

Tobacco Free Colleges in Virginia



Virginia Tobacco Control Program

Mission:

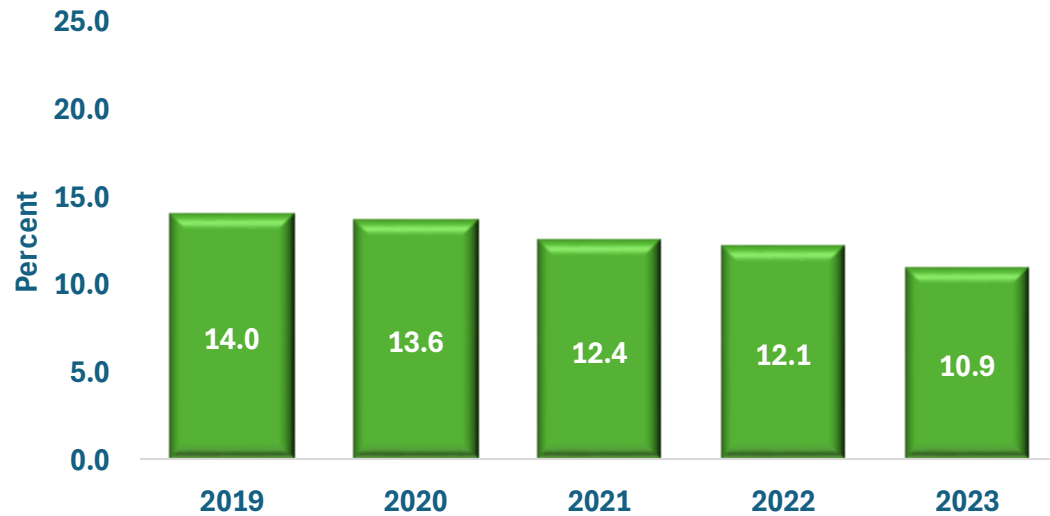
Reduce premature death, disease, disability, economic burden from tobacco use

Goals:

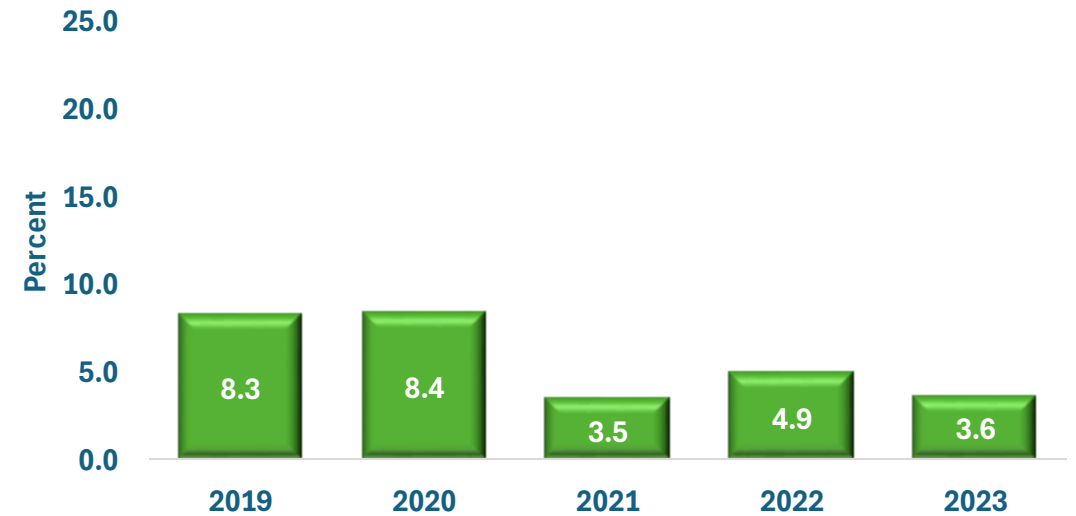
- Prevent tobacco use among young people
- Eliminate non-tobacco user's exposure to secondhand smoke and nicotine vapor
- Promote quitting of tobacco products among adults and young people
- Identify and eliminate tobacco and nicotine related disparities

Current Smoker Prevalence in Virginia

Virginia Current Smoker Prevalence
(All Ages 18+)

