



North Carolina Health and Wellness Trust Fund

Teen Tobacco Use Prevention and Cessation Initiative

Quarterly Report
Quarter 3
January 1 – March 31, 2008

Prepared for:
North Carolina Health and Wellness Trust Fund



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A. EXECUTIVE SUMMARY

A.1. Overview

The 2007-08 Fiscal Year (FY) of the Teen Tobacco Use Prevention and Cessation Initiative (TTUPCI) involves 40 local community/school grantees and 6 additional disparities-focused grantees in activities designed to address the problem of tobacco use among youth in North Carolina. Twenty-seven of these grantees have been funded since the inception of the initiative in 2003. This report addresses the progress of the Initiative for the period of January- March 2008. General findings include the following:

- Substantial activity in HWTF goal areas continues to occur statewide and increased across all indicators from the first two quarters of 2007-08 as demonstrated by the following findings:
 - 80% or more of grantees worked in all six focus areas;
 - 74% of grantees offered at least one training to youth this quarter;
 - 91% of grantees attended at least one training event this quarter;
 - 89% of grantees held at least one youth-led prevention activity this quarter;
 - 83% of grantees disseminated at least one media/promotional message or conducted at least one meeting/presentation to encourage cessation among youth; and
 - 80% of grantees worked in the area of product pricing, the highest level of involvement since the Initiative's inception.
- Grantees continued to report increased activity in the area of cessation and decreased activity in secondhand smoke work relative to previous years.
- Grantees continued to report substantial involvement in activities geared toward educating merchants about NC tobacco sales laws; however, grantees reported no stores removing tobacco advertisements this quarter.
- Grantee reports continued to show a decline in activities to promote adoption of and compliance with 100% TFS policies and to reduce secondhand smoke exposure relative to previous years. This quarter, no media messages promoting 100% TFS adoption were reported.
- Youth empowerment activities accounted for over 50% of all programmatic indicator changes.
- Grantees reported a substantial increase in the number of contacts with state and local government leaders relative to previous years.
- Grantees reported the highest proportion of earned media relative to paid and unpaid media in the past two years.

A.2. Key Outcomes and Program Accomplishments

Prevent youth initiation of tobacco use

With the NC General Assembly passing legislation requiring all NC public school districts to adopt 100% TFS policies by August of 2008, grantees have reduced their efforts to encourage early adoption among districts that have not yet adopted TFS policies. However, grantees in 100% tobacco-free schools continue to work in assisting with implementation and promoting compliance through media, meetings, and presentations.

- This quarter, grantees reported 25 presentations, 49 media messages, and 46 meetings with school/community agencies, all to encourage implementation and compliance with 100% TFS policies. Year-to-date totals for these activities are 76, 254, and 146, respectively.

- Seven schools adopted Alternative to Suspension (ATS) programs during this period.
- One school adopted a 100% TFS policy.
- Thus far in 2007-08, grantees reported 306 activities to increase compliance with underage tobacco sales laws (including 58 in Q3). However, grantees reported no stores removing tobacco ads completely from their buildings this quarter and only two so far this year.
- Efforts in youth prevention education and empowerment remain very high, with activity in this area accounting for 55% of all indicator changes in the four goal areas.
- The number of indicator changes in the area of product pricing has doubled relative to last quarter, including 26 presentations on the link between tobacco pricing and youth initiation to school and community members. To date, grantees reported 44 such presentations this year.

Eliminate youth exposure to secondhand smoke

During this period, all 45 represented grantees reported working in the secondhand smoke exposure focus area. Grantees reported 44% fewer meetings with venue managers and owners this period relative to the same period last quarter.

- Grantees reported 46 100% smoke-free policy adoptions in Q3, bringing the total for the year to date to 128. At the end of Q3 of 2006-07, grantees had reported 186 smoke-free policy adoptions.
- Six places of worship adopted 100% smoke-free policies this quarter, bringing the total for the year to date to 34.
- During this reporting period, grantees held 35 meetings with key business leaders to promote adoption of smoke-free policies. Grantees reported 62 meetings during Q3 of 2006-07.
- Grantees held nine patron survey campaigns/petition drives during Q3. At the end of Q3 of 2006-07, grantees had reported 41 patron surveys campaigns/petition drives.
- The number of media messages addressing youth exposure to secondhand smoke more than doubled in Q3 relative to Q2 from 52 to 148.

Provide tobacco cessation resources for youth

Grantee reports on promoting cessation resources for youth, based on the third quarter of this FY, indicate that grantees are increasing their efforts in this focus area relative to last year.

- During this reporting period, grantees reported 195 cessation media messages, compared to 37 media messages during this time last year.
- Grantees reported 103 presentations/meetings promoting youth cessation resources this reporting period. In Q3 of 2006-07, grantees reported 52 such presentations.

Reduce health disparities among youth attributable to tobacco use

Data from this period continue to show relatively few C/S grantees addressing the goal of reducing tobacco-related health disparities among youth in their communities.

- About 18% of all programmatic indicator changes reported this period were uniquely designed for youth from populations experiencing disparities, compared to 15% in Q3 of last year. Approximately two-thirds of this work was done by grantees specifically tasked with addressing disparities in identified populations.

- Twenty-five percent of these indicator changes were designed for American Indian youth, and 22% were designed for African-American youth. Community/school grantees reported nearly half of the 80 activities designed for African-American youth.
- Additionally, grantees reported a notable amount of work to address unique populations not based on race or ethnicity (e.g. low literacy, low socioeconomic status, pregnant women).

Infrastructure- Administrative Activity and Youth Empowerment

Staff participation in training activities remains at a high level, and the number of contacts with government and community leaders over the past two quarters is at an all-time high (largely due to the efforts of a single grantee).

- Grantees reported 182 units for attendance at training events during this period. In Q3 of 2006-07, grantees had reported 177 such events.
- Thirteen grantees reported having 537 contacts for educational purposes, with elected state or local government leaders during Quarter 3. A single grantee made more than 90% of those contacts this quarter. In Q3 of 2006-2007, grantees reported only 13 contacts with state or local government leaders.
- Twenty-eight grantees reported forming 170 new partnerships to advance a tobacco prevention initiative.

Youth empowerment continues to be an important component of the Teen Initiative.

- Fifty-four percent (965 of 1,773) of all programmatic indicator changes not including administrative measures were youth-led this quarter, compared to 32% (350 of 1091) in Q3 of 2006-07.
- A total of 137 skill-building trainings for youth were reported this period, nearly twice the 77 trainings reported in Q3 of 2006-07.

A.3. Key Barriers to Program Activities

The new data collection system offers dedicated space for grantees to report up to three barriers they experience each month. All 45 grantees reported at least one barrier to their progress in Q3.

- Nearly two thirds (27 of 45) of grantees reported communication or scheduling difficulties with community partners, including unreturned calls and lack of interest from school administration.
- Other commonly reported barriers included:
 - Scheduling conflicts such as holiday break and weather-based cancellations;
 - Difficulty getting youth involved in tobacco prevention activities;
 - Delays in approval processes with HWTF; and
 - Staff turnover, including difficulty filling open positions.

