

AN INITIATIVE of THE UNIVERSITY of TEXAS SYSTEM

# ELIMINATE TOBACCO USE

2018-2019 **Impact Report**

## FOUNDING PARTNERS

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

Making Cancer History®



THE UNIVERSITY of TEXAS SYSTEM  
FOURTEEN INSTITUTIONS. UNLIMITED POSSIBILITIES.



The Eliminate Tobacco Use Initiative is supported by philanthropic contributions to The University of Texas MD Anderson Cancer Center's Moon Shots Program®, Cancer Prevention & Control Platform from the Lyda Hill Foundation.



*The Eliminate Tobacco Use initiative began as an effort to coordinate policies and practices across our UT campuses, and our first big step was moving the entire University of Texas System to becoming totally tobacco free. This initiative is now leading tobacco control efforts in higher education across Texas and other states. I believe that represents tremendous success.”*

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

*Over the last few years, each institution participating in the Eliminate Tobacco Use Initiative has engaged in a process of evidence-based tobacco control actions on campus to better serve our faculty, staff, students, patients and communities. Drawing upon those experiences we now extend an invitation to all colleges and universities to join in this process of transformation, with the goal of making all campuses of higher learning tobacco-free.”*

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



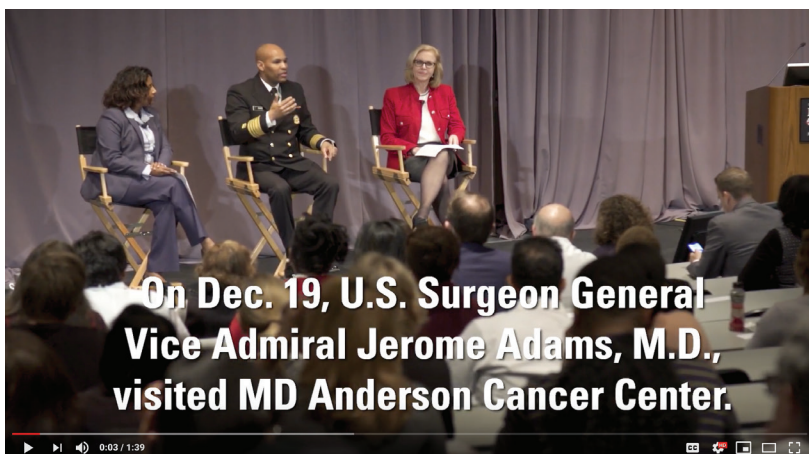
## Year in Review

The Eliminate Tobacco Use Initiative had a great year, full of impactful activities on college and university campuses in Texas and beyond. The campus actions were broad and evidence-based in nature. They included strengthening tobacco-free campus policies, updating campus signage for stronger enforcement and compliance, hosting campus events on the emerging topic of e-cigarettes and vaping, and hosting the U.S. Surgeon General during visits to Texas. Our fourth annual Eliminate Tobacco Use Summit was held in Austin in April, and our first annual Northeast College Summit was held in Lincroft, New Jersey, in March. We also shared our framework with colleagues in Virginia, who hosted their own conference for institutes of higher education.

The initiative’s mission remains steadfast: to create a tobacco-free culture on our college campuses. Our faculty, staff and students remain our focus and main audience. Our mission is to educate them on the harms of tobacco and nicotine products and to improve access to tobacco cessation services on each of our campuses. We work toward realizing this vision through strategic activities in the realms of policy, prevention and cessation.

We are grateful to our many academic and health research institute partners who have made significant contributions to the Eliminate Tobacco Use Initiative. Each campus has tobacco control champions leading the way. We’d like to extend our gratitude to Chancellors and Presidents for supporting these efforts on your campuses. Leadership support is essential in ensuring we reach our goals of a tobacco-free culture.

# Success Stories



## FDA RESTRICTIONS ON E-CIGARETTES AND SURGEON GENERAL'S VISIT TO MD ANDERSON CANCER CENTER

The University of Texas MD Anderson Cancer Center applauded new actions announced in December 2018 by the U.S. Food and Drug Administration (FDA) to limit the sale of most flavored e-cigarettes to age-restricted locations and require age verification for online sales to lower the use of these products in children. Following the announcement, US Surgeon General Jerome Adams, came to MD Anderson to share remarks on why cancer prevention and education will be key components in creating a culture of health.

