobacco Day, met with a Tobacco-Free Task Force to continue working on university policy development, hosted a tabling event at the campus substance abuse affair, received a grant for the American Cancer Society Tobacco-free Generation Campus Initiative (TFGCI), attended a TFGCI meeting in Atlanta, hosted a Great American Smokeout (GASO) event where they distributed tobacco prevention gear, and hosted a tobacco awareness booth on campus).
Prairie View A&M	Prairie View A&M University attended the spring Advocacy Training Conference held by PAT. They also conducted various tobacco prevention activities (e.g., conducted campus and environmental scans, developed relations with campus communications to help with media production, began Tobacco-Free Tuesdays, hosted tabling events on campus, gave out tobacco prevention gear, discussed tobacco policy on campus, and partnered with student government to revise the approved bill to change the policy on campus).
UT Tyler	The University of Texas at Tyler attended the spring Advocacy Training Conference held by PAT and the Say What! Texas Tobacco-Free Conference College Track in summer 2017. They also conducted various tobacco prevention activities (e.g., hosted a tabling event at the campus Fall Health Fair, distributed PAT fliers, hosted tabling event at the campus University Center for the Great American Smokeout (GASO), and held a meeting with PAT representatives to determine goals).
UT Austin	The University of Texas at Austin planned, hosted and attended the spring Advocacy Training Conference held by PAT and the Say What! Texas Tobacco-Free Conference College Track. They also conducted various tobacco prevention activities (e.g., recruited more PAT representatives, participated in an MD Anderson Healthy Communities collaboration call, and participated in the UT System Eliminate Tobacco Use Prevention Workgroup call).
Coastal Bend	Coastal Bend College conducted various tobacco prevention activities (e.g., recruited new students for PAT, got approved to be added to campus wide tabling events, developed an informational slide show on tobacco prevention (and slide show facts are consistently shown on campus), and gave out tobacco prevention gear).
Vernon	Vernon College conducted various tobacco prevention activities (e.g., organized cigarette butt pickup campaigns, tabled in campus wide event, held information sessions and Tobacco Awareness campaigns).

University of Houston	University of Houston conducted a tobacco prevention activity (i.e., submitted the PAT required campus action plan).
UTRGV	The University of Texas at Rio Grande Valley conducted various tobacco prevention activities (e.g., trained peer educators on tobacco prevention and reviewed PAT information).
SFA	Stephen F. Austin University conducted various tobacco prevention activities (e.g., completed campus scans, hosted a tabling event at the campus educational outreach program, recruited students to complete the PAT-provided Tobacco 101 online curriculum, reached out to groups on campus, and presented on tobacco prevention).
EPCC	El Paso Community College conducted various tobacco prevention activities (e.g., informed students about the danger of tobacco products and picked up cigarette butts on campus).
Ranger	Ranger College attended the spring Advocacy Training Conference held by PAT and the Say What! Texas Tobacco-Free Conference College Track in summer 2017. They also conducted various tobacco prevention activities (e.g., completed the PAT-provided Tobacco 101 online curriculum, recruited new students for their campus PAT group, promoted the PAT "Why do you suck so much" campaign, sent out information to all faculty/students about tobacco cessation hotlines, and passed out tobacco resources while tabling on campus).
Wiley	Wiley College attended the spring Advocacy Training Conference held by PAT.
TWU	Texas Woman's University conducted various tobacco prevention activities (e.g., made campus policies more explicit, hosted a tabling event at their Tobacco-Free Tuesday campus event, and distributed PAT fliers around campus).
TLU	Texas Lutheran University conducted various tobacco prevention activities (e.g., completed campus tobacco scans, distributed PAT fliers, posters and stickers around campus, sent out an email to the school regarding the new tobacco policy, removed ashtrays from campus, put tobacco prevention brochures in residential buildings, and hosted a tabling event for the Great American Smokeout (GASO)).
UTPB	The University of Texas of the Permian Basin conducted various tobacco prevention activities (e.g., distributed PAT fliers and posters on campus).
UTEP	The University of Texas at El Paso conducted various tobacco prevention activities (e.g., showcased PAT displays and distributed fliers campus-wide, shared marketing materials on social media, and hosted a tabling event at campus fair).
Midwestern	Midwestern University conducted various tobacco prevention activities (e.g., hosted a tabling event at the campus student center, completed PAT environmental scans and hotspot surveys, held an educational tobacco prevention event on campus, hosted a tabling event for the Great American Smokeout (GASO), and distributed PAT fliers and posters around campus).
Southwestern	Southwestern University conducted various tobacco prevention activities (e.g., helped spread awareness for PAT by retweeting tweets, and hosted a tabling event for the Great American Smokeout (GASO)).



## TOBACCO-FREE AMBASSADORS

**UT Arlington** launched its Tobacco-Free ambassador program to allow faculty and staff to actively contribute to tobacco-free efforts by educating and supporting their peers on tobacco-free policies and resources.

## CAMPUS AWARENESS EVENTS

**UT Dallas** provided education and prevention programming through its recent campus health fair, the Great American Smokeout and Breathe Easy cessation education meetings. Tobacco-Free Education care cards were also shared with the students, faculty and staff. The UT Dallas task force hopes to increase awareness of the available programs on campus.

