



# North Carolina Health and Wellness Trust Fund

## Teen Tobacco Use Prevention and Cessation Initiative

Combined Quarterly Report  
Quarters 1 and 2

*July 1 – December 31, 2007*

Prepared for:  
North Carolina Health and Wellness Trust Fund



Prepared by:  
UNC School of Medicine  
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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 two-quarter period of July-December 2007. General findings include the following:

- Substantial activity in HWTF goal areas continues to occur statewide as demonstrated by the following findings:
  - 66% of grantees reported work in five of the six focus areas.
  - 87% of grantees offered at least one training to youth this quarter,
  - 96% of grantees attended at least one training event this quarter,
  - 91% of grantees held at least one youth-led prevention activity this quarter,
  - 85% of grantees disseminated at least one media/promotional message or conducted at least one meeting/presentation to encourage cessation among youth, and
  - 65% of grantees disseminated at least one media/promotional message encouraging compliance with 100% tobacco-free school policy.
  
- The natural shift in activity from adoption of 100% TFS policies to compliance continues with a boost from the NC legislation requiring that all public schools be 100% tobacco-free by August 2008. At the end of this reporting period, 99 of North Carolina's 115 public school districts had adopted 100% TFS policies.
- Grantees reported increased activity in the area of cessation relative to previous quarters.
- Grantees reported substantial involvement in activities geared toward educating merchants about NC tobacco sales laws; however, grantees reported very few stores removing tobacco advertisements.
- Grantees reported an increased number of smoke-free policy adoptions in places of worship relative to previous quarters.
- Youth empowerment activities accounted for nearly 50% of all programmatic indicator changes.
- Training and technical assistance functions in the area of youth empowerment continue to occur at rates that should continue to translate into future policy outcomes.
- Grantees have reported barriers in the first two quarters at higher rates than previously seen, particularly related to communication issues.

## **A.2. Key Outcomes and Program Accomplishments**

### **Prevent youth initiation of tobacco use**

Despite the NC General Assembly passed legislation requiring all NC public school districts to adopt 100% TFS policies by August of 2008, grantees are still working with districts that have not adopted TFS policies to encourage early adoption. In addition, grantees in 100% tobacco-free schools reported substantial work in assisting with implementation and promoting compliance through media, meetings, and presentations.

- Six school districts adopted 100% TFS policies during this reporting period, including Forsyth County, a major tobacco manufacturer historically. Of the 16 NC school districts that have not yet adopted 100% TFS policies, 10 (63%) are in areas where HWTF grantees are working directly.
- Eighteen schools adopted Alternative to Suspension (ATS) programs during this period.
- Grantees reported two convenience stores removing tobacco ads completely from their buildings.
- Efforts in youth prevention education and empowerment remain very high, with activity in this area accounting for 46% of all indicator changes in the four goal areas.

### **Eliminate youth exposure to secondhand smoke**

During this period, 34 out of the 45 represented grantees reported working in the secondhand smoke exposure focus area. Grantees reported approximately 50% fewer meetings this period relative to the same period last quarter.

- The total number of 100% smoke-free policy adoptions reported in Q1-Q2 is 82. At the end of Q2 of 2006-07, grantees had reported 86 smoke-free policy adoptions.
- During this reporting period, grantees held 146 meetings with key business leaders to promote adoption of smoke-free policies. Grantees reported 283 meetings during Q1-Q2 of 2006-07.
- Thirty-four patron survey campaigns/petition drives were held during this period. At the end of Q2 of 2006-07, grantees had reported 39 patron surveys campaigns/petition drives.
- The number of 100% smoke-free policy adoptions in places of worship increased more than three-fold from 6 in Q1 2007-2008 to 22 in Q2 2007-2008.

### **Provide tobacco cessation resources for youth**

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

- This reporting period, grantees reported 180 media messages, compared to 98 media messages at this time last year.
- Grantees reported 158 presentations/meetings promoting youth cessation resources this reporting period. At the end of Q2 last year, 75 presentations were reported.

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

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

- About 12% of all programmatic indicator changes reported this period were uniquely designed for youth from populations experiencing disparities, compared to 17% in Q1 and 13% in Q2 of last year. Approximately three quarters of this work was done by grantees specifically tasked with addressing disparities in identified populations.
- Thirty-three percent of these indicator changes were designed for American Indian youth, and 33% were designed for African-American youth.

## **Infrastructure- Administrative Activity and Youth Empowerment**

Staff participation in training activities remains at a high level, including trainings in nearly every focus area.

- Grantees reported 264 units for attendance at training events during this period. At the end of Q2 of 2006-07, grantees had reported 277 such events.
- Nineteen grantees reported having 911 contacts for educational purposes, with elected state or local government leaders during Quarters 1 and 2.

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

- Fifty-three percent (1,459 of 2,762) of all programmatic indicator changes not including administrative measures were youth-led this quarter, compared to 22% in Q1 and 26% in Q2 of 2006-07.
- A total of 233 skill-building trainings for youth were reported this period, more than double the 102 trainings reported at the end of Q2 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 Q1 and/or Q2.

