



# North Carolina Health and Wellness Trust Fund

## Teen Tobacco Use Prevention and Cessation Initiative

Annual Report  
Fiscal Year 2009-2010

*July 1, 2009 – June 30, 2010*

Prepared for:  
North Carolina Health and Wellness Trust Fund



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## I. EXECUTIVE SUMMARY

### A. Overview

The North Carolina Health and Wellness Trust Fund (HWTF) sponsors the Teen Tobacco Use Prevention and Cessation Initiative (Teen Initiative) as one part of its comprehensive Tobacco Initiatives program. The Tobacco Prevention and Evaluation Program (TPEP) at the University of North Carolina School of Medicine, provides an independent outcomes evaluation of the Teen initiative. This report illustrates the progress of the Teen Initiative during July 2009-June 2010.

The Teen Initiative comprises two major programs: a statewide youth empowerment effort involving community and school grantees, and a statewide media campaign called Tobacco.Reality.Unfiltered (TRU). In 2009-10, the Teen Initiative included 46 grantees addressing the problem of youth tobacco use in North Carolina (NC) by carrying out activities towards prevention of tobacco initiation, promoting tobacco use cessation, eliminating exposure to secondhand smoke, and reducing disparities in tobacco use affecting youth. Forty-two grantees serve local community and school organizations while four grantees focus primarily on reaching youth from priority populations. Twenty-seven grantees have received funding since the inception of the Teen Initiative in 2003. Grantee action plans, activities, and media events are aligned with the Centers for Disease Control's (CDC) best practices necessary to produce declines in youth tobacco initiation<sup>1</sup>.

Outcome data from the 2009 NC Youth Tobacco Survey (YTS) show several important successes, including smoking rates that continue to decline among middle and high school students this past year (a 4% decline in cigarette use among middle school students and a 12% decline among high school students). These gains translate into more than 53,000 fewer teen student smokers in 2009 than in 2003 when the Teen Initiative began. Data also show that youth exposure to secondhand smoke (SHS) in cars, homes, and in schools continues to decline. Teen Initiative grantees reported 16 new SHS policy outcomes during the year, making a total of 844 smoke-free policy adoptions in NC occurring since the inception of the Teen Initiative in 2003. Further gains in SHS protection for youth will certainly come from enactment of NC's bill eliminating SHS in all restaurants in January 2010. These combined successes result from many factors, including the Teen Initiative.

Despite overall successes, several Teen Initiative efforts faced challenges in 2009-10. The TRU Media Campaign did not run on a continuous basis, diminishing program impact and desired outcomes. While the Teen Initiative grantees conducted significant numbers of activities (N = 7,128), direct policy outcomes occurred less often than desired. Fewer culturally tailored or counter marketing activities occurred than desired. In schools, more attention is needed on uniform adoption of evidenced-based tobacco curricula and on communicating and enforcing tobacco free school policies among students and visitors.

Despite challenges, the Teen Initiative has several strong elements to ensure that its 2010-2011 program remains on track to achieve consistent outcomes. The infrastructure remains strong, with an all-time record number of youth groups existing statewide (N = 218), with a high level of youth led initiatives, with 46 grantees available to mobilize these youth groups, and with experienced coordinators confident in their abilities to achieve program outcomes. The TRU media campaign has resumed with new ads consistent with recommended themes. Finally, the HWTF leadership has stated its desire to strengthen the program by implementing recommendations from this and prior outcomes evaluations.

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<sup>1</sup> Centers for Disease Control and Prevention. *Best Practices for Comprehensive Tobacco Control Programs-2007*. Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health; October 2007.

## B. 2009 NC Youth Tobacco Survey (YTS)

Data from the NC 2009 YTS show:

- Continued declines in consumption and exposure to secondhand smoke:
  - From 1999 to 2009, consumption of cigarettes among middle and high school students continues to significantly decrease (from 15% to 4% and 32% to 17%, respectively). Prevalence decreased significantly more from 2003-2009 than 1999-2003, translating into over 53,000 fewer teen smokers since 2003.
  - Secondhand smoke (SHS) exposure in cars and homes continues to significantly decline among middle and high school students from 1999-2009.
  - Smoking on school grounds continues to decline, with almost two-thirds of youth smokers reporting no smoking on school grounds, a 13% improvement from 2001.
- Risk profiles of current tobacco use over time consistently show that:
  - White, male students remain at highest risk for all forms of tobacco use.
  - Middle and high school students' tobacco use behaviors are significantly associated with the tobacco use behaviors of their friends.
  - Multiple forms of tobacco use among middle and high school student tobacco users strongly relate to each other (e.g., those who use cigars are much more likely to use cigarettes; or, those who use smokeless tobacco are more likely to use cigarettes).
  - New smokeless products (snus, orbs, strips) are viewed as less risky alternatives to regular smokeless tobacco by a third of students.
  - A minority of high school and middle school youth who smoke report obtaining cigarettes by directly purchasing them. The majority report receiving cigarettes through "borrowing" from acquaintances and asking adults to purchase them.
  - Approximately half of high school and middle school youth smokers report making a cessation attempt 3 or more times during the past year.
- Challenges remain:
  - Only 6.9% of high school students report participating in community activities to discourage other youth from using tobacco.
  - Only 23% of middle school and 13% of high school students report having opportunities to practice ways to say no to tobacco in their classes.

## C. Grantee Outcomes

### Teen Initiative Progress and Policy Outcomes

Evaluation reports show 7,128 grantee events across 4 goal areas in 2009-10. Events occurred in the prevention of youth tobacco initiation, mostly within youth empowerment, and the remaining goal areas received less attention. All grantees worked in initiation and secondhand smoke, and most in cessation. While 86% of grantees report they have achieved *overall* program goals, extensive variation exists by focus area, with 93% reporting goal achievement within youth empowerment and only 41-75% reporting goal achievement in other focus areas. Grantees' perceptions of progress in 2010 are the highest to date, suggesting that grantees have increasing confidence in their ability and capacity to achieve program outcomes.

### Goal Area 1: Prevent Youth Initiation of Tobacco Use

#### ***Youth Empowerment***

Youth empowerment remains the principal focus for Teen Initiative. During 2009-10, 86% of all grantee activities/events within youth initiation occurred in this focus area. Youth led or implemented 64% of all

initiation events (3,518 out of 5,476). Grantees report continued growth in youth empowerment reach, with 218 active youth groups and 2,342 youth actively involved in tobacco use prevention activities.

### ***Evidence-Based Tobacco Curriculum***

Grantees reports show only two curriculum adoptions during fiscal year 2009-10.

### ***Parents and Caregivers***

Grantees use a number of strategies to reach parents on the harmful effects of tobacco use, including utilizing community resources, providing direct parental education about talking with their children about tobacco use, and informing parents about local TRU groups. Grantees report that parents/caregivers attended 775 events during 2009-10.

### ***Youth Access***

Activities in this area focus on promoting enforcement of underage tobacco sale laws and reducing tobacco advertising appealing to youth. During 2009-10, 206 youth access compliance activities, including message dissemination (85%) and compliance checks (15%), occurred, with over half occurring in Q1. Grantee reports show that only one establishment removed all tobacco advertisements from its premises this past year.

## **Goal Area 2: Promote Tobacco Use Cessation among Youth**

Grantees primarily conduct cessation events (N = 536) with youth, parent/caregivers, and the general public. Grantee reports show that 35 grantees conducted presentations, skills trainings, small group discussions, and community/school events in tobacco cessation this year. Grantees disseminated 2,808 cessation promotional materials (99% were Quitline materials). Data from the 2009 NC YTS show over half of high school and middle school youth smokers made a cessation attempt in the past year, but few high school students who smoke report any special groups or classes at school for students who want to quit using tobacco. According to a special study on Alternative to Suspension programs in school (ATS), awareness, training, and adoption of ATS programs is low statewide.

## **Goal Area 3: Eliminate Youth Exposure to Secondhand Smoke**

### ***Tobacco Free Schools (TFS)***

With the passage of Tobacco Free School legislation in 2008, HWTF expanded the delivery of events in this focus area to include compliance checks on school grounds (including TFS sign posting) and message dissemination to parents, teachers, visitors, and students. Data from a special TFS compliance study show high levels of support for TFS policies, but room for improvement of compliance for students and visitors, a need for more consistent oversight of policy enforcement at the school level, more systematic methods of communicating TFS policies, and enforcement for students and visitors.

### ***Secondhand Smoke (SHS)***

Only 7 grantees reported SHS policy outcomes this fiscal year. These 7 grantees reported 16 smoke-free policy adoptions, including one health care facility, one restaurant, three municipal policies, seven places of worship, and five others (daycare, real estate office, YMCA, a gift shop, and two others). Fewer grantees reported smoke-free policy adoptions this year compared to last, in part because of implementation of House Bill 2, in which all restaurants became smoke-free on January 1, 2010.

## **Goal Area 4: Reduce Tobacco-Related Disparities among Priority Population Youth**

During Phase IV of the Teen Initiative, HWTF placed a greater emphasis on reducing health disparities among youth. The program shifted its focus from activities/media events simply *reaching* priority populations to

culturally *tailoring* activities and events targeting a specific priority population (i.e. African Americans, Native Americans, Asian Americans, Latino/Hispanic, LGBT (Lesbian, Gay, Bisexual, and Transgendered), pregnant teens, low SES, low literacy, and disabled). Grantee reports show 4% of activities and events as culturally tailored to a specific priority population. Health disparity and cultural tailoring technical assistance (TA) has primarily reached priority population grantees (n = 4) during 2009-10. TA is expected to reach beyond the priority population grantees in 2010-11.

### **Media Messages**

Promoting the Teen Initiative through paid and earned media is paramount to the success of the Initiative. Grantee reports show 933 media messages disseminated during 2009-10. The majority of paid and earned media occurred in the initiation goal area (mostly within the youth empowerment focus area).

### **Technical Assistance**

During fiscal year 2009-10, nearly all grantees (45 of 46) utilized the majority of available technical assistance (TA) providers (N = 12). Grantee reports show a high level of TA effectiveness and TA across all goal areas, and an increase in TA usage during Q3 within secondhand smoke goal areas due to the passage of House Bill 2.

## **D. Key Accomplishments to Program Activities**

Nearly all grantees reported one or more major accomplishments during 2009-10. Noteworthy accomplishments during 2009-10 include:

- The Orange County Health Department's TRU program was awarded the Kathy Kerr Outstanding Health Education Project Award from the NC Chapter of the Society for Public Health Education.
- Asheville City Council adopted a policy banning smoking in public parks, and municipalities effective July 1, 2010.
- Grantees reported nearly 700 earned media this fiscal year, including 459 periodicals, articles, and advertisements, 30 radio interviews and commercials, 93 television interviews and commercials, and 76 website postings.
- Warren County schools adopted the NC spit tobacco education program into their curriculum.
- In October 2009, the Town of Franklin adopted a smoke free policy.
- The Buncombe County Commissioners voted unanimously to pass an ordinance to prohibit smoking in government buildings, on government property, and in government vehicles effective January 2, 2010.
- The Alamance Burlington School System included the tobacco free policy in all contracts with outside vendors.

## **E. Key Barriers to Program Activities**

The Teen Evaluation and Management System (TEAMS) allows grantees the option to report major barriers to their monthly outcomes. All grantees reported at least one barrier during the fiscal year. The most frequent barriers reported in fiscal year 2009-10 were:

- Students and staff members missing work/school due to holidays and school breaks,
- Planning and scheduling events with community partners and youth,
- Cooperation/communication with community stakeholders (i.e. school personnel and medical/health partners), and
- Staff issues concerning new coordinators, vacant positions, and staff members away from the office.

## **F. Recommendations for Program Development**

Based upon data from all sources collected during fiscal year 2009-10, the following specific recommendations should improve Teen Initiative outcomes:

### **Overall:**

- Increase grantee efforts and adjust action plans to conduct activities directly tied to policy changes across all goal areas (e.g., policies limiting tobacco marketing, policies limiting secondhand smoke exposures) and tobacco curriculum adoption in schools.
- Encourage grantees to work in all goal areas during each quarter of the fiscal year.

### **Goal Area 1: Prevent Youth Initiation of Tobacco Use**

- Ensure that the TRU media campaign runs on a continuous basis during the year.
- Encourage media and prevention campaigns that focus on multiple forms of tobacco.
- Develop counter-marketing campaigns that account for the markets of current and new tobacco products (e.g. snus, orbs, strips) that put youth at increased risk of tobacco use.

### **Goal Area 2: Promote Tobacco Use Cessation among Youth**

- Middle and high school students' tobacco use behaviors are significantly associated with the tobacco use behaviors of their friends. Grantees should implement cessation strategies within the context of student's social networks.
- Provide cessation support and resources to youth smokers and violators of TFS policies.

