



Virginia Tobacco-Free Higher Education 2019 Summit

Jonah L. Larrick Student Center, Richmond, Virginia, April 23, 2019

Summit Reflection

Summit Goals

- Bring together tobacco control and college health champions from higher education institutions in Virginia.
- Share information about tobacco control, education, cessation services, and research.
- Share resource and best practices for improving campus-wide tobacco control efforts.
- Develop strategies to improve tobacco control through the implementation and tailoring of policies, education and cessation services for Virginia's higher education institutions.

Toll of Tobacco in Virginia

As with the US as a whole, the use of tobacco products remains Virginia's number one cause of preventable death.

10,300

DEATHS PER YEAR

TOBACCO COSTS AN ESTIMATED

\$3.1 Billion in healthcare costs

RANKED In the country for number of higher education institutes that are tobacco free
49th

17.1%

ADULTS

&

16.3%

HIGH SCHOOL STUDENTS

Reported any tobacco use

Partnership

This summit grew out of a partnership between Virginia Commonwealth University Massey Cancer Center and University of Virginia Cancer Center. Together, they brought in partners from around Virginia to assist in the planning of the inaugural summit.



Steering Committee

Summit Co-Chairs

- Roger Anderson, UVA Cancer Center
- Bernard Fuemmeler, VCU Massey Cancer Center

- Elizabeth Do, VCU Massey Cancer Center
- Lindsay Hauser, UVA Cancer Center
- Jon Fritsch, Virginia Tech
- Jayne Flowers, Virginia Department of Health
- Karen Williams, Hampton University
- Amy Smith, Virginia Tech
- Gina Roberts, Virginia Department of Health

Contributing Collaborators



Summit Overview

Topics Covered

Messaging, Awareness, and Education:

Crafting your message and activating your student body to empower the change through social influence

Campus Policy and Enforcement:

Exploring tobacco policies and understanding the form and responsibility of enforcement

Tobacco Cessation and Helpful

Resources: Recognizing the patterns of college smoking and utilizing existing resources to support cessation

Action Planning: How to put Summit learnings into action when you get back home to your campus

Featured Speakers



Norman Oliver, MD, MA

New Tobacco Legislation and the Impact on Higher Education



Denise Smith, MPH

Tobacco Free Movement at Historically Black College in Virginia and Beyond



Kurt Ribisl, PhD

The Demise of Cigarettes and Rise of E-cigarettes: Fixing Our Flawed Response

Participation

98 Attendees

18 Virginia Universities

2 Out of State Universities

Impact

Nationally, there is a growing movement to create health and clean working environments on college and university campuses. The inaugural Summit was the first of its kind in Virginia. It brought together universities and other key stakeholders from across the Commonwealth to share successes and commonalities in the process and help universities learn and support one another to advance policies and practice that improve the health of their student, faculty, staff and communities.

A tobacco-free campus is not just about making rules and creating restrictions. Rather, the efforts to move towards becoming a tobacco-free campus is about creating a culture of health that supports the university and the community.



Pictured above: Summit Attendees listen in as they learn about where Virginia ranks amongst the rest of the US when it comes to tobacco policies.

60%

Are planning on taking action related to messaging, awareness, and education — there is especially urgency given the passing of Tobacco 21. One person stated “**we need to be working on messaging during the summer.... [and] begin education on vaping**”.

48%

Are planning on taking action related to campus policy and enforcement — with many participants explaining that they want to “**pull together campus workgroups**” and “**start looking at changing our university policy**”.

56%

Are planning to take action related to tobacco cessation and helpful resources —with many individuals explaining that they will “**begin discussions on how to expand cessation resources**”.

Future

The Summit was the first step in moving the Commonwealth towards tobacco-free campuses. After the summit, a working group, including members of the Virginia Tobacco-Free Higher Education Summit Steering Committee, will host a series of webinars to continue the conversation with other universities in the Commonwealth. Together, we will support each other, provide best practices, and dive deeper into moving the policies and practices ahead. Additionally, planning is already underway for the 2nd annual Virginia Tobacco-Free Higher Education Summit, which will be held at the University of Virginia in Spring 2020. For the 2020 Summit, our goal is to engage more colleges and universities across the Commonwealth and look to invite our neighboring states to join us in the conversation.