

ELIMINATE
TOBACCO USE

SUMMIT 2022

APRIL 20, 2022

WELCOME

OPENING REMARKS & ANNOUNCEMENTS

Tobacco-Free 

Vape-Free 

FOUNDING PARTNERS

THE UNIVERSITY OF TEXAS
MDAnderson
~~Cancer Center~~

Making Cancer History®



THE UNIVERSITY of TEXAS SYSTEM
THIRTEEN 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.



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WELCOME FROM INITIATIVE LEADERSHIP

David Lakey, M.D.

Chief Medical Officer

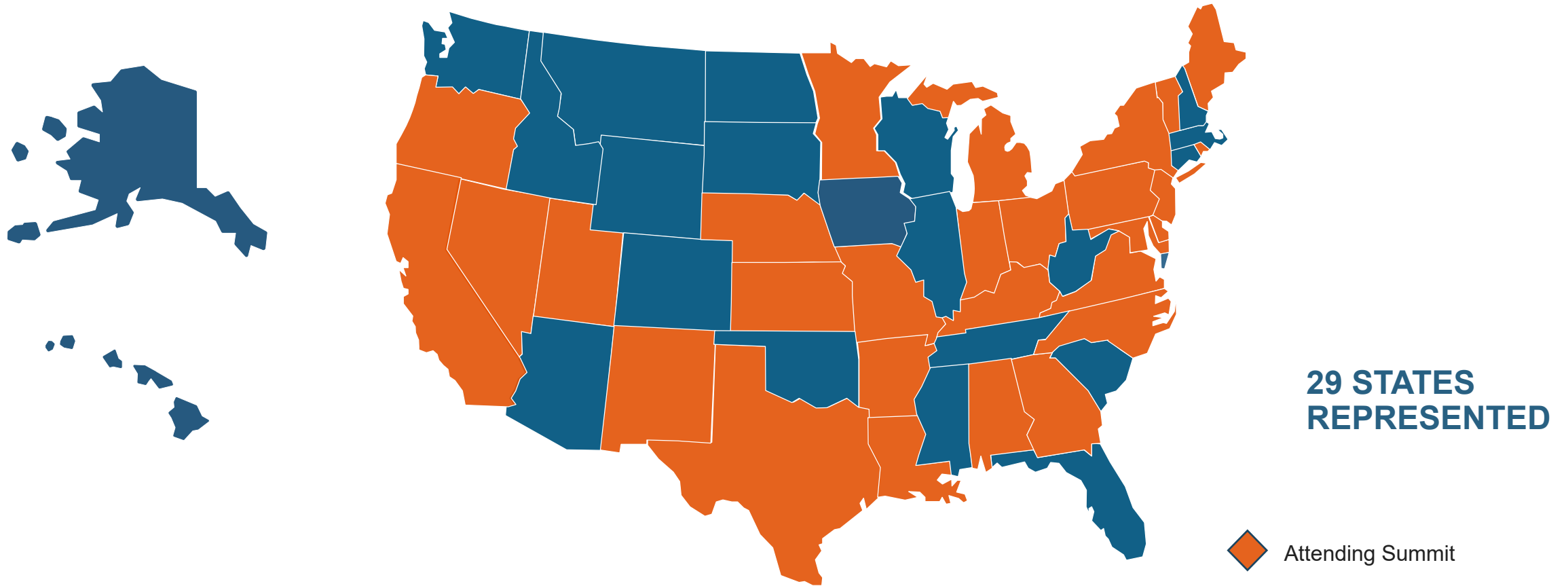
Vice Chancellor for Health Affairs

The University of Texas System

Tobacco-Free 

Vape-Free 

SUMMIT 2022 ATTENDANCE



7th Annual Summit

#EliminateTobacco

Join the Movement!

IMPACT OF TOBACCO

- Tobacco use is one of the main risk factors for a number of chronic diseases, including cancer, lung diseases, and cardiovascular diseases.
- Tobacco kills up to half of its users.
- Tobacco kills more than 8 million people each year.
- More than 7 million of those deaths are the result of direct tobacco use while around 1.2 million are the result of non-smokers being exposed to second-hand smoke.