### **Goal Area 3: Eliminate Youth Exposure to Secondhand Smoke**

- Publicize and disseminate NC's improvements in protecting young people from secondhand smoke exposure to reinforce support for HWTF tobacco programs among policy makers.
- Increase efforts aimed at increasing compliance with Tobacco Free Schools policies among students and visitors. Implement systematic methods of communication and enforcement of TFS policies. Pay special attention to areas where tobacco use is most prevalent including after-school activities.
- With few grantees reporting alternative to suspension (ATS) policy adoptions by schools and with the removal of the ALA as a TA provider, consider removing ATS policy adoptions and Not On Tobacco (N-O-T) implementation from future program outcomes.

### **Goal Area 4: Reduce Tobacco-Related Disparities among Priority Population Youth**

- TRU Media strategies that include more diverse victims and conditions, and that depict multiple forms of tobacco, may increase campaign reach to a broader spectrum of students.
- Substantial differences exist in youth brand preference by race/ethnicity. Such information should inform public health strategies addressing industry marketing and promotion.

## II. METHODS

The data presented in this report are a compilation and analysis of monthly data across all 46 Teen Initiative grantees for a 12 month period, July 2009 to June 2010. As required by the conditions of the grant, community/school and priority population grantees report programmatic activities on a monthly basis, with data being due the 5th of each month. UNC TPEP conducted all data processing and reporting.

A new area of focus highlighted by HWTF for Phase IV of the Teen Initiative is increasing awareness and adoption of evidence-based tobacco curriculums. This focus area included measurement of the number of resources identified relating to evidence-based tobacco prevention curriculums, number of meetings to support adoption, number of trainings, and number of tobacco curriculums adopted.

This fiscal year, grantees reported youth access activities under multiple strategies according to their individual action plans developed in collaboration with their HWTF Grant Manger. This is the first year the outcome evaluation is measuring youth access compliance by both dissemination and compliance check activities. Breaking down this focus area provides clarity regarding grantees' activities in this focus area.

Two priority population grantees that have addressed culturally tailoring events to African American youth were absent this fiscal year.

Since the Phase IV logic models examine coalition activities in greater detail than in previous years, trend analysis for coalition activity across grantees is no longer possible. Trend analyses for coalition activity will continue for future fiscal years.

Multiple sources of data are used to evaluate the Teen Initiative. These sources include:

- Tobacco Evaluation and Management System (TEAMS)
- 2009 Youth Tobacco Survey
- 2008 NC Child Health Assessment and Monitoring Program (CHAMP) surveillance survey
- 2009 Alternative to Suspension programs survey
- 2010 Tobacco Free Schools compliance survey

### **Monthly Data**

The monthly data are entered into the Tobacco Evaluation and Management System (TEAMS). TEAMS is a customized, web-based tracking system that collects data related to the nine focus areas and 37 performance outcomes in accordance with the Teen Initiative grantees fiscal year 2009-10 Annual Action Plans and comprehensive Teen Initiative logic models (see Appendix C). During the first six months of fiscal year 2009-10, grantees recorded monthly data in a Microsoft Excel-based interim tracking system. In January 2010, all data recorded in the interim tracking system were uploaded into the TEAMS database and verified by the grantees.

Media includes messages that are either *earned* or *paid*. Earned messages are generally "mass or large media" reaching large audiences through channels including radio, TV, and newspaper interviews and were merited by the grantee based on their work. Earned media also include letters to the editor. Grantees do not pay for earned media coverage. Paid messages include ads, radio spots, or HWTF materials that were purchased. Contrary to previous fiscal years, media, as defined within this report and in all programmatic measures, no longer includes unpaid media messages. Unpaid media messages are now considered printed and promotional materials.

Since media no longer encompasses unpaid media messages, trend analysis for media related outcomes by grantees is no longer possible. Trend analyses for paid and earned media messages alone will, however, occur for upcoming fiscal years. Although unpaid promotion of Teen Initiative messages are no longer considered media per se, information on the distribution of branded/promotional items is still collected.

### ***Semi-Annual Data***

Grantees also completed a semi-annual survey within TEAMS which provides data on programmatic activities and outcomes during January 1 - June 30, 2010. This TEAMS module includes data in three areas: 1) additional semi-annual programmatic activities, 2) perceptions of program progress, and 3) resources, support, and technical assistance (TA) utilization and effectiveness. Programmatic activities are incorporated into this report, with figures and tables from the semi-annual data noted appropriately. A summary of grantee perceptions of program progress is also included in this report and the TA report is provided under separate cover to HWTF. Grantee monthly and semi-annual data not submitted by imposed deadlines are not included in the report. While monthly data from all 46 grantees are included in this report, two grantees did not submit their semi-annual data into TEAMS by the imposed deadline. Thus, items contained in this report with reference to semi-annual reporting include data from 44 grantees only.

### ***External Data***

External sources of surveillance data are used in the evaluation of the Teen Initiative. These sources include the 2009 North Carolina Youth Tobacco Survey (YTS), the 2008 NC Child Health Assessment and Monitoring Program (CHAMP) surveillance survey, and two studies conducted by the Tobacco Prevention and Evaluation Program on Alternative to Suspension programs and Tobacco Free Schools compliance.

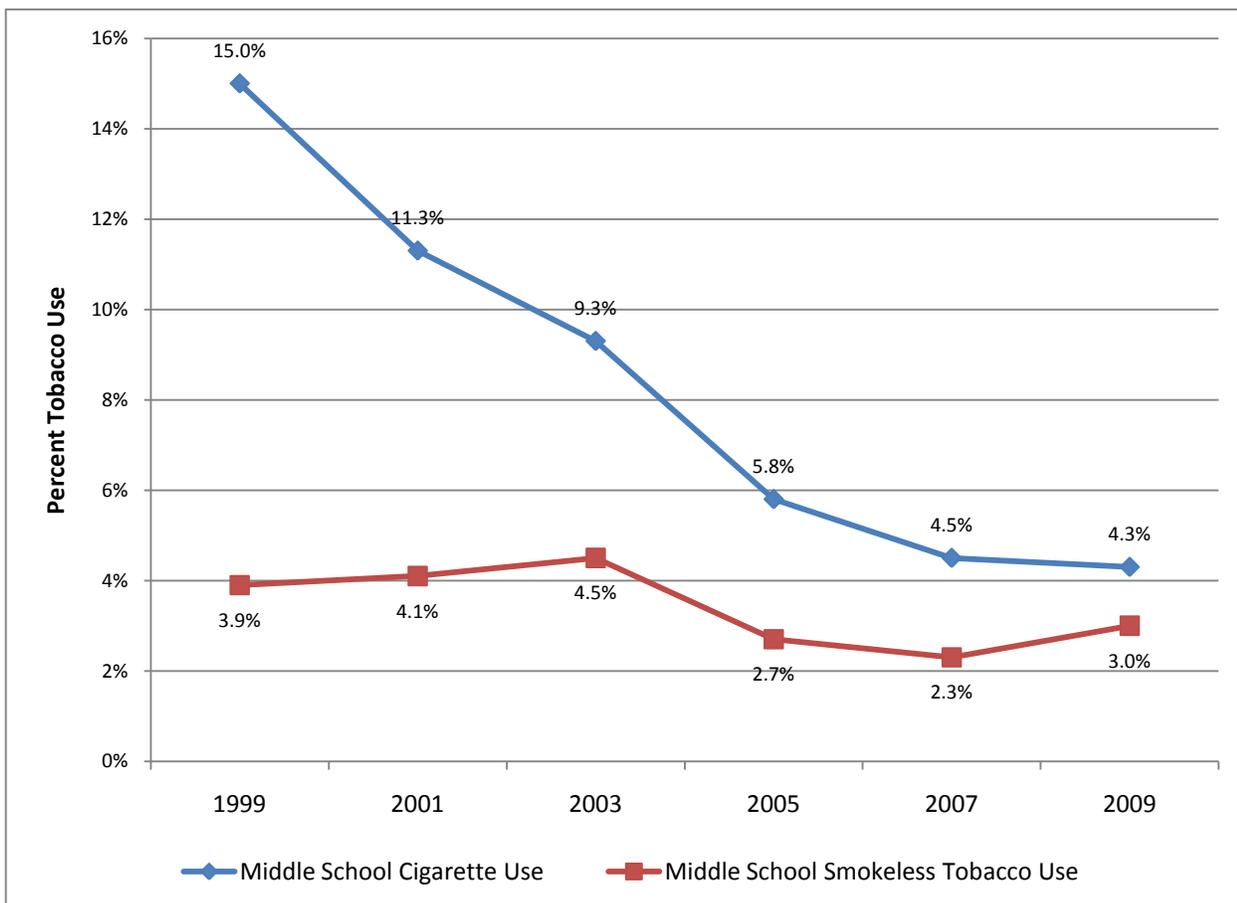
### III. STATE OF YOUTH TOBACCO USE: FINDINGS FROM THE 2009 YOUTH TOBACCO SURVEY

The Youth Tobacco Survey (YTS) is a state administered survey with a core set of questions coordinated by the Centers for Disease Control and Prevention and is the primary surveillance tool to assess the effectiveness of the Teen Initiative. The North Carolina Health and Wellness Trust Fund, NC Tobacco Prevention and Control Branch, and UNC Tobacco Prevention and Evaluation Program work together to add additional state-specific questions. Over 7,000 middle and high school students respond from a representative sample of schools. The 2009 YTS report includes data analyzed from the 1999-2009 YTS survey years.

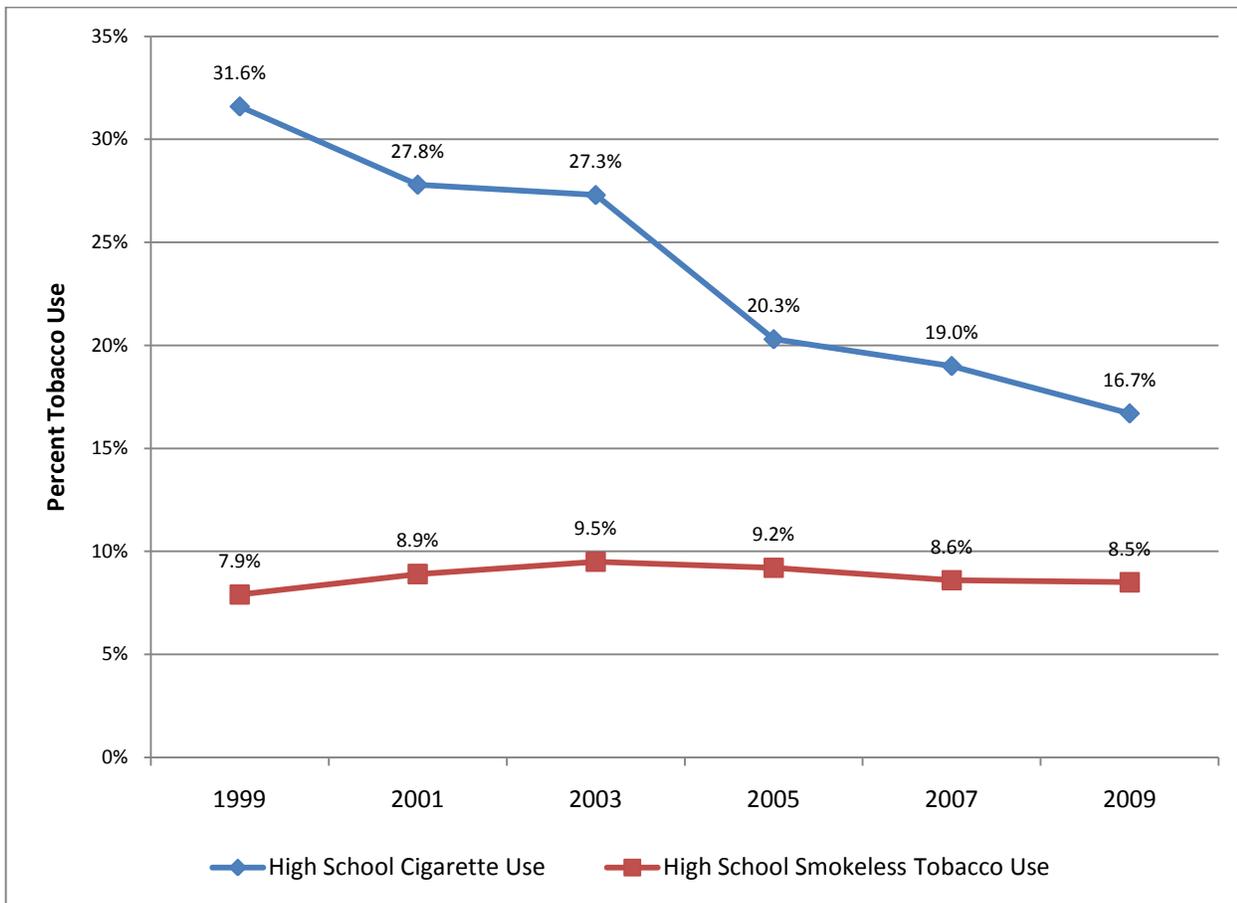
#### ***Tobacco use***

Analyses of the North Carolina (NC) Youth Tobacco Survey (YTS) show that consumption of cigarettes among middle and high school students has significantly decreased from 1999-2009 (15% to 4% and 32% to 17%, respectively) with the most precipitous decreases occurring since 2003 (54% drop among middle school youth and 39% drop among high school youth). These decreases in smoking rates translate to over 53,000 fewer teen smokers since 2003. Prevalence decreased significantly more after the initiation of the Teen Initiative funded by the NC Health and Wellness Trust Fund (HWTF) Commission and state and federal tobacco excise tax increases. Prevalence of smokeless tobacco products (SLT) has not significantly changed over this time period. Figures 1 and 2 illustrate these trends.