### Walk with a Doc

*James Fox, M.D., a staff pulmonologist with UT Health Science Center at Tyler, gave a presentation about lung cancer at the “Walk with a Doc” event at the Rose Rudman Trail in Tyler. He is seen here with Paul McGaha, DO, Chair of the Department of Community Health.*



In November 2017, James Fox, M.D., a staff pulmonologist with **UT Health Science Center at Tyler**, gave a presentation about lung cancer at the “Walk with a Doc” event at the Rose Rudman Trail in Tyler. The campus also co-hosted a Great American Smokeout event with the American Cancer Society.

**UT Rio Grande Valley** hosted a Great American Smokeout event on campus which enhanced collaborations with partnering departments. World No Tobacco Day also enhanced collaborations with partnering departments.

The **UT El Paso** task force hosted a Great American Smokeout event on November 16, 2017 with 15 community and campus organizations in attendance providing tobacco prevention and cessation information to students, faculty and staff. A cigarette butt clean-up was conducted two days prior, with about 1,000 flags placed around campus identifying areas where smokers are not adhering to the policy. The information was provided to University Police Crime Prevention Specialists, who subsequently began monitoring these areas.

**UT Southwestern** hosted an average of two presentations a month, at Dallas schools, on the dangers of tobacco.

**UT Southwestern’s Moncrief Cancer Institute** has community outreach workers who incorporate tobacco prevention, education and cessation messages into their cancer screening programs in a 10-county catchment area.



## IN THE COMMUNITY

### A Smoking Prevention Interactive Experience

The University of Texas MD Anderson Cancer Center and the Houston Independent School District (HISD) reached a first-of-its-kind agreement to provide access to an evidence-based, youth-oriented tobacco prevention and cessation program for all 110,000 HISD middle and high school students. A Smoking Prevention Interactive Experience (ASPIRE) is made available in English and Spanish through HISD's online learning and teaching platform, known as the HUB. The curriculum will be used in required health and physical education classes across 46 high schools. More information can be found here: [mdanderson.org/aspire](http://mdanderson.org/aspire).

UT Health Science Center Tyler hosted a kick-off event in December 2017 to provide an orientation to ASPIRE for

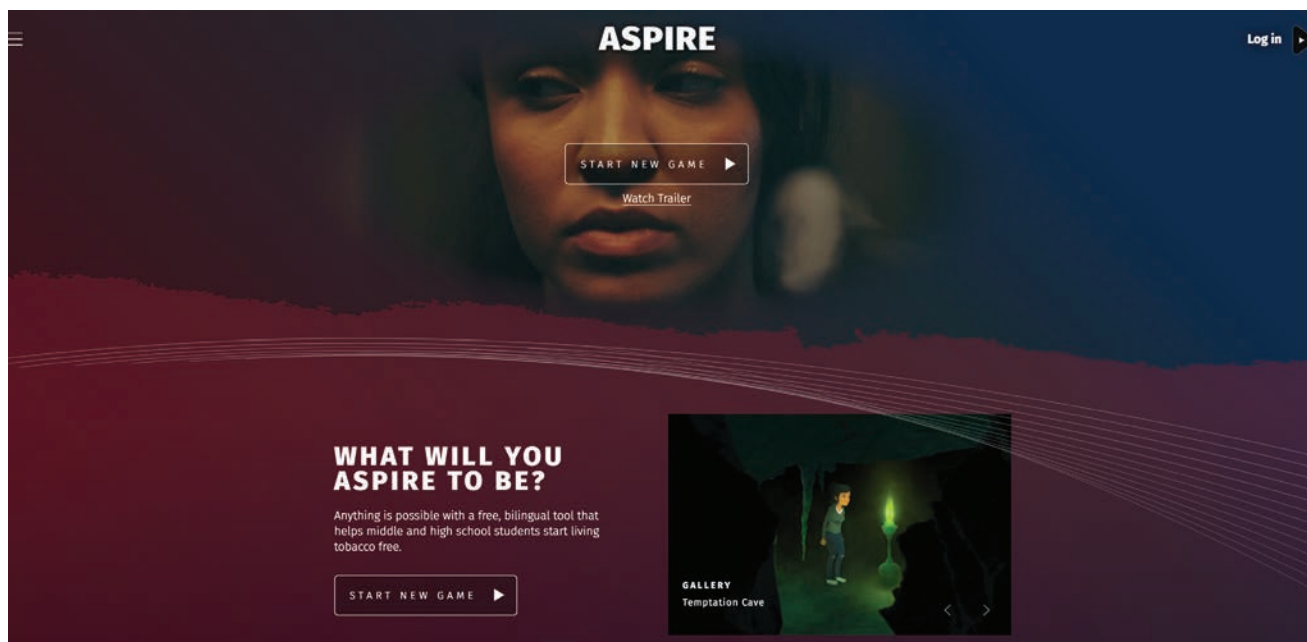
several schools in the Tyler region. A number of schools were interested in adopting the curriculum.

### Tobacco-Free Messaging

The UT Health San Antonio (UTHSA) ETU Committee developed a theme for all messaging related to tobacco. It was decided that a supportive, non-punitive, approach would be used. Once messaging was developed, the task force created signs, informational cards and promotional items that were designed to (1) remind UTHSA faculty, staff and students about their status as a tobacco-free campus, and (2) extend support to tobacco users who want to stop using tobacco. Furthermore, a website was developed to centralize all information about tobacco cessation and policy at UTHSA. Once approved, the policy was promoted to local news media.