A.4. Recommendations for Program Development and Improvement

The following are recommendations for program development and improvement based on data received in Quarter 3:

- As youth continue to receive training in advocacy and policy change, grantees should continue to encourage youth involvement in the planning and implementation of tobacco use prevention and cessation activities. Youth involvement should be communicated with members of the media and influential community leaders to encourage earned media coverage.
- Grants managers should encourage grantees to follow-up on contacts made with area merchants by encouraging them to remove tobacco ads from their stores.
- Grantees should use the impending August 2008 implementation of 100% TFS legislation to encourage the adoption of ATS programs in all middle and high schools in their regions without such programming.
- As the emphasis on establishing smoke-free venues declines, grantees should be encouraged to include secondhand-smoke exposure prevention as part of their work in other focus areas (e.g. emphasizing the danger of secondhand smoke to their friends and families in encouraging teens to quit smoking).
- Increased efforts in the area of youth tobacco use cessation should result in increased institutionalization of cessation best practices in school and community settings, as reported in the Semi-Annual Surveys. Grantees should be encouraged to access Quitline call data for their counties to track call volume that may correspond with their increased efforts in this area.
- Grantees should be encouraged to increase their efforts to address the goal of reducing tobacco-related health disparities. Grants managers may consider challenging each grantee to design at least one activity next quarter that will address identified populations in their areas.
- Grantees should follow-up on contacts made with elected and other influential community leaders with whom they have made contact to encourage their continued support of HWTF initiatives.
- HWTF should consider providing focused seminars or training events on each of the commonly recurring barriers presented in these evaluation reports (e.g. communication issues with community partners, transportation and scheduling, getting youth involved).

B. METHODS

This section of the report summarizes the progress and activities of HWTF Teen Tobacco Use Prevention and Cessation Initiative (Teen Initiative) grantees during the period January 1- March 31, 2008.

As a requirement of their grant, progress reports are submitted by all Community/School and Priority Population grantees on the 5th of each month using a customized, Web-based, Indicator Progress Tracking System (WiPTS). WiPTS collects data based on seven focus areas and 28 performance indicators developed and approved by the HWTF, Tobacco Prevention and Control Branch (TPCB), and the UNC Tobacco Prevention and Evaluation Program (UNC TPEP) (See Appendix A). Annual action plans for the 2007-2008 fiscal year were developed by grantees based on these indicators and focus areas.

Data for this quarter were compiled and analyzed by UNC TPEP, with an emphasis on data collected in policy areas (i.e., Tobacco-Free Schools and Secondhand Smoke). To ensure data quality, aggregate WiPTS data are reviewed by at least two UNC TPEP staff. Established criteria and reporting procedures are used to verify indicator changes.

The report begins with a discussion of outcomes reached this period followed by summaries of quarter activities in program development, including indicator change data tables. These activities are organized by the four goal areas of the Teen Initiative:

- Prevent youth initiation of tobacco use
- Eliminate youth exposure to secondhand smoke
- Promote tobacco use cessation among youth
- Eliminate health disparities among minority youth or other youth populations identified with tobacco-related health disparities

C. SUMMARY OF QUARTER ACTIVITIES (Quarter 3 2007-08)

C.1. Introduction

Data for this quarterly report include reports from 39 Community/School grantees and 6 grantees working with populations experiencing tobacco-related health disparities (n=45 of 46 grantees). One grantee did not submit data in time for this report. Grantee involvement by focus area for Q3 of the 2007-08 fiscal year is highlighted in Figure 1. With the new WiPTS data collection system, grantees are required to report whether they have had any involvement in each of the focus areas. In the past, reporting involvement outside of activities and outcomes that qualify for indicator change has been voluntary.

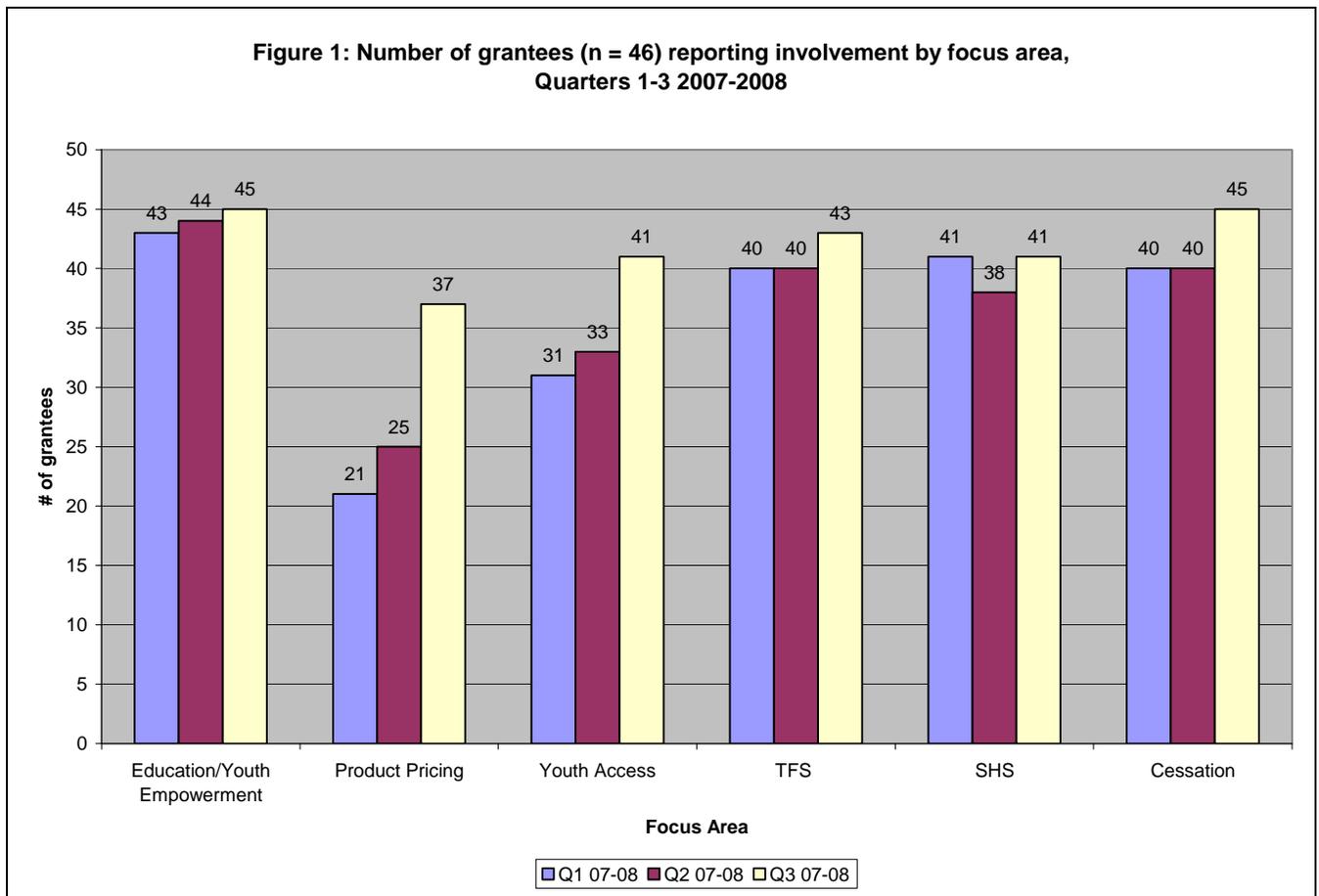
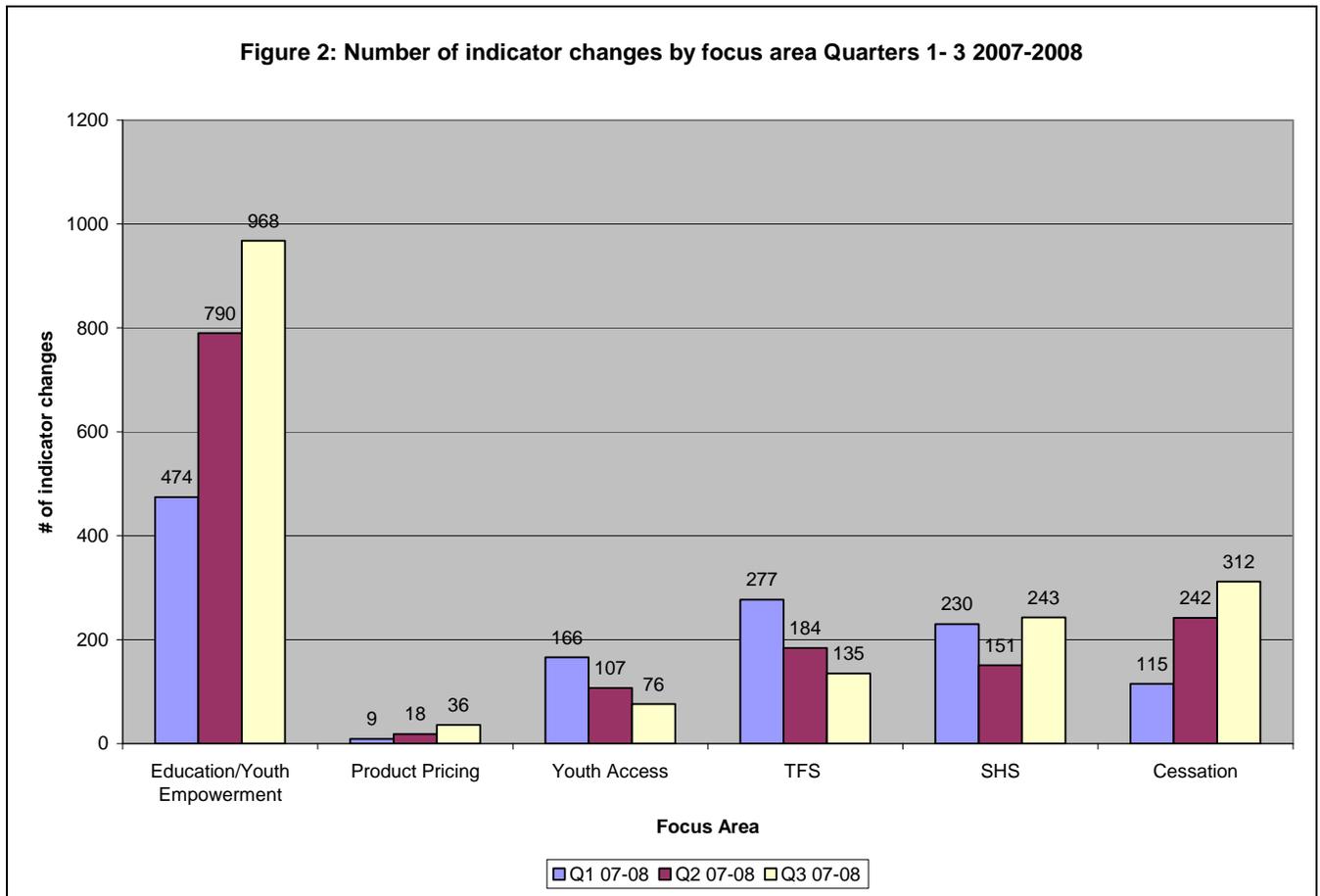


