



# North Carolina Health and Wellness Trust Fund Teen Tobacco Use Prevention and Cessation Initiative

Semi-Annual Report  
July 1- December 31, 2007

Prepared for:  
North Carolina Health and Wellness  
Trust Fund



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## **A. EXECUTIVE SUMMARY**

### **A.1. Overview**

This report includes results and analysis of the July-December 2007 Semi-annual Survey from 44 of the 46 (96%) program grants in the Health and Wellness Trust Fund (HWTF) Teen Tobacco Use Prevention and Cessation (TTUPC) Initiative.

Significant accomplishments continue to occur in the areas of youth empowerment, including youth involvement in tobacco prevention activities and trainings. The Initiative has seen increases in the number of youth actively involved in tobacco prevention work (from 1,539 youth in the Fall of 2006 to 1,991 in Fall 2007) and a near 300% increase in the number of youth trained this year relative to last. Over half of these youth represent populations historically experiencing tobacco-related health disparities (i.e. African American, Latino, American Indian, LGBTQ, Low SES). Grantees also reported a substantial increase in the number of schools/community settings institutionalizing best practices (from 13 in July-December 2006 to 573 this year).

The majority of grantees reported that they do not partner with other grantees working on statewide disparities issues (n=28; 64%). Similarly, 70% (31 of 44) of grantees reported partnering with other Community/School grantees either not at all or to a small extent.

When asked to assess their programs, 25 of 44 grantees (57%) reported they had achieved their overall program goals to a moderate extent. In accordance with HWTF emphasis, grantees reported meeting their goals in the area of product pricing to a small extent, but their goals in the areas of 100% TFS implementation and tobacco prevention education/youth empowerment to a large extent. In addition, the greatest number of grantees responded that they are on track to meet their goals for the next six months to a large extent.

### **A.2. Recommendations for Program Development and Improvement**

Consider tracking policy outcomes as results of youth trainings. With over 3,000 youth trained, major policy outcomes should continue to occur. Better tracking the success of policy outcomes with youth empowerment could occur through an ongoing study.

HWTF can utilize the AAP process in future years to increase and encourage partnering activities across grantees that may increase program outcomes.

## B. BACKGROUND

The Health and Wellness Trust Fund (HWTF) Commission Teen Tobacco Use Prevention and Cessation Initiative (Teen Initiative) Community/Schools and Priority Populations grant coordinators complete monthly reports of their activities, barriers, and achievements using the Web-based Indicator Progress Tracking System (WiPTS). In addition, every six months they complete the Semi-annual Survey, designed to look more broadly at their perceived progress in meeting their goals, their community's views regarding issues of tobacco use, their use of HWTF technical assistance providers, and their progress toward semi-annual indicators.

UNC Tobacco Prevention and Evaluation Program (TPEP) designed the Semi-Annual Survey, in collaboration with the Tobacco Prevention and Control Branch (TPCB) and HWTF. The survey includes Likert-type scales and open-ended questions addressing various program assessment areas (described below). Revisions to the Semi-Annual Survey were made for the July-December 2007 reporting period including its administration through an internet-based survey provider (Zoomerang). This transition allowed for ease of use and analysis, as well as increased confidentiality for respondents.

## C. METHODS

The Semi-Annual Survey currently includes four sections, which can be described as follows:

- **Contact Information** asks grantees for current contact information. This information is used by UNC TPEP to ensure our contact lists are up to date.
- **Resources, Support, and Technical Assistance (TA)** asks grantees about their use of all HWTF technical assistance and training resources, whether their needs were met by the TA providers, and feedback on their experiences with the providers. These data are provided to HWTF as an in-house document under separate cover.
- **Program Progress and Community Views** asks grant coordinators to rate their overall progress, as well as their progress in specific objective focus areas over the past six months. In addition, grantees report their community views towards tobacco usage. Questions from this section can be found in the Appendix. Data from this section are included in this report. Unless otherwise mentioned, grantees respond to these questions using the following scale: *0- Not at all, 1-To a small extent, 2- To a moderate extent, 3- To a large extent.*
- **Indicators** track numbers related to program objectives that do not change from month to month (e.g., # of youth groups). Data from this section are included in this report.

Previous versions of the Semi-Annual Survey included space for grantees to report major barriers, accomplishments, and technical assistance. These data are now collected on a monthly basis as part of the grantees' WiPTS reporting.