## STRENGTH IN NUMBERS

In observance of the 2018 Great American Smokeout, an impressive number of campus partners at The University of Texas Rio Grande Valley (UTRGV) came together to conduct informational campus activities, promote awareness of tobacco cessation options, and share employee wellness resources. Event partners included the Office of Human Resources, UTRGV Wellness Champions, and external organizations including Tobacco Presentation & Control Coalition, Texas Department of State Health Services, and Peers

[Find the full video on YouTube: "Surgeon General Jerome Adams, M.D., discusses e-cigarettes and HPV vaccine"](#)

Against Tobacco. These partnerships strengthen UTRGV's efforts in promoting a culture of wellness for everyone.

## GETTING ROWDY, GETTING HEALTHY

UT San Antonio's faculty and staff wellness program took part in the Rowdy Wellness Health Fair to offer health and wellness strategies for students and staff to help improve their life and performance at school and work.

## EYE-CATCHING SIGNAGE

The UT Health Science Center at Tyler partnered with the UT Austin Center for Health Communication to develop updated tobacco-free campus signage. In 2004, UT Health Science Center at Tyler was the first hospital in the region to become tobacco-free. Since then, the policy has been updated to prohibit electronic nicotine delivery systems, and new signage was needed. The signs are expected to be posted in time for the opening of the new School of Community and Rural Health building.



# Workgroup Highlights

Eliminate Tobacco Use operates through workgroups in three focus areas: Policy, Prevention/Education and Cessation. This past year, the three different workgroup calls were combined into one. We host quarterly calls to bring the latest evidence-based resources and services to our Eliminate Tobacco Use members. Information on how to join the quarterly calls can be found at: [eliminatetobaccouse.org](http://eliminatetobaccouse.org)



## POLICY

The American Lung Association shared information about the HUD smoke-free housing rule and the opportunity for our institutions to assist with implementation and/or cessation services. The California Youth Advocacy Network provided examples of how colleges are utilizing best and promising practices to enhance compliance and enforcement of on-campus, tobacco-free policies. The Campaign for Tobacco-Free Kids updated the group on the purpose of the Tobacco21 policy moving forward in the U.S. and in Texas, as well as the impact it will have on our youth and young adults.



## PREVENTION

The American Cancer Society shared ideas on how to host Great American Smokeout events on our college campuses. The Centers for Disease Control & Prevention's Office on Smoking and Health shared the latest research and findings on electronic cigarettes, including the most popular devices and the other modifications on the market, as well as on the implications on college campuses. Peers Against Tobacco is active on many Texas college and university campuses. UT Arlington shared ideas from their awareness events this past year, including an event with free BBQ called "Smoke This, Not That," and an event called "Slime, Not Smoke," where you could make your own slime. Find out more about Peers Against Tobacco at: [peersagainsttobacco.org](http://peersagainsttobacco.org)



## CESSATION

The American Cancer Society shared more information about their Fresh Start cessation program as an opportunity for colleges to utilize group counseling for students, faculty and staff. The Centers for Disease Control & Prevention's Office on Smoking and Health media team shared information about the updated *Tips from Former Smokers*<sup>®</sup> campaign and the opportunities to use *Tips* resources on our campuses, in our health science centers and in the community. MD Anderson shared details on attending their national Tobacco Treatment Specialist certification course and Project ECHO<sup>™</sup> — both continuing education opportunities to increase knowledge on treating tobacco and nicotine addiction.

Track campus progress at [eliminatetobaccouse.org/progress](http://eliminatetobaccouse.org/progress)



# Partner Institutions

## UT ACADEMIC INSTITUTIONS

- The University of Texas at Arlington
- The University of Texas at Austin
- The University of Texas at Dallas
- The University of Texas at El Paso
- The University of Texas of the Permian Basin
- The University of Texas Rio Grande Valley
- The University of Texas at San Antonio
- The University of Texas at Tyler

## UT HEALTH INSTITUTIONS

- The University of Texas Health Science Center at Houston
- The University of Texas Health Science Center at San Antonio
- The University of Texas Health Science Center at Tyler
- The University of Texas MD Anderson Cancer Center
- The University of Texas Medical Branch at Galveston
- The University of Texas Southwestern Medical Center

## UNIVERSITY COLLABORATORS

- Lee College
- Stanford Medical School
- Tarleton State University
- Texas A&M University Texarkana
- Texas Christian University
- Texas Tech University Health Sciences Center
- University of California
- University of Missouri

## NATIONAL COLLABORATORS

- American Cancer Society
- American Nonsmokers' Rights Foundation
- Campaign for Tobacco-Free Kids
- Truth Initiative®

## PARTNER INSTITUTIONS

- Arkansas Department of Health, Tobacco Control Program
- CATCH Global Foundation
- Denton County Public Health
- It's Time Texas