## ASPIRE

*ASPIRE is a free, bilingual tool that helps middle and high school students start living tobacco free.*



# Cessation

*About 18% of the U.S. adult population identify as smokers. In Texas, approximately 4.38 million residents – or 15.5% of Texans – identify as smokers. Providing vibrant, state-of-the-art, smoking cessation services to all UT employees and students system-wide offers an opportunity to serve the 68% (national average) of those active smokers who are ready to quit.*



## TOBACCO TREATMENT TRAINING PROGRAM

*Between August 2017 and March 2018, MD Anderson trained nearly 100 health care providers in evidence-based tobacco treatment practice.*

### Healthcare Provider Trainings

In July 2017, **The University of Texas MD Anderson Cancer Center** was accredited by the Council for Tobacco Treatment Training Programs (CTTTP) and the Association for Tobacco Treatment Use and Dependence (ATTUD) to offer their own Certified Tobacco Treatment Training Program. Between August 2017 and March 2018, MD Anderson trained nearly 100 health care providers (mainly comprised of counselors, prescribers and health educators) in evidence-based tobacco treatment practices. Future goals

include taking the training program on the road to different sites in Texas and surrounding states to better meet the needs of health care providers. A national credentialing is an available option to participants who attend the training course.

### Community Support Groups

**UT Dallas** had five employees trained as American Lung Association Freedom From Smoking facilitators for an 8-week class offered to faculty, staff and students. The tobacco-free homepage now includes this resource.

**UT Arlington** trained six tobacco-free ambassadors to administer the American Cancer Society's Fresh Start Program. The task force hopes to train more ambassadors in the spring and in the coming school year.

### On Campus Programs

**The UT Austin** tobacco-free coalition continues to partner with University Health Services to offer a quitters cessation course to students. The coalition is seeking new partnerships with Dell Medical School and the School of Nursing to secure tobacco cessation courses for faculty and staff members.

**UT Rio Grande Valley** created tobacco cessation informational care cards for students, staff and faculty that highlighted services available in the recovery center.

### Cessation in the Community

The **UT Health San Antonio** ETU Committee planned an event for the first days of the Spring 2018 semester. The team assembled quit kits (called *UT Healthier You* kits in keeping with institutional branding) using several items used as cessation aid tools (e.g. chewing gum). Those kits were handed out in January 2018, as a prompt or incentive for tobacco users to quit. The event was promoted via Twitter, the institutional intranet and its weekly newsletter. Faculty, staff and students were able to pick up a kit for themselves or for a friend or family member they wanted to encourage to stop using tobacco. UTHSA hopes to increase the utilization rate of the available cessation resources in the 2018-19 school year.

(see above photo top right)

### Clinical Referrals

**UT Southwestern** increased awareness of its nicotine cessation programming through social media campaigns and internal marketing. They are working to create an automated Electronic Medical Records platform to refer patients to tobacco cessation programming through a "smoking registry."

The **UT Southwestern** Low Dose Lung Cancer Screening service works closely with UT Southwestern's Nicotine Cessation program to ensure comprehensive pulmonary care. A "navigator" for this program was recently hired. The intent is to coordinate comprehensive patient care opportunities to identify, support, screen, refer and provide smoking cessation services where appropriate. This will enhance patient opportunities to prevent or detect early any lung cancer concerns.

## UT SYSTEM - OFFICE OF EMPLOYEE BENEFITS (OEB) CESSATION REFERRAL

All new employees across the UT System, when enrolling in the UT SELECT medical plan at their respective institutions, must complete a tobacco declaration to attest to being a current tobacco user or non-user. The declaration, which also must be made whenever a current employee elects changes to his or her coverage, includes all covered dependents in the household. Currently, it is only mandatory to complete this tobacco declaration if the member makes any elections in the health plan coverage. However, no action is required by members if no changes to coverage are made.

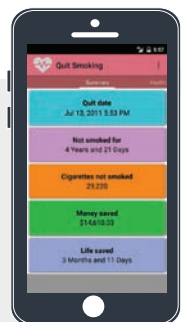
## UT HEALTHIER YOU

*At UT Health San Antonio, over 100 kits were handed out to friends, family or physicians/health practitioners who wanted to give it to a specific patient they wanted to encourage to quit tobacco.*





## SUCCESS STORY: ANDREA, UT DALLAS EMPLOYEE AND THE QUIT SMOKING APP



*"I smoked for around 40 years. I started at 13 because I wanted to be 'cool.' I wish I had quit 14 years ago when I first attempted. Never give up."*

### HER STATS AFTER 10 MONTHS NOT SMOKING\*

 **1.5/DAY**  
Packs not smoked  
**x 10 MONTHS = 9,121**  
**CIGARETTES NOT SMOKED**  
(MO. AVG. x 40 YEARS = 437,760)

 **\$6/DAY**  
Money saved  
**x 10 MONTHS = \$2,736.48**  
**SAVED**  
(MO. AVG. x 40 YEARS = \$87,600)

\* SOURCE: Quit Smoking App Estimates,  
<https://play.google.com/store/apps/details?id=com.umtgrn.quit smoking>

Since the February 2017 summit, all UT SELECT medical plan members who declare as tobacco users are automatically referred to the UT SELECT tobacco cessation program, which is administered by Blue Cross and Blue Shield of Texas (BCBSTX). These members receive a home mailer and a direct call from BCBSTX that inform them of all tobacco cessation related programs and services available through the UT SELECT plan.

These services include access to the tobacco cessation program and full (100%) coverage of pharmaceuticals and nicotine replacement therapy (NRT). The mailer also promotes resources available at each UT System institution.