**Figure 1. NC Middle School Cigarette and SLT Use: YTS 1999-2009**



**Figure 2. NC High School Cigarette and SLT Use: YTS 1999-2009**



Risk profiles of current tobacco use over time consistently show that middle and high school students' tobacco use behaviors are significantly associated with the tobacco use behaviors of their friends. This holds true for both smokers and non-smokers (e.g., the more smoking friends one has, the more likely one is to smoke; likewise the more non-smoking friends one has, the more likely one is not to smoke). This consistent trend highlights the importance and influence of student's social networks.

Multiple forms of tobacco use among middle and high school student tobacco users (cigarettes, cigars, smokeless) strongly relate to each other (e.g., those who use cigars are much more likely to use cigarettes; or, those who use smokeless are more likely to use cigarettes).

New smokeless products (snus, orbs, strips) are viewed as less risky alternatives to regular smokeless tobacco by a third of students. Students who have tried tobacco cigarettes, smokeless tobacco, cigars, pipes, and/or bidis, as well as male students, are more likely to view the new products as less risky.

***Susceptibility to tobacco use***

Students who are susceptible over time to tobacco use (e.g., report the possibility of trying tobacco in the next year) have similar characteristics in analyses to tobacco users (i.e., they report the willingness to use or wear tobacco industry promotional items and they have friends who use tobacco). Exposure to smoking environments and depictions of smoking in media also increase susceptibility. The TRU Media campaign appears to have a greater reach among susceptible youth in the 2009 YTS.

### ***Access to cigarettes***

The 2009 NC YTS survey found that 20% of high school students reported being asked to provide proof of age while purchasing cigarettes in the past 30 days. More importantly, only between one-fifth and one-fourth of students who smoke report obtaining cigarettes by directly purchasing them, a number that has not changed over time. The majority of students who smoke report receiving cigarettes through “borrowing” them from acquaintances and asking adults to purchase them. Stricter youth access efforts at this time may not result in substantial new declines in youth cigarette use.

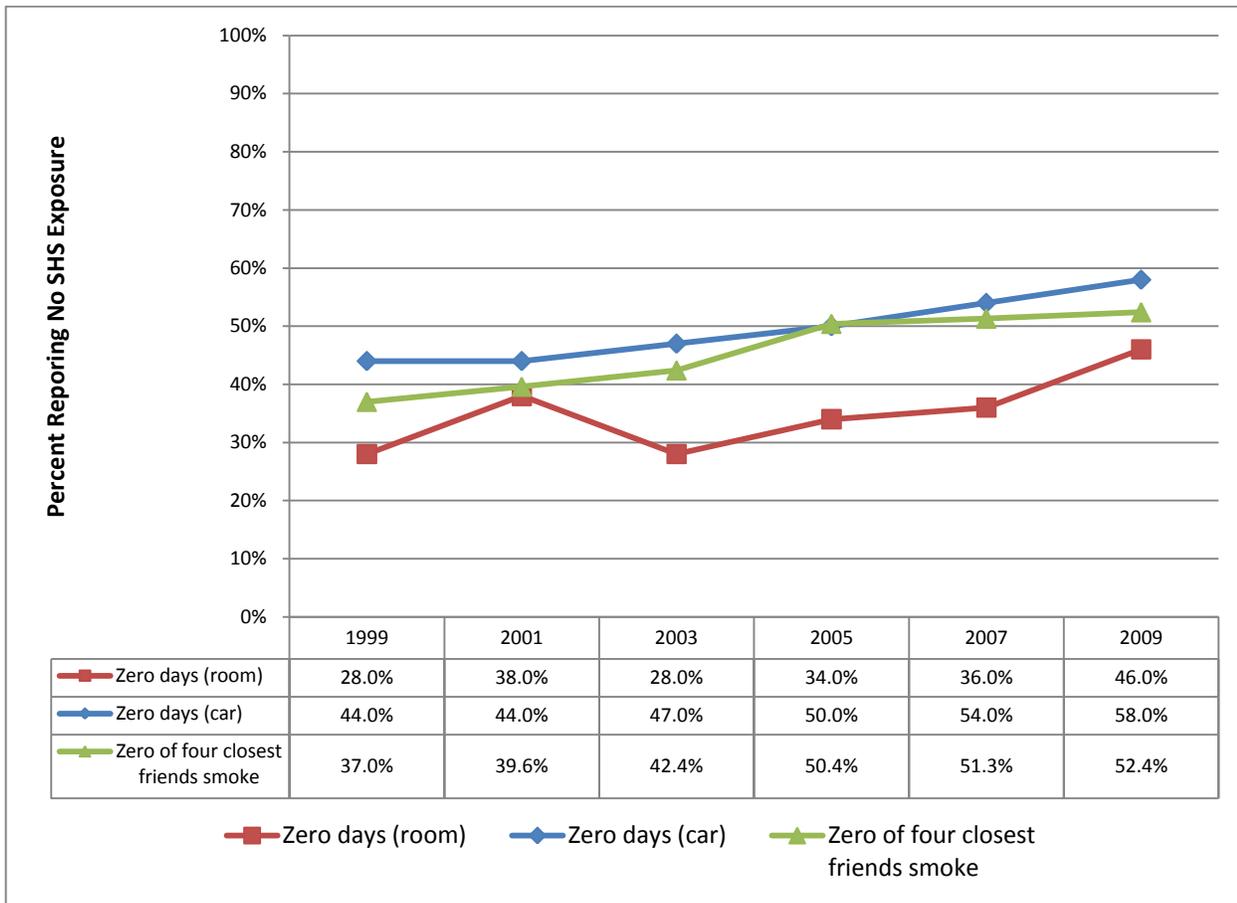
### ***Cessation***

When asked about cessation attempts on the 2009 NC YTS, 52% of high school youth smokers and 58% of middle school youth smokers reported making a cessation attempt during the past year. Nearly half of high school youth smokers (48%) and just over half of middle school youth smokers (53%) reported making a quit attempt 3 or more times during the past year.

### ***Secondhand smoke exposure***

Data on secondhand smoke (SHS) exposure from 1999-2009 show middle and high school youth reporting significant declines in exposure in cars and in homes. The percentage of high school and middle school youth who report not being in a room with a smoker in the past 7 days has significantly increased from 28% to 46% and 41% to 53% respectively. By 2009, 58% of high school youth (up from 44% in 1999) and 64% of middle school youth reported no exposure to secondhand smoke in cars during the past week. Data also demonstrate significant increases in the number of reported friends who do not smoke from 1999-2009 (37% to 52% among high school youth and 61% to 71% among middle school youth (see figure 3).

**Figure 3. NC High School Youth Reporting No Exposure to SHS in Rooms, Cars, and Among Friends**



These changes occurred before implementation of NC’s recent comprehensive smoke-free restaurant and bar legislation in 2010. These declines, if used in media and community campaigns, might continue to change norms statewide. Because knowledge about dangers of SHS remains consistently high, emphasizing health effects of SHS in campaigns may not result in additional gains.

***Opinions about tobacco use and secondhand smoke exposure***

Data show that middle and high school youth report broad support for indoor and outdoor smoke-free policies. This support, even among young smokers, is normative and includes smoke-free cars and homes. This support can form the basis for renewed policy efforts at SHS exposure elimination in worksite and outdoor environments.

***Tobacco free schools and other tobacco intervention efforts***

High school student smokers’ reports of never smoking on school grounds have increased from 59% in 1999 to 63% in 2009, after implementation of the 100% tobacco free schools legislation in 2008. A majority of student smokers report not smoking on school grounds. Analyses over time show declining roles that students report for schools in tobacco use prevention and cessation messages, such as:

- A minority of students in middle and high school report receiving training on saying no to tobacco in school (in 2009, 23% of middle school and 13% of high school students);
- Fewer than one-half of students report being taught about the dangers of tobacco use in class (in 2009, 41% of middle school and 28% of high school students); and,

- A small minority of student smokers report receiving support to quit (in 2009, 4% of middle school and 7% of high school student smokers).

Only 6.9% of high school students report participating in community activities to discourage other youth from using cigarettes, chewing tobacco, snuff, dip, or cigars. This reflects a declining trend from 2001 (10.3%) and 2003 (7.7%) when this question was also asked on the YTS.

### ***Youth attitudes about smoking***

Data indicate relatively few students report positive beliefs about smoking as an enhancer of “coolness” and friendship. Still, this theme does relate to current tobacco use. The dangers of tobacco are widely known among students. Fewer than one-in-ten students believe it is safe to smoke. Because knowledge about dangers of tobacco use remains consistently high, emphasizing knowledge about health effects in promotional campaigns is not likely to result in additional gains.

## **IV. SUMMARY OF GRANTEE ANNUAL ACTIVITIES**

### **A. Overview**

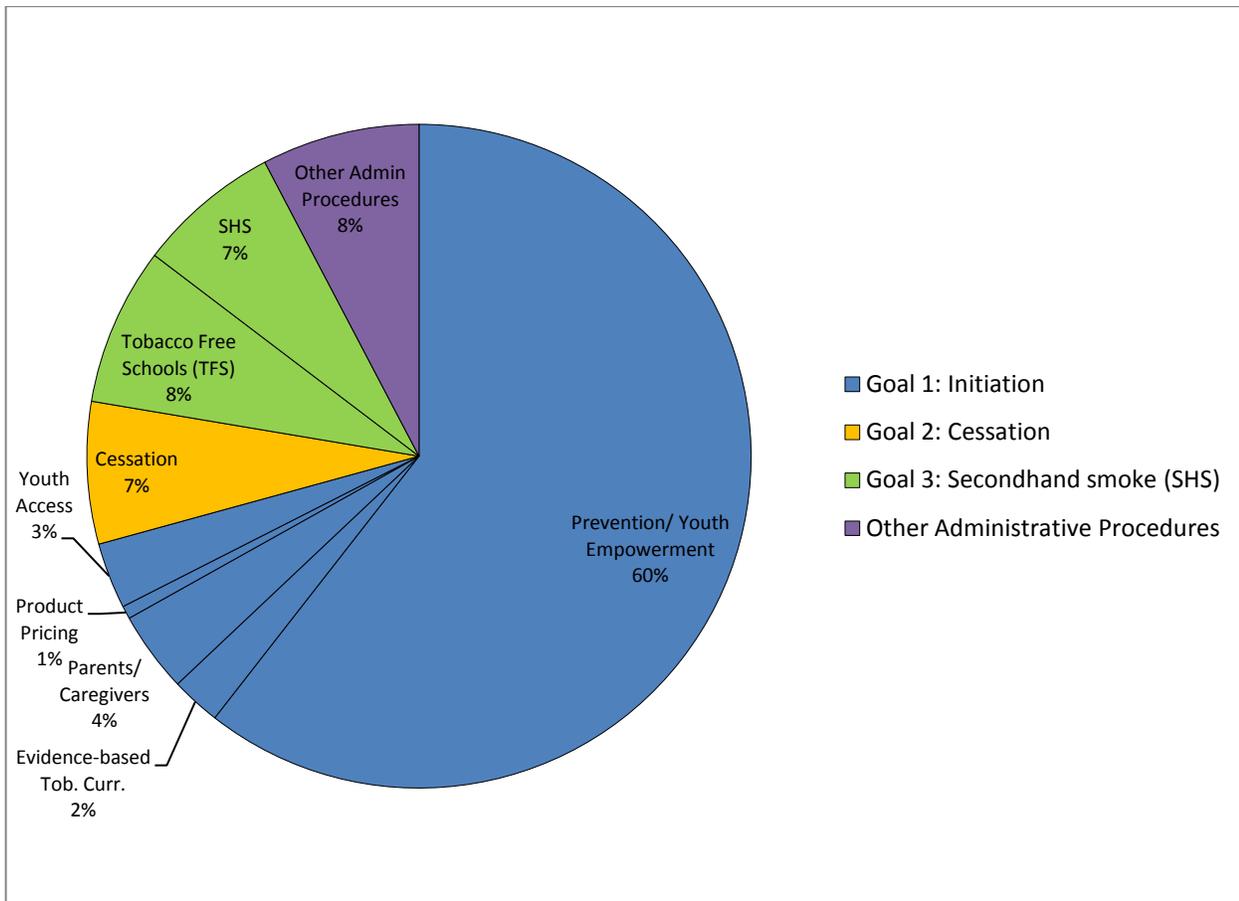
The following report is a summary of the progress and events conducted by HWTF Teen Initiative grantees from July 1, 2009 - June 30, 2010 (fiscal year 2009-10). This report includes data from 42 Community/School grantees and 4 grantees working with populations experiencing tobacco-related health disparities. Grantees conduct work based upon an Annual Action Plan comprised of nine core areas of program focus (i.e., focus areas) within which grantees conduct specific events and projected program outcomes:

- 1. Youth empowerment/tobacco prevention education,**
- 2. Evidence-based tobacco curriculum,**
- 3. Parent/caregiver education,**
- 4. Product pricing,**
- 5. Youth access,**
- 6. Tobacco free schools,**
- 7. Cessation,**
- 8. Secondhand smoke, and**
- 9. Infrastructure and administrative development.**

Each focus area targets one of three overarching goal areas that mirror best practices for comprehensive tobacco control as defined by the Centers for Disease Control (CDC). These goal areas include prevent youth initiation of tobacco use (hereafter referred to as “initiation”), promote tobacco use cessation among youth (“cessation”), and eliminate youth exposure to secondhand smoke (“secondhand smoke”). Pursuant to a fourth goal area (reduce tobacco-related disparities among priority population youth), work in each of the first three goal areas should include activities that address priority populations.