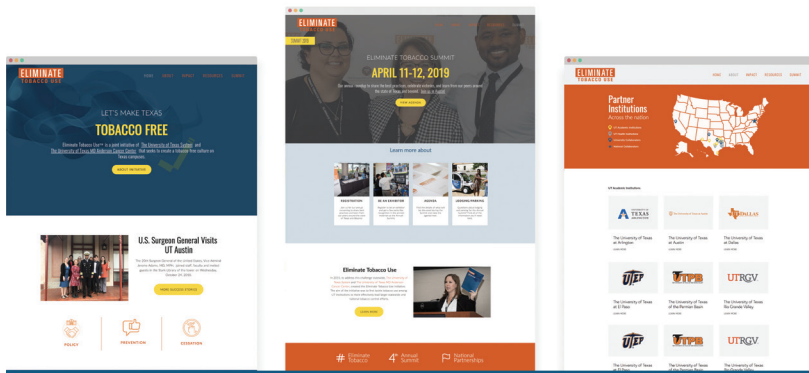
- MD Anderson Cancer Center at Cooper
- Paso Del Norte Health Foundation
- San Antonio Metropolitan Health District
- Texas Department of State Health Services - Tobacco Prevention and Control Program
- Williamson County & Cities Health District

## REPLICATING SITES

- New Jersey
- Virginia

## FUTURE SITES

- Indiana
- Missouri
- Utah



#EliminateTobacco

# Campus Communication Resources

Eliminate Tobacco Use enlists the communication expertise of the UT Austin Center for Health Communication to support the System campuses and the initiative as a whole in communicating tobacco-free policies and prevention messages. This partnership, now in its 4th year, provides a cohesive suite of messages and visual branding resources that are free to campuses working to shift tobacco cultures in Texas and beyond. These include a campus communication toolkit, a social media toolkit, and physical tobacco-free signage templates, all of which are available on the newly redesigned [eliminatetobaccouse.org](http://eliminatetobaccouse.org) website.

## PEERS AGAINST TOBACCO Tobacco College Policy Database

### POLICY RATINGS FOR SELECT INSTITUTIONS

<ul style="list-style-type: none"> <li>» The University of Texas at Austin</li> <li>» The University of Texas at El Paso</li> <li>» The University of Texas Health Science Center at Houston</li> <li>» The University of Texas at Arlington</li> <li>» The University of Texas at Dallas</li> <li>» The University of Texas Rio Grande Valley</li> <li>» The University of Texas Medical Branch at Galveston</li> <li>» The University of Texas Health Science Center</li> <li>» The University of Texas Health Science Center at San Antonio</li> <li>» The University of Texas MD Anderson Cancer Center</li> <li>» The University of Texas Southwestern Medical Center</li> <li>» The University of Texas of the Permian Basin</li> <li>» UT School of Public Health Austin regional campus</li> <li>» The University of California, Riverside</li> </ul>	<h1>100%</h1>
<ul style="list-style-type: none"> <li>» Lee College</li> <li>» Tarleton State University</li> <li>» The University of Texas at San Antonio</li> <li>» The University of Texas at Tyler</li> </ul>	<h1>90%</h1>
<ul style="list-style-type: none"> <li>» The University of Missouri</li> </ul>	<h1>60%</h1>
<ul style="list-style-type: none"> <li>» Stanford University</li> </ul>	<h1>50%</h1>
<ul style="list-style-type: none"> <li>» Texas A&amp;M University - Texarkana</li> <li>» The University of South Africa</li> </ul>	<h1>40%</h1>

Peer reviewed article published in the *Journal of American College Health*, June 2018

“Building a Health Communication Brand for University of Texas System Tobacco Control”





**KEYNOTE SPEAKER**

**Brian King, PhD, MPH**

Deputy Director for Research Translation in the CDC's Office on Smoking and Health

# 2019 Texas Summit

*“As a first time attendee, the Eliminate Tobacco Use Summit exceeded my expectations. The speakers/presenters were knowledgeable and effective in sharing their ideas for tobacco control.”*

**IMPACT**

In its 4th year, the Eliminate Tobacco Use Summit has created a collaborative environment for academic institutions across the state by sharing best practices for, and potential barriers to, policy and program implementation. The summit is proving to be an effective tool for on-campus tobacco control efforts, with 97% of participants saying that attending was a significant step in increasing their network and community of support.