The UT System Office of Employee Benefits (OEB) reported that in FY17, 89 active employees enrolled in the BCBSTX tobacco cessation program. The enrolled number represents 2.2% of those who declared during FY17. That was a significant increase compared to FY16, in which no member who had declared as a tobacco user enrolled in the BCBSTX tobacco cessation program. Furthermore, 6% of members who declared in FY17 are in treatment using 100% coverage of pharmaceuticals and/or NRT. Another 280 members of the medical plan who did not declare as tobacco users are using 100% coverage of pharmaceuticals and/or NRT.

OEB, in conjunction with the ETU steering committee, plans to better communicate the tobacco cessation options and programs during the FY18 annual benefits enrollment (July 15th – July 31st). OEB will distribute a UT SELECT direct mailer to all UT SELECT membership communicating tobacco cessation programs and services.

In addition to better communication of available benefits, one potential mechanism for increasing use of cessation programs would be to institute a mandatory annual tobacco declaration for all members, during the annual enrollment period, even if no other changes to insurance coverage are made.

The current OEB tobacco declaration is required only of new hires and those members who are making changes in their elections in the health plan. As a result, in FY17 only 50.5% of all UT SELECT medical plan subscribers accessed the MyUTBenefits enrollment platform and declared if they were a tobacco user or not.

This vastly undercounts the true prevalence of smoking by UT SELECT members. The current UT SELECT member self-declaration of tobacco user status is reported at 6.7%, far below the national average of 18%. Annual tobacco declarations would allow the UT System OEB to obtain a more accurate count of members who are tobacco users, which would enable them to provide better cessation services.

An accurate annual count would allow OEB to better evaluate the current BCBSTX telephonic tobacco cessation program that is provided as a free service to all UT SELECT Medical plan members. Low enrollment in the BCBSTX program due to under-reporting of true tobacco users has resulted in an inability to conduct a real evaluation of the program. An accurate annual count would also better inform OEB on how many declared tobacco users are quitting successfully, and how many are relapsing and have a desire to re-engage with free benefits including cessation counseling, coaching and medications.



## TOBACCO SURCHARGES AND DECLARATION FOR OPT-IN

### UT Select Tobacco Premium Program (TPP)

An out-of-pocket premium of \$30 per month for UT SELECT members who use tobacco products applies to any tobacco user (age 16 and over) enrolled in the UT SELECT Medical plan.

The premium for dependent children is \$30 per month regardless of how many covered dependent children use tobacco. The maximum premium is \$90 per family per month.

Members must declare if they are tobacco users. A "tobacco user" is defined as a person who has used tobacco products within the past sixty (60) days.

All types of tobacco products are included as part of the TPP, including, but not limited to: cigarettes, cigars,

pipes, all forms of smokeless tobacco (chewing tobacco, snuff, dip or any other product that contains tobacco), clove cigarettes and any other smoking devices that use tobacco such as hookahs. E-cigarettes, which contain nicotine, are included under the TPP.

### Wellness Tobacco Funds

The UT System Office of Employee Benefits and its *Living Well: Make it a Priority Program* have created a program to redistribute a percentage of funds received from tobacco surcharges to wellness programs at the UT institutions. Some campuses are facing wellness program cuts that threaten tobacco initiatives and dedicated employees for these critical programs. The majority of campus Tobacco Champions are employed in other capacities, with most able to dedicate limited time to tobacco-free efforts. Institutions are doing a great job bringing a wide variety of expertise from across the campus onto their teams.

## HAPPY TRAILS TO YOU

*UT Southwestern Medical Center uses their wellness tobacco funds for a team-building event taking off on a 3-mile walk supporting The American Heart Association's Heart Walk through Dallas.*

# Present and Future

*The UT System Eliminate Tobacco Use Initiative launched in 2016 as a targeted investment, with most of its resources going to internal organization and communication within UT System.*

After its first year of operation, the *UT System Eliminate Tobacco Use Initiative* achieved comprehensive tobacco-free status for all of its 14 campuses. The ingenuity of individual campuses in accomplishing much in light of limited dedicated resources is testimony to the passion and ability of the people within the system.

The initiative's early tobacco-free success is attributable to collaborative action. There is much work to be done, and the initiative's continued action as a system sharing expertise among partner institutions is the key to continued future success.

During the second year of the *Eliminate Tobacco Use Initiative*, outreach was conducted to state agencies as well as to other public and private university systems in Texas, including Texas A&M, Texas Tech, The University of North Texas, The University of Houston, Texas Christian University, Texas Southern University, and a number of community college systems. The goal of this outreach was to expand the sphere of tobacco free spaces and institutions, ultimately with the aim of achieving tobacco-free status for all state institutions, colleges and universities, and the surrounding communities throughout Texas.

There were victories, including Texas Christian University adopting a tobacco-free campus policy with extensive education and implementation efforts during the Fall 2017 semester.



Tobacco policies, prevention and cessation efforts are currently being incorporated in the UT System's population health strategic plan to expand the initiative's reach beyond UT institutional walls into the communities the institutions serve.

*In year three, the goal is to expand this initiative in a number of ways:*

1. The ETU will invite surrounding states' colleges and universities to attend the summit, in order to convene a more regional discussion about how to create tobacco-free cultures and communities.
2. MD Anderson Cancer Center's EndTobacco® Program will offer resources to other colleges and universities in the form of

technical assistance and a resource website ([eliminatetobaccouse.org](http://eliminatetobaccouse.org)) with implementation toolkits, lessons learned and best practices.