Figure 4 represents the actual events conducted by focus area within the larger goal areas for all grantees as a proportion of all events conducted for fiscal year 2009-10.

**Figure 4. Actual Events Conducted by Grantees by Goal Area, FY 2009-10**



Although almost all grantees conducted work in initiation, secondhand smoke, and cessation, the great majority of effort occurred in focus areas related to initiation.

Grantees reported a total of 7,128 programmatic events (excluding capacity building measures) during fiscal year 2009-10, a 31% decrease in total events relative to fiscal year 2008-09. The relative decrease is likely due to changes to the data collection system and subsequent clarification of data and outcomes definitions from 2008-09 to 2009-10. In fiscal year 2009-10, approximately 77% of all events (5,476 of 7,128) were in the initiation goal area, of which 86% (4,689 of 5,476) were in the tobacco prevention education and youth empowerment focus area, representing a significant majority of work conducted in not only a single goal area, but also within one focus area. Work in promoting tobacco use cessation among youth accounted for 8% of all reported events (536 of 7,128). Events with focus on eliminating youth exposure to secondhand smoke (including work in Tobacco free School compliance) made up the remaining 16% of events conducted during fiscal year 2009-10 (1,116 of 7,128).

## Grantee Reported Perceptions

Over three-quarters of all grantees report that they have achieved their overall program goals (86%) and are on target to achieve their program goals during the future (93%). When the same perceptions are reported by focus area (see Table 1) variation exists among grantees with nearly all reporting achieving their goals in the youth empowerment and just over half in the secondhand smoke and cessation focus areas. More grantees report room for improvement within product pricing and other focus areas as well as with planning and conducting culturally tailored events. Grantees' reported perception of progress from January-June 2010 is highest to date, suggesting that grantees have increasing confidence in their ability and capacity to achieve program outcomes.

Table 1. Summary of Grantees' Perception of Progress toward Goals, January 2008–June 2010

	January- June 2008 (N = 45)	July- December 2008 (N = 45)	January- June 2009 (N = 44)	July- December 2009 (N = 46)	January- June 2010 (N = 44)
<i>On target</i> to achieve program goals in the next six months	80%	73%	73%	80%	93%
<i>Achieved</i> overall program goals in the last six months	67%	36%	66%	65%	86%
Achieved goals related to Focus Areas:					
Youth tobacco prevention and empowerment	71%	60%	75%	89%	93%
100% Tobacco free Schools (TFS)	49%	40%	59%	48%	66%
Product Pricing and Youth Initiation	16%	9%	23%	20%	48%
Smoke-free policies/ Second-hand smoke	20%	9%	36%	54%	57%
Cessation	31%	16%	52%	63%	75%
Priority Populations	29%	29%	34%	24%	41%

## Media Messages 2009-2010

Forty-five grantees reported disseminating 933 media messages during fiscal year 2009-10. Grantees also reported distributing 9,638 printed materials at a variety of events during the fiscal year. Examples of printed materials include fact sheets, brochures, and posters, many of which grantees obtained from the TRU website. Other examples include QuitlineNC business cards and postcards featuring Gruen von Behrens. Two percent (n = 173) of all printed materials distributed were reported as culturally tailored to HWTF priority populations.

## B. Goal Area 1: Prevent Youth Initiation of Tobacco Use

### Focus Area 1: Youth Empowerment

Youth empowerment remains the primary event component of the Teen Initiative. During fiscal year 2009-10, 86% of all grantee initiation events were conducted under focus area one, tobacco use prevention education and youth empowerment (N = 5,476). All 46 grantees conducted youth empowerment events during the fiscal year. Table 2 provides the number of grantees and self-reported reported measures contributing to the youth empowerment focus area the Teen Initiative evaluation.

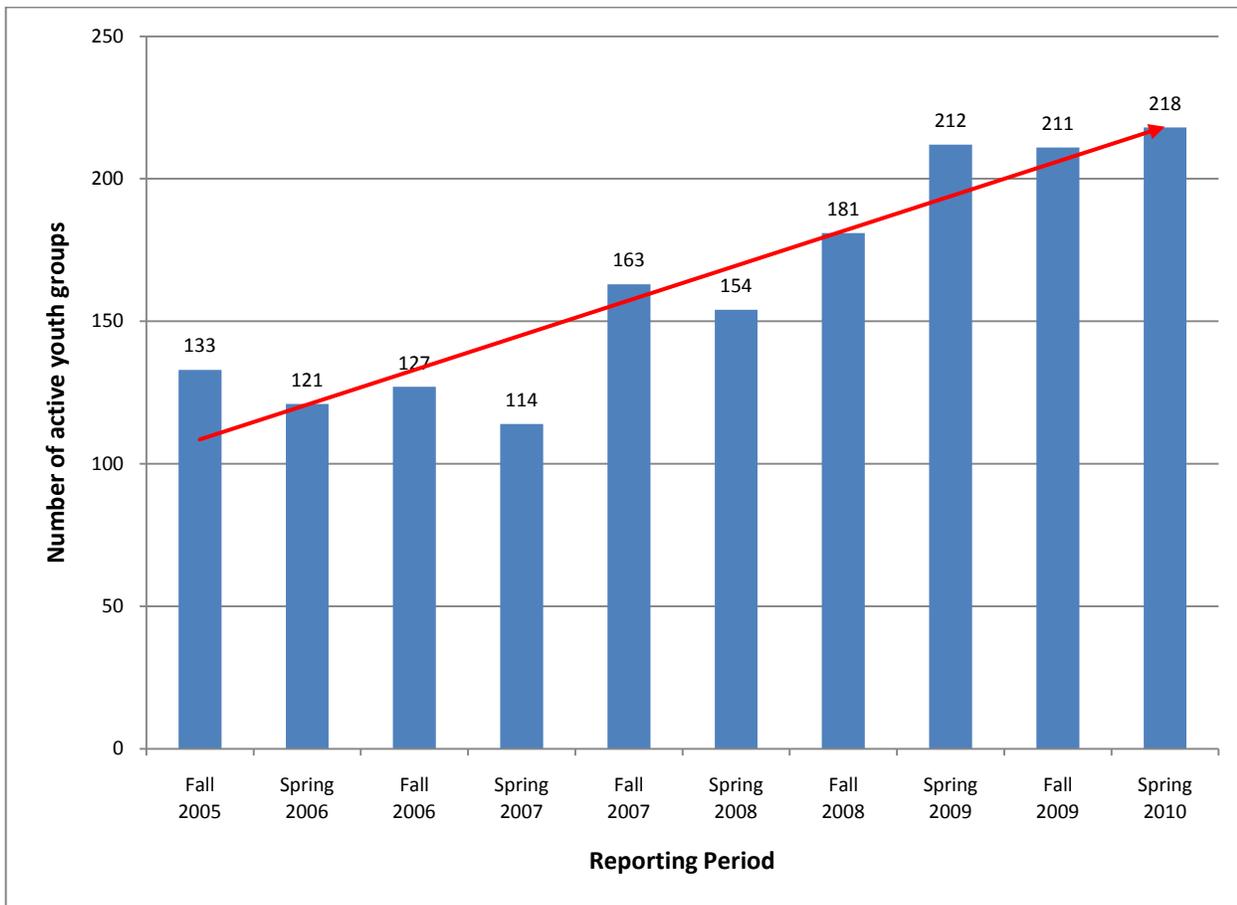
Table 2. Summary of Grantee Reported Measures for Focus Area 1: Youth Empowerment

Grantee working to increase youth empowerment through:	Grantees				Measures				
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Total
Number of tobacco use prevention education media/ promotional messages published or aired	44	45	45	46	1,103	2,251	1,397	1,204	5,955
Number of skill building trainings offered to youth promoting youth led events: TRU and Other Tobacco	17	32	35	26	53	71	71	63	258
Number of skill building trainings offered to youth promoting youth led events: Other Youth	10	7	7	6	19	28	12	14	73
Number of TRU recruitment events conducted	21	11	11	14	64	30	21	29	144
Number of youth led prevention events	43	44	44	45	399	1,145	868	606	3,018
Priority Population events	6	7	7	13	32	35	40	81	188
Number of new TRU groups formed	27		10		75		15		90

Youth played a prominent role in designing and implementing 64% (n = 3,518) of all initiation events conducted during fiscal year 2009-10 (N = 5,476). Of all initiation events that were youth implemented during fiscal year 2009-10, 92% (n = 3,231) were conducted under the youth empowerment focus area. The limited number of youth implemented events reported in the other focus areas indicates that the events in those focus areas are primarily implemented by grantee staff rather than youth. The top three youth implemented activities included TRU meetings (37%), presentations (18%), and school events (17%). Consistent with findings from the 2009 YTS, community events accounted for only 7.5% of all youth implemented events conducted under the youth empowerment focus area.

The number of active youth groups funded by the Teen Initiative appears to have steadily increased, as shown by Figure 5. Semi-annual data reveal an 80% increase in the number of reported active youth groups during spring 2010 when compared to spring 2006.

**Figure 5. Number of Active Youth Groups by Semi-Annual Period, Fiscal Years 2006-10**

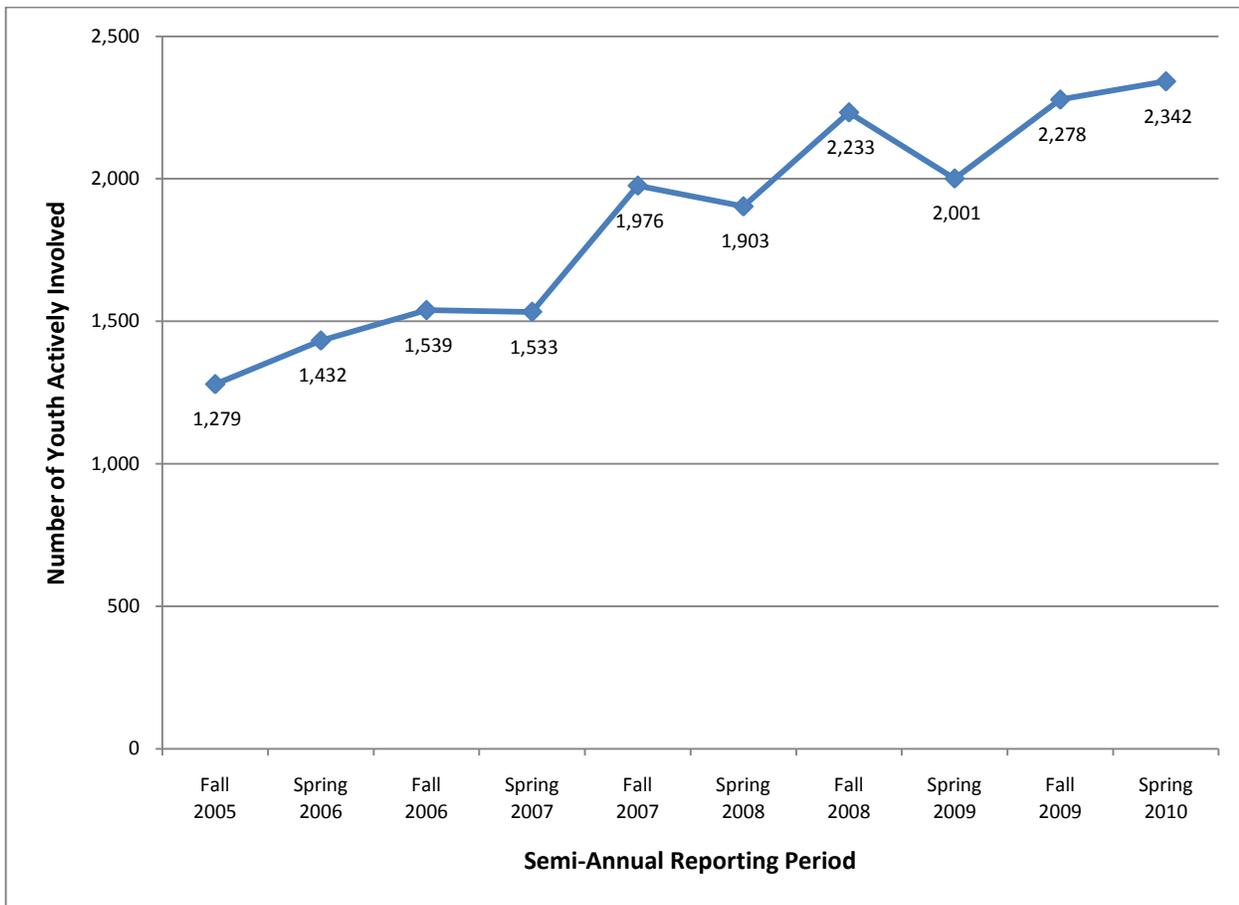


Grantees reported 350 skill trainings targeted to initiation during fiscal year 2009-10, 93% of which occurred in the education and youth empowerment focus area. Additionally, grantees reported in the spring 2010 Semi-Annual Survey that 93% of the youth receiving HWTF funded training were TRU youth members. Two new focus areas were added during the fiscal year 2010-11 making the youth led prevention activity/event comparison between fiscal years 2009-10 and 2010-11 no longer informative.