U.S. SURGEON GENERAL REPORTS ON TOBACCO

- First report linking tobacco to cancer on January 11, 1964
- 34 Surgeon General's reports on tobacco since



U.S. Surgeon General Luther Terry addressing press conference at the release of the 1964 Report on Smoking and Health. The Advisory Committee which compiled the report is seated behind podium.

TOBACCO USE IS THE LEADING CAUSE OF PREVENTABLE DISEASE AND DEATH IN THE UNITED STATES.

50.6M

An estimated **50.6 million** U.S. adults used **any tobacco product** in 2020.⁵



1 in 3

About **one in three children** are exposed to indoor secondhand smoke and aerosol.³



\$321B

Each year, cigarette smoking costs the US more than **\$321 billion**, including \$170 billion in direct medical costs and \$151 billion in lost productivity.^{2,4}



480,000

Cigarette smoking and secondhand smoke exposure kill about **480,000** people in the U.S. each year.¹



1 vs. 30

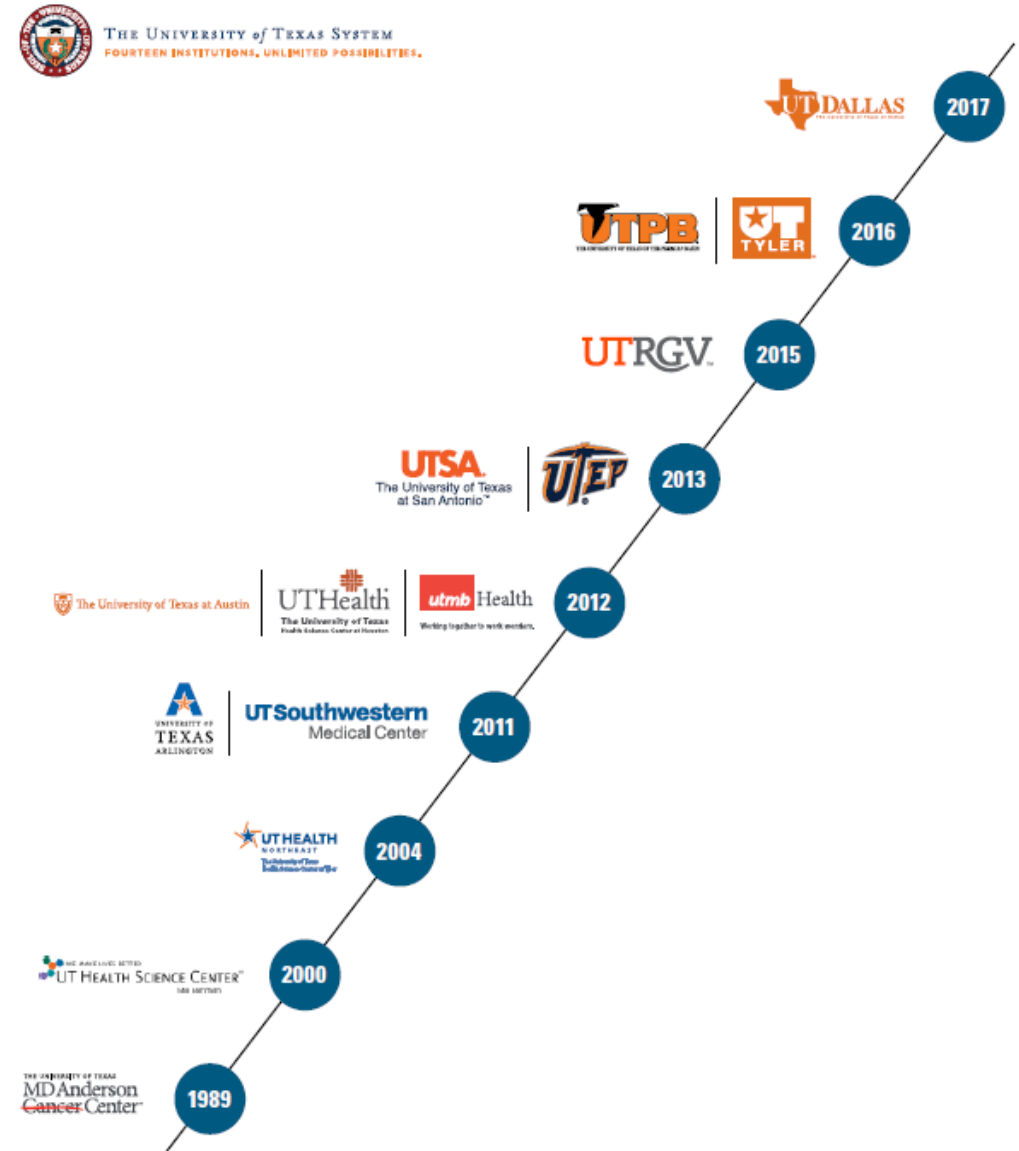
For every smoking-related death, **at least 30** people live with a serious smoking-related illness.²