3. Improve cessation service availability on every campus.
4. Improve services to the communities in which UT institutions reside.

**In order to sustain and expand on tobacco-related efforts and activities, dedicated resources will be needed. A continued prioritization of resources to this effort is likely to have a positive public health impact in our institutions and communities.**



# EXPANSION TO non-UT Institutions



## TCU INNOVATIONS

Texas Christian University has put a major effort into their campus communications this year including several informative YouTube videos.



## TEXAS CHRISTIAN UNIVERSITY

"Attending the 2017 UT System Eliminate Tobacco Use Summit helped TCU identify key strategies for working with campus partners for policy change and provided us with valuable discussion on policy implementation, which has helped tremendously as we implement a new tobacco-free policy this year."

— Brad Stewart, Campus Recreation  
TCU Wellness Center, Texas Christian University

## UNIVERSITY OF CALIFORNIA

### THE UNIVERSITY OF CALIFORNIA

"The summit was valuable and provided insight into the many similarities and unique challenges between the operating models at UT and UC, and we appreciate the opportunity to be part of this learning experience and partnership as we collaborate to eliminate tobacco use at our respective locations. We also thank you for sharing your dashboard. We enhanced it to create a UC version that is now being used as a benchmark to showcase our policy work, progress and successes."

— Julie Chobdee, Wellness Program Coordinator,  
University of California



### TEXAS A&M UNIVERSITY

"Attending the 2017 UT System Eliminate Tobacco Use Summit helped Texas A&M University evaluate our position and focus our efforts in taking the next steps toward a tobacco-free campus. We have begun providing employees with free smoking cessation assistance and resources. We realize the work ahead will require education that prioritizes tobacco cessation so that employees have the self-efficacy to eliminate tobacco use across our campus."

— Mary Schubert and Kourtney D. Martin, WELLNESS WORKS! program within the Division of Human Resources and Organizational Effectiveness



### TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER

"Attending the 2017 UT System Eliminate Tobacco Use Summit helped Texas Tech University Health Science Center prioritize reaching out to individuals at Texas Tech University in order to assess how we might combine our efforts as a system. We have identified an individual at TTU who will be able to help us start some dialog with decision makers on the academic campus to, at minimum, work towards implementing a policy regarding a tobacco-free campus."

— Allison Kerin, Texas Tech University  
Health Sciences Center



## Challenges & Opportunities

### CULTURE

Other tobacco products such as e-cigarettes, vaping, hookah, cigars and smokeless tobacco are consistently discussed on campuses among youth and young adults. All colleges and universities participating in the *Eliminate Tobacco Use Initiative* identify the need to dispel myths that these products are less harmful to users.

With the inclusion of these products in all campus policies, there is an expectation that social norms will adjust to a reduction in use on campus. Inclusion of these products in campus events for prevention and awareness, as well as in policy signage, will reinforce the “tobacco-free culture” message, and serve as a prompt for current users to consider quitting.

### GAPS IN OFFERING STUDENT CESSATION SERVICES

The assessment of UT institutions, and inquiries into other Texas colleges and universities, revealed that most campuses offer robust cessation services for faculty and staff, due to benefit plans. Not all, however, offer a variety of cessation services for students. The most consistent offering was a referral to the state Quitline, and a few campuses offered the community support group counseling or quit apps.





**LOW COST  
CIGARETTES**

WHILE  
SUPPLIES  
LAST!

**E-cigs  
E-juice**

**INCENSE  
Vaporizers**

**Newport**  
Non-Menthol pleasure!

Newport

Newport

CIGARETTES

CIGARETTES

New Gold!

\$ **4.99**

**CAMEL**

CAMEL

CAMEL

CAMEL

**TASTE IT ALL**

\$ **4.85**

**SPECIAL OFFER!**

**OLD GOLD**  
A RICH TRADITION

OLD GOLD  
CIGARETTES

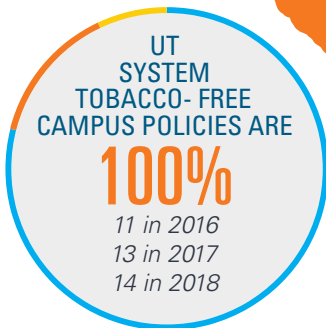
\$



# 2018 UT System Eliminate Tobacco Dashboard

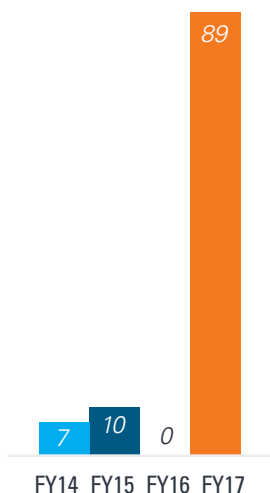
Creating a tobacco-free culture through policy, prevention and cessation services.

Tobacco remains the single greatest preventable cause of premature death and disease in Texas and across the rest of the United States.



## DECLARATION & CESSATION

Members who declared being a tobacco user and enrolled in the BCBSTX Tobacco Cessation Program have skyrocketed in 2017.



~28,000  
TEXANS

DIE OF A SMOKING-ATTRIBUTABLE ILLNESS ANNUALLY



SOURCE: Campaign for Tobacco Free Kids, (2018, March 14). The Toll of Tobacco in Texas[online]. 2018. [accessed Mar 28, 2018]. URL: <https://www.cdc.gov/tobacco/brfss/brfssprevalence/>

**\$8.9 BILLION**  
ANNUALLY SPENT BY TOBACCO INDUSTRY,  
\$611.1 M IN TEXAS

SOURCE: Campaign for Tobacco-Free Kids

## UT SYSTEM PROGRAMS AMONG ALL 14 INSTITUTIONS



**3/14**

Online reporting tool for hotspots smoking on campus.