During fiscal year 2009-10, TRU youth members played an integral role in conducting many of the initiation activities. Forty-six percent (n = 2,245) of all initiation activities were conducted by TRU youth members (N = 4,900). Grantee staff conducted 46% (n = 2,254), and the remaining 8% (n = 410) of all initiation activities were conducted by partner staff, TA providers, community members, and other youth and presenters.

Data from the spring 2010 semi-annual survey show that the number of youth reported as actively involved in Teen Initiative events continued to slowly increase. There was a 17% increase in the number of youth actively involved from spring 2009 to spring 2010. Figure 6 demonstrates a steady increase in the number of youth reported as actively involved in prevention activities from fiscal year 2005-06 to fiscal year 2009-10.

**Figure 6. Number of Youth Actively Involved in Prevention Activities\*, Fiscal Years 2006-10**



\*Youth counts may be duplicated from one period to the next. Any change should be interpreted as the number of new youth actively involved in prevention activities minus the youth who are no longer involved. Currently, there is no method for grantees to use to obtain an unduplicated count of youth.

**Focus Area 2: Evidence-based Tobacco Curriculum**

Table 3 provides the number of grantees and reported measures contributing to the evidence-based tobacco curriculums focus area the Teen Initiative evaluation. Only two curriculum adoptions occurred by grantees reports during fiscal year 2009-10, including the NC Spit Tobacco Education curriculum in all Warren County Public Schools (8 schools) and Kannapolis Intermediate School. This is consistent with the finding from the Tobacco Free Schools compliance study reflecting a lack of tobacco curriculums in the schools.

Table 3. Summary of Grantee Reported Measures for Focus Area 2: Evidence-Based Tobacco Curriculum

Grantee working to increase evidence-based tobacco curriculum awareness and adoption through:	Grantees				Measures				
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Total
Number of events to identify resources relating to evidence-based tobacco use prevention curricula	0	0	1	1	0	0	1	1	2
Number of schools adopting evidence-based tobacco use prevention curricula	1	0	0	1	1	0	0	1	2
Number of meetings/contacts to provide support for existing tobacco curricula	8	9	5	8	23	14	5	14	56
Number of skill building trainings offered by grantee to adult leaders	6	5	5	2	6	5	5	2	18
Priority Population events	0	0	0	3	0	0	0	7	7

The relatively few curriculum adoptions and limited program activities in this focus area are consistent with findings from the 2009 YTS. Table 4 shows the number and types of events conducted by the grantees for evidence-based tobacco curriculums.

Table 4. Evidence-based Tobacco Curriculums Events Conducted, FY 2009-10

Event Type	Number
Presentations	96
Small group discussions	39
Skills training	18
School event	15
Other	17
<b>Total</b>	<b>185</b>

### **Focus Area 3: Parents and Caregivers**

Research has shown that youth with whom their parents/caregivers discuss the harmful effects of tobacco are less likely to use tobacco products. The 2008 NC Child Health Assessment and Monitoring Program (CHAMP) surveillance survey asked parents of children ages 11 through 18 whether or not they would like to learn more about teen health issues. Of the 72% of parents who said “yes,” 83.9% reported that they would find it “helpful” or “very helpful” to learn more about teens and tobacco use<sup>2</sup>. An expected long-term outcome for this focus area is a statewide increase in the percent of parents/caregivers discussing the harmful effects of tobacco with youth. The CHAMP survey tracks progress in this focus area. Interim data from 2010 CHAMP survey indicate that nearly half of parents of children ages 9-17 surveyed report talking to their child(ren) about the dangers of tobacco use a few times a month or more frequently which reflects a decline from 2006 when this was last measured (63% of 2006 respondents reported talking to their child(ren) about the dangers of tobacco use a few times a month or more). Nearly a quarter reports talking with their child(ren) about the dangers of tobacco use only a few times a year (30% in 2006) and 16.5% report never talking with their child(ren) about this topic (7% in 2006).

<sup>2</sup> North Carolina State Center for Health Statistics. [Internet site] <http://www.schs.state.nc.us/SCHS/champ/2008/k18q02d.html>. Accessed Sept. 20, 2010.

Table 5 provides the number of grantees and reported measures contributing to the parents/caregivers focus area in the Teen Initiative evaluation.

Table 5. Summary of Grantee Reported Measures for Focus Area 3: Parent/Caregivers

Grantee working to increase tobacco risk awareness and use reduction action among parents and caregivers through:	Grantees				Measures				
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Total
Number of events to identify resources to reach parents of school-aged youth	4	5	2	8	5	7	2	17	31
Number of meetings /contacts /presentations to parents and parent groups on the importance of talking to their children about tobacco use and related HWTF initiatives	24	23	24	28	42	36	42	55	175
*Number of parents grantees reported attending meetings/presentations about youth tobacco initiatives	24	23	24	28	37,222	4,926	2,781	7,844	52,773
Priority Population events	3	3	6	5	4	5	11	11	31

\* The counts of parents who attended meetings/presentations are an aggregated count using grantee self-reported data.

Grantees use a number of strategies directed at reaching parents on the harmful effects of tobacco use. Grantees reported that parents/caregivers attended a total of 775 initiation events during fiscal year 2009-10. Over half of all events attended by parents/caregivers were school (29%) and community events (33%).

**Focus Area 4: Product Pricing**

Focus area 4 includes events that discuss the relationship between tobacco product pricing and youth tobacco use. Grantees primarily provide this type of information to teachers, school staff, youth, and other adult leaders. Table 6 shows that few grantees reported measures contributing to the product pricing focus area in the Teen Initiative. Table 7 shows the number and types of events conducted by the grantees for product pricing.

Table 6. Summary of Grantee Reported Measures for Focus Area 4: Tobacco Pricing and Youth Initiation

Grantee working to promote association of tobacco pricing and youth initiation through:	Grantees				Measures				
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Total
Number of educational presentations on pricing to school/community linking increased price of tobacco with decreased youth initiation	1	0	5	2	1	0	5	2	8
Number of media/promotional messages published or aired that link increased price of tobacco with decreased youth initiation	1	1	1	3	3	1	1	12	17
Priority Population events	0	0	1	1	0	0	1	1	2

Table 7. Product Pricing Events Conducted, FY 2009-10

Event Type	Number
Media	25
Presentations	8
Community/School Events	7
Skills training	2
Other	7
<b>Total</b>	<b>49</b>

**Focus Area 5: Youth Access**

Activities in this area focus on promoting enforcement of underage tobacco sales laws and reducing tobacco advertising appealing to youth. During FY 2009-10, grantees reported only one establishment - Fatback's Citgo located in Murphy, NC - as removing all tobacco advertisements from its premises. In prior fiscal years, grantees reported youth access events under only one evaluation measure. Table 8 provides the number of grantees and reported measures contributing to the youth access focus area the Teen Initiative evaluation.

Table 8. Summary of Grantee Reported Measures for Focus Area 5: Tobacco Sales and Advertising

Grantee working to decrease youth tobacco sales and advertising through:	Grantees				Measures				
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Total
Number of enforcement media/promotional messages published or aired	5	3	0	6	5	3	0	8	16
Number of activities to increase compliance (e.g. merchant education)	12	9	13	18	124	11	38	60	233
Priority Population events	0	1	0	1	0	3	0	7	10
Number of stores that removed tobacco ads	1		0		1		0		1

During fiscal year 2009-10, grantees reported a total of 248 youth access events, 83% (n = 206) directly targeting compliance. Of these 206 compliance events, 85% (n = 176) consisted of educating and increasing awareness among merchants of underage tobacco sales laws and the remaining 15% (n = 30) were compliance checks. During Q2, youth received specific training from Alcohol Law Enforcement (ALE) for compliance checks planned for Q3. The fourth quarter showed a slight increase in overall compliance activities from quarters two and three. Grantee strategies to provide stricter youth access efforts at this time may not result in substantial new declines in youth cigarette use. Table 9 shows the number and types of events conducted by the grantees for youth access.

Table 9. Youth Access Events Conducted, FY 2009-10

Event Type	Number
Compliance	206
Media Event	16
Presentation(providing education)	12
Other	14
<b>Total</b>	<b>248</b>

### Media & Promotional Materials

Grantees reported disseminating 576 (163 paid and 413 earned) media messages in initiation, 83% under the youth empowerment focus area. Grantees also reported disseminating 6,729 initiation promotional materials (89% were TRU materials) accounting for 62% of all promotional materials distributed during the fiscal year.

### C. Goal Area 2: Promote Tobacco Use Cessation among Youth

#### Focus Area 7: Cessation

Grantees primarily conduct cessation events with youth, parent/caregivers, and the general public. Thirty-five grantees reported conducting presentations, skills trainings, small group discussions, and community/school events in the goal area of tobacco cessation during fiscal year 2009-10. Data from the Tobacco Free Schools compliance study reflect low levels of reported tobacco cessation support available in the schools. Table 10 provides the number of grantees and reported measures contributing to the cessation goal area the Teen Initiative evaluation. Table 11 shows the number and types of events conducted by the grantees for cessation.

Table 10. Summary of Grantee Reported Measures for Focus Area 7: Providing Cessation Resources

Grantee working to increase youth tobacco cessation through:	Grantees				Measures				
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Total
Number of cessation media/promotional messages published or aired	37	42	41	43	319	1,402	465	442	2,628
Number of trainings held for health care professionals on 5A counseling for youth or Spit Tobacco	2	1	6	6	3	2	7	6	18
Number of activities conducted to raise awareness to the harmful effects of social smoking	4	7	7	13	4	8	22	21	55
Number of presentations or meetings promoting Quitline, NOT, 5A counseling for youth or Spit Tobacco cessation	19	30	20	16	54	64	65	76	259
Priority Population events	1	4	2	9	2	4	4	15	25

Table 11. Cessation Events Conducted, FY 2009-10

Event Type	Number
Media event	125
Presentations	115
School event	100
Community event	85
Small group discussions	45
Skills trainings	25
Other	41
<b>Total</b>	<b>536</b>

## ***Media & Promotional Materials***

Grantees reported disseminating 125 (28 paid and 97 earned) media messages in cessation. Grantees also reported disseminating 2,808 cessation promotional materials (99% were Quitline materials) accounting for 26% of all promotional materials distributed during fiscal year 2009-10.

### **D. Goal Area 3: Eliminate Youth Exposure to Secondhand Smoke**

#### ***Focus Area 6: Tobacco Free Schools***

With the passage of Tobacco Free School legislation in 2008, HWTF has expanded the delivery of events in this focus area to include compliance checks on school grounds (including TFS sign posting) and message dissemination to parents, teachers, visitors, and students. The sole program outcome for this focus area is the adoption of alternative to suspension programs (ATS). Chatham and Orange County Schools piloted tested ASPIRE, a computer-based program that assists teen tobacco users to stop using tobacco products.

Data from the Tobacco Free Schools compliance study show high levels of support for TFS policies among personnel at the district level and administrators and staff at the school level. Data suggest that compliance is high for teachers and staff but could be improved for students and visitors. Respondents at the administrator and teachers and staff level report inconsistency in who is responsible for enforcement of TFS policies. Data reflect a lack in consistent and systematic methods of communicating TFS policies and associated enforcement, especially for students and visitors. While respondents reported that Alternative to Suspension (ATS) programs existed in their schools, evidence suggests a lack of clarity into what an ATS program entails. Of the schools surveyed who said they had an ATS program, some cited examples included “detention,” “in-school suspension,” and “out-of-school suspension,” none of which would constitute as an ATS program.

According to the ATS program survey, the American Lung Association’s ATS program is the largest statewide program in North Carolina for alternative to suspension for youth caught using tobacco products. Despite being the largest program, reported awareness and training among Safe and Drug Free School Coordinators (SDFSC) is low statewide. While 51% of survey respondents reported awareness of the ALA program, only 26% reported either personally receiving or knowing of others who have received ATS program training/materials. Data also suggest a lack of standards for tracking the number of youth attending an ATS program or collecting demographic information.

Table 12 provides the number of grantees and reported measures contributing to the tobacco free schools focus area the Teen Initiative evaluation.