Figure 2 shows the total number of indicator changes within each focus area for Quarter 3 of the 2007-08 fiscal year. Grantees reported 1,770 programmatic indicator changes (not including administrative measures) in Q3, a 63% increase in total activity relative to Q3 of 2006-07. In Q3 of this year, approximately 55% of all programmatic indicator changes (968 of 1,770) were in the tobacco prevention education and youth empowerment focus area. Tobacco cessation work accounted for 18% of all indicator changes (312 of 1,770). The distribution of activity differs from that of the previous year with a decrease in secondhand smoke work and an increase in cessation work relative to Q3 of 2006-07.



C.2. Outcomes

Highlights of grantee outcome achievements are reported below.

C.2.a. *Alternative to Suspension (ATS) Program Adoption in Schools*

- Seven schools adopted an ATS program during Q3, compared to 9 in Q3 of 2006-07 (see Table 1).

Table 1. ATS Program Adoption in Schools Quarter 3, 2007- 2008

School Name	County	School Name	County
Alleghany High School	Alleghany	Haliwa-Saponi Tribal School	Warren
Sparta Elementary School	Alleghany	Warren County High School	Warren
Patton High School	Blue Ridge	Waynesville Middle School	Yancey
West Montgomery High School	Montgomery		

C.2.b. 100% Tobacco-Free School Policy Adoptions

- The following school district adopted a 100% Tobacco-Free School policy during this quarter¹:
 - Public Schools of Robeson County

C.2.c. Smoke-Free Policy Adoptions

- During this quarter, grantees reported 46 100% smoke-free policies in indoor/outdoor areas frequented by youth (See Table 2), compared to 100 in Q3 of 2006-07. The year-to-date total for 100% smoke-free policy adoptions is 128. At the end of Q3 of 2006-07, grantees had reported 186 smoke-free policy adoptions.
 - Seventeen (37%) of these policy changes involved direct involvement by 13 grantees.
- Six places of worship adopted 100% smoke-free policies this quarter, bringing the total for the year to date to 34.