**8/14**

Enforcement procedures in place for policy.



**6/14**

Cessation services for students on campus.



**8/14**

Awareness activities for prevention and quitting.

2016-2018

## UT SYSTEM ELIMINATE TOBACCO CAMPUS PROGRESSION

2016-2018											✖	🚩	✔		
UT SYSTEM ELIMINATE TOBACCO CAMPUS PROGRESSION											Currently not offered	Currently assessing	Currently offered		
Goal Area/Institution	UT Health at Houston	UT Health Northeast at Tyler	UT Health Science Center at San Antonio	UT MD Anderson Cancer Center	UT Medical Branch at Galveston	UT Southwestern Medical Center	UT Arlington	UT Austin	UT Dallas	UT El Paso	UT Permian Basin	UT Rio Grande Valley	UT San Antonio	UT Tyler	UT System Administration
Prevention															
Education Brochures	✔	✔	✔	✔	✔	✔	✔	✔	🚩	✔	🚩	✔	✔	🚩	✔
Technology Based Program	✔	🚩	🚩	✔	✖	✔	✔	✔	✖	✔	✖	🚩	✔	🚩	✔
Available for Employees	✔	✔	✔	✔	✔	✔	✔	✔	✖	✔	🚩	🚩	✔	🚩	✔
Available for Employees' Dependents	🚩	🚩	✔	✔	✔	🚩	🚩	✔	✖	🚩	🚩	🚩	✔	🚩	✔
Available for Community	✔	✔	✔	✔	✔	✔	🚩	🚩	🚩	✔	🚩	🚩	🚩	✖	✔
Hosting On-Campus Events	✖	✖	✔	🚩	✔	✔	✔	✔	🚩	✔	✔	🚩	✔	✖	✖
Policy															
100% Smoke-Free	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔
100% Tobacco-Free	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔
Includes ENDS and Other Tobacco Products (hookah, etc.)	✔	✔	✔	✔	✔	✔	✔	✔	🚩	✔	✔	✔	✔	✔	✔
Policy Communication (signage)	✔	🚩	✔	✔	✔	✔	✔	✔	✔	✔	✔	🚩	✔	✔	✔
Enforcement Procedures	🚩	🚩	✔	✔	✔	✔	✔	✔	✔	✔	🚩	🚩	🚩	🚩	🚩
Tobacco-Free Hiring	✖	🚩	✖	✔	✖	🚩	✖	✖	✖	✖	✖	✖	✖	✖	✖
Cessation															
Tobacco Cessation Program Offered	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔
Individual Counseling Offered	✔	✖	✔	✖	✖	✔	✔	✔	🚩	✔	🚩	🚩	✔	✔	✔
Group Counseling Offered	✖	✔	✔	✔	✖	✔	✔	✔	🚩	✔	🚩	🚩	✔	🚩	🚩
Offered to Employee	✔	✔	✔	✔	✖	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔
Offered to Employee's Dependents	🚩	✔	✔	✔	✖	🚩	🚩	🚩	🚩	🚩	✔	✔	✔	✔	🚩
Offered to Patients (if applicable)	✔	✔	✔	✔	✖	✔									
Available to Community	✖	✖	✔	Through research trials only	✖	✔	✖	Through mobile apps only	✖	✔	✖	✖	✖	✖	✖
Located On-Campus	✔	✔	✔	✔	✖	✔	✔	✖	✔	✔	✖	✖	✔	✔	✖
Located Off-Site (Other Hospitals) (if applicable)	✔	✔	✔	✔		✔									
Telehealth	🚩	✖	🚩	✔	✖	🚩	🚩	🚩	🚩	✔	🚩	🚩	🚩	🚩	🚩
Communication, Marketing of the Program	✔	✖	✔	✔	✖	🚩	🚩	✔	🚩	✔	🚩	🚩	✔	🚩	✔
								Year of last change			2016 or baseline		2017	2018	