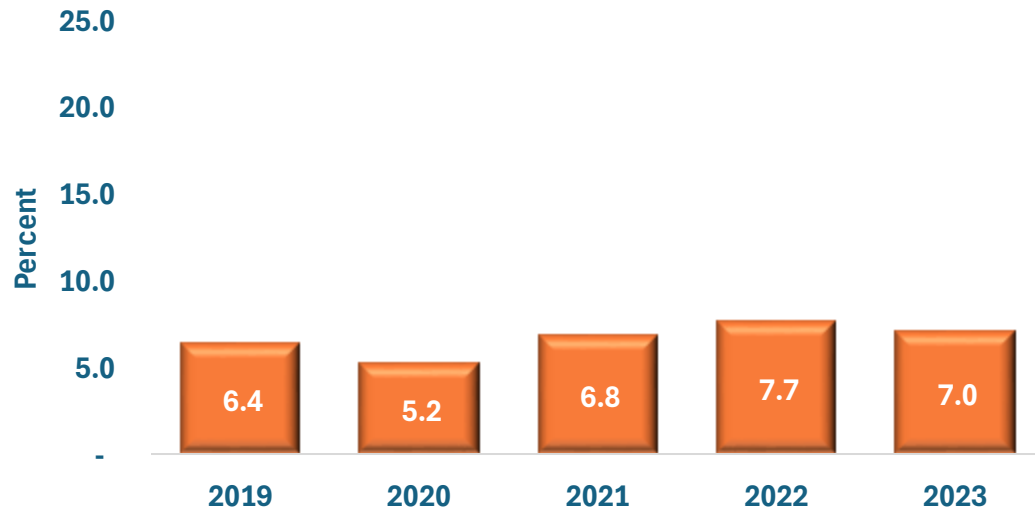


Virginia Current Smoker Prevalence
(Age 18-24)

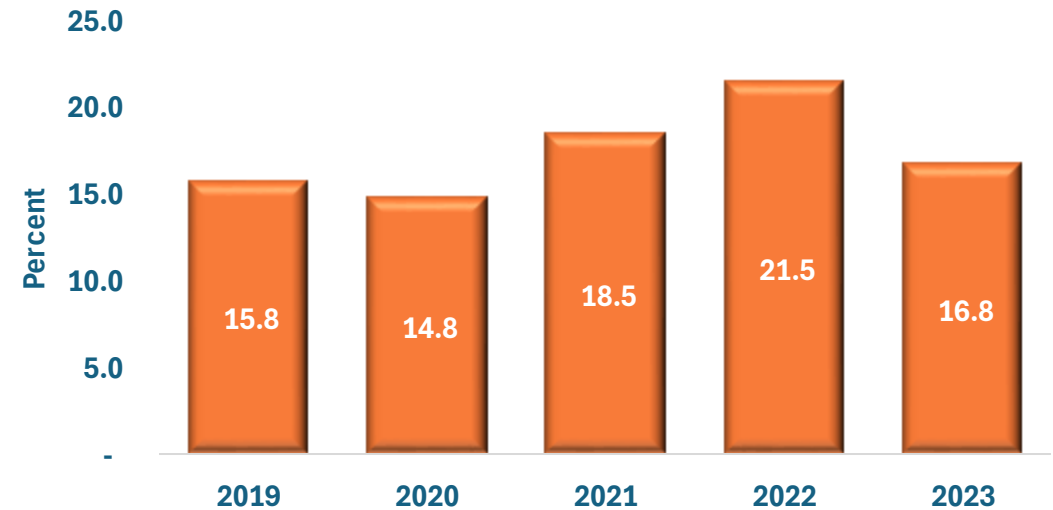


Current E-Cigarette/Vaping Prevalence in Virginia

Virginia E-Cigarette/Vaping Prevalence
(All Ages 18+)



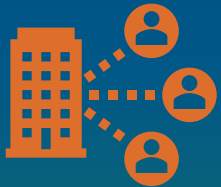
Virginia E-Cigarette/Vaping Prevalence
(Age 18-24)



Why Does Any of This Matter?



Individuals who smoke earn 20% less than non-smokers



Individuals who smoke are less likely to be hired compared to non-smokers



Smoking negatively impacts academic performance

- Lower grades
- Increased absenteeism
- Lower odds of attending college

ELIMINATE TOBACCO USE VIRGINIA INITIATIVE



POLICY

Objective: Strengthen tobacco-free policies across Virginia's higher education institutions while aligning with broader state and local tobacco control efforts.



PREVENTION

Objective: Activate and expand student engagement in the ETU Virginia Initiative through coordinated, student-led tobacco prevention efforts.



CESSATION

Objective: Improve awareness and utilization of evidence-based options available for tobacco treatment for college students, faculty and staff.



RESEARCH

Objective: Foster cross-institutional collaboration to with partner to share emerging research and strategies for tobacco control.

