

Tobacco Prevention Evaluation Program  
UNC-CH Dept. of Family Medicine

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Quarterly Report for HWTF Teen Tobacco Use  
Prevention and Cessation Initiative  
January 1, 2005 – March 31, 2005

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A report prepared for the  
North Carolina Health and Wellness  
Trust Fund Commission

May 31, 2005



Tobacco Prevention Evaluation Program  
UNC-CH Dept. of Family Medicine

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## I. Executive Summary

This quarterly report reflects the progress and activities of Phase I and Phase II grantees of the Health and Wellness Trust Fund (HWTF) Teen Tobacco Use Prevention and Cessation Initiative during the period of January 1, 2005 to March 31, 2005.

The total number of indicator changes reported this quarter increased when compared to last quarter. This was the second quarter Community/Schools grantees reported using the revised Indicator Progress Tracking System (iPTS) and the first quarter for which all grantees entered data directly into the iPTS each month. Possible factors contributing to the increased number of indicator changes reported this quarter include increased grantee experience using the iPTS, increased grantee efforts in recommended areas, and time of the school year (January-March) facilitating program activities.

Overall, very good progress was made by grantees in many key indicator areas this quarter. Key findings and underlined recommendations based on iPTS data are as follows:

### Initiation

- Work by five grantees resulted in the adoption of 100% Tobacco-Free School (TFS) policies in Currituck, McDowell, Elkin City, Dare, and Warren Counties during this quarter. Fifty-three percent (33 of 62) of the school districts represented by the 34 Community/School grantees have now adopted a 100% TFS Policy. Efforts to advance the policy in 21 of the remaining 28 districts were reported during this quarter.
- Since last quarter, there was a significant increase in Community/Schools grantee involvement in promoting awareness of research identifying the relationship between product pricing and youth initiation of tobacco use. Sixteen grantees reported work in this area, compared to six grantees last quarter.
- Community/Schools and Priority Population grantees reported 126 youth trainings this quarter, which is almost double the number of youth trainings reported last quarter. Grantees are encouraged to evaluate trainings and report how trainings translate into youth-led, policy changes.
- Community/Schools and Priority Population grantees reported a significant increase in youth-led indicator changes this quarter. The percentage of youth-led, policy-related indicator changes slightly increased from 22% last quarter to 28% this quarter.
- The average number of tobacco prevention education activities per grantee remained the same this quarter as last. Approximately 15% of these were youth led, including peer education. However, three-quarters of the youth-led events were reported by only three grantees. There is room for increasing the number of grantees that report youth-led peer prevention education, especially when it is combined with policy advocacy and includes an evaluation component.

### Secondhand Smoke

- Smoke-free restaurant campaigns and youth group advocacy resulted in identifying 26 existing restaurants with smoke-free policies, and six restaurants (one new) adopting smoke-free policies. One county board of health adopted a policy requiring all new restaurants to open smoke-free.

- Eighteen grantees reported 97 meetings with owners/managers/leaders to advocate for smoke-free policies in indoor/outdoor areas frequented by youth. This is double the number of grantees who reported meetings last quarter, and triple the number of meetings. This is commendable, and may be attributable in part to youth groups' maturity and encouragement from Tobacco Prevention and Control Branch staff.
- Continuing to increase both the number of grantees advocating for clean air policies and the number of contacts with policy makers, including business owners and managers will be an important goal. Examples this month of 'thinking outside the box', such as one grantees' request that college debit cards be useable only at smoke-free restaurants, the county board of health requiring new restaurants to open smoke-free, or the parks and recreation department adopting "smoke-free zones" when children are present, can serve as catalysts for both action and ideas. Field staff can encourage all grantees to advocate for secondhand smoke policy change from many different perspectives.

### **Cessation**

- While eleven new schools agreed to offer the Not-On-Tobacco (N-O-T) program (or a modified version of the N-O-T program) this quarter, six grantees reported ongoing barriers to N-O-T implementation including scheduling issues and lack of student interest. Some grantees reported strategies for improved implementation such as offering the program during school hours (i.e., during lunch), utilizing community N-O-T programs, or hiring facilitators from outside the school.
- Several grantees provided educational presentations to school staff (i.e., school nurses, Health Advisory Committees, faculty) promoting cessation services for students. One grantee successfully met with 22 principals on an individual basis to discuss ATS, N-O-T, and the Quitline.
- Six grantees reported 40 individual counseling/information sessions (outside of the N-O-T program) for students who sought help with quitting. The Quitline and 5A counseling services in the community should assist grantees in meeting this need from students.

### **Disparities**

- Two Priority Population grantees were involved in specific activities to promote 100% TFS and smoke-free policies this quarter. One grantee advocated for Alternative To Suspension (ATS) programs reaching American Indian youth and the other trained youth in the use of photovoice to promote enforcement of 100% TFS policies. Their efforts to promote smoke-free policies resulted in one smoke-free church policy adoption and the first ever, tobacco-free Annual Unity Conference.
- Two Priority Population grantees were significantly involved in training youth to become tobacco prevention advocates. One grantee reported 19 youth trainings involving approximately 300 Latino youth. The other offered a large Teen Summit for African American youth in Concord, NC.
- Priority Population grantees reported a total of 19 media messages this quarter. The largest organized media effort was by the Old North State Medical Society (ONSMS) whose media campaign, developed in collaboration with Webb Patterson, included PSAs on four radio stations, 14 newspaper ads, and a website listing all ONSMS physicians providing cessation services.
- Community/School grantees showed an increased commitment to reducing tobacco-related health disparities among identified populations. Twenty-seven Community/Schools grantees reported 103 indicator changes that were uniquely designed for identified populations, which is a 39% increase from the number of uniquely designed indicator changes reported last quarter.