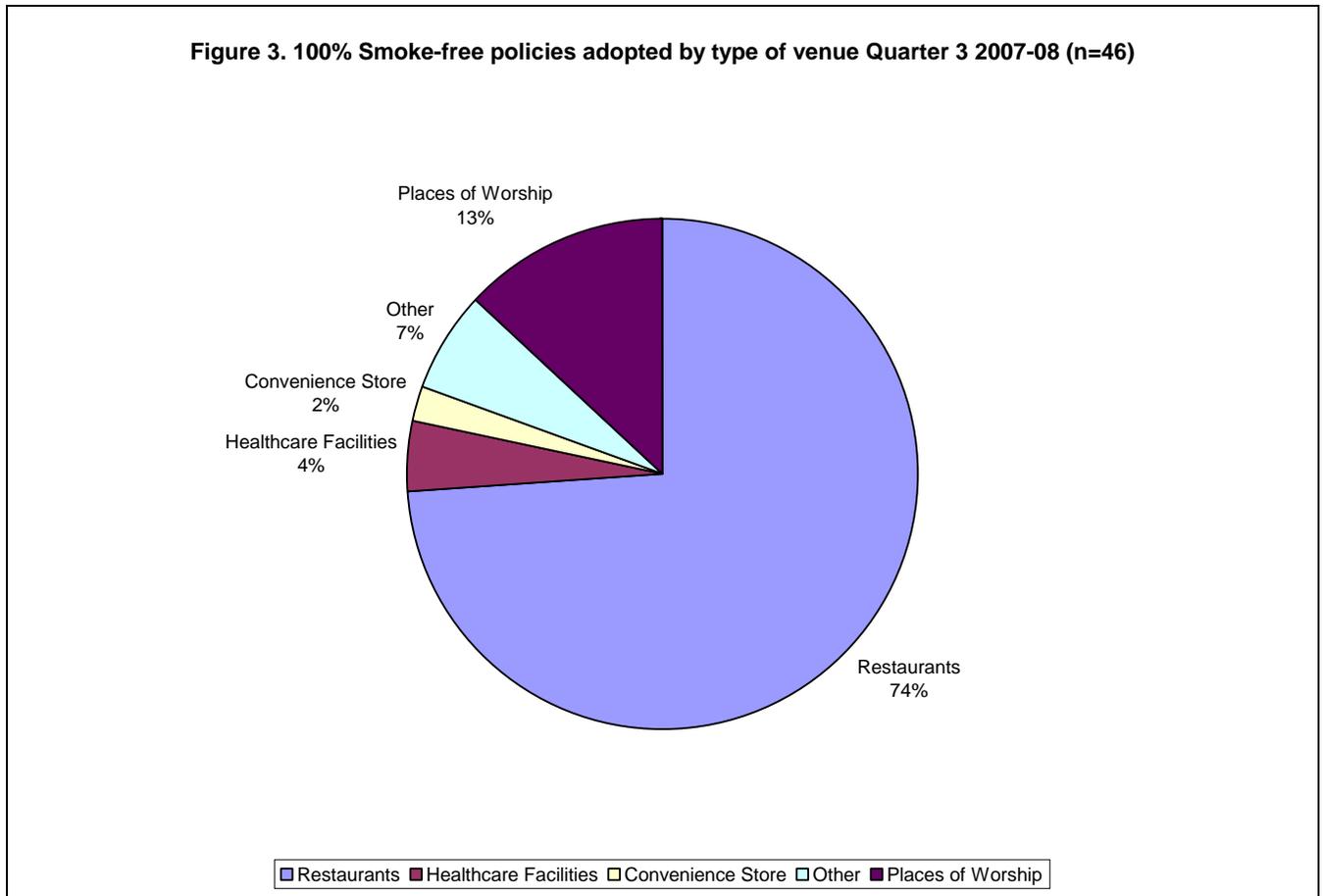
¹ Legislation passed in the North Carolina General Assembly in 2007 requires that all North Carolina public school districts adopt 100% tobacco-free school policies by August 2008.

Table 2. 100% Smoke-Free Policies Adopted Quarter 3, 2007-08

Grantee Name	Venue	Grantee Name	Venue
Alamance County	Alamance Regional Medical Center	Halifax County Schools	Mt. Calvary Baptist Church
Alamance County	Grill Worx (Burlington)	Healthy Caldwellians	Captain D's
Alamance County	Grill Worx (Mebane)	Hertford County Public Health	Government offices for Hertford County, Town of Como,
Alamance County	La Cocina Mexican Restaurant	McDowell County Schools	Eddie's Pizza and Pasta
Alamance County	Country Grill	Mitchell County Schools	Bakersville Exxon
Alamance County	Monterrey Mexican Restaurant	Nash County Health Department	Gardner's Dairy Queen
Alamance County	Carvers on Elm	Nash County Health Department	McDonald's
Alamance County	J&G Barbeque	NENCPPH	Henry's Restaurant (Kitty Hawk, NC)
Alamance County	Wing Zone	NENCPPH NC	Henry's Restaurant (Kill Devil Hills, NC)
Alamance County	Shane's Rib Shack	NENCPPH NC	Kelly's Restaurant and Tavern
Alamance County	Cold Stone Creamery	NC Commission of Indian Affairs	Sandy Plains United Methodist Church
Alamance County	Taqueria el Taquito de Oro	Partnership for Health, Inc.	Applebee's
Alamance County	Smithfield's Chicken and Barbecue	Surry County Health and Nutrition Center	The Derby Restaurant
Ashe County Schools	Hardees	Surry County Health and Nutrition Center	The DQ Grill N Chill
Cabarrus Health Alliance	Parkway House Restaurant	Surry County Health and Nutrition Center	Hugh Chatham Hospital
Center for Health & Healing	Mt. Calvary Baptist Church	Surry County Health and Nutrition Center	Cimmarron
Center for Health & Healing	Big Pinerille AME Zion Church	Toe River Health District	Parks and Recreation
Center for Health & Healing	Mt. Vernon Baptist Church	TRU-6/Haywood HWTF	Granny's Kitchen
Coastal Horizons Center, Inc.	Saltworks Restaurant	TRU-6/Haywood HWTF	Central United Methodist Church
Coastal Horizons	International House of Pancakes Restaurant	Watauga County Schools	Stick Boy Bread Company
Durham County Health Department	TGI Friday's	Watauga County Schools	Dos Amigos Mexican Restaurant
FirstHealth of the Carolinas	Sir Pizza	Watauga County Schools	Church of Jesus Christ of Latter Day Saints
Forsyth County Winston Salem	Grecian Corner		

Figure 3 shows the percentage of all 100% smoke-free policy adoptions (direct/indirect/unidentified grantee involvement) by type of venue or area.

- Restaurants account for 74% of the venues adopting smoke-free policies reported by grantees this quarter, compared to 81% in Q3 of 2006-07.
- Six places of worship adopted 100% smoke-free policies this quarter. Ten places of worship adopted such policies in Q3 of 2006-07.
- Many policies affect more than one building or physical space. This quarter, the 46 adopted policies represented a total of over 70 physical locations.



C.2. d. Stores that Remove Tobacco Advertising

This quarter, grantees reported no stores completely removed tobacco advertisements from their facilities.