VIRGINIA STEERING COMMITTEE



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ETU Virginia Progress Over the Years

ANNUAL SUMMITS



CLARIFICATION ORDER



COMMONWEALTH of VIRGINIA
Office of the Governor

June 16, 2021

Public College and University Presidents,
Chancellor, University of Virginia's College at Wise,
Superintendent, Virginia Military Institute,
Chancellor, Virginia Community College System,

Comprehensive tobacco control programs that include smoke-free policies are critical to reducing rates of smoking initiation. We therefore commend your efforts to support the health and wellness of your students, faculty and staff through smoke free policies on your campuses. In furtherance of your efforts, the Secretary of Education and Health and Human Resources recently reviewed Executive Order 41 (2006) Banning Smoking in State Office and Vehicles and the related guidance document issued by the Department of General Services and the Secretary of Administration on January 1, 2007. Our review confirmed that Executive Order 41 and the related guidance document do NOT prohibit public institutions of higher education from banning smoking in all spaces deemed appropriate by the institution.

As such, we encourage you to review your current smoke-free policies and consider opportunities to strengthen them. Please feel free to reach out to the Tobacco Control Program at the Virginia Department of Health for assistance on smoke-free policy best practices. Jayne Flowers, Tobacco Control Program Manager, can be reached at jayne.flowers@vdh.virginia.gov for technical assistance.

Sincerely,

Atif Qurni

Dan Carey, MD


Secretary of Education


Secretary of Health and Human Resources

POLICY REPORT CARDS

RANDOLPH-MACON COLLEGE

A

100% TOBACCO-FREE *****

Total Score: 91

Policy Source: [Student Handbook](#); [Standard Facility Agreement](#); [School Website](#)

Products Covered	Tobacco Location Restrictions
Cigarettes/Cigars	Yes
E-Cigarettes/Vapes	Yes
Smokeless	Yes
Other Tobacco Products	No
All tobacco/vape language	Yes

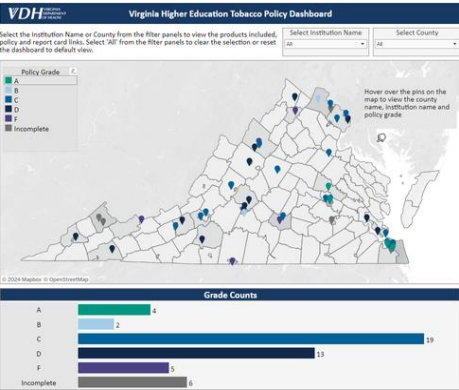
Scope of Policy	Designated Smoking Areas*	Exemptions
Students	Yes	Theatrical Performances
Faculty/Staff	Yes	Other
Visitors	Yes	No

Communication & Services	Compliance
Requires policy be communicated	No
Provides cessation resources	Yes
Provides prevention resources	No
Prohibits promotion of tobacco products	No
Prohibits sale of tobacco products	No

Areas of Excellence	Areas of Improvement
Policy applies to students, faculty, staff and visitors	Create one comprehensive policy that apply to entire college community.
Includes all tobacco and nicotine products.	Include clear definitions of locations and product types.
Includes information on where to seek tobacco cessation resources.	Appoint a designated person responsible for compliance measures.
Includes comprehensive compliance measures.	