Table 12. Summary of Grantee Reported Measures for Focus Area 6: Promoting Tobacco Free Schools (TFS)

Grantee working to further tobacco free school policies through:	Grantees				Measures				
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Total
Number of compliance meetings with school/community agencies to encourage implementation and compliance with 100% TFS policy	21	23	22	17	50	95	33	38	216
Number of TFS surveillance/assessment events conducted	14	23	16	14	28	63	23	26	140
Number of activities to disseminate/discuss surveillance/assessment findings	8	9	3	4	13	23	4	4	44
Schools adopting an Alternative to Suspension (ATS) program	1	1	0	1	1	2	0	1	4
Number of media/promotional messages encouraging compliance with 100% TFS policy that are published or aired	30	26	14	19	200	615	92	112	1,019
Number of presentations promoting effective cessation resources for school staff	4	11	10	4	6	71	20	8	105
Priority Population events	2	1	1	2	2	9	1	5	17
Total number of school/community coalitions formed by grantees to address initiative goals since TTUPC inception	18		15		24		31		31
Number of school/community coalitions formed by grantee to address TTUPC initiative goals during the past six months	10		5		12		7		19

During quarter 3 of fiscal year 2009-10, the American Lung Association stopped promoting the ATS program to grantees. Table 13 shows the number and types of events conducted by the grantees for tobacco free schools.

Table 13. Tobacco Free Schools Events Conducted, FY 2009-10

Event Type	Number
Compliance	204
School event	118
Media Event	85
Presentation (providing education)	85
Other	100
<b>Total</b>	<b>592</b>

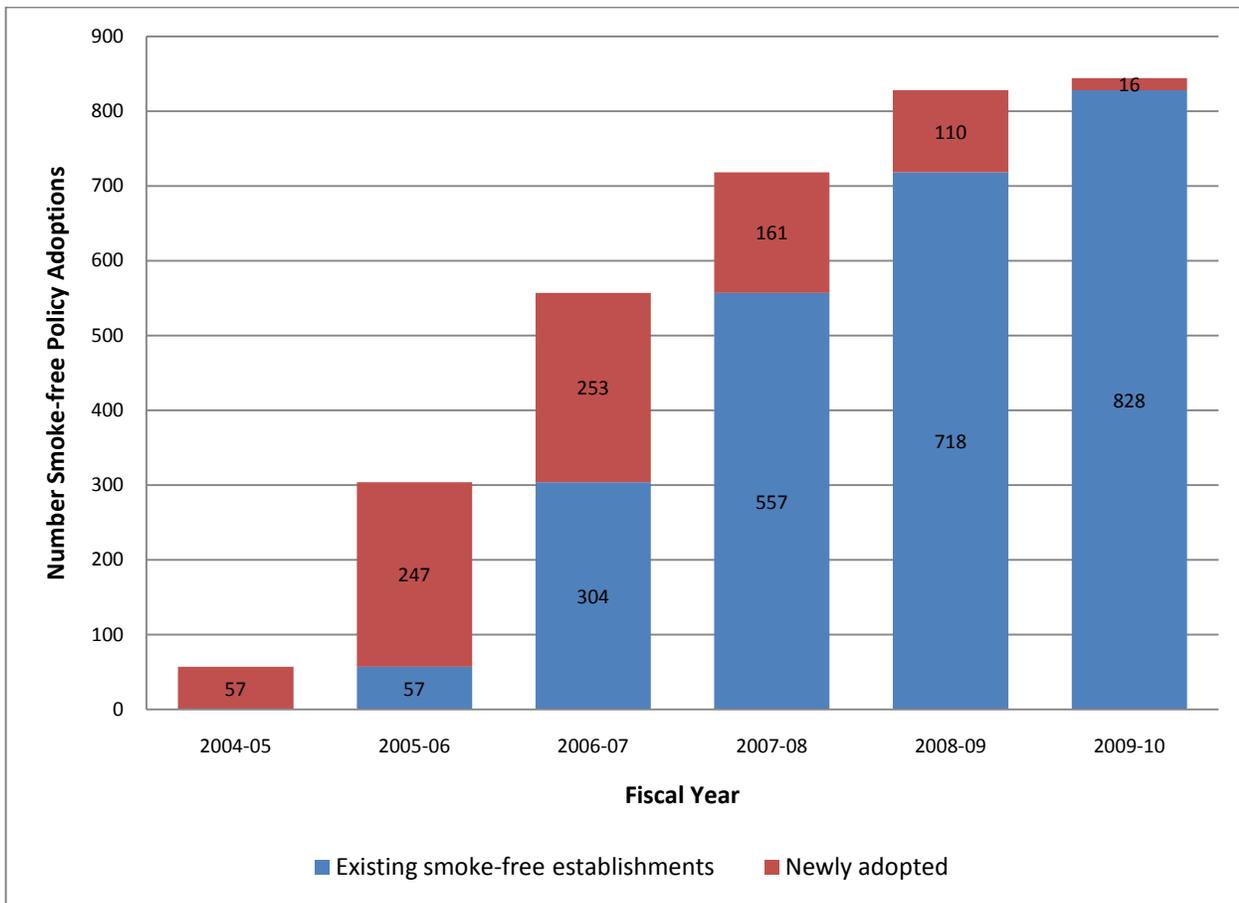
**Focus Area 8: Secondhand Smoke**

The program outcome for the secondhand smoke (SHS) focus area is *smoke-free policy adoptions* which is realized when venues (e.g. restaurants, places of worship, tribal facilities, convenience stores) frequented by youth implement a policy prohibiting smoking or tobacco use on the premises. During fiscal year 2009-10, 7 grantees reported a total of 16 smoke-free policy adoptions; one health care facility, one restaurant, three municipal policies, seven places of worship, and five others (daycare, real estate office, YMCA, a gift shop, and two others). Fewer grantees reported smoke-free policy adoptions this year compared to last year because of the House Bill 2 passage in which all venues serving food are now required to be smoke-free. Table 14 lists the grantees and venues that adopted 100% smoke-free policies during fiscal year 2009-10 with support from 7 HWTF grantees. Figure 7 shows the cumulative total policy adoptions from 2004-2010.

Table 14. 100% Smoke-Free Policy Adoptions, FY 2009-10

<b>Grantee</b>	<b>Venue</b>	<b>Location</b>
Buncombe County Schools	Buncombe County Government	Buncombe County, NC
	Public Parks and Municipalities	Asheville, NC
Catawba County HD	Yousseff 242	Hickory, NC
Chowan Regional	Open Door Baptist Church	Edenton, NC
Chowan Regional	Church of Christ	Edenton, NC
Dare County HD	Dare County Dept. of Public Health	Dare County, NC
Guilford County HD	Bryan YMCA	Greensboro, NC
Macon County PH Center	Town of Franklin	Franklin, NC
North Carolina Commission on Indian Affairs	Sweet Expressions	Pembroke, NC
	Beauty Spot United Methodist Church	Rowland, NC
	Piney Grove United Methodist Church	Maxton, NC
	Walls Chapel United Methodist Church	Red Springs, NC
	Mt. Zion United Methodist Church	Hoke County
	Cool Spring United Methodist Church	Laurinburgh, NC

**Figure 7. Smoke-Free Policy Adoptions, Cumulative Total**



The adoption of House Bill 2 in the spring 2009, and its initial implementation in January 2010, clearly contributed to reductions in events of grantees surrounding secondhand smoke. As House Bill 2 became law, the number of establishments in which smoking was allowed decreased. This resulted in changes needed for reaching venues that continue to have secondhand smoke exposure particularly in worksites and outdoor venues. These changes have resulted in increases in events in fiscal year 2009-10 not originally in grantees' action plans for 2009-10. Table 15 provides the number of grantees and reported measures contributing to the secondhand smoke focus area the Teen Initiative evaluation.

Table 15. Summary of Grantee Reported Measures for Focus Area 8: Secondhand Smoke

Grantee working to decrease youth exposure to secondhand smoke through:	Grantees				Measures				
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Total
Number of media/promotional messages promoting adoption of smoke-free policies published or aired	8	20	19	6	14	36	45	9	104
Number of improved smoke-free policies (e.g. smoke-free night)	0	0	0	0	0	0	0	0	0
Number of smoke-free policies adopted (see also table 14)	3	2	2	3	3	2	4	7	16
Number of times appreciation letter/certificates are disseminated to smoke-free youth-frequented venues	0	0	0	0	0	0	0	0	0
Number of patron survey campaigns/petition drives whose findings are disseminated to manage/owners/leaders	4	2	1	2	5	3	1	2	11
Number of presentations/ meetings in schools/ communities or with manager/ owners/ leaders promoting adoption of smoke-free policies	9	10	12	12	10	15	20	17	62
Priority Population events	1	1	4	1	1	1	11	6	19

Table 16 summarizes reported grantee events targeting reduced exposure to SHS among youth. During fiscal year 2009-10, the majority of SHS events (200 compliance activities) occurred, which includes SHS compliance policy messages and policy checks/violations to local restaurant owners, managers, and patrons.

Table 16. Secondhand Smoke Events Conducted, FY 2009-10

Event Type	Number
Compliance	200
Media Event	147
Community Event	110
Presentation (providing education)	27
Other	40
<b>Total</b>	<b>524</b>

### **Media & Promotional Materials**

Grantees reported disseminating 232 (52 paid and 180 earned) media messages in secondhand smoke. Grantees also reported disseminating 1,299 secondhand smoke promotional materials (81% were Tobacco Free Schools materials) accounting for 12% of all promotional materials distributed during fiscal year 2009-10.

## E. Goal Area 4: Reduce Tobacco-Related Disparities Among Priority Population Youth

### Reduce health disparities among youth attributable to tobacco use

Data from the monthly reports showed 22 of 46 (48%) grantees reporting events addressing tobacco-related health disparities among youth in their communities. Out of all events conducted during fiscal year 2009-10 (N = 7,128), grantees reported only 4% as culturally tailored to HWTF identified priority populations. Each culturally tailored event may include one or more of the nine priority populations. Although only 48% of the grantees reported conducting events that met the American Legacy Foundation criteria for a culturally tailored event, technical assistance, provided by Research Triangle Institute (RTI), focused strictly on the four priority population grantees (i.e., Lumbee Tribe of North Carolina, North Carolina Commission of Indian Affairs, Haliwa-Saponi Indian Tribe, and El Pueblo) in fiscal year 2009-10. These four priority population grantees accounted for 63% (n = 187) of all culturally tailored events conducted during fiscal year 2009-10. All other 42 grantees accounted for the remaining 37% (n = 112) of culturally tailored events. Additional technical assistance for other non-priority population grantees will occur during fiscal year 2010-11.

## F. Focus Area 9: Infrastructure and Administrative Development (Capacity Building)

Infrastructure and administrative development (capacity building) consists of events that grantees are required to attend such as HWTF trainings as well as initial contacts with potential coalition partners such as government and local leaders. Table 17 provides the number of grantees and reported measures contributing to the administrative procedures focus area the Teen Initiative evaluation. More grantees reported higher numbers of capacity building events in quarters three and four due to increased attendance at various webinars conducted by the FDA and out of state conferences such as “Promising Practices: Achieving Health and Social Equity in Tobacco Control.”

Table 17. Summary of Grantee Reported Measures for Focus Area 9: Infrastructure and Administrative Development

Grantee working to increase administrative capacity through:	Grantees				Measures				
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Total
Number of training sessions/events attended by staff or partners	36	41	44	42	66	70	151	168	455
Number of contacts/meetings with state or local government leaders	10	10	28	23	15	13	50	63	141
Priority Population events	0	4	14	20	0	9	22	55	86
Number of new coalitions formed to advance a tobacco prevention initiative	27		15		44		23		67

## **G. Technical Assistance Providers**

For the Teen Initiative, grantees provide feedback bi-annually via the Semi-Annual Survey on HWTF funded technical assistance (TA) and training resources. There are 12 TA providers offering a wide variety of resources ranging from media advocacy to youth empowerment. During January 2010 - June 2010, grantees reported using the majority of HWTF-funded TA providers. During quarter 4, grantees did not have access to American Lung Association and no grantee used services from the TPCB: Tobacco Free Schools Adoption or Compliance Section. Nearly all grantees (98%) reported using a technical assistance (TA) provider during January 2010 - June 2010. The TA providers grantees used the most during spring 2010 were Question Why (38 of 44; 86%) and NC STEP (29 of 44; 66%). The majority of grantees (95%) reported their needs were completely or mostly met by the TA providers, compared to 77% during Spring 2009. Technical assistance occurred across all goal areas with over two-thirds (69%) occurring in initiation. The cessation and secondhand smoke goal areas accounted for the remaining technical assistance usage (12% and 19% respectively).

## **H. Coalitions**

Since the inception of the Teen Initiative, grantees reported involvement with 147 coalitions across North Carolina on the semi-annual surveys. Coalitions are developed for all populations or for specific HWTF identified priority populations and the majority are formed by non-HWTF funded entities (e.g., coalitions formed by Healthy Carolinians). To date, only 21% of all coalitions (n = 31) were developed by HWTF grantees, 23 reaching youth from all populations and 8 reaching priority population youth. The remaining 79% of all coalitions were developed by non-HWTF funded entities (n = 116).