Sources:

1. U.S. Department of Health and Human Services. *The Health Consequences of Smoking—50 Years of Progress: A Report of the Surgeon General*. Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2014.
2. Wang TW, Asman K, Gentzke AS, et al. Tobacco Product Use Among Adults — U.S., 2011. *MMWR Morb Mortal Wkly Rep* 2018;67:1225–1232. DOI: <http://dx.doi.org/10.15585/mmwr.mm6744a2>.
3. Samantha Puvanesarajah, James Tsai, Dayna S. Alexander, Michael A. Tynan, Andrea S. Gentzke, Youth Indoor and Outdoor Exposure to Secondhand Smoke and Secondhand Aerosol, *American Journal of Preventive Medicine*, 2022.
4. Xu X, Bishop EE, Kennedy SM, Simpson SA, Pechacek TF. Annual healthcare spending attributable to cigarette smoking: an update. *Am J Prev Med* 2015; 48(3):326-33.
5. Cornelius ME, Wang TW, Jamal A, Loretan CG, Neff LJ. Tobacco Product Use Among Adults — United States, 2019. *MMWR Morb Mortal Wkly Rep* 2020;69:1736–1742. DOI: <http://dx.doi.org/10.15585/mmwr.mm6946a4>

INITIATIVE HISTORY:

- Began in 2015, with an over-arching goal to advance a tobacco-free culture on 14 University of Texas (UT) academic and health science center campuses.
- In 2017, all UT Institutions adopted 100% tobacco-free campus policies.
- Next steps engaged Texas institutes of higher education to participate in the ETU initiative.
- Currently offering ETU core elements for dissemination, replication and impact.



REPLICATION IN OTHER STATES



Missouri Summit
10 AM – 4PM CT



New Jersey Summit
9 AM – 12PM ET



Texas Summit
10:30 AM – 3PM CT



Virginia Summit
9 AM – 1PM ET

If you did not sign up for a state summit and would like to attend, email endtobacco@mdanderson.org.



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WELCOME FROM INITIATIVE LEADERSHIP

Ernest Hawk, M.D., M.P.H.

*Vice President, Cancer Prevention and
Population Sciences*

The University of Texas MD Anderson
Cancer Center

Tobacco-Free



Vape-Free



WHY COLLEGES?

- **Most people who smoke, started before age 21.** For young adults, the college environment is a time of growth and experimentation and deserves consideration to try to minimize the odds of young adults developing a lifelong addiction.
- This setting is an opportunity to shift social norms around smoking, vaping and tobacco use.
- These institutions focus on segments of the population that are innovative and progressive by nature and designed to create society's next leaders.
- Institutions of higher education have a responsibility to inform and advance public education and health promotion by developing, implementing, and measuring the impact of proactive programs, standards, and policies that improve the public's health now and over future generations.

