



## NEWS RELEASE

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### **Davenport University Awarded Grant to Explore Going Tobacco-Free**

*Twenty universities nationwide awarded grants as part of Tobacco-Free Generation Campus Initiative*

**GRAND RAPIDS, Mich., Nov. 14, 2016** – Davenport University today announced it is one of 20 colleges and universities nationwide to receive a grant from the American Cancer Society and the CVS Health Foundation to explore the potential of becoming a tobacco-free campus. The \$15,000 grant will help the university create a dialog with its staff, faculty and students about tobacco use and the benefits of becoming a tobacco-free campus.

“As an institution committed to preparing students for successful lives and careers, we believe that educating our students and helping them to make decisions that will benefit their long-term health is a part of our mission,” stated Dr. Richard J. Pappas, President of Davenport University. “We would never make such a decision without the input and dialog of our staff and students, however, and this grant will help us invest in the resources necessary to make the case to go tobacco-free.”

The Tobacco-Free Generation Campus Initiative (TFGCI) is part of *Be The First*, CVS Health's five-year, \$50-million initiative that supports education, advocacy, tobacco control, and healthy behavior programming to help deliver the nation's first tobacco-free generation. CVS Health has set actionable and measurable goals for *Be The First*, including doubling of the number of tobacco-free college and university campuses in the United States.

“With our partners at CVS Health, we are excited to support the efforts of many dedicated students, faculty and staff to make their campuses smoke- and tobacco-free using proven strategies that will also reduce tobacco use among students,” said Gary M. Reedy, Chief Executive Officer for the American Cancer Society. “To be successful in creating a tobacco-free generation, it is important that we prevent and eliminate lethal and addictive tobacco use among college students.”

The American Cancer Society Great American Smokeout will take place on Thursday, Nov. 17. The annual intervention effort encourages smokers to quit for a day, quit for good, or make a plan to quit, and raises awareness around the many tools and resources they can use to help them quit.

Over the next three years, the Tobacco-Free Generation Campus Initiative will award grants to a total of 125 colleges and universities throughout the U.S. with the greatest need for stronger tobacco prevention and control. The grants will help schools successfully advocate for, adopt and implement 100 percent smoke- and tobacco-free campus policies. Campuses will also receive technical assistance and resources to support their efforts with education, communications, cessation, and evaluation.

Other grant recipients include: Bowling Green State University (Ohio), California State University San Marcos, East Carolina University (N.C.), El Paso Community College (Texas), Indiana University—Bloomington, Lenoir-Rhyne University (N.C.), Merritt College (Calif.), Montclair State University (N.J.), Oakland University (Mich.), Penn State University (Pa.), Piedmont Community College (N.C.), Saint Mary's College of California, Springfield College (Mass.), St. Xavier University (Ill.), Texas Christian

University, Texas A&M University—Corpus Christi, University of Cincinnati Blue Ash College (Ohio), the University of Michigan, and the University of Pennsylvania.

TFGCI grants are intended to address a critical, unmet need by supporting efforts to advocate for, establish and institute smoke- and tobacco-free campus policies. Of approximately 4,700 institutions of higher education in the U.S., the Americans for Nonsmokers Rights Foundation reports that only 1,427 campuses are 100-percent smoke- and tobacco-free. To learn more about the Tobacco-Free Generation Campus Initiative (TFGCI), visit [www.CVSHealth.com/tobaccofreecampus](http://www.CVSHealth.com/tobaccofreecampus).

### **About Davenport University**

Founded in 1866, Davenport is a private, non-profit university serving more than 8,000 students at campuses across Michigan and online. With tuition among the lowest of all private universities in the state, Davenport provides high academic quality, small class sizes, conveniently located campuses, faculty with real-world experience and more than 80 dynamic undergraduate and graduate programs addressing in-demand careers in business, technology, health professions and urban education. More information is available at [www.davenport.edu](http://www.davenport.edu).

### **About The American Cancer Society**

The American Cancer Society is a global grassroots force of 2 million volunteers saving lives in every community. As the largest voluntary health organization, the Society's efforts have contributed to a 23-percent decline in cancer death rates in the U.S. since 1991, and a 50-percent drop in smoking rates. THE ACS also is finding cures as the nation's largest private, not-for-profit investor in cancer research, ensuring people facing cancer have the help they need and continuing the fight for access to quality health care, lifesaving screenings and more. For more information, call (800) 227-2345 or visit [www.cancer.org](http://www.cancer.org).

### **About the CVS Health Foundation**

The CVS Health Foundation is a private charitable organization created by CVS Health that works to build healthier communities, enabling people of all ages to lead healthy, productive lives. The Foundation provides strategic investments to nonprofit partners throughout the U.S. who help increase community-based access to health care for underserved populations, create innovative approaches to chronic disease management and provide tobacco cessation and youth prevention programming. To learn more about the CVS Health Foundation and its giving, visit [www.cvshealth.com/social-responsibility](http://www.cvshealth.com/social-responsibility).

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