Eliminate Tobacco Use Virginia Initiative | 2024 Higher Education Report Cards

POLICY DASHBOARD



Scan to See the Dashboard



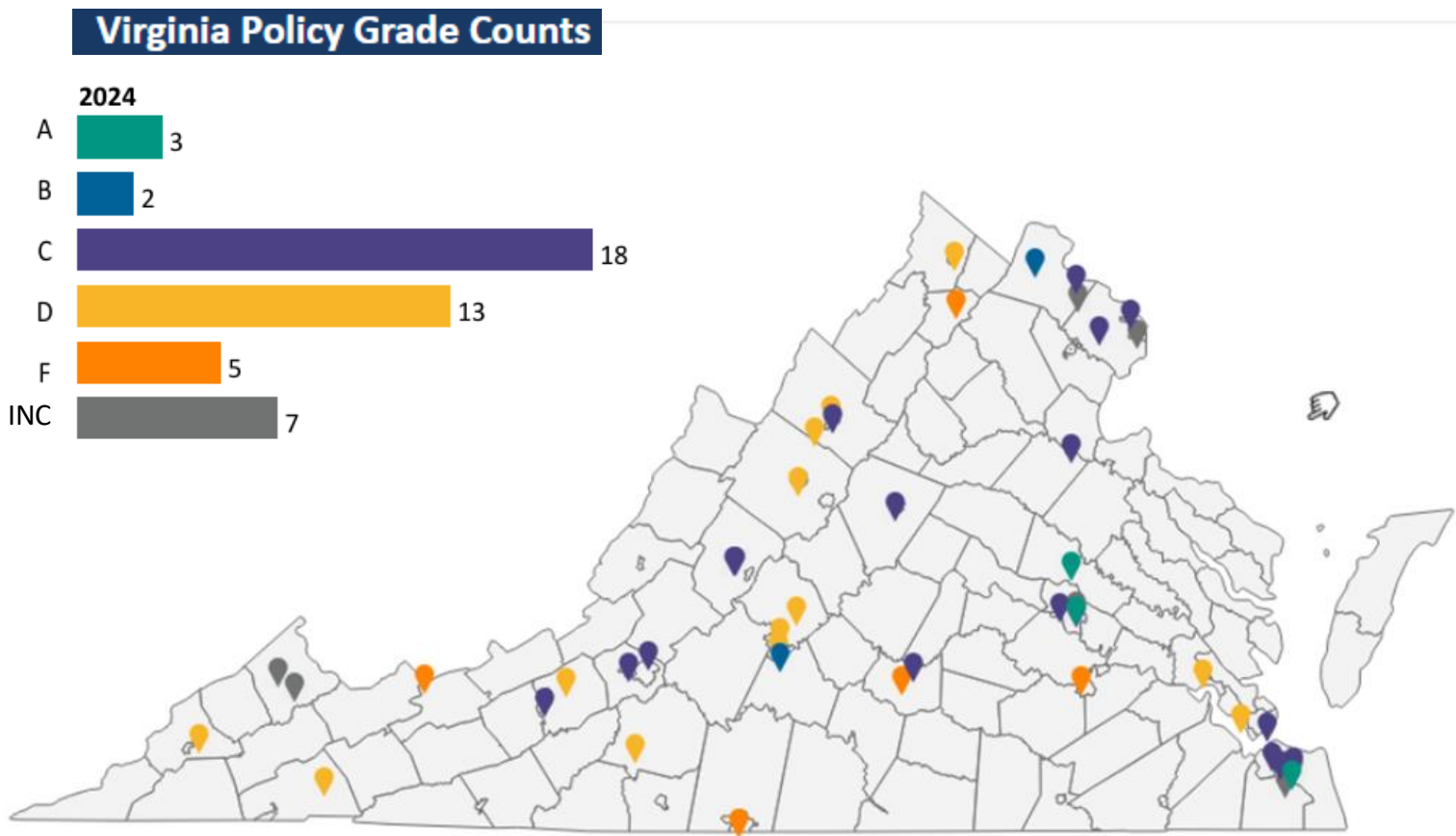
Virginia Higher Education Tobacco Policy Dashboard



Purpose of Dashboard:

- **Support** the Virginia Eliminate Tobacco Use Initiative to protect youth and young adults from the harms of tobacco and nicotine
- **Communicate** tobacco control and prevention best practices among higher education settings
- **Provide** metrics to measure the progress towards achieving tobacco-free campuses
- **Demonstrate transparency** and **instill trust** in the methodology and process of the tobacco policy grading system
- **Contribute** to the VDH mission of protecting the health and promoting the well-being of all people in Virginia.

Virginia Higher Education Tobacco Policy Dashboard



Category	Letter Grade	Score
100% Tobacco Free	A	90+
100% Smoke Free	B	89 - 80
No Smoking Indoors, with Outdoor Restrictions	C	79 - 70
No Smoking Indoors	D	69 - 60
No Smoking Indoors, with Exceptions	F	59 and Below
Incomplete	INC	No policy exists or could be found

Quit Now Virginia: You don't have to quit today, but you can start today.

Call- 1-800-Quit Now

(1-800-784-8669)

1-855-DEJELO-YA

(1-855-335-3569)

Connect Online at-
QuitNowVirginia.org

Text- READY to 21586

Quit in college.

Quit for the baby.

Quit for good.

Quitting is a journey. We can help.

QuitNowVirginia.org

Quit for the roommates.

Quit for the budget.

Quit for good.

Quitting is a journey. We can help.

QuitNowVirginia.org

**QUITTING TOBACCO
CAN HELP YOU
FEEL MORE
POSITIVE**

**(800)
QUIT-NOW**

Quit Now
Virginia
Tobacco User Quitline

**MAKE THIS THE YEAR
YOU QUIT
TOBACCO!**

start here!