Grantees reported on the spring 2010 semi-annual survey joining 23 existing coalitions and developing 7 new coalitions in the past six months. Two of the newly developed coalitions were designed to reach one of the nine identified priority populations for the Teen Initiative.

## V. ACHIEVEMENTS AND PROGRAM BARRIERS

### A. Achievements

Forty-five of forty-six grantees (98%) reported at least one major accomplishment during fiscal year 2009-10 for a total of 542 reported accomplishments. Noteworthy accomplishments reported during fiscal year 2009-10 include:

#### Awards

- Chowan Hospital received the NC Quitline Fax Referral Award for being the #1 North Carolina small hospital generating QuitlineNC fax referrals for January 2010. Hospital administrators acknowledged the TRU nicoTEEN Free Way program for the increase in cessation efforts among hospital employees.
- The Orange County Health Department's TRU program was awarded the Kathy Kerr Outstanding Health Education Project Award from the North Carolina Chapter of the Society for Public Health Education.

#### Programmatic Outcomes and Policy Adoptions

- Fatback's Citgo located in Murphy, NC removed all tobacco advertisements from its premises.
- Buncombe County Commissioners voted unanimously to prohibit smoking in all government buildings, vehicles, and property.
- Asheville City Council adopted a policy banning smoking in public parks, and municipalities.
- The Dare County Public Health Department implemented a 100% tobacco free policy.
- The Town of Franklin adopted a 100% tobacco free policy.
- The Alamance Burlington School System included the tobacco free policy in all contracts with outside vendors.

#### Events

- Grantees earned nearly 700 earned media items this fiscal year, which include 459 periodical articles/advertisements, 30 radio interviews/commercials, 93 television interviews/commercials, and 76 website postings.
- The 2009 Eastern Region Youth Summit was organized and presented by 9 HWTF Eastern Region grantees. TRU youth members spend the weekend learning about the perils of tobacco use and the importance of team work.
- Youth from Ocracoke School (middle and high school grades) presented information about the Great American Smoke-Out and House Bill 2 to the Hyde County Board of Commissioners. The youth also asked the Board to adopt a TRU Great American Smoke Out proclamation.
- The TPCB Cessation Section presented 5A's training to 45 physicians, nurses, dentists, and other healthcare professionals. Training materials included 5A's, pharmacotherapy, fax referral, QuitlineNC resources, and insurance billing codes.
- In collaboration with Cabarrus Health Alliance, Cancer Services of Gaston County created a Tobacco Notebook which contained nine lesson plans, one tobacco quiz, and a course evaluation form for teachers to complete. Eleven middle schools and one behavior school received the Tobacco Notebook materials and training.
- Durham County Health Department coordinator presented at the conference, Promising Practices: Achieving Health and Social Equity in Tobacco Control, as part of a panel on interventions with youth. Presentation was entitled, "African American Youth Earn a Tobacco Free PhD: Photo Dialogue and Youth Tobacco Use Prevention. As a result of this presentation, several youth tobacco use prevention coordinators from around the country are now interested in conducting a Photovoice project with their youth.

## B. Barriers

TEAMS allows grantees to report any barriers they encountered that had a negative impact on their progress each month. While reporting barriers is not required of grantees, all grantees reported at least one barrier during 2009-10. In the January-June 2010 semi-annual survey, on average, grantees reported on a scale from 1 to 5 where 1 = *significantly less than you expected* and 5 = *significantly more than you expected* that they encountered barriers to achieving their program objectives “as expected” ( $M = 3.16, SD = 0.61$ ).

The most common barriers reported by grantees were students and staff members missing work/school due to holidays and breaks (123 of 599; 21%), student issues such as participation and recruitment (106 of 599; 18%), planning and scheduling events with community partners and youth (82 of 599; 14%), and cooperation and communication with community stakeholders such as school personnel, medical/health partners, and other community members (67 of 599; 11%). It is important to note that 29 grantees reported staff issues regarding new coordinators and vacant positions as a barrier during fiscal year 2009-10. The presence of additional vacation days and holidays (summer and winter breaks) during Q1 and Q2 resulting in increased youth absence likely contributed to the increase in reported barriers during this time. Table 18 shows all barriers reported in TEAMS by HWTF grantees during fiscal year 2009-10.

Table 18. Reported Barriers by Quarter, FY 2009-10

<b>Reported Barriers</b>	<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4</b>	<b>Total</b>
Administrative	14	16	3	6	39
Cooperation and Communication	26	28	8	5	67
Funding	3	2	0	1	6
Holidays and Breaks	46	54	7	16	123
Planning and Scheduling	28	35	9	10	82
Staff Issues (new coordinator, paid time off, etc.)	29	25	0	7	61
Student Issues (participation, recruitment, etc.)	39	43	11	13	106
Weather	4	16	38	3	61
Other	27	16	5	8	56
<b>TOTAL</b>	<b>216</b>	<b>235</b>	<b>81</b>	<b>67</b>	<b>599</b>

## Appendix A: Grantee Activity/Event Examples

Goal Area 1: Prevent Youth Initiation of Tobacco Use				
Focus Area 1: Youth Empowerment	Youth trainings	School lunch and learns	Peer to peer education	TRU Week activities
Focus Area 2: Curriculum	Identify and integrate an evidenced-based tobacco use prevention curricula	Identify key champion in the school system who will advance the tobacco use prevention curricula	Meetings with Curriculum Specialists/Coordinator	School staff development trainings/workshops
Focus Area 3: Parents	Host tables during parent nights, open houses, PTA meetings, etc. at local schools	Conduct presentations in which youth inform parents about TRU activities	Make presentations to pre-existing parent groups (PTO, Parent Networks, DSS groups)	Mail information out to parents about TRU/HWTF initiatives
Focus Area 4: Product Pricing	Conduct price relationship presentations	Publish letters to the editor	<b>Key Point:</b> HWTF encourages grantees to incorporate price information into presentations that highlight all best practice activities related to youth and tobacco use. They cannot mention any call to action. Must focus only on education/raising awareness.	
Focus Area 5: Youth Access	Conduct environmental scans	Disseminate Red Flag/ Merchant Education materials	Send thank -you letters/certificates to stores who are complaint and conduct follow-up activities with non-compliant stores	Photography of tobacco advertisements and advertisement placement in retail stores (Photovoice)

Goal Area 2: Promote Tobacco Use Cessation Among Youth				
Focus Area 7: Cessation	QuitlineNC Promotions: bulletin boards, posters, business cards, disseminate QuitlineNC promotional items, etc	Conduct Great American Smoke Out and Kick Butts Day activities	Air PSAs on school and local television/radio stations	Training school nurses and other school staff (on youth cessation) during school staff meetings

<b>Goal Area 3: Eliminate Youth Exposure to Secondhand Smoke</b>				
Focus Area 6: TFS	Conduct cigarette butt clean-ups at schools	Present TFS information during new hire sessions at the beginning of the school year (school staff)	Place TFS ads in sport programs	Actively develop/participate with coalitions such as SHAC, SADD, & Healthy Carolinians
Focus Area 8: Secondhand Smoke	Publish letters to the editor thanking youth-frequented venues for adopting smoke-free policies	Disseminate House Bill 2 (Prohibit Smoking in Certain Places) materials	Work with tribal councils & churches to adopt smoke-free policies	Conduct youth surveys to determine which venues they frequent in their county

<b>Goal Area 4: Reduce Tobacco-Related Disparities Among Priority Population Youth</b>				
Conducted “No Fumo” meetings using activities in “No Fumo Curriculum Handbook,” which is geared to Latino youth.	Present to parents in low-income housing about talking to their kids about not using tobacco. Readability of presentation was lowered for low literacy participants.	Saponi tribal youth had an exhibit booth, performed a tobacco free play, and participated in a storytelling activity with tribal elders during the annual Saponi Heritage Day.	Materials distributed during the Hawkeye Indian Cultural Center’s annual Youth Empowerment Week contained Indian imagery and simple wording significant to cultural understanding.	Presentation made to teen moms about dangers of tobacco consumption and dangers of secondhand smoke for their children.

<b>Infrastructure and Administrative Development</b>				
Focus Area 9: Administrative	Meet with elected officials to share results of grantee's HWTF-funded grant work	Create new partnerships	Attend annual meetings and conferences	Participate in tobacco related trainings, webinars, etc.

## Appendix B: Definitions

Community event: Development of a coordinated activity occurring within the community setting that is not otherwise captured by one of the other types of activities. Examples include hosting events/tables at community events such as Watuga's annual Apple Festival, Women's Empowerment, El Pueblo's La Fiesta del Pueblo, NC State Fair, and back to school celebrations.

Compliance: Compliance activities include compliance checks (e.g., visual assessment of compliance) or message/information dissemination (e.g., providing information about the policy or sending letters recognizing levels of compliance) and are intended to enhance compliance with EXISTING policies. Types of compliance activities include Tobacco free schools, Youth Access, House Bill 2, or Other smoke-free venues.

Measures: The actual number of self-reported grantee conducted activities and events contributing to the overall goals of the teen initiative.

Media events: Activities involving the publishing or airing of newspapers, newsletters, billboards, annuals, magazines, printed programs for extracurricular school events, radio, TV, theatre slides, and websites.

Personal communication: Communicating with one other individual via e-mails, phone calls, letters, etc.

Presentation (providing education): Providing education to promote awareness in at least one area of the grant's focus areas. Examples include tobacco 101 presentations to health classes and meetings with school administrators/school board about tobacco use prevention curricula or ATS.

Resource identification: Activities in which you research and locate new resources but do not necessarily distribute information. Such activities include, but are not limited to: identifying tobacco curriculums, parent groups, etc.

School event: Development of a coordinated activity occurring within the school setting that is not otherwise captured by one of the other types of activities. Examples include lunch and learns, placing a bulletin board display/poster up in the school, facebook pages, and Reena providing a talk to the student body.

Skills training: Participants are expected to use skills learned during the training within the next six months. Examples include tobacco 101, merchant education, and youth summit.

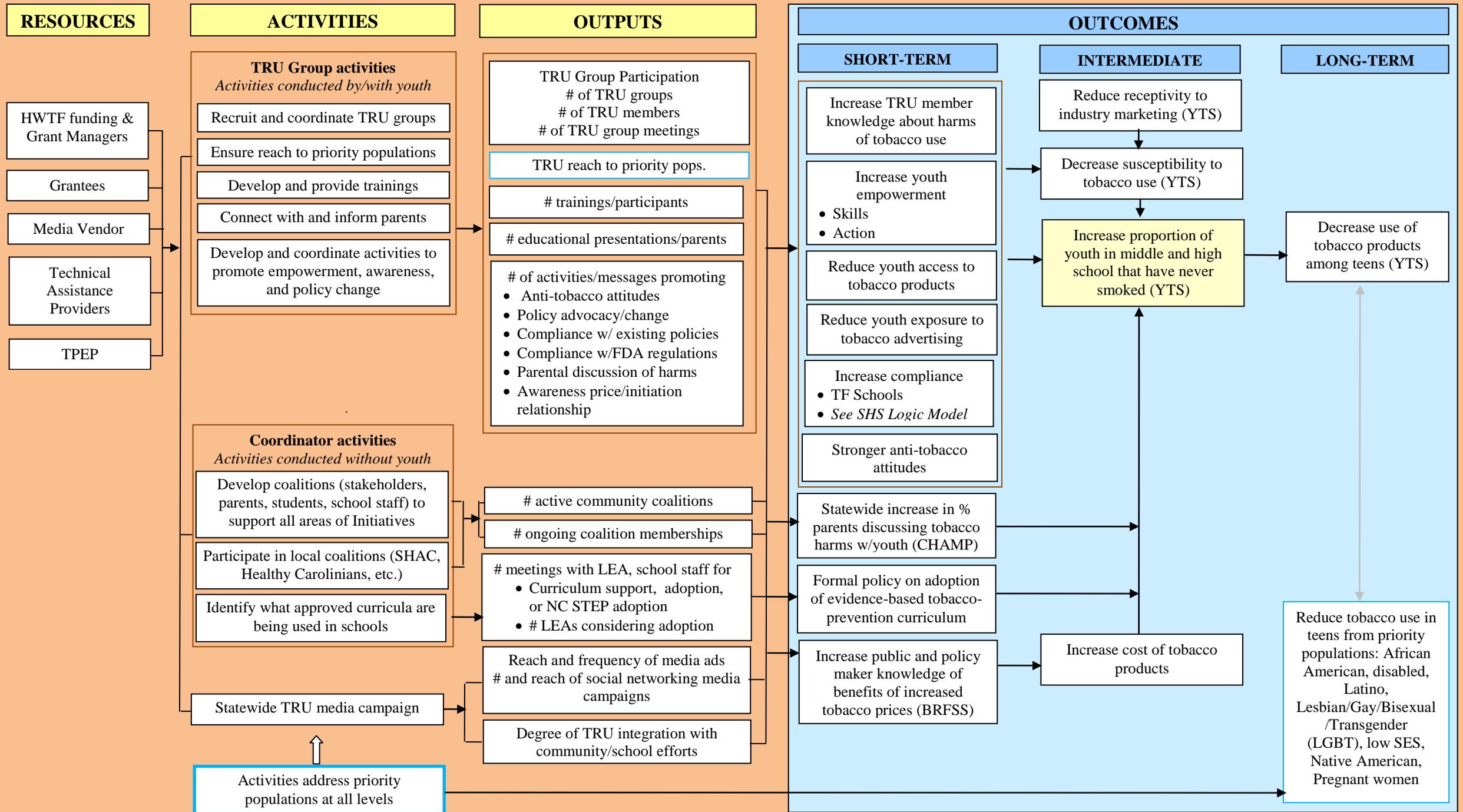
Small group discussion: Small group gatherings with 2 or 3 participants.

