

## WORKING TO CREATE TOBACCO-FREE CULTURES AT INSTITUTIONS OF HIGHER EDUCATION THROUGH POLICY, PREVENTION AND CESSATION.



**WHY CAMPUSES?:** By starting with institutions of higher education, the initiative seeks to drive down tobacco use and serve as a model for other institutions and agencies across the nation.

The vast majority of individuals who use tobacco —95% of them— started using before age 21. As tobacco and nicotine products evolve, colleges and universities can become agents of change by providing an ideal environment to nurture lifelong healthy behaviors and develop future leaders.

### CORE ELEMENTS:

- 1** **SUMMITS:** Convene stakeholders to share evidence-based practices and research
- 2** **HEALTH COMMUNICATION:** Ensure effective and consistent messaging for tobacco control efforts across audiences
- 3** **REPORTS:** Highlight successes, share best practices and build roadmaps, toolkits and frameworks
- 4** **WEBINARS:** Conduct quarterly webinars that offer learning opportunities in policy, prevention and cessation services
- 5** **CONNECTION:** Establish a learning community for peers and experts to connect and exchange evidence, data and best practices
- 6** **ADVISORY BOARDS:** Utilize representatives from institutions of higher education to seek feedback and guidance in the vision, strategy and implementation

## /// JOIN THE TOBACCO-FREE MOVEMENT

The impact of the initiative is growing across the nation as new institutions and organizations adopt and adapt resources to better address the specific tobacco-related challenges in their communities or campuses.

### MEMBER BENEFITS

- » Network with state and national experts in tobacco control
- » Access quarterly webinars on timely topics
- » Attend the annual summit
- » Gain model policy guidance and templates
- » Receive communication resources and support

### PARTNER BENEFITS

- » All of the member benefits
- » Technical assistance from the Eliminate Tobacco Use team
- » Helpful templates for assessment, budgets and evaluation
- » Tailored initiative communication and branding

### CONTACT US AT:

[EndTobacco@MDAnderson.org](mailto:EndTobacco@MDAnderson.org)

**SUMMITS:** Annual summits serve as a cornerstone of the initiative. Our summits provide an opportunity for partners to come together and share challenges and successes. The summit welcomes a variety of professionals working in higher education, professionals working in tobacco prevention, cessation and policy, as well as community and non-profit partners whose mission aligns with that of the Eliminate Tobacco Use Initiative.

## 7 ANNUAL SUMMITS HELD

1,405  
PARTICIPANTS

36  
STATES REPRESENTED

# MILESTONES

## 2015 /// FOUNDED

The University of Texas System and The University of Texas MD Anderson Cancer Center, along with the EndTobacco® Program team at MD Anderson and the Office of Health Affairs at University of Texas System, created the Eliminate Tobacco Use Initiative. The aim of the initiative was to first tackle tobacco use among University of Texas institutions to more effectively lead larger statewide and national tobacco control efforts.

## 2015 /// TEXAS

As the founding state site, Texas launched its Eliminate Tobacco Use initiative in 2015. Three years later, all 14 institutions of The University of Texas System became tobacco-free, making it the first public university system and the largest employer in Texas to prohibit tobacco use. The Texas initiative tracks details on each University of Texas institution in policy, cessation and prevention through a dashboard that is updated annually. In 2018, additional colleges, universities and community colleges around Texas joined making it a true statewide initiative.

## 2018 /// NEW JERSEY

New Jersey joined the initiative in 2018. The New Jersey Prevention Network works to implement the Tobacco Free for a Healthy New Jersey initiative, which is funded by the New Jersey Department of Health. This initiative aims to reduce tobacco use and the negative impact of secondhand smoke and to ensure that cessation resources and educational materials are widely distributed.

## 2018 /// VIRGINIA

Virginia joined the initiative in 2018. Their state initiative is co-led by The University of Virginia Comprehensive Cancer Center and Virginia Commonwealth University (VCU) Massey Cancer Center. The first Eliminate Tobacco Use Virginia summit in spring 2019 hosted almost 100 attendees from 18 Virginia colleges and universities and two out-of-state universities. They are currently collecting data on current campus tobacco policies from all four-year public and private colleges and universities in Virginia. An open source portal to share the data is being developed in partnership with the Virginia Department of Health Tobacco Control Program.

## 2019 /// MISSOURI

Missouri joined the initiative in 2019. Eliminate Tobacco Use Missouri focuses on tobacco control on college campuses and health care systems. In collaboration with Partners in Prevention, Eliminate Tobacco Use Missouri aims for every college campus to have access to a trained tobacco treatment specialist and one-on-one counseling services. The initiative staff supports campuses throughout the state to help improve their tobacco policy language.

## FOUNDING PARTNERS

THE UNIVERSITY OF TEXAS  
**MDAnderson**  
**Cancer Center**  
Making Cancer History®

  
THE UNIVERSITY of TEXAS SYSTEM  
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