**(800)
QUIT-NOW**

Quit Now
Virginia
Tobacco and Nicotine Quitline

Barrier Free Evidence-Based Cessation Services

FREE and
CONFIDENTIAL
Services Offered 24/7

No Proof of Insurance
Required

No Transportation
Needed

Nicotine
Replacement Therapy
(NRT)
*patch or gum

Spanish Speaking Quit
Services-
DEJELO-YA

Translation Available in
140 Languages
&
TTY-711

Phone Counseling, Text
or Web-Based Quit
Coaching

Self Referral or Referral
from Healthcare
Provider



Live Vape Free – Services Offered

- Easy, engaging program that teaches skills to quit vaping.
- Enroll at livevapefree.com and get a text within 24 hours.
- 90-day multimedia experience with twice-daily, quit-date-based text messages.
- Online lessons include videos, quizzes, assessments, flip cards, and podcasts.
- 24/7 text support using keywords like STRESS, BOOST, or OOPS; access a Quit Coach with COACH.
- Individuals who finish the mini lessons receive a downloadable completion letter (9 lessons for LVF-Youth and 11 for LVF-YA).

Live Vape Free

Go to : VapeFreeVA.org or
Livevapefree.com

Take a deep breath...

And get ready to kick
vaping to the curb

Live Vape Free offers judgment-free support
and powerful resources to help young adults
and teens quit vaping with confidence.

Quit vaping, your way



Create a plan:

Live Vape Free will help you stay on track
with daily encouraging text messages.



Get Free NRT:

Eligible members who are at least 18 years
old can get nicotine replacement therapy
in the form of patches or gum.



Enjoy self-paced support:

Take quitting into your own hands
with self-assessments, quizzes, and
more interactive online content.



[Client logo]



Get started today at livevapefree.com or scan the QR code.

ARE YOU THE PARENT OR ADVOCATE OF A TEEN WHO
VAPES? WE HAVE RESOURCES FOR YOU, TOO. VISIT
LIVEVAPEFREE.COM/ADVOCATE FOR MORE INFO.

Live Vape Free is available to eligible members at no additional cost as part of your health
benefits. The Live Vape Free program is educational in nature and is not a substitute for
medical advice. © 2025 RVO Health, LLC. All Rights Reserved. 212-4LVFFLY25



VDH Resources:

Supporting Efforts to Strengthen College Tobacco Policies

Dropping your vape might help raise your GPA. Evidence shows that vaping can negatively impact your brain, particularly the parts of the brain responsible for memory, attention and learning. We can't guarantee a 4.0 if you #EliminateTobaccoUse, but we can guarantee a healthier you!

Technical Assistance (Policy, Enforcement, Signage, Cessation)

Materials (Brochures, Info-Sheets, Flyers)

Messaging: (Social Media Messages, Graphics, Flyers, Ads)

Toolkit Resources (Timeline, Policy Language, Enforcement, Surveys)

Cessation Resources (Brochures, Referral Training/Portal)



I am healthier.
Mental health improves when you quit vaping.

FREE AND ANONYMOUS SUPPORT

EX
A test program with 24/7 support and daily texts with tips to quit tobacco and nicotine products.
Join: exsupport.com
Text: 988-273-2733 to 88709

988
988 Suicide and Crisis Lifeline
A hotline, text, and web-based chat providing 24/7 crisis support from trained and supportive counselors.
chat: 988lifeline.org
Call or Text: 988

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A hotline, text, and web-based chat providing 24/7 crisis support from trained and supportive counselors.
chat: 988lifeline.org
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Quit Now Virginia
A test program and telephone helpline created for teens and adults to quit tobacco and nicotine.
QuitNowVirginia.org
1-800-QUIT-NOW
Text: 988 to 88709

Ways to Support Quitting:
Ask for Support - If you feel uncomfortable, ask the people around you for support. This could be a friend, parent, teacher, coach, or counselor.
Identify Triggers - Pay attention to when you have a craving, and what could be a trigger. It could be stress from school, feeling nervous or awkward, or experiencing peer pressure.
Use all the Resources - Apps, texting, and asking for support from someone you trust will help you be more successful at quitting.
Get Active - Studies have shown that exercise and being active can help you be successful at quitting smoking and vaping. This could be going for a walk or joining an after-school sport.
Find a Reason - Think of your most important reason to quit and write it down. Always keep that in mind, especially if quitting gets hard.

VDH
VIRGINIA DEPARTMENT OF HEALTH



YOU DON'T HAVE TO QUIT SMOKING ALONE

GET FREE COACHING

start here!

(800) QUIT NOW

Quit Now Virginia
Tobacco and Nicotine Quit Services

VIRGINIA
TOBACCO
CONTROL PROGRAM



Contact : Tiffany.Eustice@vdh.virginia.gov