- Over three-quarters (35 of 45) of grantees reported communication or scheduling difficulties with community partners, including unreturned calls and lack of interest from school administrations.
- Two-thirds (30 of 45) of grantees reported difficulties getting youth involved or committed, including transportation and competition from other school activities;
- Other barriers included:
  - Scheduling conflicts including holiday break and weather-based cancellations;
  - 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;
  - Communication issues with HWTF including timeliness of approval processes and confusion regarding allowable activities;
  - Resistance to policy change including Board of Education decided not to implement TFS policy until mandated;
  - Staff turnover, including difficulty filling open positions; and
  - Budgetary issues including need for budget revision.

#### **A.4. Recommendations for Program Development and Improvement**

The following are recommendations for program development and improvement based on data received in Quarters 1 and 2 (and including those made in our annual report):

- HWTF should discuss with grantees ways of optimizing communication and other concerns amenable to intervention in order to increase program success.
- Grantees should seek specialized training for working with and engaging youth. In accordance with the recommendation made in the 2006-07 annual report, grantees may seek assistance from other grantees and create small groups to share ideas and sponsor joint activities.
- Grantees should follow-up on contacts made with area merchants by encouraging them to remove tobacco ads from their stores. This recommendation addresses a similar recommendation in the TPEP 2006-07 annual report that more emphasis be placed on this indicator as a way of reducing tobacco advertising that appeals to youth.
- HWTF should continue to assist in the transition from 100% TFS adoption to 100% TFS implementation and compliance by providing necessary training and materials. Again, grantees with newly adopted policies could collaborate with more experienced grantees in planning and implementing strategies for 100% TFS compliance in their school districts.
- HWTF should consider conducting a special study for the next fiscal year that would verify the complete removal of tobacco ads in stores.
- Grantees and HWTF should continue to share evaluation reports with all relevant stakeholders in order to communicate successes of the Initiative.

## **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 July 1- December 31, 2007.

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 actions 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 1 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 was unable to submit data for this report. Grantee involvement by focus area for Q1 of the 2007-08 fiscal year is highlighted in Figure 1. In general, involvement in the focus areas is higher than in previous quarters. 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.