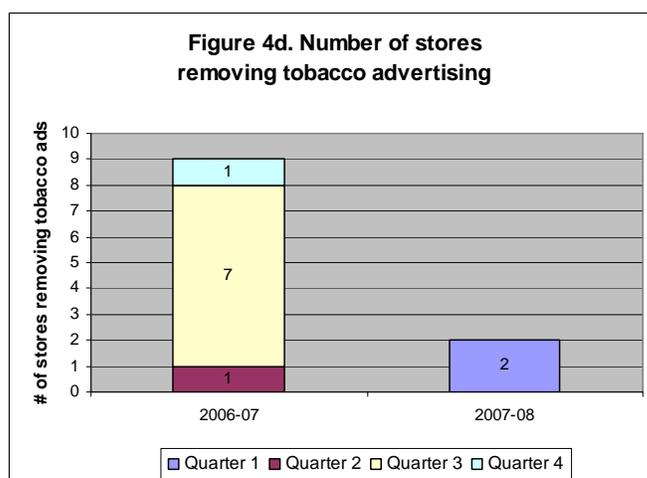
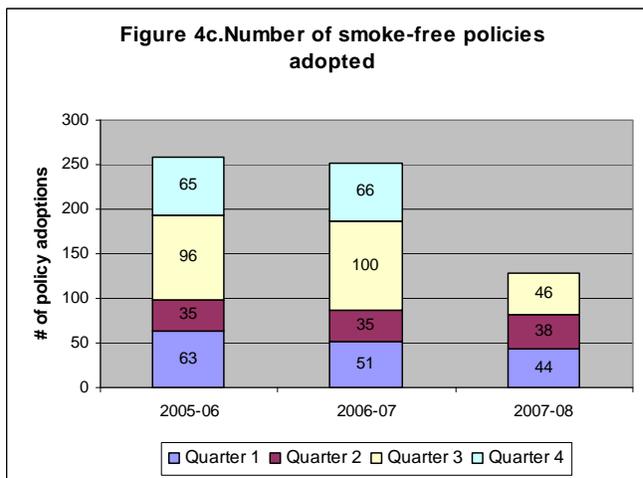
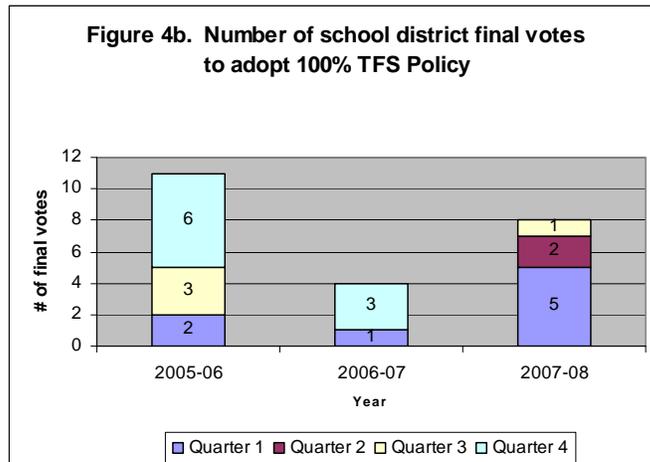
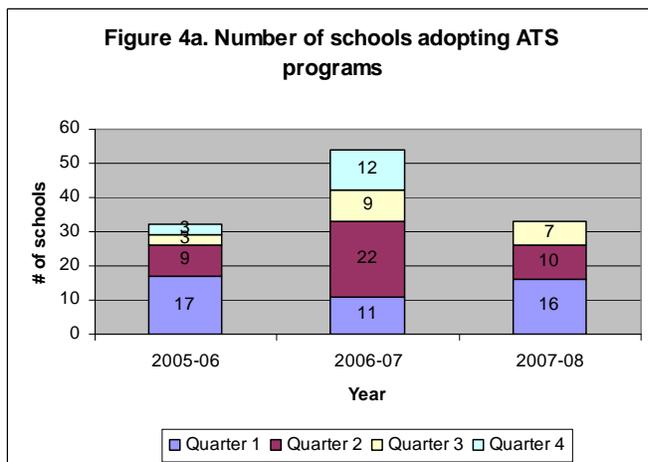
C.2.e. Summary of Outcome Indicators

The following table summarizes all Q3 outcome indicator changes.

Table 3: Summary of Q3 Outcome Indicator Changes

Outcome Indicator	# of grantees involved (n=45)	Total # of Q3 indicator changes	Total # of indicator changes this year
# of schools adopting ATS program	6	7	33
# of school district final votes to adopt 100% TFS policy	1	1	8
# of smoke-free policies adopted	21	46	128
# of stores that remove tobacco ads	0	0	2

Figures 4a through 4d show the progress of grantees in key outcome indicators this year relative to previous years². Note that the number of grantees working in 2006-08 is 46, and the number of grantees working in 2005-06 was 38. Finally, an important clarification was made in the way that grantees should regard smoke-free policies, resulting in what may be a higher number of policies adopted in 2005-06³. Data on the number of stores removing tobacco ads were not collected in 2005-06.⁴



² Note regarding Figure 4b: Legislation passed in the North Carolina General Assembly in 2007 requires that all North Carolina school districts adopt 100% tobacco-free school policies by August 2008.

³ Note regarding Figure 4b: No schools adopted 100% TFS policies in Q2 of 2005-06 and Q2-Q3 of 2006-07.

⁴ Note regarding Figure 4d: Grantees reported no stores removing tobacco ads in Q1 of 2006-07 and Q2-Q3 of 2007-08.

C.3. Program Development

The following section describes program or process-orientated data reported during Q3.

C.3.a. Goal Area: Initiation

The first part of this section summarizes grantee efforts to promote 100% TFS policy adoption and compliance this quarter.

Table 4 summarizes programmatic activity for all 28 indicators in the initiation goal areas.

Table 4: Summary of Q3 Process Indicator Changes for Initiation Goal Area

	# of grantees reporting indicator changes (n= 45)	# of Q3 indicator changes	Total # of indicator changes this year
Focus Area: Advance the adoption of 100% TFS policy in a school system (Number of grantees reporting activity in this focus area = 43)			
# of media/promotional messages encouraging adoption of 100% TFS policy published or aired	0	0	57
# of readiness assessments, surveys, or petitions whose findings are disseminated to school leaders	1	4	6
# of presentations/meetings with community leaders/key decision makers encouraging adoption of 100% TFS policy	2	3	24
# of presentations promoting effective cessation resources for staff	14	25	76
# of media/promotional messages encouraging compliance with 100% TFS policy that are published or aired	16	49	254
# of meetings with school/community agencies to encourage implementation and compliance with 100% TFS policy	20	46	146

Table 4: Summary of Q3 Process Indicator Changes for Initiation Goal Area (Continued)

	# of grantees reporting indicator changes (n= 45)	# of Q3 indicator changes	Total # of indicator changes this year
Focus Area: Provide youth tobacco use prevention education and empowerment opportunities in schools and the community (<i>Number of grantees reporting activity in this focus area =45</i>)			
# of tobacco use prevention education media/promotional messages published or aired	35	379	707
# of skill building trainings offered to youth promoting youth led activities	34	137	370
# of skill building trainings offered by grantee to adult leaders	12	26	88
# of youth led prevention activities	41	426	1067
Focus Area: Promote awareness of research that cites a relationship between price of tobacco products and youth initiation (<i>Number of grantees reporting activity in this focus area =37</i>)			
# of media/promotional messages published or aired that link increased price of tobacco with decreased youth initiation	4	10	19
# of educational presentations on pricing to school/community linking increased price of tobacco with decreased youth	12	26	44
Focus Area: Promote enforcement of underage tobacco sale laws and reduced tobacco advertising that appeals to youth (<i>Number of grantees reporting activity in this focus area =41</i>)			
# of enforcement media/promotional messages published or aired	6	18	41
# of activities to increase compliance (e.g., merchant education)	18	58	306

Youth Empowerment

Grantee efforts to promote youth empowerment in Quarter 3 are summarized as follows:

- Grantees provided 137 skill-building trainings to youth this quarter, compared to 77 in Q3 of 2006-07 and 51 in Q4 of 2006-07.
 - 42 (31%) were uniquely designed for youth from identified populations.
 - An additional 26 trainings were provided by grantees for adult leaders.
- 55% (967 of 1,770) of all Q3 indicator changes in the four goal areas were youth-led, compared to 47% in Q3 of 2006-07.

C.3.b. Goal Area: Secondhand Smoke

Table 5 summarizes grantee data for indicators in the SHS goal area. Data show a noticeable decline in SHS indicator changes relative to previous years. Grantees reported 35 meetings with key business leaders to promote adoption of smoke-free policies, compared to 62 in Q3 of 2006-07. In addition, 9 petitions were administered with results disseminated to owners, managers, and/or leaders this quarter, compared to 41 in Q3 of 2006-07.