Youth meeting: Weekly, bi-weekly, or monthly meetings with youth groups including: TRU group, other youth tobacco group, or other youth group.

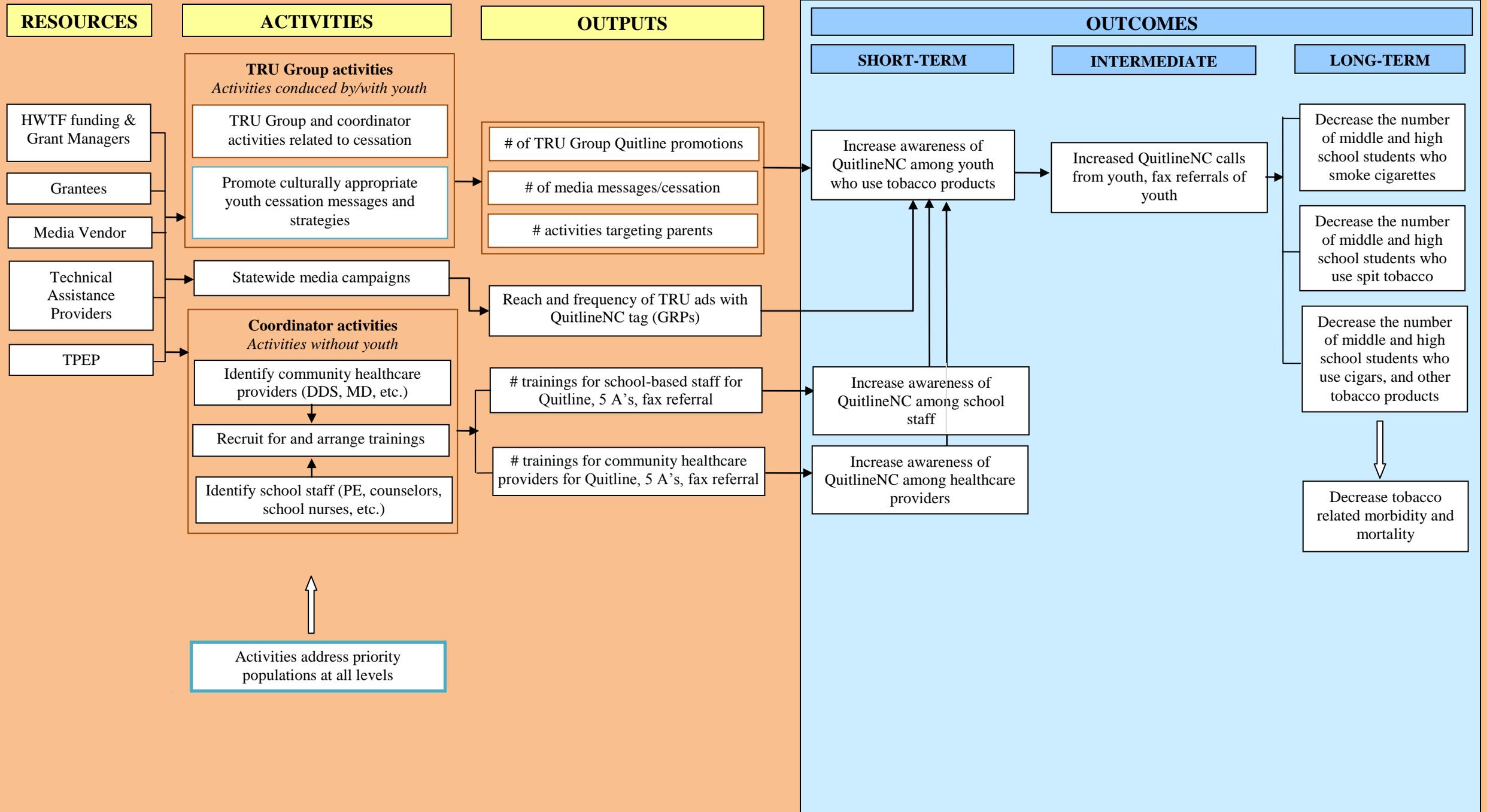
## Appendix C: Logic Models

See attached logic models for all goal areas of the Teen Initiative.

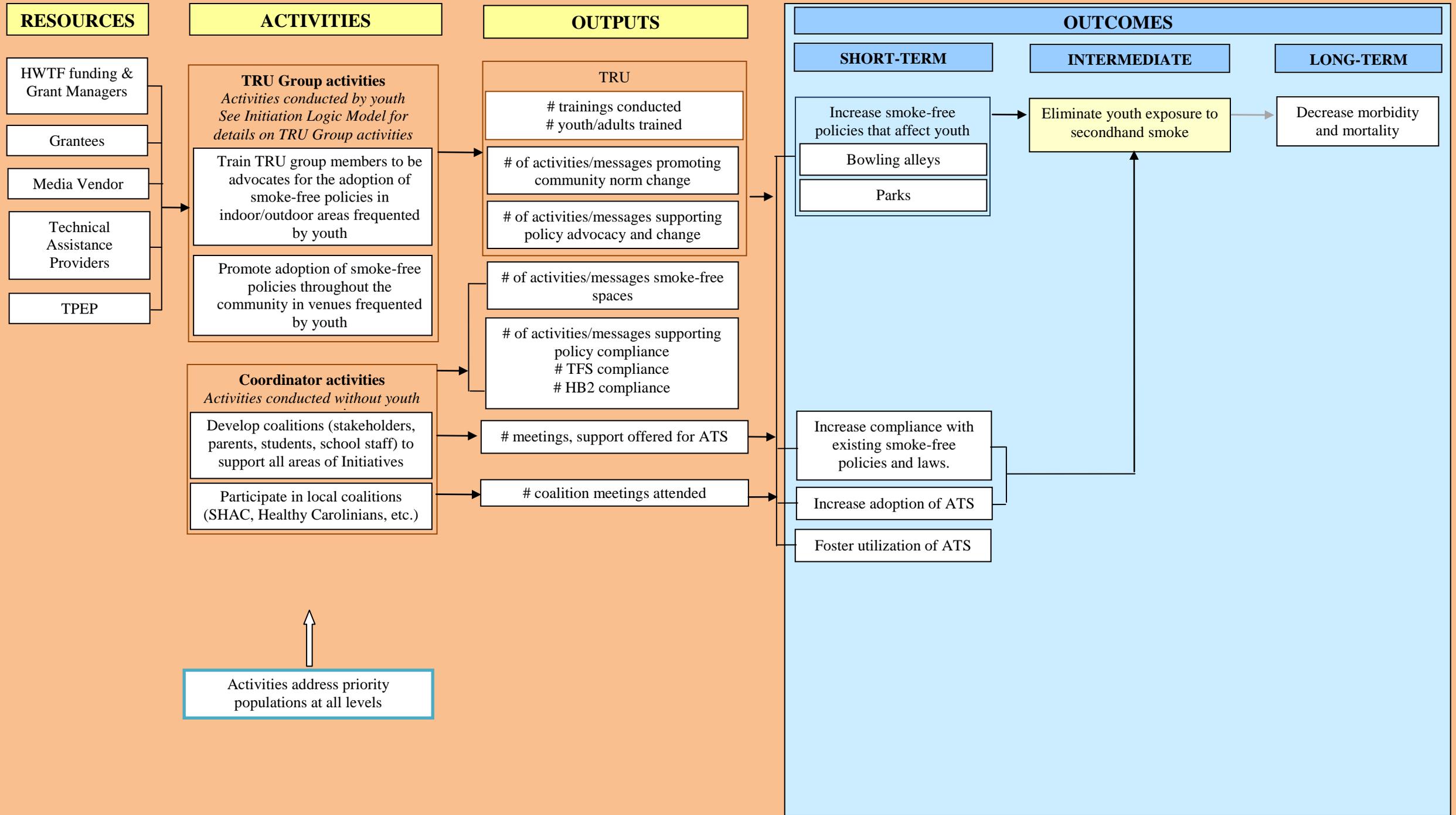
**Logic Model for Teen Initiative (2009-07-20)**  
**Goal 1: Prevent Youth Initiation of Tobacco Use**



**Logic Model for Teen Initiative (2009-07-20)**  
**Goal 2: Promote Tobacco Use Cessation among Youth**

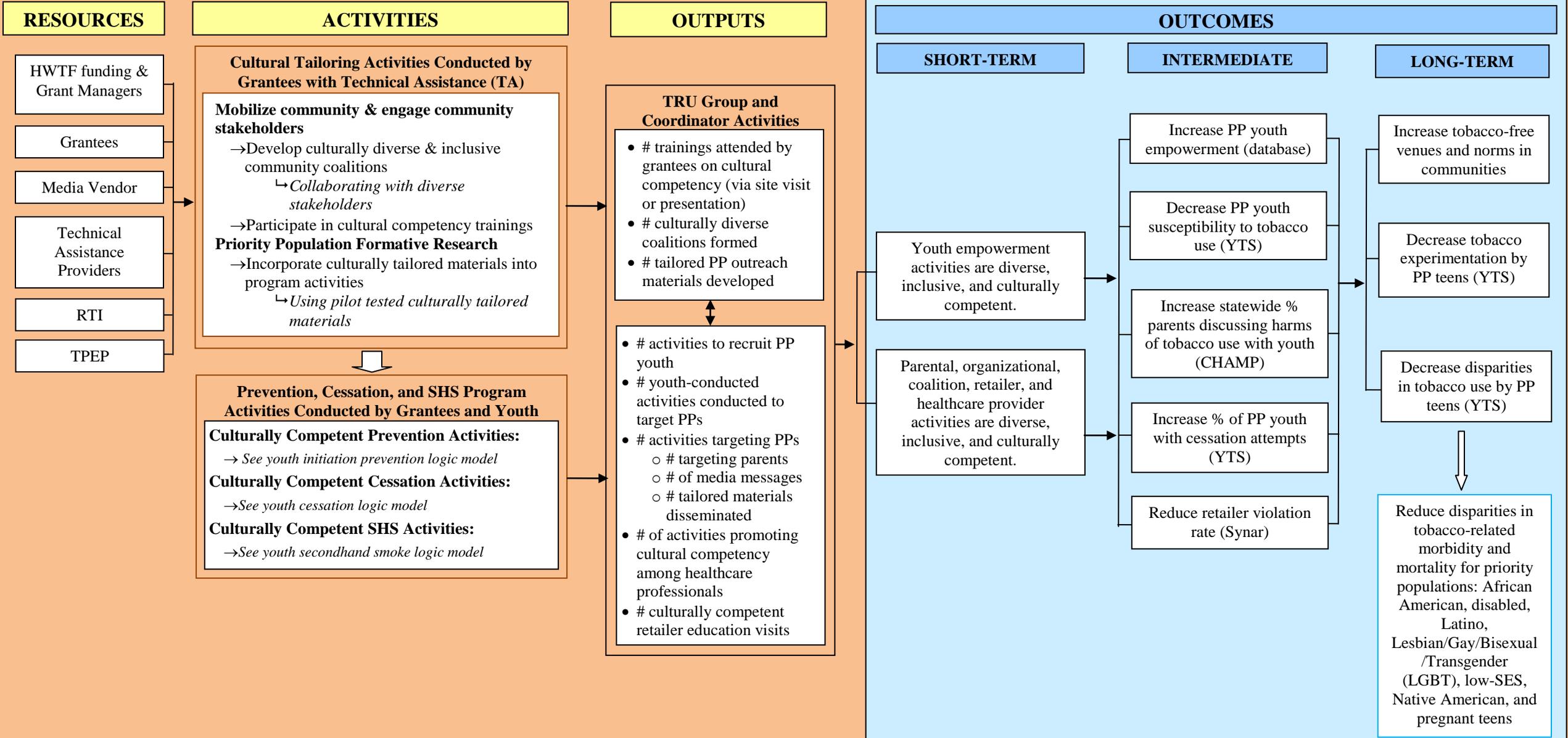


**Logic Model for Teen Initiative (2009-07-20)**  
**Goal 3: Eliminate Youth Exposure to Secondhand Smoke**



↑  
 Activities address priority populations at all levels

**Evaluation Logic Model for Teen Initiative**  
**Goal 4: Reduce Tobacco-Related Disparities among Priority Population Youth**



Note: data on disparities are not available for all priority populations due to small sample sizes and/or the lack of demographic questions in statewide public health surveillance systems.