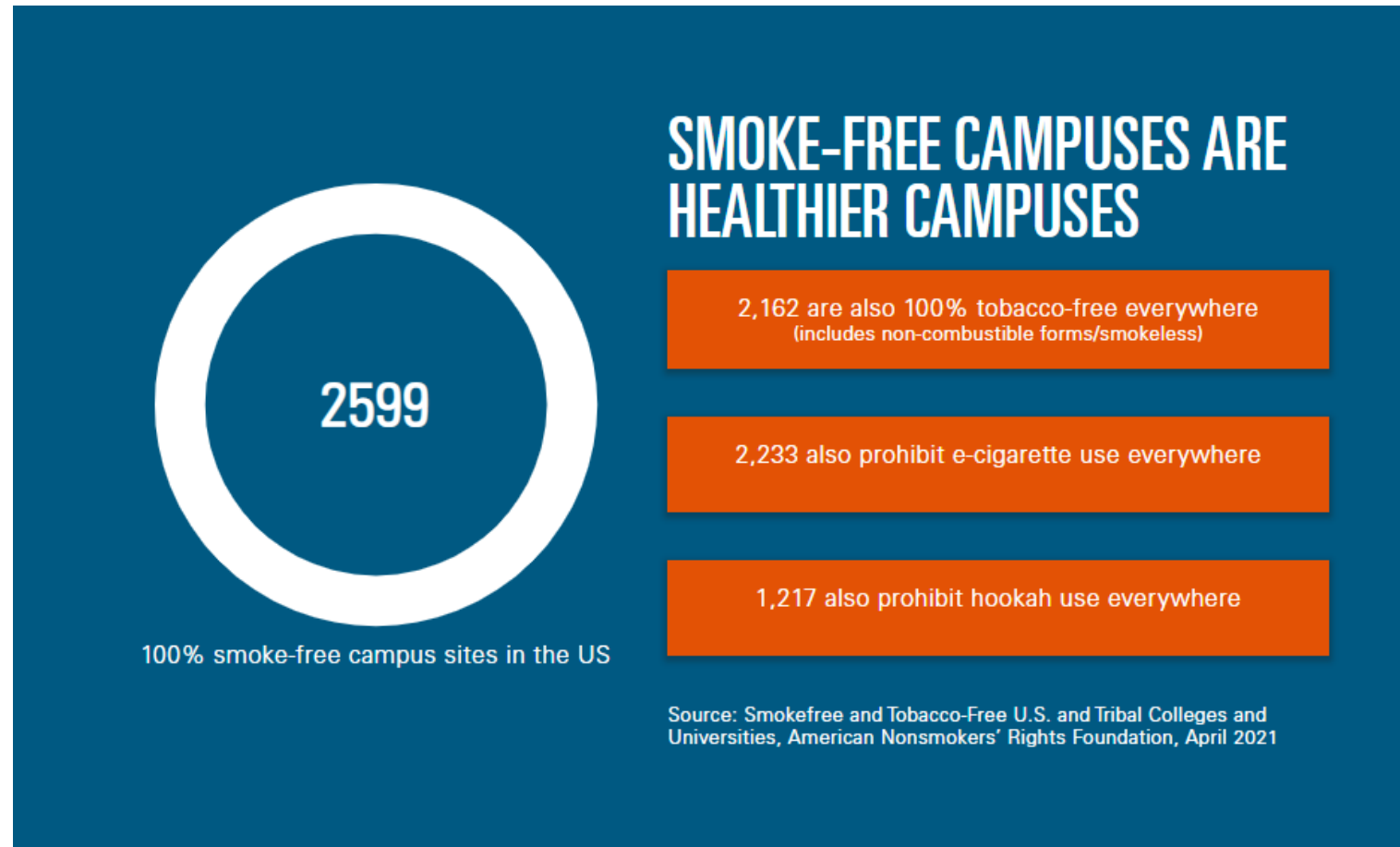
NEED FOR TOBACCO-FREE COLLEGES

There's an estimated 4,300 higher education institutions across the United States.

As of 2019, the estimated population reach: **14.9 million** college students (26.9%) and **8.9 million** faculty and staff (25.4%) are protected by campus policies and state laws.

<https://no-smoke.org/at-risk-places/colleges/>

Blake KD, Klein AL, Walpert L, Casey L, Hallett C, Clifford D, Sinha B, Koh H, Smoke-free and tobacco-free colleges and universities in the United States *Tobacco Control* Published Online First: 02 July 2019. doi: 10.1136/tobaccocontrol-2018-054829



ELIMINATE TOBACCO USE ORGANIZES AROUND THREE DOMAINS



POLICY



PREVENTION



CESSATION

The primary aim of the initiative is to address tobacco use across colleges and universities and more effectively contribute to actions that create a tobacco-free culture.