**TAKE AWAY**

Despite the varying roles of individuals within each of their organizations, evaluations revealed that nearly everyone benefitted from the summit in some capacity. Ninety-five percent of attendees stated that they felt confident that they will be able to leverage the learned strategies from the summit back at their home institutions and organizations. Participants were provided with tools in order to walk away with an action plan to use as a guide for their projects for the upcoming year. Participants felt the most beneficial take away from the summit was not only the tools, ideas, and shared resources from other institutions but the connections that were made from meeting people.



**AT&T Executive Education and Conference Center, Austin, TX, April 11-12, 2019**



# Northeast College Summit

## COLLEGES & UNIVERSITIES ATTENDING SUMMIT

77

ATTENDEES  
REPRESENTING

15

NEW JERSEY  
COLLEGES

13

OUT-OF-STATE  
COLLEGES &  
UNIVERSITIES



Brookdale Community College



## SUMMIT GOALS

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

## PARTNERSHIP

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

## IMPACT

By bringing the Eliminate Tobacco Use Summit to the Northeast, MD Anderson made national resources on tobacco control best practices accessible to more colleges. Working with the

American Nonsmokers' Rights (ANR) Foundation to scale the Summit nationally and partnering with Tobacco Free for a Healthy New Jersey (a program of New Jersey Department of Health) locally, the Eliminate Tobacco Use Summit allowed colleges across New Jersey and the Northeast to learn about best practices for creating tobacco-free campuses. This Summit highlighted evidence-based, effective practices and strategies to develop a healthy, 100% tobacco-free campus policy.

## FUTURE

New Jersey College and University Implementing Tobacco & Smoke-Free Initiative now has 10 colleges that are actively working towards policy change. Three colleges are now 100% tobacco-free.

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



**Brookdale Community College,  
Lincroft, NJ, March 1, 2019**

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



# The Future of the Initiative

The landscape of tobacco products is always changing; therefore, our work is never complete. Each campus's tobacco control champions, task forces and/or committees have to remain vigilant to prevent or assist with the addiction to tobacco and nicotine. Each campus, as a part of the Eliminate Tobacco Use Initiative, has a strategic action plan which provides guidance and direction for their next steps and activities.

The fifth Eliminate Tobacco Use Summit will be in Houston, Texas, in April 2020. Please join us to share your programs, services, outcomes and best practices. The Summit is open for anyone working in the higher education setting to attend. The Eliminate Tobacco Use Initiative resources and materials are meant to be shared and replicated. Reach out to us to learn how you can join in this peer-led community and start an Eliminate Tobacco Use Initiative in your state or on your college campus.

**Jennifer Cofer, MPH, CHES**

Director, EndTobacco® Program  
The University of Texas MD Anderson Cancer Center

## Tobacco 21

During the Texas 86th legislative session, the Texas legislature passed Senate Bill 21, which raises the minimum legal sale age for all tobacco products, including electronic cigarettes, from 18 to 21. The policy, which will go into effect on September 1, 2019, is an important step toward protecting the health of future generations and reducing the burden of tobacco use.

The legislation was authored by Sen. Joan Huffman, with companion legislation authored by Rep. John Zerwas, M.D. in the House of Representatives. With the passage of SB21 by the Legislature, Texas joins more than 13 states and over 450 cities and counties in raising the tobacco sale age to 21. This tobacco prevention policy will reduce initiation and access to tobacco products and e-cigarettes among Texas youth and young adults.

# Special Thanks to Our ETU Steering Committee

## **Paul M. Cinciripini, PhD**

The University of Texas MD Anderson Cancer Center  
Chair, Department of Behavioral Sciences  
Director, Tobacco Treatment Program

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The University of Texas System  
Director, Population Health Strategic Initiatives

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The University of Texas Southwestern Medical Center  
Program Manager of Public Education and  
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## **Ernest Hawk, MD, MPH**

The University of Texas MD Anderson Cancer Center  
Vice President and Division Head  
Division of Cancer Prevention and Population Sciences

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The University of Texas at El Paso  
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## **Shelley Karn, EdD**

The University of Texas Austin  
Program Director, Tobacco Research & Evaluation Team

## **Alex Hurst, MHA**

The University of Texas MD Anderson Cancer Center  
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The University of Texas System Administration  
Chief Medical Officer and Vice Chancellor for Health Affairs

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The University of Texas Health Science Center at Tyler  
Deputy Director of the Northeast Texas Center for  
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Associate Professor for Community Health and  
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## **Taylor Tran, RD, LD**

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## **Tiffany Winter, MPH**

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Program Coordinator, EndTobacco Program

## **Frank Yu, Pharm.D.**

The University of Texas at Tyler  
Clinical Assistant Professor