- Few combined efforts by Community/Schools and Priority Population grantees were reported this quarter. Collaboration between these groups does not appear to have significantly occurred despite previous recommendations and should continue to be encouraged.

## **Media**

- The number of paid and earned media messages reported by grantees significantly increased this quarter. However, about half of the 353 messages come from only two grantees. One of these has a full time media specialist on the staff, and the other has been aggressive about getting out regular prevention and cessation messages via school outlets (television, newspaper, and website) and at a theater. While individual grantees may not be able to hire a full time specialist, HWTF might consider funding area or regional media specialists. Individual grantees can also look at a variety of communication outlets to get messages to teens.

## **Administrative**

- The most highly attended training attended by grantee staff/partners this quarter was for use of the Indicator Progress Tracking System (iPTS).
- The number of grantees reporting contact/meetings with state and local government leaders to promote HWTF funded programs increased by 167% from last quarter, with 24 grantees reporting 55 contacts/meetings. Twenty-six House Representatives and 15 Senators were specifically identified as being contacted by grantees. Grantees should continue to share program accomplishments with their elected officials and report these meetings in their iPTS reports.
- Eighty-two percent of grantees report using the TRU website or list serv.

## II. Introduction and Methods

The following quarterly report summarizes the progress and activities of HWTF Teen Tobacco Use Prevention and Cessation (TTUPC) grantees during the period of January to March 2005.

This report includes data submitted by 34 Community/Schools grantees (including 23 Phase I and 11 Phase II grantees) and four Priority Population grantees. Monthly progress reports were submitted by all grantees using the indicator Progress Tracking System (iPTS). The iPTS collects data based on nine focus areas and 36 performance indicators developed and approved the HWTF, Tobacco Prevention and Control Branch (TPCB), and the UNC Tobacco Prevention and Evaluation Program (UNC-TPEP) (See Appendix).

Data for this quarter were compiled and analyzed by the UNC-TPEP, with an emphasis on data collected in policy areas. This report summarizes grantee progress and activities in the following four goal areas of the TTUPC Initiative:

1. Prevent youth initiation of tobacco use,
2. Eliminate youth exposure to secondhand smoke,
3. Promote tobacco use cessation among youth, and
4. Eliminate health disparities among minority youth or other youth populations identified with tobacco-related health disparities

All Priority Population grantee data are reported under the Disparities section of this report. Data pertaining to media efforts and administrative measures for all Community/Schools and Priority Population grantees are summarized in sections E and F. Other statewide groups funded by the HWTF (e.g., NC STEP, SAVE) are not included in this report.

Limitations for this report are as follows:

- Data quality continues to be impacted by grantees' inexperience using the iPTS and changing to an indicator-based reporting system. Feedback to all grantees on data quality and reporting is currently being provided by the iPTS team.

### III. Summary of Quarter Activities

#### A. Initiation

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##### A1. 100% Tobacco-Free Schools

The 34 Community/School grants cover 62 school districts (54% of the 115 N.C. districts). At the beginning of this quarter 28 of these districts had 100% TFS Policies in place. With the addition of Currituck (unanimous), Elkin City (unanimous), McDowell (8-1), Dare (5-0, 2 members absent), and Warren (unanimous) voting to adopt the policy this quarter, that total is now 33.

The following numbers reflect the 34 districts that began the quarter without a 100% TFS policy:

- Sixteen grantees have been at work in 26 school districts, promoting 100% TFS policy adoption.
- Three grantees presented the findings of three surveys assessing readiness or support for 100% TFS policy adoption to school boards, principals, and a School Health Alliance meeting.
- Cessation resources for staff (i.e., Quitline, classes) were promoted through posters, a newsletter, flyers, staff meetings and a school board meeting in five school districts by five grantees.
- Eleven coalitions reported 48 presentations or meetings with community leaders and key decision makers encouraging adoption of 100% TFS policy. These advocacy efforts took place in 19 school districts. They included nine presentations to eight school boards, and meetings with seven School Health Advisory Committees encouraging them to make 100% TFS policy a priority.
- Barriers: Five grantees reported barriers, which included: resistance from school staff and administration; lack of support from school board members; community need to support tobacco industry; concerns for policy enforcement; other issues before the school board taking priority; and scheduling of TFS leadership forum close to spring break.

The following numbers reflect the 33 districts with a 100% TFS policy at the end of the quarter:

- Eighteen grantees worked in 23 school districts to enforce 100% TFS policies this quarter.
- Eleven grantees reported 19 meetings with school and community agencies in 12 school districts to encourage implementation and enforcement of 100% TFS policy.
- One grantee, whose school district 100% TFS policy had taken affect last fall, conducted a random sample 100% TFS Policy Follow-Up survey with 1075 school system employees. Five hundred seventy-five surveys were returned. Eight questions covered staff knowledge of policy, their perceptions of policy compliance, importance and availability of cessation support offered to staff, impact of policy on staff and youth, and suggestions for improving compliance. A summary of results will be posted on the school district's website.

- Six grantees in six school districts conducted 14 presentations, seven of which were one-on-one sessions promoting effective cessation resources for staff. One grantee led the Freedom from Smoking program for five staff members.
- Four grantees reported the adoption of the ATS program in two schools and in all schools in two districts that included ATS in 100% TFS policy adoption. Eight administrators/teachers from one school district and two guidance counselors from one of the schools were trained.
- Barriers: Seven grantees reported barriers, ranging from low participation rates for staff cessation classes or for ATS and NOT training, scheduling issues related to being last on the agenda at school board meetings or lower on the board's priority list. A need for more communication about new policy and staff cessation services existed. One system had an issue with confusion about whose responsibility it is to enforce the policy. Another grantee works largely with community groups and has had little response from overtures to collaborate with the school system's tobacco prevention coordinator.