Four Key Constituencies: Faculty, Staff, Students, Patients and the Communities we serve.

LEARNING OBJECTIVES

1. Summarize the federal and state tobacco prevention, surveillance and control efforts, including the work focused around health equity and how the CDC Office on Smoking and Health's vision can complement that work.
2. Discuss the evolving commercial tobacco product landscape and patterns of use and how to overcome those challenges.
3. Describe tobacco-related disparities and strategies to address tobacco use among young adults with a health equity lens.
4. Describe emerging tobacco-related trends, disparities that exist, current efforts underway to tackle tobacco use among individuals with behavioral health disorders, African American populations and individuals who identify as a sexual-gender minority.

LEARNING OBJECTIVES (CONT'D)

5. Identify successful strategies from U.S. Colleges and Universities to engage their campus communities in addressing tobacco use with a focus on policy, prevention/education and cessation.
6. Describe the current, federal tobacco regulation landscape and resources from the FDA's Center for Tobacco Products that campus communities can use.
7. Develop an action plan for implementing tobacco control activities for the next year.

JOIN THE ELIMINATE TOBACCO USE INITIATIVE



If your state is interested in beginning an ETU Initiative, contact us at:

EndTobacco@mdanderson.org

Eliminate Tobacco Use Day Awareness Campaign at UTHealth Tyler

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OVERVIEW OF THE INITIATIVE, SUMMIT RESOURCES AND MATERIALS

Tobacco-Free 

Vape-Free 

Jennifer Cofer, M.P.H., C.H.E.S.[®]

Director, EndTobacco[®] Program

The University of Texas MD Anderson Cancer Center

CORE ETU COMPONENTS:

- 1. Summits:** Convene stakeholders to share evidence-based practices and research
- 2. Health Communication:** Ensure effective and consistent messaging for eliminate tobacco use initiative
- 3. Reports:** Highlight successes, share best practices, build roadmaps, toolkits and frameworks
- 4. Webinars:** Conduct quarterly webinars offering learning opportunities in policy, prevention and cessation services
- 5. Connection:** Connect to peers and experts to exchange evidence, data, and scientific methods; thereby establishing a learning community for suggestions, ideas, and program sharing
- 6. Advisory Boards:** Steering Committee Members from Institutions of Higher Education

JOIN US AFTER THE SUMMIT

- Experts discuss latest trends, data, reports, and policy landscape
- Institutions share successes or case studies
- Share new resources for campuses
- Contact us to be added to the distribution list:
EndTobacco@mdanderson.org

JOIN US FOR OUR UPCOMING WEBINAR



June 16, 2022



11:00AM - 12:30PM CST

JUNE 2022 | Calendar Invite



SUMMIT FEATURES

- The agendas for today and tomorrow can be found at www.eliminateetobaccouse.org/2022-national-summit.
- Today's summit will be on the Zoom Webinar platform. All the buttons you need will be at the bottom on the Zoom menu panel:
 - **Place any questions in the Q&A box.** Questions will be answered during the designated Q&A section.
 - **Closed Captioning is available** for today's summit. Click the "CC" button to turn on/off this feature.
 - **Start a discussion using the chat box.** When you open the chat box, make sure the it says "To everyone"
- Summit presentations will be recorded. Playback will be available one week after the summit on the Eliminate Tobacco Use Website.