All scores are based on grantee self-reported data. The report also describes grantees' perceptions of progress and needs, critical components for providing appropriate technical assistance and training.

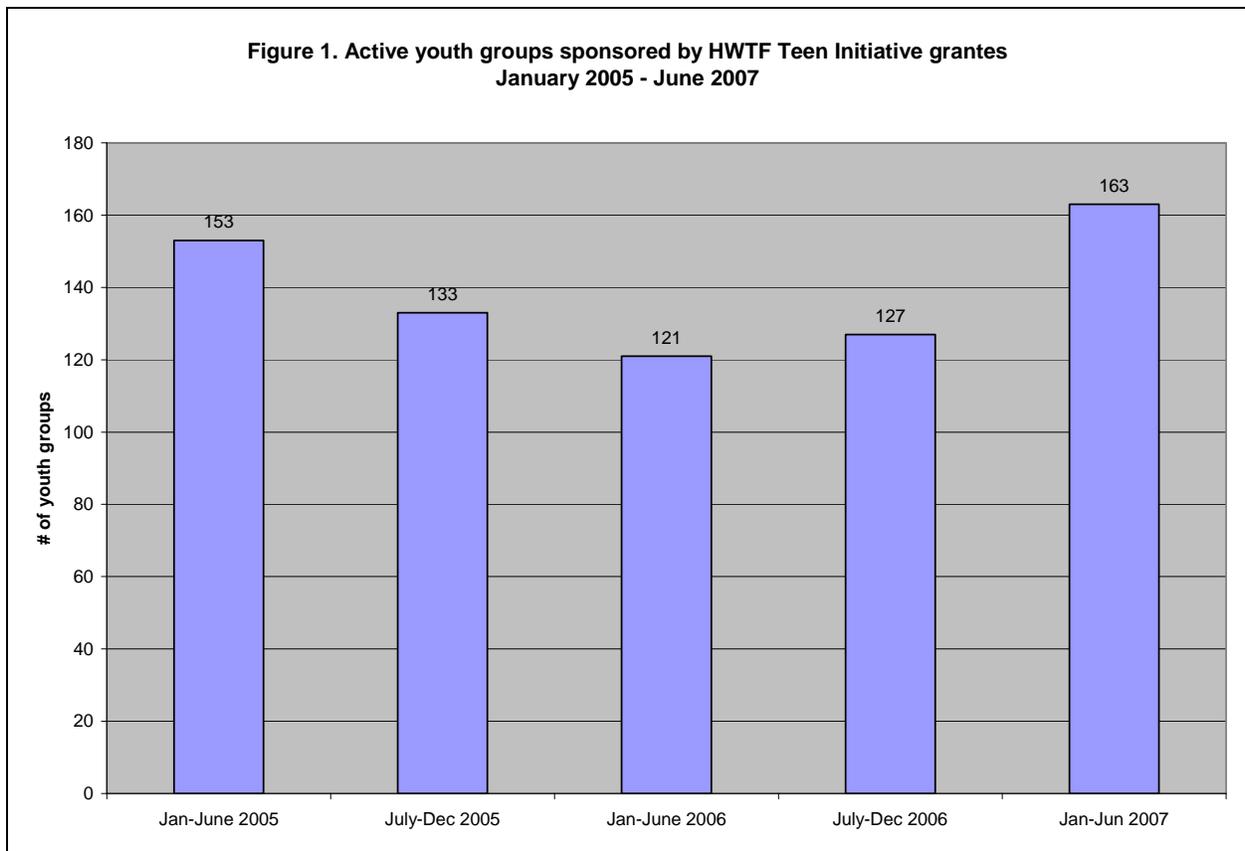
## C. SEMI-ANNUAL INDICATOR RESULTS

Forty-four of forty-six (96%) grantees participated in the online version of the Teen Semi-Annual Survey for the July 1-December 31, 2007 timeframe. Below are key findings from the survey.