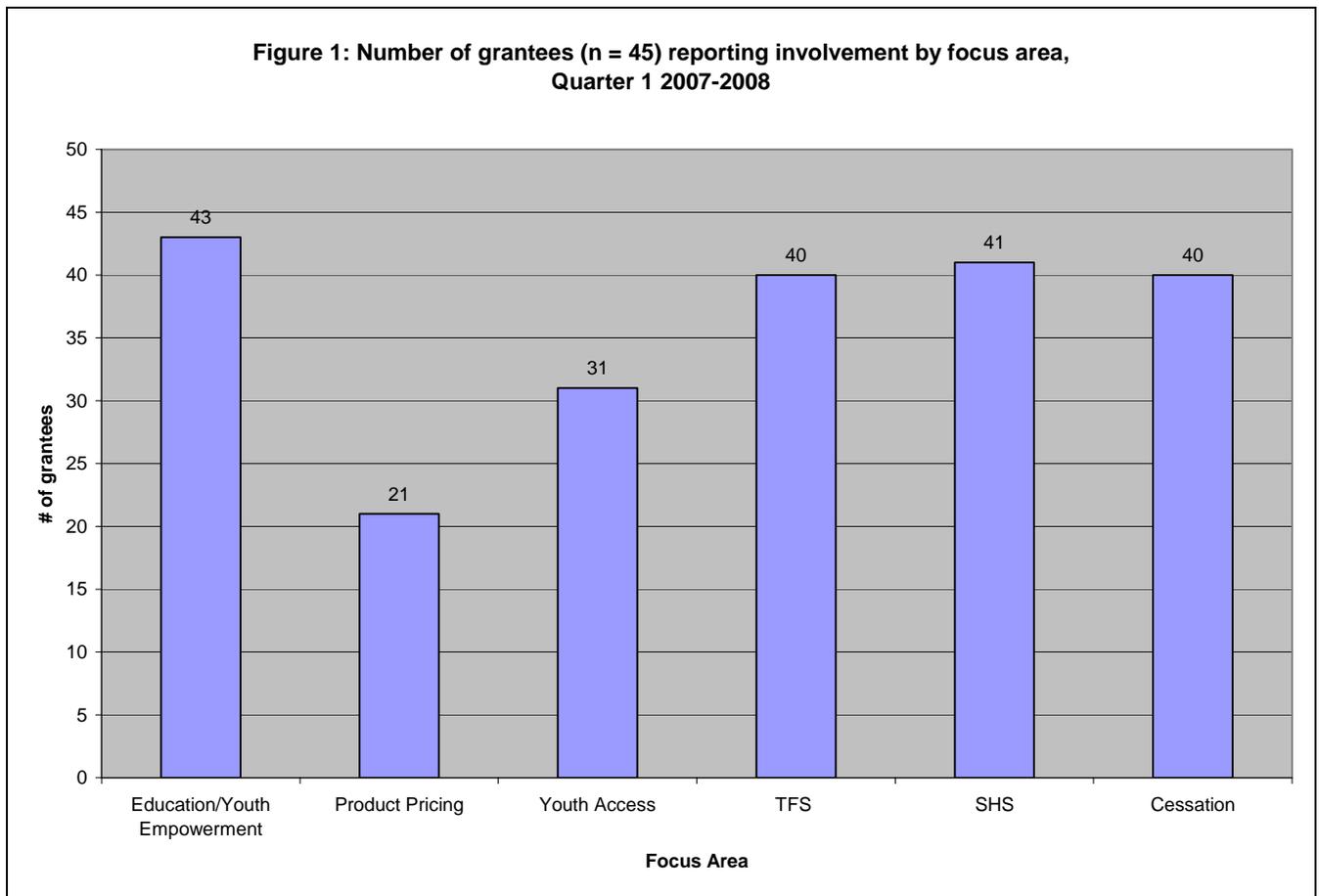
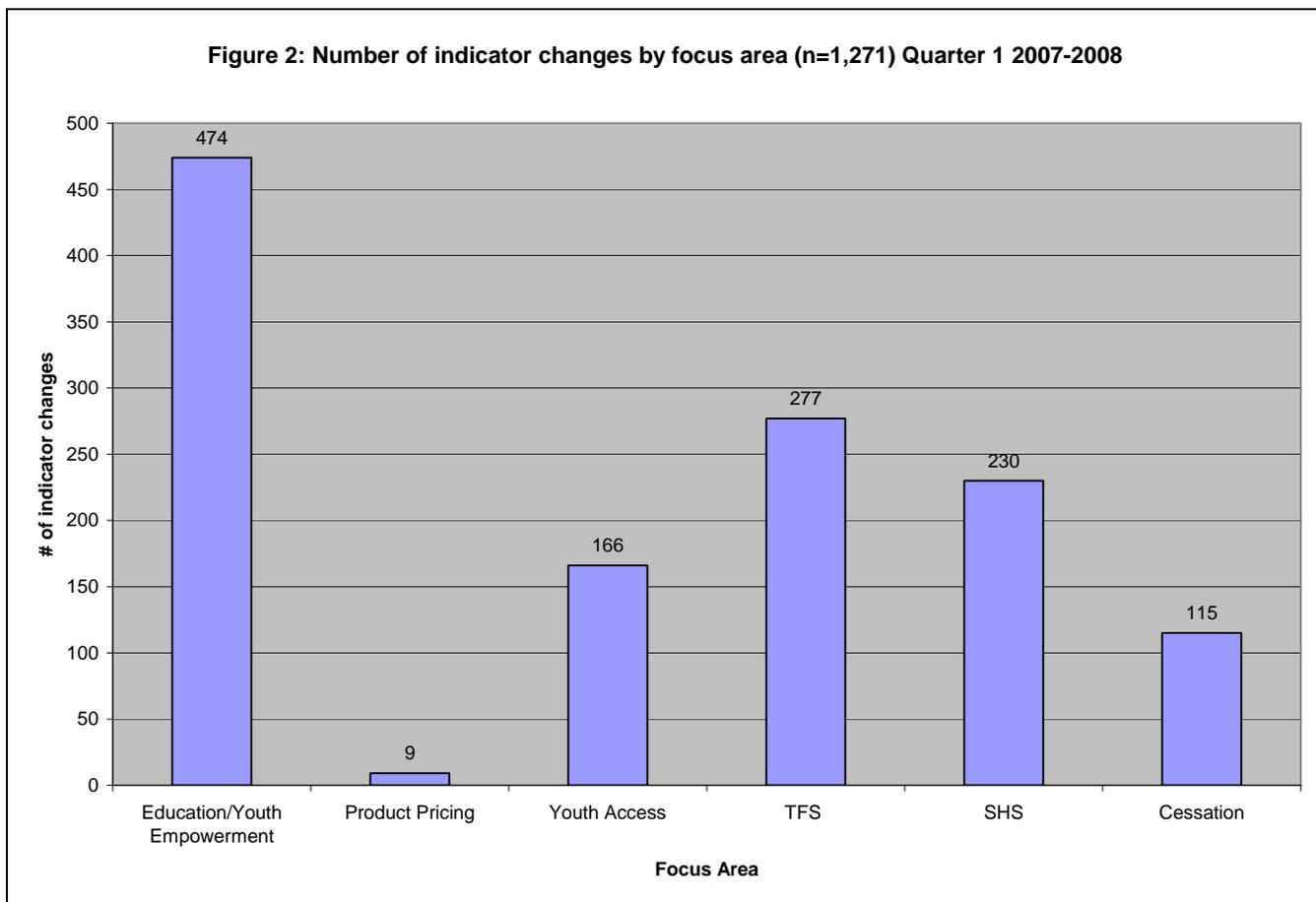


Figure 2 shows the total number of indicator changes within each focus area for Quarter 1 of the 2007-08 fiscal year. Grantees reported 1,271 programmatic indicator changes (not including administrative measures) in Q1, a 48% increase in total activity relative to Q1 of 2006-07. In Q1 of this year, approximately 37% of all programmatic indicator changes (474 of 1,271) were in the tobacco prevention education and youth empowerment focus area. Tobacco-free school adoption and implementation work accounted for 22% of all indicator changes (277 of 1,271). The general distribution of activity across focus areas is similar to that seen in Q1 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*

- Sixteen schools adopted an ATS program during Q1, compared to 11 in Q1 of 2006-07 (see Table 1 below).