Table 5. Summary of Quarter 3 grantee data in SHS goal area

	# of grantees reporting indicator changes (n=45)	# of Q3 indicator changes	Total # of indicator changes this year
Focus Area: Indoor/outdoor area frequented by youth in contract area adopts or advances towards a smoke-free policy (Number of grantees reporting activity in this focus area =41)			
# of media/promotional messages promoting adoption of smoke-free policies published or aired	15	148	252
# of presentations/meetings in schools/communities or with managers/owners/leaders promoting adoption of smoke-free policies	16	35	181
# of patron survey campaigns/petition drives whose findings are disseminated to manager/owners/leaders	7	9	43
# of improved smoke-free policies (e.g., smoke-free night)	5	5	20

C.3.c. Goal Area: Cessation

Table 6 summarizes grantee data for all indicators in the cessation goal area.

Table 6. Summary of Quarter 3 grantee data in Cessation goal area

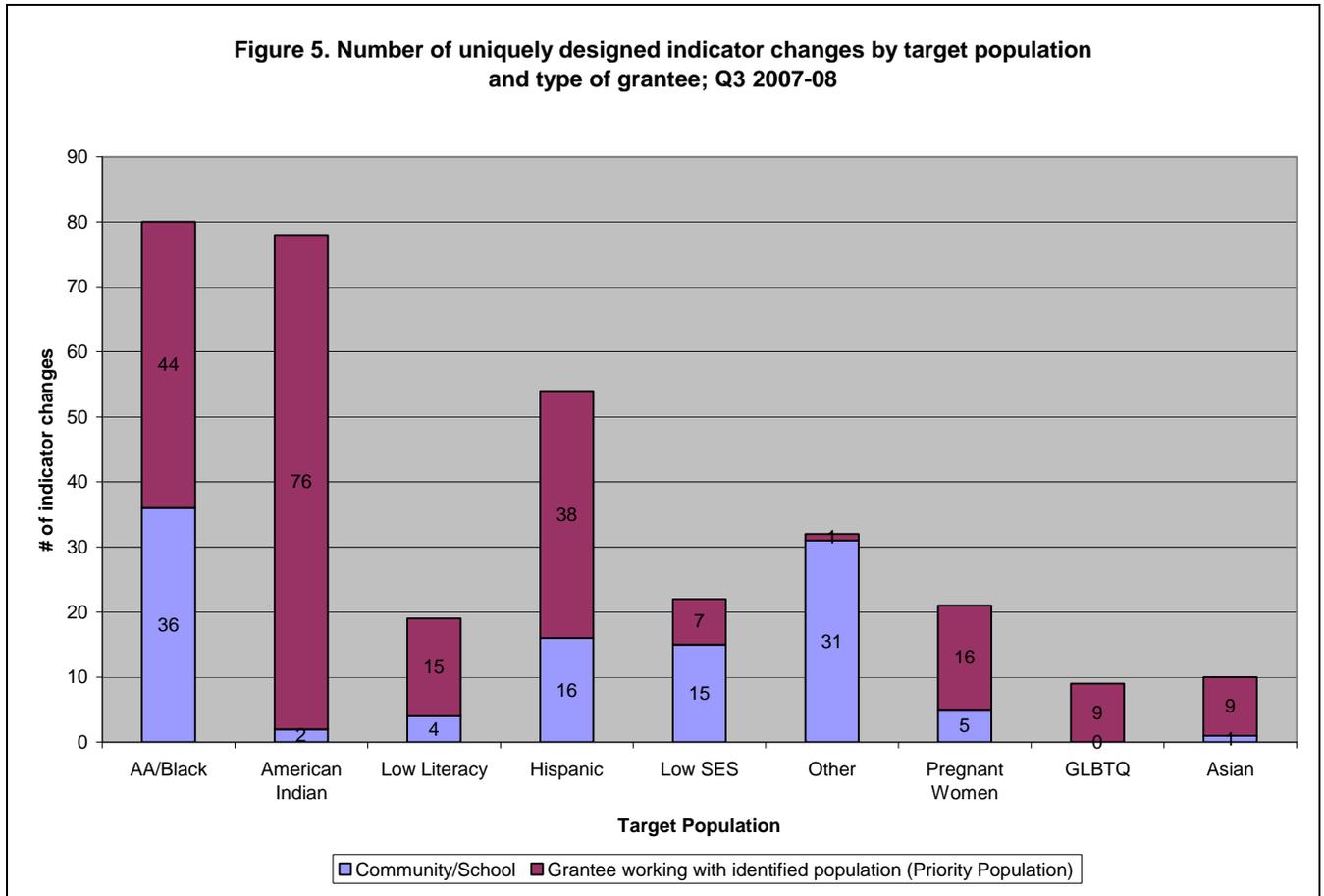
	# of grantees reporting indicator changes (n=45)	# of Q3 indicator changes	Total # of indicator changes this year
Focus Area: Provide access to effective tobacco use cessation resources (Number of grantees reporting activity in this focus area = 45)			
# of cessation media / promotional messages published or aired	27	195	375
# of presentations or meetings promoting Quit line, N-O-T, 5A counseling for youth or Spit Tobacco cessation	27	103	261
# of trainings coordinated for health care professionals on 5A counseling for youth or Spit Tobacco cessation	12	14	33

C.3.d. Goal Area: Disparities

This section highlights Community/School and Priority Population grantee indicator changes that were reported being uniquely designed for identified populations. Key findings are as follows:

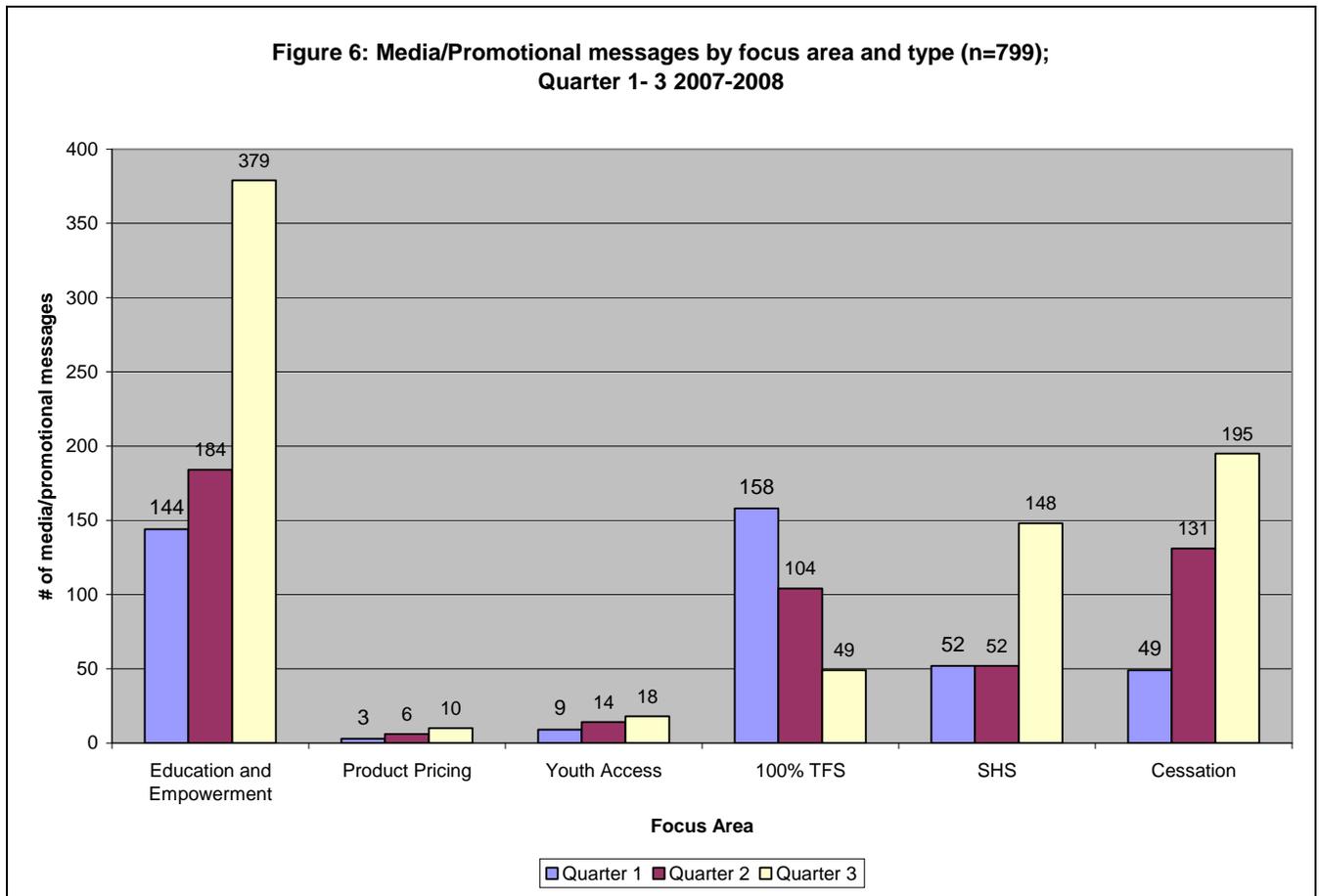
- 18% (317 of 1,770) of Q3 non-administrative indicators were uniquely designed for an identified population (compared to 15% in Q3 of 2006-07).
 - 101 (32%) were reported by Community/School grantees (n=12)
 - 216 (68%) were reported by grantees who work with identified populations experiencing tobacco-related disparities (n=6)

Figure 5 highlights the number of indicator changes that were uniquely designed for various identified populations. The proportion of indicator changes reported by Community/School grantees and grantees serving identified populations experiencing tobacco-related disparities is also included. Twenty-five percent of all activities reported as uniquely designed targeted American Indian youth, while 22% targeted African-American youth, and 17% targeted Hispanic youth. Note some activities targeted more than one group.



C.4. Media

There were a total of 799 media/promotional indicator changes this quarter. Figure 6 below shows media activity by focus area in Q1-Q3 of this year. Figure 7 shows the proportion of paid, earned, and unpaid media messages over the past two fiscal years⁵. Forty-seven percent (379 of 799) of all media messages reported this quarter were in the area of youth education and empowerment. Another 24% (195 of 799) media messages were in the area of cessation. Nearly half of the media messages reported this quarter (48%, 386 of 799) are unpaid, including promotional items, fliers, and brochures. Forty-two percent (334 of 799) of the messages were earned media. Figure 7b shows the proportion of paid, earned, and unpaid media messages by focus area.



⁵ Media messages can be 1) earned, 2) paid, or 3) unpaid. **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. **Unpaid** messages are generally “small media” including HWTF or grantee media messages that are distributed without cost (e.g., student-made flyers or posters, PA announcements, promotional items).

**Figure 7: Earned Media Over Time
Q1 2006-07 - Q3 2007-08**

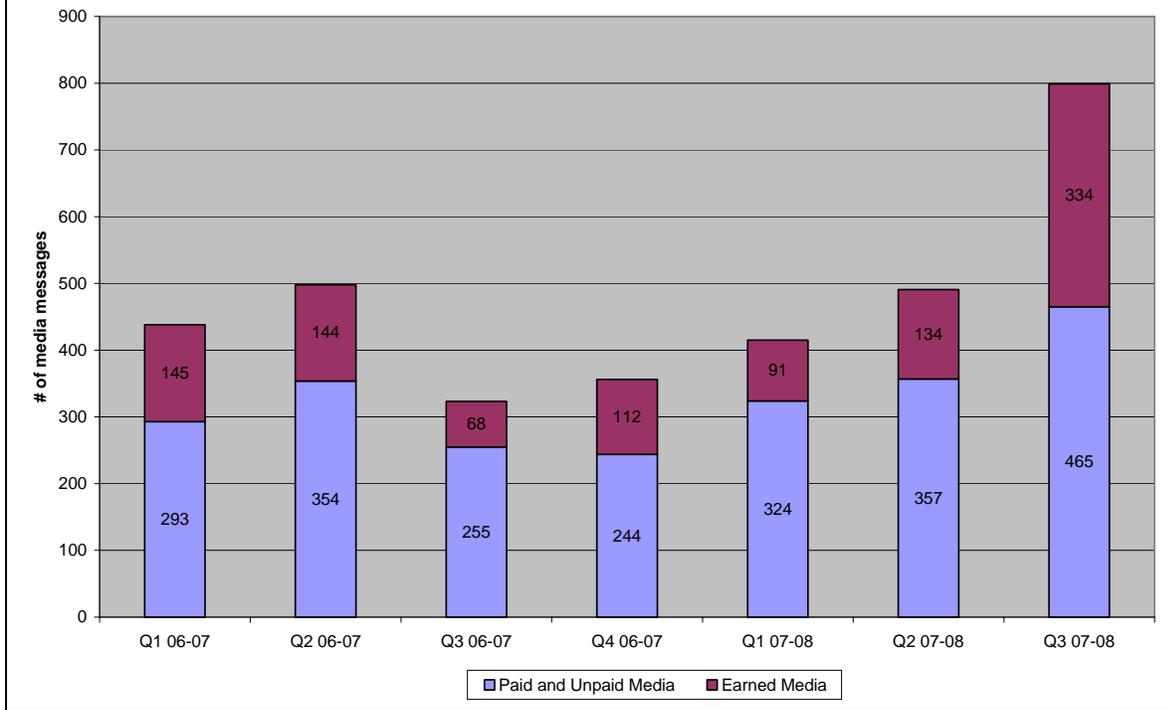
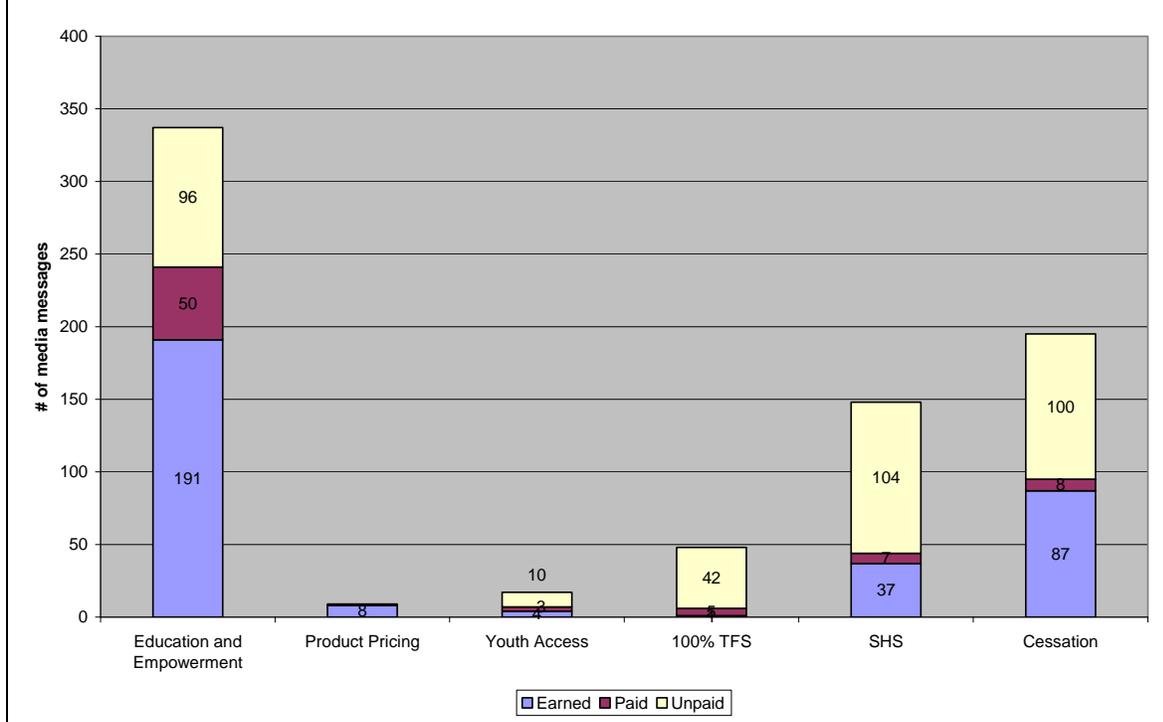