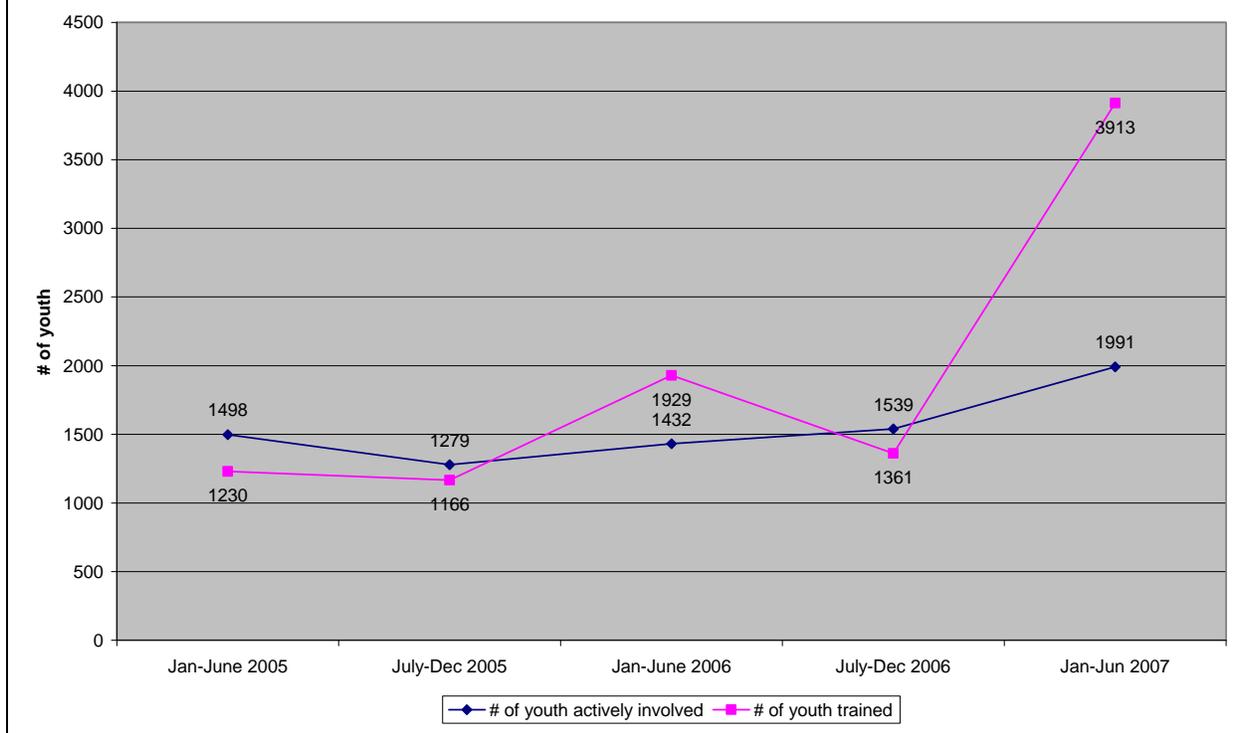
### C.1 Youth Empowerment

During this reporting period:

- 163 active youth groups were sponsored by grantees compared to 127 such groups at this time last year (See Figure 1);
- 1,991 youth were actively involved in planning and implementing tobacco (prevention) activities, compared to 1,539 at this time last year (See Figure 2);
  - 1,282 (64%) of these youth represent populations experiencing tobacco-related disparities (i.e. African American, Latino, American Indian, LGBTQ, Low SES) compared to 1,361(88%) at this time last year;
- 3,913 youth attended at least one training during the previous six months compared to 1,361 youth trained in the Fall of 2006(See Figure 2);
  - 2,508 (64%) of these youth represent populations experiencing tobacco-related health disparities (i.e. African American, Latino, American Indian, LGBTQ, Low SES);



**Figure 2. Number of youth actively involved in tobacco prevention activities and number of youth trained (January 2005 - June 2007)**



## C.2 Tobacco Free Schools

During this reporting period:

- 89 ATS courses have been completed compared to 54 in July to December of 2006;
- 222 youth have attended an Alternative to Suspension (ATS) at least once for tobacco-related issues compared to 148 at this time last year;
  - 116 (53%) youth represent populations experiencing tobacco -related disparities (African American, Latino, American Indian, LGBTQ, Low SES);
- 203 schools offered an ATS program; and
- 949 schools have 100% TFS signs posted.

## C.3 Cessation

During this reporting period:

- 373 schools/community settings institutionalized best practices for cessation (i.e. N-O-T, 5A, Quitline, Spit Tobacco) compared to 13 at this time last year. This indicator was added to the monthly tracking system in 2006-07. This year, the indicator is included as part of the Semi-Annual Survey.