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

School Name	County	School Name	County
Andrews High School	Cherokee	Tuscola High School	Haywood
Gamewell Middle School	Caldwell	Pisgah High School	Haywood
Franklin High School	Macon	Macon Middle	Macon
Nantahala School	Macon	Union Academy	Union
Highlands School	Macon	Early College School	Macon
Mountain Heritage High School	Yancey	Perquimans High School	Perquimans
East Yancey Middle	Yancey	Rocky Mount High School	Nash
Cane River Middle	Yancey	Southern Nash High School	Nash

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

- The following five school districts adopted a 100% Tobacco-Free School policy during this quarter<sup>1</sup>:
  - Hyde County Schools
  - Brunswick County Schools
  - Madison County Schools
  - Winston-Salem/Forsyth Schools
  - Wake County Schools

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<sup>1</sup> 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.

### C.2.c. Smoke-Free Policy Adoptions

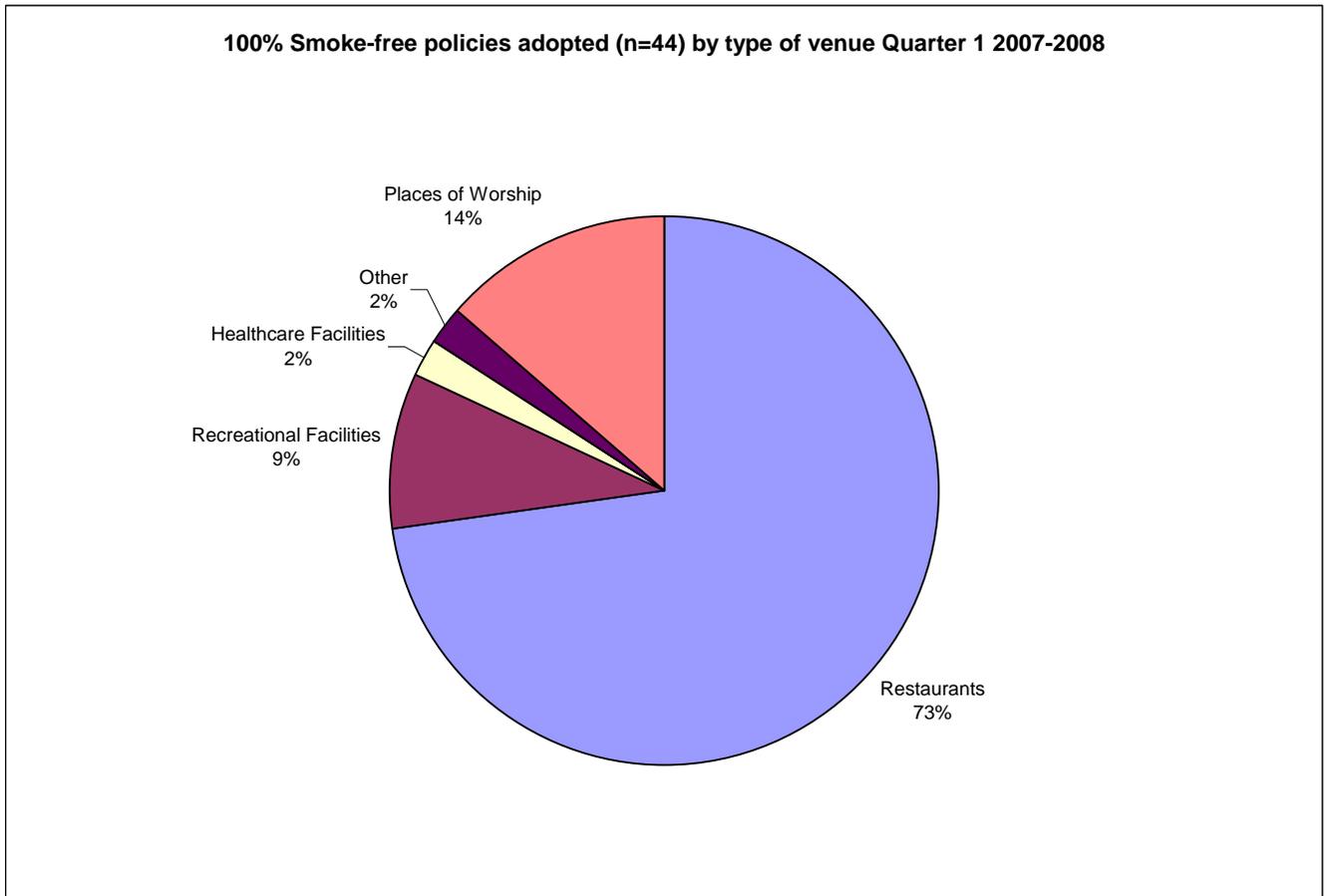
- This quarter, 44 100% smoke-free policies in indoor/outdoor areas frequented by youth were reported (See Table 2), compared to 51 in Q1 of 2006-07.
- Twelve (27%) of these policy changes involved *direct* involvement by 7 grantees.