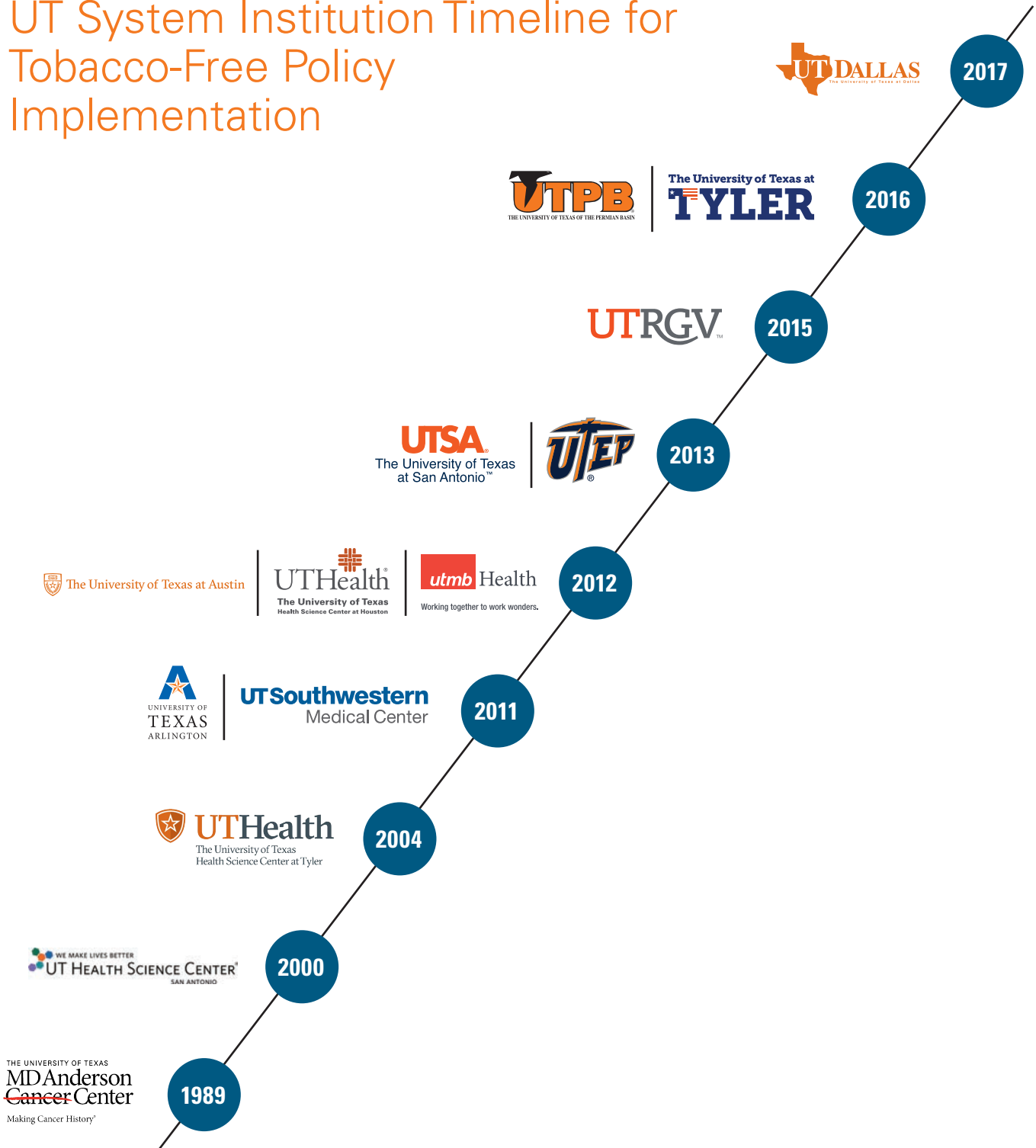
WE SHOULD DO  
everything possible  
TO  
prevent kids  
FROM STARTING  
to smoke.

— David Lakey



# APPENDIX A

## UT System Institution Timeline for Tobacco-Free Policy Implementation



# APPENDIX B

## UT System Tobacco-Free Websites and Policy Links

Institution	Tobacco Designated Webpage	Tobacco-Free Policy
UT Arlington	<a href="http://uta.edu/tobaccofree">uta.edu/tobaccofree</a>	<a href="http://uta.edu/policy/hop/5-510">uta.edu/policy/hop/5-510</a>
UT Austin	<a href="http://tobaccofree.utexas.edu">tobaccofree.utexas.edu</a>	<a href="http://policies.utexas.edu/policies/hop/8-1040">policies.utexas.edu/policies/hop/8-1040</a>
UT Permian Basin	<a href="http://utpb.edu/campus-life/tobacco">utpb.edu/campus-life/tobacco</a>	<a href="http://utpb.edu/campus-life/tobacco/smoke-and-tobacco-policy">utpb.edu/campus-life/tobacco/smoke-and-tobacco-policy</a>
UT El Paso	<a href="http://tobaccofree.utep.edu">tobaccofree.utep.edu</a>	<a href="http://admin.utep.edu/Default.aspx?tabid=74293">admin.utep.edu/Default.aspx?tabid=74293</a>
UT San Antonio	<a href="http://utsa.edu/hr/TobaccoFree">utsa.edu/hr/TobaccoFree</a>	<a href="http://utsa.edu/hop/chapter9/9-36.html">utsa.edu/hop/chapter9/9-36.html</a>
UT Health Science Center – San Antonio	<a href="http://uthscsa.edu/tobacco-free">uthscsa.edu/tobacco-free</a>	<a href="http://uthscsa.edu/hop2000/4.2.5.pdf">uthscsa.edu/hop2000/4.2.5.pdf</a>
UT Medical Branch	<a href="http://www.utmb.edu/iutmb/article7299.aspx">www.utmb.edu/iutmb/article7299.aspx</a>	<a href="http://utmb.edu/Policies_And_Procedures/IHOP/Employee/Health_and_Wellness/IHOP%20-%202003.07.06%20-%20Tobacco%20Free%20Policy.pdf">utmb.edu/Policies_And_Procedures/IHOP/Employee/Health_and_Wellness/IHOP%20-%202003.07.06%20-%20Tobacco%20Free%20Policy.pdf</a>
UT Dallas	<a href="http://utdallas.edu/tobaccofree">utdallas.edu/tobaccofree</a>	<a href="http://policy.utdallas.edu/utdbp3089">policy.utdallas.edu/utdbp3089</a>
UT Tyler	<a href="http://uttyler.edu/human-resources/wellness/tobacco-cessation">uttyler.edu/human-resources/wellness/tobacco-cessation</a>	<a href="http://catalogs.uttyler.edu/en/UTTyler/HOP/Series-400-Business-Affairs/4-4-2-Tobacco-Free-Campus">catalogs.uttyler.edu/en/UTTyler/HOP/Series-400-Business-Affairs/4-4-2-Tobacco-Free-Campus</a>
UT Health Texas	Available Internally Only	<a href="http://uth.edu/hoop/policy.htm?id=1447868">uth.edu/hoop/policy.htm?id=1447868</a>
UT RGV	<a href="http://utrgv.edu/hr/wellness/tobacco-cessation/index.htm">utrgv.edu/hr/wellness/tobacco-cessation/index.htm</a>	<a href="http://utrgv.edu/hop/policies/adm-04-108.pdf">utrgv.edu/hop/policies/adm-04-108.pdf</a>
UT Health Northeast	<a href="http://uthealth.org/patient-visitor-guide">uthealth.org/patient-visitor-guide</a>	Not Available Online
UT MD Anderson	<a href="http://mdanderson.org/endtobacco">mdanderson.org/endtobacco</a>	<a href="http://mdanderson.org/content/dam/mdanderson/documents/about-md-anderson/about-us/compliance-program/ADM0258.pdf">mdanderson.org/content/dam/mdanderson/documents/about-md-anderson/about-us/compliance-program/ADM0258.pdf</a>
UT Southwestern	<a href="http://utsouthwestern.edu/life-at/campus-academic-life/student-center/facilities/policies-guidelines.html">utsouthwestern.edu/life-at/campus-academic-life/student-center/facilities/policies-guidelines.html</a>	Not Available Online