## D. SEMI-ANNUAL PROGRAM ASSESSMENT RESULTS

### D.1 WIPTS Utilization

Of the 44 grantees, 59% (26) reported that they were able to use WiPTS to assist you in documenting their progress in meeting program objectives

21 grantees submitted comments on the WiPTS system.

- 10 grantees reported that the implementation of WiPTS was beneficial. They report the system is user friendly and like the capability to run and print various reports. Also, the grantees liked being able to submit their monthly reports online.
- 6 grantees reported concerns as to where to indicate various deliverable milestones. They report that the new system does not adequately reflect the amount of time and effort to complete various objectives.
- 7 grantees reported technical difficulties using WiPTS. The common problem reported was difficulty with running reports. TPEP recently sent a detailed set of instructions to overcome this problem via the TRU Listserv.

### D.2 Grantees Perception of Progress Toward Goals

#### *Progress to a large extent*

Approximately half of all grantees reported progress to large extent in achieving their objectives related to providing youth tobacco use prevention education and empowerment opportunities in schools and the community (n=21; 48%) and to adopting and/or implementing 100% Tobacco-Free School Policy (n=22; 50%).

Additionally, 64% (28 of 44) of grantees reported they were on target to a large extent to achieve your program goals for the next six months.

#### *Progress to a moderate extent*

The greatest number of grantees reported “**2- To a moderate extent**” for the following question(s):

- To what extent have you achieved your overall program objectives? (n=25; 57%)
- To what extent have you achieved your objectives related to advancing smoke-free policies in indoor/outdoor areas frequented by youth? (n=17; 39%)
- To what extent have you achieved your objectives related to promoting access to effective tobacco use cessation services? (n=17; 39%)
- To what extent have you achieved your objectives related to decreasing the proportion of youth from identified populations who use tobacco products? (n=19; 43%)

#### *Progress to a small extent*

Sixty-one percent (27 of 44) of the grantees reported achieving their objectives related to promoting awareness of the relationship between tobacco product pricing and youth initiation to a small extent.

### D.3 Grantees Perception of Partnerships

Using the following scale (0- Not at all, 1-To a small extent, 2- To a moderate extent, 3- To a large extent), the greatest number of grantees reported “**0- Not at all**” for the following question(s):

- To what extent have you partnered with HWTF grantees that work with priority populations to address policy change objectives? (n=28; 64%)<sup>1</sup>

Using the following scale (0- Not at all, 1-To a small extent, 2- To a moderate extent, 3- To a large extent), the greatest number of grantees reported “**1- To a small extent**” for the following question(s):

- To what extent have you partnered with other HWTF community/school grantees to address policy change objectives? (n=19; 43%)

Using the following scale (0- Not at all, 1-To a small extent, 2- To a moderate extent, 3- To a large extent), the greatest number of grantees reported “**2- To a moderate extent**” for the following question(s):

- To what extent were you able to develop new community partnerships to assist you in meeting your program objectives? (n=22; 50%)

Using the following scale (0- Not at all, 1-To a small extent, 2- To a moderate extent, 3- To a large extent), an equal number of grantees reported “**2- to a moderate extent**” and “**3 – to a large extent**” (n=19; 43% each) for the following question:

- To what extent have you been able to use existing community partnerships to assist you in meeting your program objectives?

### D.4 Grantees Perception of Community Views

Using the following scale (0- Not at all, 1-To a small extent, 2- To a moderate extent, 3- To a large extent), the greatest number of grantees reported “**2- To a moderate extent**” when asked to what extent they believed their communities held the following views:

- Tobacco use by youth as a serious health problem (n=26; 59%)
- Tobacco use by adults as a serious health problem (n=21; 48%)
- Secondhand smoke as a serious health problem (n=24; 55%)

In addition, grantees reported believing that teens in their community have been exposed to the HWTF’s media campaign “Tobacco Reality Unfiltered (TRU)” to a moderate extent (n=17; 39%) using the following scale (0- Not at all, 1-To a small extent, 2- To a moderate extent, 3- To a large extent).

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<sup>1</sup> Grantees tasked with working to eliminate tobacco-related health disparities statewide were advised *not* to partner with other grantees working to eliminate tobacco-related health disparities statewide.