**Table 2. 100% Smoke-Free Policies Adopted Quarter 1, 2007-08**

Grantee Name	Venue	Grantee Name	Venue
Alamance-Caswell Area	Dolly's Pizza	Durham County Health	Mardi Gras Bowling Center
Alamance-Caswell Area	Q'doba Mexican Grill	Forsyth County	Beef O' Brady's
Alamance-Caswell Area	Red Robin	Forsyth County	Carrabus Italian Grill
Alamance-Caswell Area	University Chill	Forsyth County	China Restaurant
Alleghany County Schools	Subway	Forsyth County	Dr J's House of Soul Food
Ashe County Schools	El Taco Loco	Forsyth County	Golden Wok
Ashe County Schools	Grassy Creek Store and Grill	Forsyth County	Quiznos 4th street
Ashe County Schools	Sweet Aromas	Forsyth County	Restaurante La Familia
Center for Health and Healing, Inc.	China Grove A.M.E. Zion Church	Forsyth County	Scooter's Deli
Center for Health and Healing, Inc.	Jerusalem Baptist Church	Forsyth County	Subway
Center for Health and Healing, Inc.	Marvin AME Zion Church	Forsyth County	T.J.'s Deli
Center for Health and Healing, Inc.	Middle Street AME Zion Church	Forsyth County	Time to Eat
Center for Health and Healing, Inc.	Mount Zion AME Zion Church	Forsyth County	Wendy's Waughtown Street
Center for Health and Healing, Inc.	New Jerusalem Primitive Baptist Church	NC Commission of Indian Affairs	Indian Education Center Building
Chatham County Health	Bojangles	NENCPPH NC Institute for	Currituck Parks and Recreation
Chatham County Health	Burger King	NENCPPH NC Institute for	Lions Club Bingo
Chatham County Health	Carolina Brewery	Orange County Health	Mardi Gras Bowling Center
Chatham County Health	Chatham Hospital	Surry County Health and	Coffee Shop
Chatham County Health	KFC/Taco Bell	Surry County Health and	Royall's Soda Shop
Chatham County Health	McDonalds	TRU-6/Haywood HWTF	Burger King
Chowan Regional Health	Betty's Kitchen	Watauga County Schools	Boone Bagelry

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

- Restaurants account for 73% of the venues adopting smoke-free policies reported by grantees this quarter, compared to 70% in Q1 of 2006-07.
- Six places of worship adopted 100% smoke-free policies this quarter. Seven places of worship adopted such policies in Q1 of 2006-07.
- Many policies affect more than one building or physical space. This quarter, the 44 adopted policies represented a total of 50 physical locations.



### **C.2. d. Stores that Remove Tobacco Advertising**

This quarter, the following two stores completely removed tobacco advertisements from their facilities following the involvement of two grantees.

- Bright Mart (Goldston/Chatham County)
- Parkview Mini Mart (Durham/Durham County)

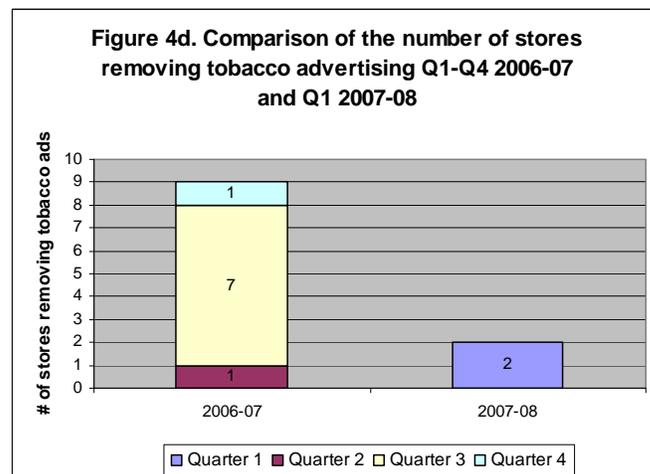
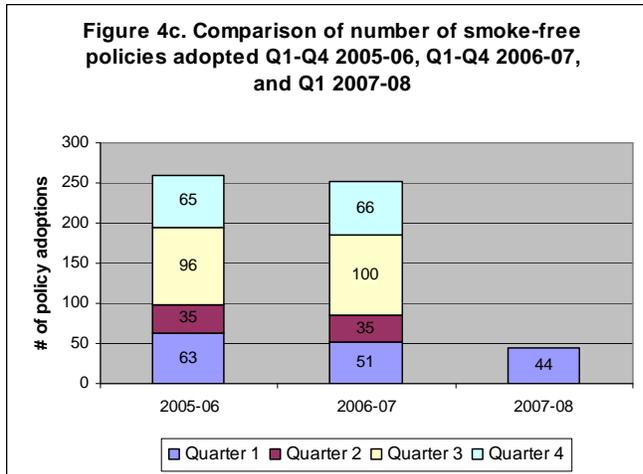
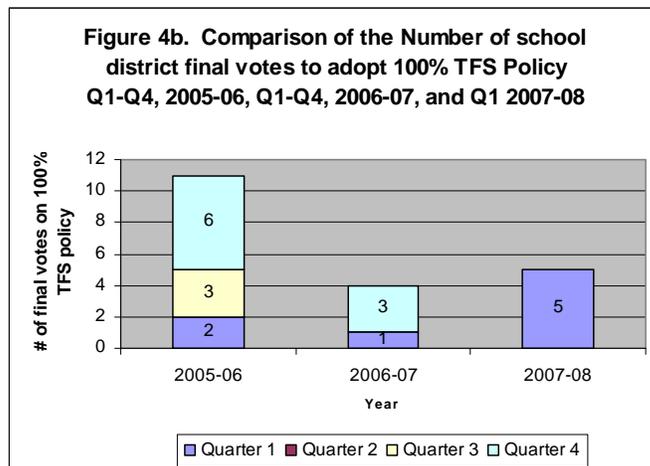
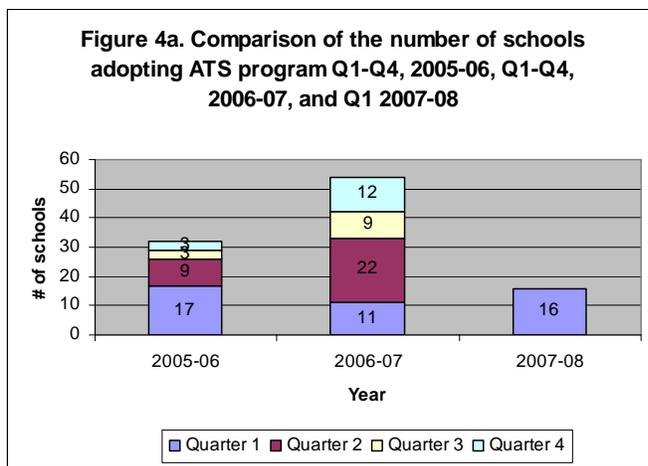
### **C.2.e. Summary of Outcome Indicators**