Figure 7b. Earned, Paid, and Unpaid Media by Focus Area (Q3 2007- 2008)



C.5. Administrative Measures

Table 7 below summarizes grantee data for administrative/infrastructure-related indicators.

Table 7. Summary of Quarter 3 grantee data in administrative area

	# of grantees reporting indicator changes (n=45)	# of Q3 indicator changes	Total # of indicator changes this year
Focus Area: Other monthly administrative measures			
# of training sessions/events attended by staff or partners	42	182	446
# of contacts/meetings with state/local government leaders	13	537	1,448
# of new partnerships formed to advance a tobacco prevention initiative	28	170	550

C.6. Barriers

The format of the new WiPTS system requires grantees to report up to three barriers of their progress each month. Grantees can enter “none” or “N/A”; however, 43 of 45 grantees (96%) reported at least one barrier to their progress this quarter. The most common barriers reported by HWTF grantees during Q3 included:

- Communication or scheduling difficulties with community partners including unreturned phone calls and cancelled meetings (n=27 of 45; 60%);
- Scheduling conflicts such as holiday break and weather-based cancellations (n=20 of 45; 44%);
- Difficulties getting youth involved or committed including transportation and competition from other school activities (n=19 of 45; 42%);
- Limited resources including support for staff to attend conference, need for TRU materials in smaller quantities, cost or lack of media resources, time issues with: too much paperwork, travel and time spent at far away meetings (n=15 of 45; 33%);
- Staff turnover and internal staff difficulties, including difficulty filling open positions (n=14 of 45; 31%); and
- Communication issues with HWTF including timeliness of media approvals and guidelines regarding tobacco-free parks and playgrounds (n=7 of 45; 16%).

C.7. Accomplishments

Forty-four out of forty-five grantees (98%) reported at least one accomplishment this quarter. Some accomplishments reported by HWTF grantees during Q3 included:

- Blue Ridge Health Care had 22 youth trained in smoke-free restaurant advocacy.
- Catawba County Public Health Department and Cherokee County Schools hosted “No Tobacco” and “Kick the Habit” art contests. Catawba County had over 100 entries from 4th and 5th graders from a local elementary school.
- Coastal Horizons received a wide promotion of “Through with Chew” week, Quitline, and TRU Campaign through earned media sources, such as local radio and television shows.
- A Tobacco Free Parks and Playgrounds Proclamation was unanimously approved by the Chowan County Board of Commissioners.
- Durham County completed a cigarette butt cleanup at Northern High School and collected over 900 cigarette butts in 45 minutes. The butts will be presented to the Durham School Board.
- On the Duplin County website, restaurants are listed indicating the smoking status of the establishment.
- El Pueblo graduated a No Fumo Youth Leadership Team of 27 youth.
- Haliwa-Saponi Indian Tribe hosted a Pow-Wow and Youth Summit, in which they provided outreach information to 112 community members.
- Hertford County implemented 100% tobacco-free buildings.
- Two American Indian youth from the Coharie Smoke Free Hawks presented their program/ tobacco prevention and cessation message at the 29th Annual Minority Health Conference hosted by UNC School of Public Health.
- NCCIA is assisting the Lumbee Tribe in their efforts for a petition protesting the Lumbee cigarette product from exploiting American Indian culture, heritage, and communities.
- In Watauga County Schools, six youth group members spoke at seven middle schools to recruit for TRU.

APPENDIX

LIST OF INDICATORS 2007-08

- IND 1: # of tobacco use prevention education media/promotional messages published or aired
- IND 2 : # of skill building trainings offered to youth promoting youth led activities
- IND 3 : # of skill building trainings offered by grantee to adult leaders
- IND 4 : # of youth led prevention activities
- IND 5 : # of media/promotional messages published or aired that link increased price of tobacco with decreased youth initiation
- IND 6 : # of educational presentations on pricing to school/community linking increased price of tobacco with decreased youth
- IND 7 : # of enforcement media/promotional messages published or aired
- IND 8 : # of activities to increase compliance (e.g. merchant education)
- IND 9 : # of stores that remove tobacco ads
- IND 10 : # of schools adopting an ATS program
- IND 11 : # of presentations promoting effective cessation resources for school staff
- IND 12 : # of school district final votes to adopt 100% TFS policy
- IND 13 : # of media/promotional messages encouraging adoption of 100% TFS policy published or aired
- IND 14 : # of readiness assessments, surveys, or petitions whose findings are disseminated to school leaders
- IND 15 : # of presentations/meetings with community leaders/key decision makers encouraging adoption of 100% TFS policy
- IND 16 : # of media/promotional messages encouraging compliance with 100% TFS policy that are published or aired
- IND 17 : # of meetings with school/community agencies to encourage implementation and compliance with 100% TFS policy
- IND 18 : # of smoke-free policies adopted
- IND 19 : # of media/promotional messages promoting adoption of smoke-free policies published or aired
- IND 20 : # of presentations/meetings in schools/communities or with manager/owners/leaders promoting adoption of smoke-free policies
- IND 21 : # of patron survey campaigns/petition drives whose findings are disseminated to manager/owners/leaders
- IND 22 : # of improved smoke-free policies (e.g. smoke-free night)
- IND 23 : # of cessation media/promotional messages published or aired
- IND 24 : # of presentations or meetings promoting Quitline, NOT, 5A, counseling for youth or Spit Tobacco cessation
- IND 25 : # of trainings held for health care professionals on 5A counseling for youth or Spit Tobacco cessation
- IND 26 : # of training sessions/events attended by staff or partners
- IND 27: # of contacts/meetings with state/local government leaders
- IND 28 : # of new partnerships formed to advance a tobacco prevention initiative