## **A2. Relationship of Product Pricing and Initiation**

- Sixteen grantees reported work in the area of education about the relationship between product pricing and youth initiation. Nine of these were media messages published or aired, and thirteen reported educational presentations to schools and communities.
- Four youth groups and two coordinators wrote to or met with legislators and had opportunities to share the research about price and initiation.
- Information about the relationship between pricing and initiation was included in three school board or school health advisory committee presentations advocating tobacco free schools. Six presentations to other community groups and leaders were reported.
- Middle school classes at one school, and two youth groups were educated about the effect of tobacco pricing on youth initiation. One group of peer educators shared their knowledge about this issue with other youth in the school. Another group conducted a survey to learn about teen knowledge of tobacco taxes and rates of initiation.
- Barriers: The only barrier reported in this focus area was uncertainty as to how to proceed with the information, asking for guidance from HWTF about what could be presented and to whom.

## **A3. Youth Access to Tobacco Products**

- Two grantees reported activities to increase compliance and limit or remove tobacco ads targeting youth in stores. Youth groups conducted merchant education at 18 stores. This resulted in all store owners signing pledges not to sell to underage youth, 10 agreeing to remove tobacco ads and products from the candy aisle, and eight seeking permission from corporate offices to remove the products. In addition, a coordinator met with 10 merchants to discuss underage sales and buy rates. Another youth group surveyed stores for tobacco advertisements, and planned to share their findings with the media on Kick Butts Day.
- Twelve grantees reported initial efforts toward implementing activities, including trainings and planning with ALE, meeting with the sheriff's department, and community education.
- Barriers: Youth reported a manager's unwillingness to change the product placement for tobacco products because of the money that the store received.

#### **A4. Youth Trainings**

- Twenty-six grantees reported approximately 95 youth trainings this quarter. This is a 46% increase in the number of youth trainings reported last quarter. The total number of individual youth trained cannot be determined due to some of the same youth attending several trainings.
- Thirty-six trainings (38%) were reported as being youth-led. 74% of youth trainings reported last quarter were youth-led.
- The greatest number of grantees (30) continue to be involved in general tobacco prevention/advocacy-related trainings to existing youth groups (i.e., TATU, peer education strategies, etc.) About 42 general trainings were categorized in this area.
- Nine trainings reported by eight coalitions were specifically oriented towards policy advocacy. These include trainings in the areas of 100% TFS policy (4), SHS advocacy (4), and speaking with policy makers about the relationship between product pricing and youth initiation (1).
- Six coalitions reported nine trainings provided by, or in collaboration with, ?Y. Trainings included Tobacco 101, Tobacco 202, media literacy, and media advocacy.
- Six coalitions reported 11 trainings related to media and development of PSAs.
- One coalition provided four trainings for college students (i.e., media literacy, peer education).
- Other youth trainings skill areas included: merchant education (2), survey skills (2), developing action plans (1), spit tobacco (3), and evaluation (1).

#### **A5. Youth-Led Activities**

- Thirty-one grantees reported approximately 442 youth-led indicator changes this quarter. Youth-led implies youth were involved in planning and/or implementing of the activity with adult guidance. This is a 56% increase in the number of youth-led indicator changes reported in the last quarter (283). This significant increase is likely due to differences in reporting by grantees as they become more accustomed to using the IPTS. Note: Grantees did not consistently report how youth specifically participated in indicator changes to verify youth involvement.
- Twenty-eight percent (123) of youth-led indicator changes were policy-related (i.e., indicator changes in 100% TFS, secondhand smoke, and product pricing focus areas). This is an increase in the total number of youth-led, policy-related indicator changes reported last quarter (63 to 123), but only a slight increase in the percentage of all youth-led indicator changes reported (i.e., 22% of youth-led indicator changes last quarter were policy related, now 28%).
- Seventy-one percent (87) of youth-led, policy-related indicator changes were in the area of secondhand smoke and 20% (25) of were related to 100% TFS Policy (12% promoting adoption and 8% promoting enforcement). Nine percent of youth-led, policy-related indicator changes were in the area of product pricing (i.e., nine presentations and two media messages).
- Thirty-three percent (144) of the 442 youth-led, indicator changes were related to development of media messages.
- Ten grantees reported ten or more indicator changes that were youth-led, indicating high youth involvement in these coalitions.

## A6. Tobacco Prevention Education

Thirty-three grantees reported tobacco prevention education activities, with an average of seven activities per grantee reported this quarter. One activity often represents multiple presentations (i.e., a SAVE survivor speaking to 5 classes at a middle school is counted as one activity).

- Seventy percent (154 of 220) of the activities were school classes or presentations, often with guest speakers from SAVE or NCSTEP. Several presentations were made to church or parent groups. Topics covered in most activities were awareness of dangers of tobacco use, secondhand smoke, and cessation resources available. Media literacy, letter-writing campaigns, or opinion surveys are often included in these activities.
- In addition, twelve grantees reported youth-led education events teaching peers and younger youth about the dangers of tobacco use. These accounted for 15% of the activities (34 of 220). Twenty-five of these presentations came from three grantees.
- Thirty events involved displays or booths at athletic events, health fairs, or during school lunches. Twelve of these were led by youth.
- Barriers: Five grantees reported that issues of time are a barrier, such as scheduling when youth can attend meetings, or when they can make presentations during the school day. Two grantees found teen attitudes to be barriers to their programs. "Teens over-estimate the use of tobacco among peers and consider use socially acceptable or even expected," even though they also express annoyance about tobacco smoke or concerns about secondhand smoke exposure.