The following table summarizes all Q1 outcome indicator changes.

**Table 3: Summary of Q1 Outcome Indicator Changes**

<b>Outcome Indicator</b>	<b># of grantees involved (n=45)</b>	<b>Total # of Q1 indicator changes</b>	<b>Total # of indicator changes this year</b>
# of schools adopting ATS program	7	16	16
# of school district final votes to adopt 100% TFS policy	5	5	5
# of smoke-free policies adopted	14	44	44
# of stores that remove tobacco ads	2	2	2

Figures 4a through 4d show the progress of grantees in key outcome indicators this year relative to previous years<sup>2</sup>. 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 2005-06<sup>3</sup>. Data on the number of stores removing tobacco ads were not collected in 2005-06.<sup>4</sup>



<sup>2</sup> 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.

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

<sup>4</sup> Note regarding Figure 4d: Grantees reported no stores removing tobacco ads in Q1 of 2006-07.

### C.3. Program Development

The following section describes program or process-orientated data reported during Q1.

#### 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 Q1 Process Indicator Changes for Initiation Goal Area**

	# of grantees reporting indicator changes (n= 45)	# of Q1 indicator changes	Total # of indicator changes this year
<b>Focus Area: Advance the adoption of 100% TFS policy in a school system</b> (Number of grantees reporting activity in this focus area = 40)			
# of media/promotional messages encouraging adoption of 100% TFS policy published or aired	6	14	14
# of readiness assessments, surveys, or petitions whose findings are disseminated to school leaders	1	2	2
# of presentations/meetings with community leaders/key decision makers encouraging adoption of 100% TFS policy	5	10	10
# of presentations promoting effective cessation resources for staff	10	26	26
# of media/promotional messages encouraging compliance with 100% TFS policy that are published or aired	27	144	144
# of meetings with school/community agencies to encourage implementation and compliance with 100% TFS policy	13	60	60

**Table 4: Summary of Q1 Process Indicator Changes for Initiation Goal Area (Continued)**

	# of grantees reporting indicator changes (n= 45)	# of Q1 indicator changes	Total # of indicator changes this year
<b>Focus Area: Provide youth tobacco use prevention education and empowerment opportunities in schools and the community</b> ( <i>Number of grantees reporting activity in this focus area =43</i> )			
# of tobacco use prevention education media/promotional messages published or aired	27	144	144
# of skill building trainings offered to youth promoting youth led activities	30	106	106
# of skill building trainings offered by grantee to adult leaders	19	37	37
# of youth led prevention activities	29	187	187
<b>Focus Area: Promote awareness of research that cites a relationship between price of tobacco products and youth initiation</b> ( <i>Number of grantees reporting activity in this focus area =21</i> )			
# of media/promotional messages published or aired that link increased price of tobacco with decreased youth initiation	3	3	3
# of educational presentations on pricing to school/community linking increased price of tobacco with decreased youth	3	6	6
<b>Focus Area: Promote enforcement of underage tobacco sale laws and reduced tobacco advertising that appeals to youth</b> ( <i>Number of grantees reporting activity in this focus area =31</i> )			
# of enforcement media/promotional messages published or aired	8	9	9
# of activities to increase compliance (e.g., merchant education)	13	155	155
# of stores that remove tobacco ads	2	2	2

## Youth Empowerment

Grantee efforts to promote youth empowerment in Quarter 1 are summarized as follows:

- Grantees provided 106 skill-building trainings to youth this quarter, compared to 77 in Q3 of 2006-07 and 51 in Q4 of 2006-07.
  - 19 (18%) were uniquely designed for youth from identified populations.
  - An additional 37 trainings were provided by grantees for adult leaders.
- 46% (585 of 1,271) of all Q1 indicator changes in the four goal areas were youth-led, compared to 35% in Q4 of 2006-07.