SUMMIT AGENDA - AM

| | | |
|----------|--|--|
| 10:00 AM | Welcome / Opening Remarks | <p>David Lakey, M.D. Vice Chancellor of Health Affairs and Chief Medical Officer, The University of Texas System</p> <p>Ernest Hawk, M.D., M.P.H. Vice President of Cancer Prevention and Population Sciences, The University of Texas MD Anderson Cancer Center</p> |
| 10:10 AM | Overview Of Eliminate Tobacco Use Initiative | <p>Jennifer Cofer, M.P.H., C.H.E.S. Director, EndTobacco Program, The University of Texas MD Anderson Cancer Center</p> |
| 10:15 AM | Commercial Tobacco Landscape And Pathways To Advancing Health Equity | <p>Natasha Buchanan Lunsford, Ph.D., M.A. Associate Director for Health Equity, Office on Smoking and Health, Centers for Disease Control and Prevention</p> |
| 11:00 AM | Q & A | |
| 11:05 AM | Emerging Products, Flavored Tobacco Products; Strategies To Reduce Young Adult Use | <p>Julie O. Amajuoyi, J.D. Staff Attorney, Public Health Law Center</p> |
| 11:35 AM | Q & A | |
| 11:40 AM | Break/Lunch | |

SUMMIT AGENDA - PM

| | | |
|----------|--|--|
| 12:10 PM | Introduction To Health Equity Panels | |
| 12:15 PM | Panel #1: Health Equity Campaigns to Engage Students in Conversations About Tobacco Use | <p>Laurie Rubiner Executive Vice President of US Programs, Campaign for Tobacco-Free Kids</p> <p>Shana Davis Senior Program Director, Black Women's Health Imperative</p> <p>Alanna Murrell Special Projects Manager, Black Women's Health Imperative</p> |
| 12:55 PM | Q & A | |
| 1:00 PM | Panel #2: Tailored Interventions and Outreach to Address the Impact of Tobacco Use among Specific Groups | <p>Natasha Phelps, J.D. Director of Equity-Centered Policies, Center for Black Health and Equity</p> <p>Michelle Veras, M.P.H. Projects Director, National LGBT Cancer Network</p> <p>Tia Taffer Vice President of Digital Engagement Marketing, Truth Initiative</p> |
| 1:45 PM | Q & A | |
| 1:50 PM | Panel #3: Student Perspectives: How to Engage Students on Campuses and in Communities Around the Nation | <p>Missouri: Mikayla Kitchen Student, University of Missouri</p> <p>Texas: Kellen Kruk Student, Texas State University</p> <p>New Jersey: Aria Chalileh Student, The College of New Jersey</p> <p>Virginia: Anurika Kumar and Pranusha Amancherla Students, University of Virginia</p> |

SUMMIT AGENDA – PM (CONTINUED)

| | | |
|---------|---|---|
| 2:30 PM | Changing Perceptions in an Evolving Tobacco Landscape: FDA's The Real Cost ENDS Research Insights | Nasi Dineva, M.S. Health Communications Specialist, Office of Health Communication and Education, FDA's Center for Tobacco Products |
| 3:00 PM | Q & A | |
| 3:05 PM | Closing Remarks | |
| 3:30 PM | Adjourn | |

Take notes from the presenters in the Summit Action Plan!

DOWNLOAD THE ACTION PLAN & PROGRAM!

Eliminate Tobacco Use Summit 2022

NATIONAL SUMMIT ACTION PLAN

Use this action plan to take notes and document planned next steps during Day 1 of the Summit. If you have questions, please email the EndTobacco team at EndTobacco@mdanderson.org

Before the Summit starts, write down goals and ideas regarding tobacco-related policy, prevention, or cessation that you have for your institution/organization.

Commercial Tobacco Landscape and Pathways to Advancing Health Equity:
Summarize facts about tobacco products, youth and adult tobacco use rates:

How can I take a health equity and inclusive approach to efforts on my campus?



Download them from www.eliminate tobacco use.org/2022-national-summit

EXPLORE THE INTERACTIVE AGENDA

1:00 PM (CST)

Panel #2: Tailored Interventions and Outreach to Address the Impact of Tobacco Use Among Specific Groups

Moderator: Nagla Elerian, M.S. Director of Population Health Strategic Initiatives The University of Texas System



Natasha Phelps, J.D., Director of Equity-Centered Policies, Center for Black Health and Equity

SESSION SLIDES

SESSION RECORDING

Natasha Phelps, J.D., is the director of Equity-Centered Policy at The Center for Black Health and Equity. Prior to joining the center, Natasha worked as a litigation attorney at a private defense firm and as a managing lead senior staff attorney at the Public Health Law Center, where she provided legal technical assistance on commercial tobacco control and equitable public health policy issues to public health professionals and organizations, legal professionals, and advocates throughout the United States. Natasha serves on the board of the Planned Parenthood Minnesota, North Dakota, South Dakota Action Fund and taught as an adjunct professor at the Mitchell Hamline College of Law.