## A7. Preventing Initiation Media

- Eight grantees reported 23 media messages educating about the relationship between the price of tobacco products and youth initiation. These included 14 news stories, 7 editorials or letters to the editor, and a talk show interview.
- One grantee wrote a letter to the editor in response to a front page news story on tobacco sales to minors. Another grantee reported a news story aired on television, two news stories published in newspapers, and a talk show interview describing local youth efforts to educate merchants.
- Nine grantees reported 28 media messages promoting 100% TFS Policy adoption, which included news stories appearing in local newspapers, flyers distributed at school meetings, and five newspaper editorials published, four of these written by youth. One grantee ran a paid ad in the local paper.
- Over 50 media messages were reported by 13 grantees encouraging compliance with 100% TFS policy. Public service announcements, cards, and stadium cups reminded people attending school athletic events of the tobacco-free policies in seven school districts. Seven editorials or letters to the editor affirmed the importance of recent policy adoptions and emphasized the need for stronger enforcement in districts with previously adopted policies.
- Tobacco prevention education - Fifteen grantees reported over 100 tobacco prevention media messages. Paid media efforts included school newspaper advertisements, slides in a local movie theater, and a portable billboard. Earned media included five talk show interviews (4 radio and one TV) with coordinators and youth. News stories were aired on five television channels, with the remaining messages published in local or student newspapers.

## **B. Secondhand Smoke**

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Twenty-five grantees recorded indicator changes related to adopting or advancing smoke-free policies in indoor/outdoor areas frequented by youth.

### **B1. Smoke-free Policies Adopted or Improved**

- Thirty-two restaurants were reported as smoke-free by six grantees. Twenty six of these were newly identified for a county's 2005 smoke-free dining guide. Two were restaurants that adopted smoke-free policies as a result of youth advocacy. One restaurant opened smoke-free, and three others adopted smoke-free policies.
- Two grantees reported churches adopting smoke-free policies for buildings and grounds. For one, it was a formal written policy to make clear to visitors and others what had been an unwritten rule. Youth at the other church are continuing to be involved in enforcement and signage.
- One county board of health voted unanimously to change its policy, now requiring all new restaurants opening in the county to be smoke-free.
- One grantee reported that a new county park opening this summer will be designated as smoke-free.
- Five restaurants participated in a Smoke Free Dining Day in one county.
- A speedway, a baseball stadium, and an amusement park adopted a designated smoking area policy. A county health department enacted a new policy eliminating smoking at entrances of health department buildings.
- In one coalition, youth advocacy efforts resulted in a bowling alley adopting a smoke-free week each month. In another, management of a water park has agreed to increase enforcement and signage in current no-smoking areas, which include the children's and food areas, as well as lines for rides.
- A county parks and recreation department adopted 'tobacco-free zones' for its ballparks and playgrounds. All coaches, parents, and others are required to be tobacco-free when children are present.
- One college with a 100% Tobacco Free Policy put that policy in writing for the first time and posted it on their website.

### **B2. Patron Surveys**

- Youth from one coalition tabulated and presented the results from last fall's Smoke-Free Dining Day surveys to the Community Health Forum, which several restaurant owners/managers attended. Several other grantees have conducted a variety of surveys related to this focus area, but have not yet presented the results.

### **B3. Meetings with Owners/Managers/Leaders**

- Eighteen grantees reported meetings to encourage or promote smoke-free policies in indoor/outdoor areas frequented by youth.
- Six grantees reported meetings with 32 restaurant managers/owners giving them information on the advantages of becoming smoke-free. Three grantees contacted 54 restaurant manager/owners for participation in a smoke-free dining day or night.
- Meetings were reported with assistant directors of county parks and recreation commissions (2), managers of bowling alleys—one of these a regional manager (2), managers of baseball stadiums (2), a movie theater manager, county managers, a county board of health, and a chamber of commerce.
- One grantee wrote a letter asking a college president to consider requiring local restaurants who accept the school's debit card to be smoke free.
- Several grantees reported follow up from smoke-free policy adoption, presenting certificates or thank-you letters from youth to restaurant owners who had become smoke-free. One grantee reported getting permission from three such restaurants to hold smoke-free dining events to promote the new policies.

### **B4. Educational Presentations**

- Seven grantees reported educational presentations promoting smoke-free policies including:
  - A Smoke-free Dining Night at a restaurant with a newly adopted policy to promote the policy in the community.
  - Presentations to a county board of health, a church, two youth groups, and a group of home-schooled youth and parents, and a middle school class.
  - Three community health forums or fairs, where the adoption of smoke-free policies was advocated.
  - Almost all tobacco use prevention education activities (see Initiation section) included education about the dangers of secondhand smoke and the need for smoke-free policy adoption.
- Barriers: Support for making all outdoor park areas smoke-free in one city is uncertain because city commissioners are concerned about how policy will be enforced.

### **B5. Secondhand Smoke Media**

- Approximately 13 grantees reported 40 media messages this quarter which aimed at promoting smoke-free policy adoption. Approximately 48% (19) of these messages were news stories, editorials, paid placements or regular columns in local newspapers promoting smoke-free restaurants, businesses, or athletic associations.
- Other SHS media efforts included radio interviews (4), billboards (3), websites with smoke-free dining lists (2), theatre slides (1), postings on an online bulletin board (1), distribution of flyers and receipt stickers (3), a display board that can be used at a variety of functions (1), and a newsletter article promoting smoke-free daycares, homes, and cars (1).

## C. Cessation

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Twenty-nine grantees reported work in the area of promoting youth access to cessation resources.

### C1. Presentations

- Thirty-five presentations promoting cessation services were given to school staff including student health nurses, principals, Health Advisory Committee members, and faculty. One grantee met individually with 22 principals to discuss ATS, N-O-T, and the Quitline. Three of these principals called back to implement ATS classes, two called back for school presentations, and one requested education during health classes at three schools.
- Grantees also promoted cessation services through presentations to middle and high school student classes/assemblies (14), informational displays (4), and health fair booths (1).
- Six grantees reported approximately 40 individual cessation counseling/information sessions with students requesting help with quitting and/or who were suspended for tobacco use violations (i.e., ATS participants).