### C.3.b. Goal Area: Secondhand Smoke

Table 5 summarizes grantee data for indicators in the SHS goal area. Grantees reported 107 meetings with key business leaders to promote adoption of smoke-free policies, compared to 62 in Q3 of 2006-07 and 51 in Q4 of 2006-07. In addition, 22 petitions were administered with results disseminated to owners, managers, and/or leaders this quarter, compared to 41 in Q3 of 2006-07 and 13 in Q4 of 2006-07.

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

	# of grantees reporting indicator changes (n=45)	# of Q1 indicator changes	Total # of indicator changes this year
<b>Focus Area: Indoor/outdoor area frequented by youth in contract area adopts or advances towards a smoke-free policy</b> ( <i>Number of grantees reporting activity in this focus area =41</i> )			
# of media/promotional messages promoting adoption of smoke-free policies published or aired	9	52	52
# of presentations/meetings in schools/communities or with managers/owners/leaders promoting adoption of smoke-free policies	17	107	107
# of patron survey campaigns/petition drives whose findings are disseminated to manager/owners/leaders	8	22	22
# of improved smoke-free policies (e.g., smoke-free night)	5	5	5

**C.3.c. Goal Area: Cessation**

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

**Table 6. Summary of Quarter 1 grantee data in Cessation goal area**

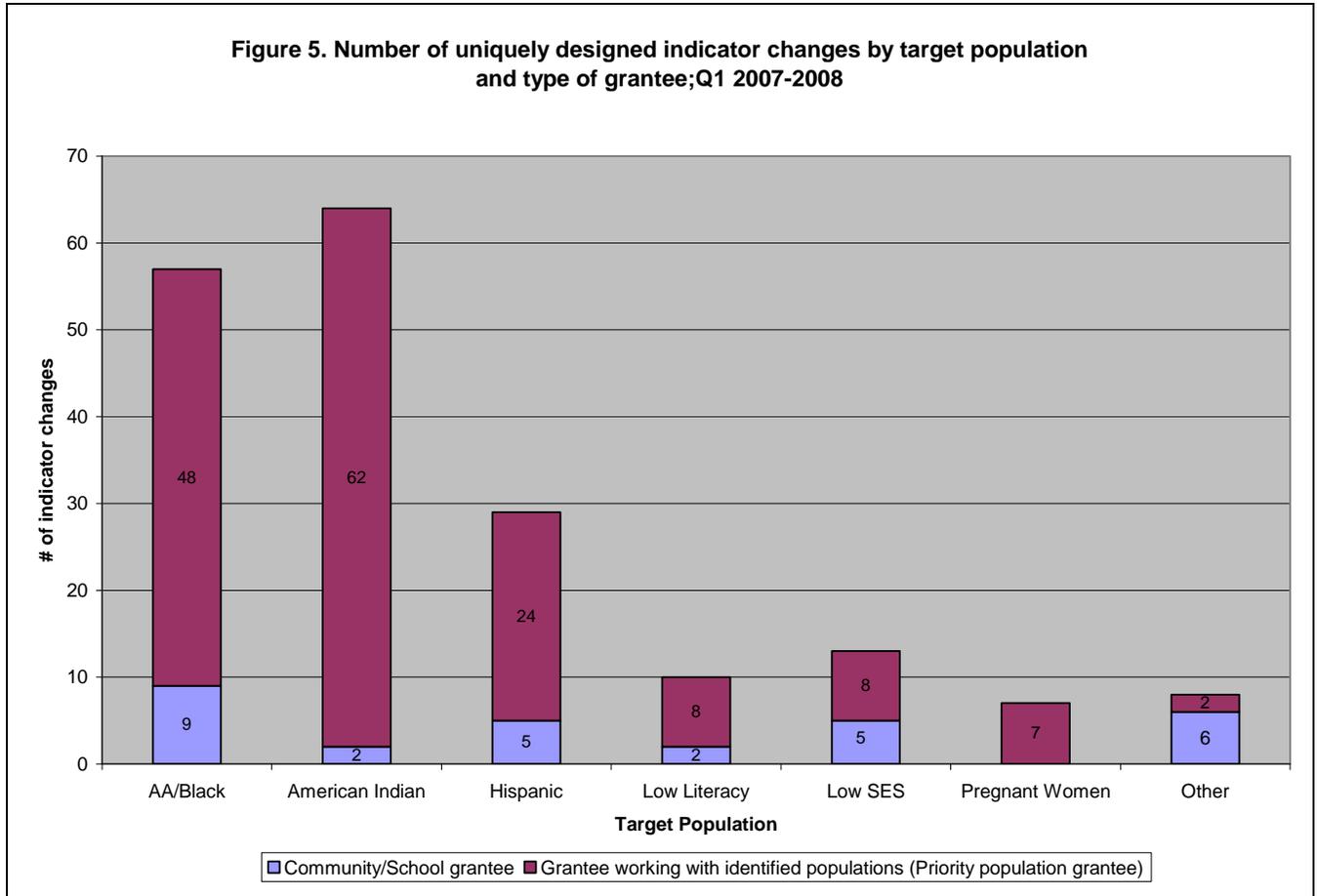
	# of grantees reporting indicator changes (n=45)	# of Q1 indicator changes	Total # of indicator changes this year
<b>Focus Area: Provide access to effective tobacco use cessation resources</b> (Number of grantees reporting activity in this focus area = 40)			
# of cessation media / promotional messages published or aired	15	49	49
# of presentations or meetings promoting Quit line, N-O-T, 5A counseling for youth or Spit Tobacco cessation	25	58	58
# of trainings coordinated for health care professionals on 5A counseling for youth or Spit Tobacco cessation	7	8	8

