

THE ETU MODEL

ELIMINATE
TOBACCO USE

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



POLICY



PREVENTION



CESSATION



RESEARCH

INPUTS	ACTIONS	OUTCOMES	LONG-TERM GOAL
» Evidence-based frameworks to establish ETU goals, vision and strategies ●●●● » Internal and external stakeholder buy-in ●●●● » Environmental scan of tobacco-free campus programming across the U.S. ●●●● » UT System representatives comprising a multi-disciplinary steering committee ●●●● » Expansion in Texas and replication in U.S. ●●●●	» Adopt, implement and monitor tobacco-free campus policies ● » Develop and disseminate tools for education, prevention, policy and cessation health communication ●●●● » Develop and implement guidelines and best practices to connect people who use tobacco and e-cigarettes with cessation services on campus or in their communities ● » Convene professionals to network and share learnings via an annual summit and quarterly webinars ●●●● » Support implementation of the annual Texas College Policy survey of tobacco use at community colleges and colleges/universities ● » Access and reference national tobacco-free policy databases ● » Conduct evaluations of annual summit and quarterly webinars ●●●● » Collaborate with partner institutions to share emerging research and strategies for tobacco control ●●●●	» Lower rates of tobacco/vape use by the 4 intended audiences ●●●● » Increase adoption of tobacco- and vape-free campus policies ● » Increase awareness of the harms associated with tobacco and e-cigarette use and the benefits of quitting within the college campus environment ●● » Increase access to tobacco and nicotine addiction treatment services ● » Expand the body of literature on young adult tobacco use and tobacco control strategies in college settings ●	» Tobacco-free cultures among institutions of higher education impacting each campus' four audiences (i.e., students, faculty/staff, patients/caregivers, communities) ●●●●