### C2. Not-On-Tobacco (N-O-T) Program

- Eleven schools agreed to implement N-O-T, or a modified version of N-O-T, for the first time or after a lapse in promotion. Three of these schools reported classes during the quarter. Four of these schools refer their students to a N-O-T program in the community.
- Two grantees reported activities promoting N-O-T at Juvenile Detention Centers.
- Barriers: Six grantees reported ongoing challenges with implementation (i.e., transportation, scheduling, maintaining a facilitator year-round). Some grantees report success in implementing N-O-T during school hours (i.e., lunch hour), as well as encouraging referrals from school counselors and administrators. One grantee will be using a facilitator from outside the school to provide N-O-T services, as school staff who were trained to be facilitators reported barriers associated with time commitment and the number of sessions involved.

### C3. Trainings for Clinicians

- Three grantees coordinated 3 trainings for clinicians in 5As counseling (e.g., one training included 25 school nurses). One of these trainings was cancelled due to lack of interest from community clinicians (i.e., Flyers were sent to health departments, hospital employees, and local doctors offices with only one response).

### C4. Cessation Media

- Fourteen grantees reported approximately 85 cessation oriented media messages this quarter. Sixty-eight percent (58) of these media messages were reported by one grantee. This grantee used various media on a regular basis each month to promote cessation resources (i.e., Quit Line, N-O-T website, location of coordinator's office for help with quitting). These include theatre slides, articles in student and local newspapers, radio spots, and regularly broadcast messages on school TV and website.

## D. Disparities

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### D1. Priority Population Grantees

This is the first quarter in which all four Priority Population grantees submitted their monthly data using the new iPTS. Media and administrative measures reported by Priority Population grantees are included with Community/Schools grantees in Sections E and F. Priority Population activities related to Initiation, SHS, and Cessation under the overall Disparities goal area are as follows.

#### D1a. Initiation

- Two Priority Population grantees reported activities related to Tobacco-Free Schools:
  - The Many Voices One Message Team met twice with the NC Dept. of Public Instruction's "Drop Out Prevention Committee" to gain support for TFS, ATS programs, and cessation services for American Indian youth. The NC Commission on Indian Affairs (NCCIA) is actively exploring how tobacco-related school suspensions are a risk factor for dropping out among American Indian youth. They are advocating that a component of the American Indian N-O-T (AINOT) pilot program be included as a part of the ATS program when American Indian youth are involved.
  - Picture Me Tobacco Free youth, supported by the General State Baptist Convention (GSBC), trained a Durham County youth group on how to use photovoice as a method to promote the enforcement of 100% TFS policies in Durham County Schools.
- Priority Population grantees conducted 31 youth trainings:
  - Nineteen No Fumo trainings on Tobacco 101, leadership, and advocacy skills were conducted with approximately 300 Latino youth. El Pueblo also hosted youth on a trip to Washington DC for National Advocacy Day training.
  - Five GSBC trainings taught approximately 40 African American youth how to use photovoice for tobacco prevention and advocacy.
  - A Youth Summit, sponsored by NCCIA, ?Y, and the Lumbee Tobacco Prevention and Control Program, trained 30 youth in faith-based tobacco policy advocacy. Outcomes of this summit include five churches with youth-led policy initiatives in action planning stages and approximately five churches in contemplation stages for policy change.
  - Two African American youth sponsored by Old North State Medical Society (ONSMS) developed their advocacy skills as they attended a mock legislative session at the Youth Legislative Assembly. They presented a mock bill promoting smoke-free hospitals.
  - In total, 22 Priority Population indicator changes were reported as being youth-led. Three youth-led indicator changes resulted in specific smoke-free policy changes (i.e., smoke-free church policies).

- Priority Population grantees conducted 19 tobacco use prevention education activities:
  - The NCCIA conducted three tobacco education sessions with 70 high-risk youth; eight presentations to over 200 people (105 youth, 15-20 youth leaders) in various faith settings; three educational sessions to approximately 300 American Indian Middle School students; dialogues with over 100 youth at a youth conference; and two bi-monthly sessions with 38, tobacco-using young adults at UNC-Pembroke.
  - The ONSMS conducted a teen summit in Concord, NC that focused on empowering and educating youth on various topics including the dangers of tobacco use, racial differences in smoking patterns and health disparities, and media literacy. This event received letters of support from State legislators and the Governor's office. Another summit, which was planned to be held in Charlotte in January, was cancelled due to inclement weather. ONSMS also made educational presentations to 25 church youth group members and 120 elementary school students on tobacco use and cessation.
  - Sixteen youth from the GSBC attended a presentation on tobacco use and dental health. GSBC also conducted presentations at Eastern Stars Regional Youth meetings and organized an opportunity for Paul Turner to speak about spit tobacco at their Annual Laymen's Breakfast and Men's Conference.

#### **D1b. Secondhand Smoke**

- One GSBC Youth Action Team met with leaders of their church in Greensboro to discuss a Smoke-free Church Grounds Policy. The policy was successfully initiated at this church as a result of their efforts.
- The March 17–19 Annual Unity Conference adopted its first tobacco-free policy as a result of NCCIA youth mini-grant recipient efforts this quarter.
- NCCIA conducted five educational presentations in American Indian faith settings promoting the adoption of smoke-free policies in churches, homes, and schools. The NCCIA will be taking advantage of the upcoming powwow season to provide opportunities to address tobacco-free traditional activities and environments.
- In addition to their youth-led efforts, the GSBC was actively involved in promoting Smoke-Free Church Ground Policies this quarter. Their coordinator provided three educational presentations, including one SHS Church Opinion Survey, at large GSBC meetings. They offered technical assistance to three Health Departments and Durham County's Youth Tobacco Prevention team on how to promote Tobacco-Free Church Grounds.

