TEAMS
Teen Evaluation & Management System
A Moving Target

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Agenda

- Impact of Tobacco Use
- North Carolina Comprehensive Tobacco Program
- The Teen Tobacco Use Prevention and Cessation Initiative
- Tobacco Evaluation and Management System (TEAMS)
  - What are the performance indicators?
  - How are program activities monitored?
  - What type of outcome data is produced?
  - Utility of TEAMS for program managers, evaluators and Technical Assistance Providers
Impact of Tobacco Use

- Approximately 400,000 people die each year from their own cigarette smoke
  - 12,200 people die each year in North Carolina
- Over 6,000,000 youth under 18 years old alive today will ultimately die from smoking – unless smoking rates decline
  - 193,000 youth under 18 and alive in North Carolina will die prematurely from smoking
NC Comprehensive Tobacco Programs

- Master Settlement funds used to establish Health and Wellness Trust Fund (HWTF): 2001-2011
- Four primary components:
  - Teen Initiative: 2003
  - TRU Media Campaign: 2004
  - Quitline: 2005
  - Colleges Initiatives: 2006
Teen Tobacco Use Prevention and Cessation Initiative

- Funds 43 school and community based grantees
  - Integrates the TRU Campaign and brand to prevent tobacco use among NC youth
- NC General Assembly transferred the program funding to NC Department of Health and Human Services in 2011
- Tobacco Prevention and Evaluation Program (TPEP) at UNC evaluates the Tobacco Initiatives
Teen Tobacco Use Prevention and Cessation Initiative

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Teen Tobacco Initiative

Accomplishments

- Major source of statewide tobacco prevention and cessation resources for North Carolina youth
- Growth in policy outcomes
  - 100% Tobacco Free Schools
  - Smoke Free Restaurants and bars
- Significant reductions in youth tobacco rates
  - 53,000 fewer teen student smokers in 2009 than in 2003
Welcome, Leah, to the Tobacco Evaluation And Management System -TEAMS.

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If any of this information is incomplete or incorrect, please select Profiles from the menu and update your information under the User Profile Tab. Thank you.
Please enter the activities (i.e. presentations, trainings, youth meetings, TRU recruitment activities, community/school events, etc.) your grant has completed during the current reporting month.

Goal Area:

1: Prevent Youth Initiation of Tobacco Use
   - Select a Goal Area-
2: Promote Tobacco Use Cessation Among Youth
3: Eliminate Youth Exposure to Secondhand Smoke

Specific Grantee Activity: (only if applicable)

Type of activity: (choose one)

Activity date (mm/dd/yy)