

PROJECT PROFILE

Campus Communication Support for the Eliminate Tobacco Use Initiative

ELIMINATE TOBACCO USE

The Eliminate Tobacco Use initiative was founded by The University of Texas MD Anderson Cancer Center and The University of Texas System to create tobacco-free campus cultures. The UT Austin Center for Health Communication supports Eliminate Tobacco Use in an ongoing partnership that includes these main activities:

- **POLICY:** raising awareness about tobacco-free campus policies
- **PREVENTION:** sharing audience-centric, compelling information on the harms of tobacco and nicotine products
- **CESSATION:** increasing knowledge about available tobacco cessation services
- **CAMPUS COMMUNICATION SUPPORT:** providing custom communication services and support to all 14 campuses

FOUNDING PARTNERS



THE UNIVERSITY of TEXAS SYSTEM
FOURTEEN INSTITUTIONS. UNLIMITED POSSIBILITIES.

PROJECT TIMELINE



2017

- Develop Eliminate Tobacco Use brand
- Create Campus Communication Toolkit to support all 14 UT System schools' tobacco-free campus activities



2018

- Design cobranded outdoor tobacco-free campus signage for UT Health Tyler
- Revise Campus Communication Toolkit to increase utility
- Communication support for Eliminate Tobacco Use Texas Summit
- Create and distribute annual Eliminate Tobacco Use Impact Report



2019

- Launch new Eliminate Tobacco Use website
- Communication support for Eliminate Tobacco Use Texas Summit
- Support 1st Eliminate Tobacco Use replication summit outside of Texas – Northeast College Summit
- Design cobranded outdoor tobacco-free campus signage for UT Tyler
- Create and distribute annual Eliminate Tobacco Use Impact Report
- Presentations at national conferences



2020 & BEYOND

- Expand Eliminate Tobacco Use website with campus stories & interactive features
- Support additional replication summits – Virginia, Utah, Indiana
- Refine Campus Communication Toolkit
- Support regional and national presentations
- Ongoing campus communication support and consultation

SYSTEM-WIDE BRANDING



No single message or campaign could work across the 14 UT institutions, but a strong Tobacco-Free brand for UT System-wide tobacco control helps strengthen existing efforts at each institution and provide common ground.

The check mark shape of the broken cigarette serves a dual purpose indicating that the institution has made their mark on being tobacco-free.

CAMPUS COMMUNICATION TOOLS & SUPPORT

CHC creates customizable tools that help each campus communicate tobacco-free messages to their diverse campus audiences. To view the resources in full, visit eliminatetobaccouse.org.



CAMPUS COMMUNICATION TOOLKIT

Guidance on logo usage, message tone, sample promo items, posters, and other communication materials



SOCIAL MEDIA TOOLKIT

Content bank of posts and 'plug and play' custom graphics



CAMPUS SIGNAGE

Custom design of outdoor tobacco-free signage

BEYOND TEXAS

Sharing ETU

The ETU team shares best practices for tobacco control efforts and health communication for tobacco-free cultures across the US. In addition to the annual Texas ETU Summit, the project team has presented at:

- National Conference on Health Communication, Marketing, and Media
- American College Health Association
- American Public Health Association
- Healthier Texas Summit



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"

Replicating ETU

The ETU model founded by MD Anderson is being adopted by campuses across the US. Replication summits are facilitating next-level statewide collaborations.