#### **D1c. Cessation**

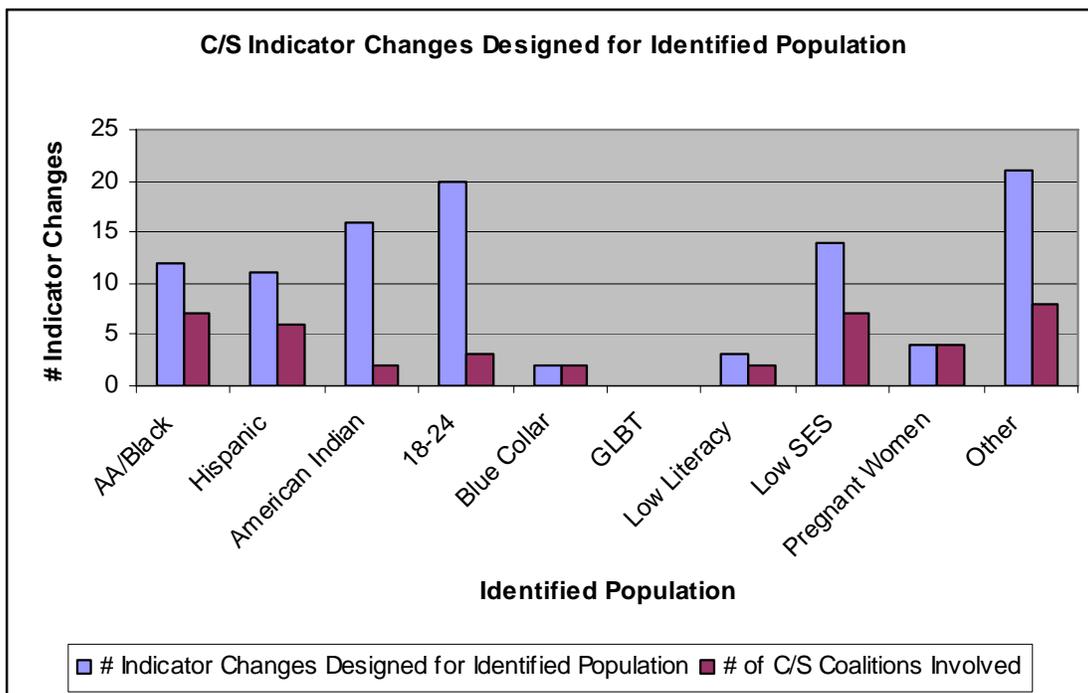
- The ONSMS was involved in several media efforts this quarter to promote African American youth access to cessation services. See following D1d. Media section for details.
- The NCCIA assisted in planning marketing strategies and brochure design for Quit Now NC to reach NC American Indian young adults. They also conducted a panel discussion to over 50 people (20 youth) at the Annual Unity Conference on challenges facing recruitment of American Indian youth into N-O-T and A-I-N-O-T.

## D1d. Disparities Media

- Priority Population grantees reported 19 messages this quarter using various media: exhibits (5), newspaper articles (4), radio Public Service Announcements (PSAs) (3), posters (2), and websites (2). Examples of Priority Population media efforts are as follows:
  - With the assistance of Webb Patterson, ONSMS launched a paid, cessation-oriented media campaign targeting African American youth. The campaign included radio PSAs broadcast on four radio stations, print PSAs in 13 African American newspapers and one magazine, and a website listing ONSMS physicians providing cessation services ([www.mydoccares.org](http://www.mydoccares.org)). ONSMS also ran a jumbotron PSA at the Central Intercollegiate Athletic Association (CIAA) Tournament. This is a large athletic conference event involving 12 historically African-American colleges/universities.
  - Five Picture Me Tobacco Free Photovoice Exhibits at various locations (i.e., NCCU, Usher's convention, libraries).
  - Four news stories by three grantees including coverage of teen summit, Tobacco-Free Church Ground efforts, and the first tobacco-free Annual Unity Conference.
  - Two Spanish language radio shows promoting the No Fumo Project.

## D2. Community/Schools Grantees

Community/Schools grantees were asked to designate indicator changes that were designed uniquely and specifically for members of an identified population. In total, approximately 103 indicator changes reported by Community/Schools grantees were designed for a unique, identified population. This is a 39% increase in uniquely designed indicator changes from last quarter.



Examples of Community/Schools indicator changes designed for identified populations include:

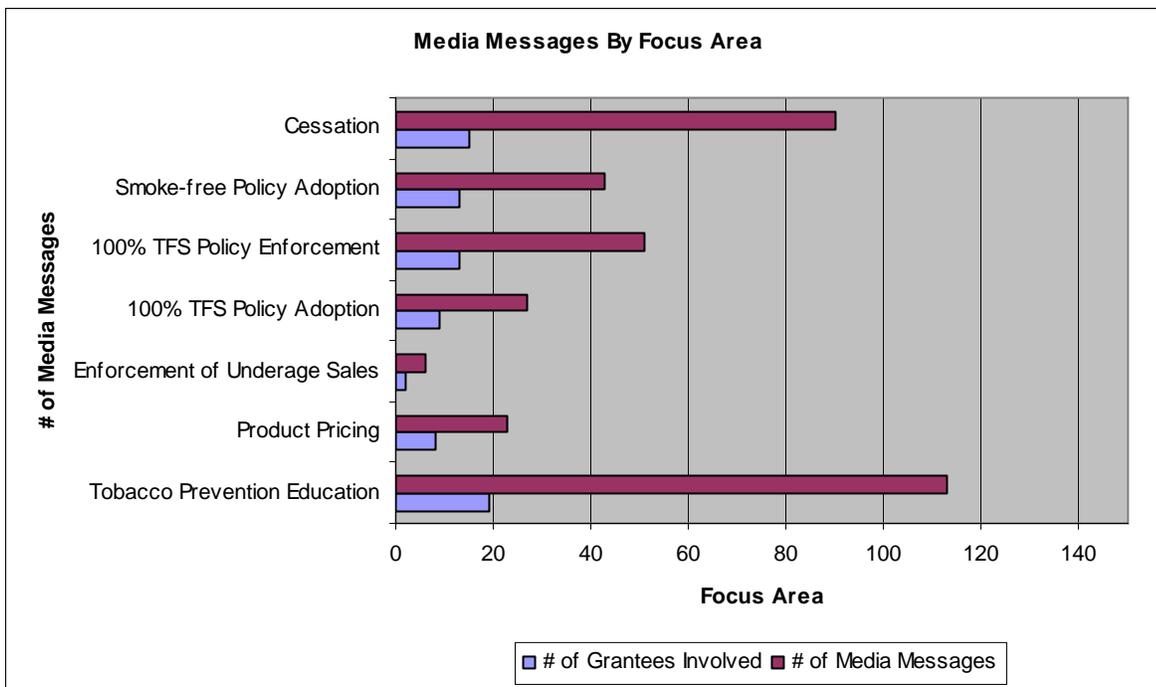
- New partnership with an influential African American, church leader in Hyde County
- 100% TFS signs translated into Spanish and distributed to over 40 schools
- Educational sessions with American Indian, alternative school students about traditional uses of tobacco (i.e., topical use)
- Formal written policy of Bennett College's 100% TF College Campus developed and made available on college web site
- Youth-led educational presentation to Adolescent Parenting Program on dangers of SHS and use of First Step Quit Guide
- Tobacco 101 prevention presentation to 20 students with mental and/or physical disabilities
- Other unique populations reached by targeted Community/Schools activities include at-risk and/or alternative school students, student athletes, or mixed cultural populations.

## E. Media (Overall)

Community/Schools and Priority Population grantees were asked to report their number of media messages published and aired under each focus area. One media message is defined as any earned or paid message in print, broadcast, or web-based media that focuses on a particular focus area. One media message includes one product (i.e., 100 copies of 1 poster = 1 media message).

- Approximately 353 media messages were reported by all grantees this quarter (Community Schools = 334; Priority Population = 19). This represents about a 70% increase from the number of media messages reported by Community/Schools grantees last quarter (196). This significant difference is likely due to increased accuracy and attention by grantees in reporting their media messages in the iPTS this quarter (Note: grantees received feedback about how to accurately report media messages since the last quarterly report).
- 74% (260) of all media messages were earned media (i.e., grantee did not pay for media). This percentage is similar to last quarter (approximately 75%), despite the increase in total number of media messages reported this quarter.

The following graph provides an overall picture of media efforts by all grantees in various areas (See Sections A, B, C, and D for more information about media efforts by goal area):



## **F. Administrative**

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The following data were reported by Community/Schools and Priority Population Grantees:

### **F1. Trainings for Staff and Partners**

- Approximately 85 trainings were reported for staff and partners:
  - Thirty-one grantees reported attending regional trainings on how to use the new Indicator Progress Tracking System (iPTS).
  - Nine grantees reported attending trainings conducted by the ALE about enforcement of underage tobacco sale issues (i.e., Regional meeting in Greenville, NC, 02/05)
  - Eight grantees reported attending media workshops led by TPCB Media Coordinator
  - Five or fewer grantees reported attending: ALA N-O-T trainings, adult leadership training by Question Why, Quit Smart, NCSTEP training, Prevention Professionals training, cultural competency training, NC Alliance training on excise tax advocacy, health education, coalition building, and cessation counseling for pregnant teens.

### **F2. Meetings with Government Leaders**

- Twenty-four grantees reported approximately 55 meetings/contacts with local and state government leaders. This represents a 167% increase in the number of grantees contacting government leaders to promote their HWTF-funded programs since last quarter (9 grantees).
- Twenty-six NC State Representatives and fifteen NC State Senators were specifically reported as being contacted by grantees (i.e., in person, by phone, mailed information packets).
- Grantees also reported meeting with groups of legislators and policy makers (i.e., at luncheons, Advocacy Day events, etc.), Board of Health members, one judge, and leaders in Native American and Latino communities.

### **F3. New Partnerships Formed**

- Thirty-two grantees reported forming new partnerships with various school, community, and statewide groups this quarter (Note: Accurate data regarding the number of partnerships formed are not available at this time). Examples of new partners include: community college staff and students, health department dental clinics and nurses, 4-H director, radio station, chronic disease coalition, libraries, Partners for a Drug-Free NC, restaurants, faith-based organizations, local physician, youth baseball leagues, Tribal leaders, and a county Sheriff.

### **F4. TRU Website and Listserv**

- Twenty-four grantees reported 182 postings and/or downloads on the TRU website or listserv.

### **F5. TRU Materials**

- Twenty-nine grantees reported local dissemination of various TRU materials including brochures, stickers, t-shirts, stadium cups, mini-basketballs, bracelets, posters, temporary tattoos, flashlights, key chains, pens, magnets, carabineers, and chap sticks.