As a summit attendee, you will have access to exclusive content:

- Click on the plus sign to open each speakers' profile.
- PDF slides are available for each speaker
- Session recordings will be available one week after the summit concludes.
- To view materials, use the password: **ETU 2022**
- **Do not share password with those who have not registered for the summit.**

JOIN OUR TWITTER CHAT **@UTHEALTHCOMM**

#EliminateTobacco #TobaccoFreeColleges
#TobaccoFreeCommunities

JOIN INITIATIVE PARTNERS AT A STATE SUMMIT TOMORROW



Missouri Summit
10 AM – 4PM CT



New Jersey Summit
9 AM – 12PM ET



Texas Summit
10:30 AM – 3PM CT



Virginia Summit
9 AM – 1PM ET

If you did not sign up for a state summit and would like to attend, email endtobacco@mdanderson.org.

ELIMINATE TOBACCO USE SUMMIT 2022

CONTINUING EDUCATION CREDITS

CEU:

The University of Houston Graduate College of Social Work is an approved provider of Continuing Education Units by the Texas State Board of Social Worker Examiners for LMSW and LCSW CEUs. LMFT and LPC CEUs are available to participants upon approval of their licensing boards. Up to **4.0** CEU's are available for April 20, 2022. Up to **4.5** CEU's are available for April 21, 2022. Up to **8.5** CEU's are available for both days.

NCHEC:

Sponsored by The University of Texas MD Anderson Cancer Center, a designated provider of continuing education contact hours (CECH) in health education by the National Commission for Health Education Credentialing, Inc. Up to **3.75** hours of entry level CHES/MCHES credits available for April 20, 2022 Up to **3.5** hours of entry level CHES/MHES credits available for April 21, 2022. Up to **7.25** hours available for both days. NCHEC Provider # MEP 99697

CME:

The University of Texas MD Anderson Cancer Center is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians.

The University of Texas MD Anderson Cancer Center designates this live activity for a maximum of **9.75 AMA PRA Category 1 Credit(s)**[™]. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

SUMMARY OF STEPS TO OBTAIN CONTINUING EDUCATION CREDIT

CEU (LPC, LMSW and LMFT) & NCHEC (CHES[®] and MCHES[®]):

1. Use the link in the chat box to sign in when you join and out when you leave for each day of the summit.
2. Complete the National and State Summit evaluation sent via email after the summit.
 - There is a question that will ask if you plan to obtain CE credit.
 - When you select “yes,” you will be prompted to enter your name for us to submit your evaluation.
3. When you sign-in/out: you will need:
 - **CEU:** Last 4 digits of SSN and phone number
 - **NCHEC:** CHES[®] or MCHES[®] ID number

CME (RN, MD, etc):

1. You do not need to complete the sign in/out form.
2. An email will be sent after the summit for you to complete the CME evaluation survey.
3. A certificate will be available to save upon completion.



Sign-in link: <https://tinyurl.com/ETUCE22>



FOR QUESTIONS ABOUT:

- ZOOM/TECHNICAL ISSUES
- ACCESS TO SPEAKER PRESENTATIONS
- CONTINUING EDUCATION CREDITS
- STATE SUMMITS

**CONTACT MD ANDERSON'S ENDTOBACCO TEAM:
ALEX HURST & TIFFANY WINTER**

ENDTOBACCO@MDANDERSON.ORG



**Coming together is a beginning;
keeping together is progress;
working together is success.**

- Edward Everett Hale



Commercial Tobacco Landscape and Pathways to Advancing Health Equity

Natasha Buchanan Lunsford, Ph.D., M.A.

Associate Director for Health Equity

Office on Smoking on Health, Centers for Disease
Control and Prevention