# APPENDIX C

## UT System Office of Employee Benefits Tobacco Declaration

Reports Associated with Tobacco-Related Programs & Services	FY14	FY15	FY16	FY17
1. FY UT SELECT Membership (covered lives under the UT SELECT Medical Plan)*	192,419	199,335	204,323	207,912
2. UT SELECT members who accessed the MyUTBenefits**enrollment platform and declared either if they were a tobacco user or not.**	61,849	56,623	60,080	60,784
3. % UT SELECT members who accessed the MyUTBenefitsenrollment platform and declared they were a tobacco user.**	7.10% (4,365 members)	8.10% (4,609 members)	7.40% (4,479 members)	6.70%
4. Members who declared to being a tobacco user and received Rx for pharmaceutical therapy and/or nicotine replacement therapy.**	225 members (452 claims)	224 members (486 claims)	295 members (733 claims)	245 members (475 claims)
5. Members who declared to being a tobacco user and enrolled in the BCBSTX Tobacco Cessation Program***	7 members	10 members	0 members	89 members
6. Members who declared to being a tobacco user and received Tobacco Counseling with a primary care physician (PCP) paid by UT SELECT***	140 members (225 claims)	133 members (247 claims)	207 members (372 claims)	192 members (317 claims)
7. Members who declared to being a tobacco user, received Rx for Pharmaceutical therapy and/or nicotine replacement therapy and received Tobacco Counseling with a PCP paid by UT SELECT***	23 members (74 claims)	18 members (73 claims)	30 members (119 claims)	39 members (128 claims)
8. Members who declared to being a tobacco user, received Rx for Pharmaceutical therapy and/or nicotine replacement therapy received Tobacco Counseling with the PCP paid by UT SELECT and Enrolled in the BCBSTX Tobacco Cessation Program***	0 members	0 members	0 members	1 members
9. Members who did not declare to being a tobacco user but filled an Rx for Pharmaceutical therapy and/or nicotine replacement therapy***	301 members (643 claims)	333 members (685 claims)	372 members (861 claims)	280 members (629 claims)
<p>*UT SELECT Medical Plan members only for the given FY.</p> <p>**MyUTBenefits is the online platform the Office of Employee Benefits uses to enroll members into the all benefits associate with UT System employment.</p> <p>***Table represents employees, retirees and dependents who have filed a claim under UT SELECT in each fiscal year.</p>				



# APPENDIX D

## UT System Eliminate Tobacco Use Steering Committee

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# APPENDIX E

## Tobacco Control Vaccine (CDC)

### Tobacco Control Vaccine

The Tobacco Control Vaccine is a population-based framework for preventing tobacco-related disease and death. The Eliminate Tobacco Use Initiative aligns with the four evidence-based components of the Tobacco Control Vaccine, including tobacco policy changes like price increases, smoke-free policies, effective media campaigns and cessation access.

### THE TOBACCO CONTROL VACCINE



#### ABSTRACT

The Tobacco Control Vaccine is comprised of proven population-based preventive measures to reduce tobacco use and tobacco-related morbidity and mortality (figure 1). It is founded on existing evidence-based frameworks,<sup>3 4</sup> such as MPOWER,<sup>4</sup> and is intended to serve as a public health messaging complement to these frameworks to enhance understanding and implementation of proven interventions. In addition to the components of the vaccine (content), its ultimate impact on public health is contingent on robust population-level protection (coverage) and the extent to which these components are supported and advanced by key stakeholders (community).

#### CITATION

King BA, Graffunder C. The Tobacco Control Vaccine: a population-based framework for preventing tobacco-related disease and death. *Tobacco Control* 2018;**27**:123-124.

<http://tobaccocontrol.bmj.com/content/27/2/123>

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# ELIMINATE TOBACCO USE

[ELIMINATETOBACCOUSE.ORG](http://ELIMINATETOBACCOUSE.ORG)