

ELIMINATE TOBACCO USE MISSOURI



The Eliminate Tobacco Use (ETU) Missouri Initiative works with college campuses and health care systems across the state to strengthen tobacco control policies, assist with prevention efforts and increase access to cessation services through technical support.

College students are a core part of the work at the ETU Missouri Initiative, and there are always opportunities for students across the state to get engaged with public health and tobacco control. Students interested in becoming a part of the movement, should contact the ETU Missouri Initiative to learn more about how student groups are promoting tobacco-free lifestyles at Missouri campuses.

BACKGROUND

The ETU Missouri Initiative was founded in 2019 as the fourth collaborative partner state joining Texas, Virginia and New Jersey. ETU Missouri is housed on the University of Missouri's campus within the School of Medicine and Partners in Prevention.

CONNECT WITH US

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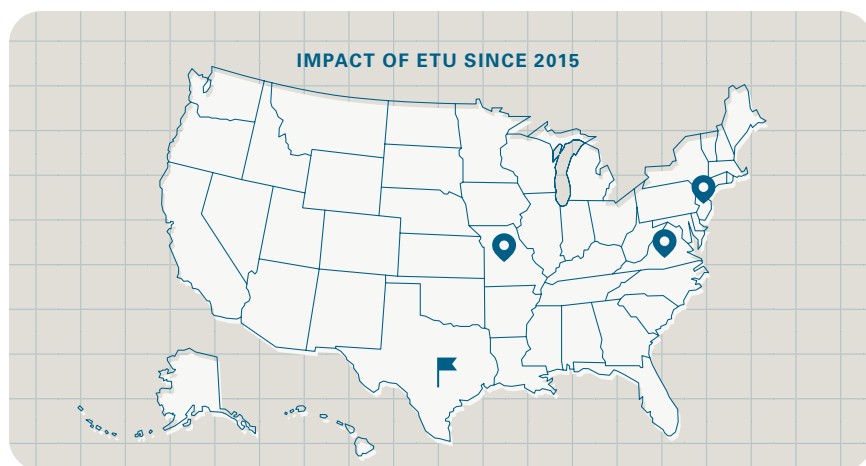
@MissouriETU

FOUNDING PARTNERS





THE NATIONAL INITIATIVE



Founded by The University of Texas MD Anderson Cancer Center and The University of Texas System in 2015, the Eliminate Tobacco Use (ETU) Initiative was established to address tobacco use across colleges and universities and more effectively contribute to actions that create a tobacco-free culture.

WHY CAMPUSES? By starting with institutions of higher education, the initiative seeks to reduce tobacco use and serve as a model for other institutions and agencies across the nation. ETU has partnered with Missouri Partners in Prevention, the University of Missouri, New Jersey Prevention Network and the University of Virginia Comprehensive Cancer Center to expand the reach of ETU beyond Texas.

ETU DOMAINS:

- » **Policy:** Tobacco-free policies reduce exposure to secondhand smoke and influence behavior change by reducing opportunities for use of tobacco products
- » **Prevention:** Education, outreach and awareness efforts designed to prevent initiation of tobacco product use
- » **Cessation:** Accessible tobacco treatment services for individuals who are ready to quit
- » **Research:** Evaluate ETU components and collaborate with partner institutions to expand the body of literature on young adult tobacco use and tobacco control strategies in college settings

CORE COMPONENTS

1. Summits:

Convene stakeholders at National and State ETU Summits to share evidence-based practices and research

2. Health Communication:

Ensure effective and consistent messaging for ETU initiative

3. Reports:

Highlight impact, share best practices, build roadmaps, toolkits and frameworks

4. Webinars:

Conduct webinars offering learning opportunities in policy, prevention and tobacco treatment services

5. Connection:

Connect to a national learning network of peers where tobacco control professionals and experts exchange ideas and best practices

6. Steering Committee:

Utilize representatives from institutions of higher education to receive feedback and guidance on the vision, strategy and implementation of ETU

7. Technical Assistance:

Provide consultation to institutions as they work to enhance tobacco-free cultures on their own campuses

CONTACT US

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