## IV. Appendix: IPTS Indicators for HWTF Grantees

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### GOAL AREA: INITIATION

**Focus Area #1: Provide youth tobacco use prevention education and empowerment opportunities in schools and the community**

- # of tobacco use prevention education media messages published or aired
- # of tobacco use prevention education activities
- # of skill building trainings offered to youth

**Focus Area #2: Promote awareness of research that cites a relationship between price of tobacco products and youth initiation**

- # of product pricing media messages published or aired
- # of educational presentations on product pricing to school/community

**Focus Area #3: Promote enforcement of underage tobacco sale laws and reduced tobacco advertising that appeals to youth**

- # of enforcement media messages published or aired
- # of activities to increase compliance (e.g., merchant education)
- # of efforts to limit or remove tobacco ads targeting youth in stores

**Focus Area #4: Advance the adoption of 100% TFS policy in a school system**

- # of media messages encouraging adoption of 100% TFS policy that are published or aired
- # of readiness assessments, surveys, or petitions whose findings are disseminated to school leaders
- # of presentations/meetings with community leaders/key decision makers encouraging adoption of 100% TFS policy
- # of presentations promoting effective cessation resources for staff
- # of schools without 100% TFS policy adopting ATS program
- # of school district votes to adopt 100% TFS policy

**Focus Area #5: Encourage implementation and enforcement of 100% TFS policy throughout school district**

- # of media messages encouraging compliance with 100% TFS policy that are published or aired
- # of meetings with school/community agencies to encourage implementation and enforcement of 100% TFS policy
- # of presentations promoting effective cessation resources for staff
- # of schools with 100% TFS policy adopting ATS program

### GOAL AREA: SECONDHAND SMOKE

**Focus Area #6: Indoor/outdoor area frequented by youth in contract area adopts or advances towards a smoke-free policy**

- # of media messages promoting adoption of smoke-free policies published or aired
- # of educational presentations in school/community promoting adoption of smoke-free policies
- # of meetings with managers/owners/leaders regarding smoke-free policy
- # of patron survey campaigns/petition drives whose findings are disseminated to manager/owners/leaders
- # of areas adopting an improved smoke-free policy (e.g., smoke-free night)
- # of areas adopting smoke-free policy

### GOAL AREA: CESSATION

**Focus Area #7: Provide access to effective tobacco use cessation resources**

- # of cessation media messages published or aired
- # of presentations promoting Quit line, N-O-T, or 5A counseling for youth
- # of schools adopting N-O-T program
- # of trainings coordinated for health care professionals on 5A counseling for youth
- # of clinics, hospitals, and practices adopting Clinical Practice Guidelines for youth cessation (Priority Pops only)

### GOAL AREA: ADMINISTRATIVE

**Focus Area #8: Other monthly administrative measures**

- # of HWTF conference calls engaged in during the month
- # of training sessions/events attended by staff or partners
- # of contacts/meetings with state/local government leaders
- # of new partnerships formed

**Focus Area #9: Create linkages with the statewide TRU campaign**

- # of postings and/or downloads on TRU website or list serv
- # of TRU/HWTF-sponsored events attended by youth at school or in the community
- # of different types of TRU materials disseminated locally

## Appendix: iPTS Indicators for Guilford County – Colleges (18-24)

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### **Focus Area #1: Provide youth/young adults tobacco use prevention education and empowerment opportunities in schools, colleges, and the community**

- # of tobacco use prevention education media messages published or aired
- # of tobacco use prevention education activities
- # of skill building trainings offered to youth/young adults

### **Focus Area #2: Promote awareness of research that cites a relationship between price of tobacco products and youth/young adult initiation**

- # of product pricing media messages published or aired
- # of educational presentations on product pricing in school, campus, and community

### **Focus Area #3: Promote enforcement of underage tobacco sale laws and reduced tobacco advertising that appeals to youth/young adults**

- # of media messages encouraging enforcement of existing policy published or aired
- # of activities to influence on-campus merchants to refuse to sell tobacco products
- # of efforts to limit or remove tobacco ads targeting youth/young adults in stores, bars, or other entertainment venues

### **Focus Area #4: Advance the adoption of 100% Tobacco Free Building and Campus Policy**

- # of media messages encouraging adoption of 100% TF policy that are published or aired
- # of readiness assessments, surveys, or petitions whose findings are disseminated to campus leaders
- # of presentations/meetings to key decision makers encouraging adoption of 100% TF policy
- # of presentations promoting effective cessation resources for staff and faculty
- # of TF Building or Campus policies enacted or strengthened

### **Focus Area #5: Encourage implementation and enforcement of 100% Tobacco Free Building and Campus policy**

- # of campus media messages encouraging compliance with 100% TF policy that are published or aired
- # of meetings with school/college/community agencies to encourage implementation/enforcement of 100% TF Policy
- # of presentations identifying effective cessation resources for staff

### **Focus Area #6: Indoor/outdoor area frequented by youth/young adults adopts or advances towards a smoke-free policy**

- # of media messages promoting adoption of smoke-free policies published or aired
- # of educational presentations promoting adoption of smoke-free policies
- # of meetings with managers/owners/leaders regarding smoke-free policy
- # of patron survey campaigns/ petition drives whose findings are disseminated to managers/owners/leaders
- # of areas adopting an improved smoke-free policy (e.g., smoke-free night)
- # of areas adopting smoke-free policy

### **Focus Area #7: Provide access to effective tobacco use cessation resources**

- # of cessation media messages published or aired
- # of presentations promoting Quit line, classes, or 5A counseling for youth/young adults

### **Focus Area #8: Other monthly administrative measures**

- # of HWTF conference calls engaged in during the month
- # of training sessions/events attended by staff or partners
- # of contacts/meetings with state/local government leaders
- # of new partnerships formed

### **Focus Area #9: Create linkages with the statewide TRU campaign**

- # of postings and/or downloads on TRU website or list serv
- # of TRU/HWTF-sponsored events attended by youth/young adults
- # of different types of TRU materials disseminated locally