**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:

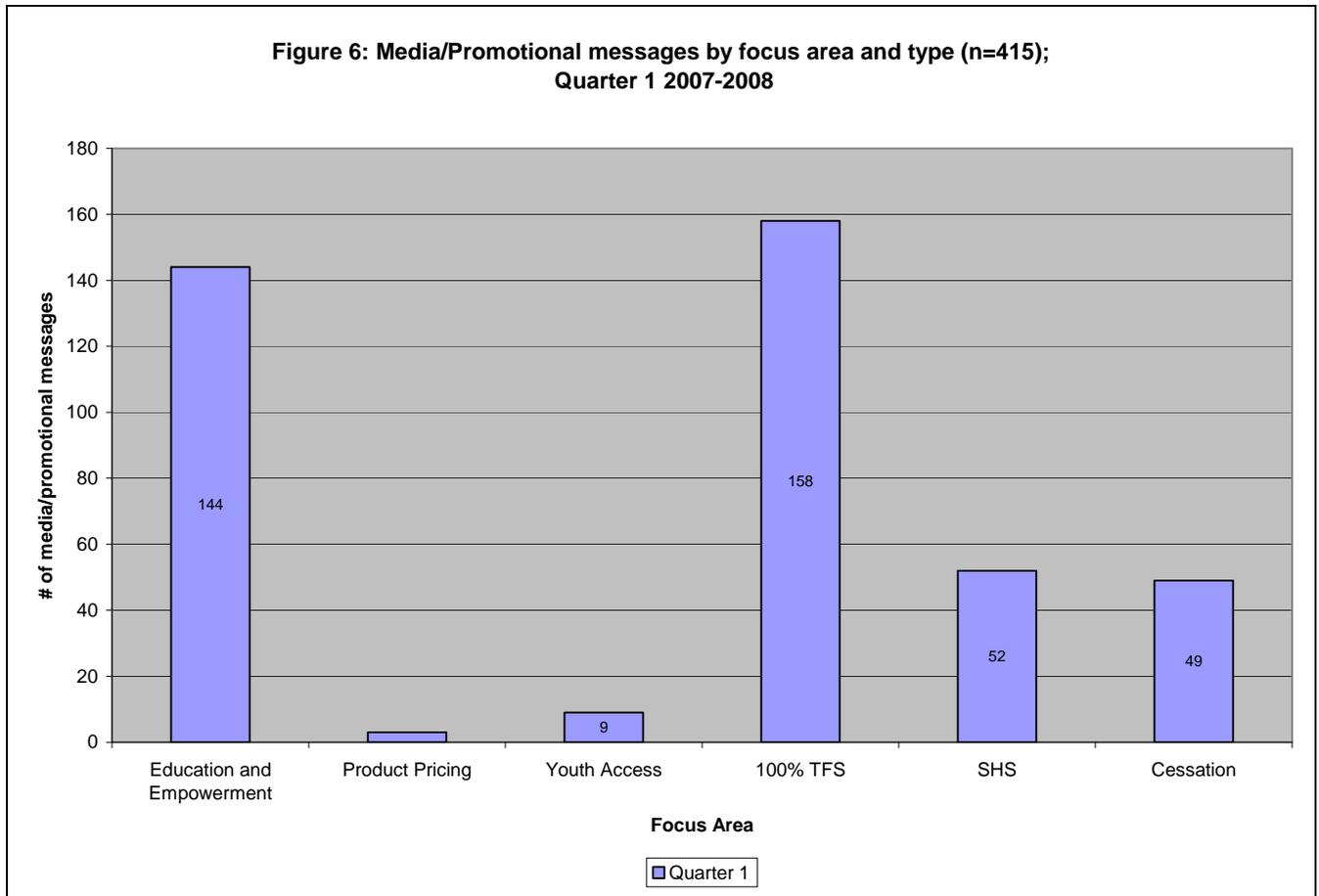
- 12% (152 of 1,271) of Q1 non-administrative indicators were uniquely designed for an identified population (compared to 15% in Q3 of 2006-07 and 18% in Q4 of 2006-07).
  - 25 (16%) were reported by Community/School grantees (n=15)
  - 127 (84%) were reported by grantees who work with identified populations 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. Thirty-four percent of all activities reported as uniquely designed targeted American Indian youth, while 30% targeted African-American youth, and 15% targeted Hispanic youth. Note some activities targeted more than one group.



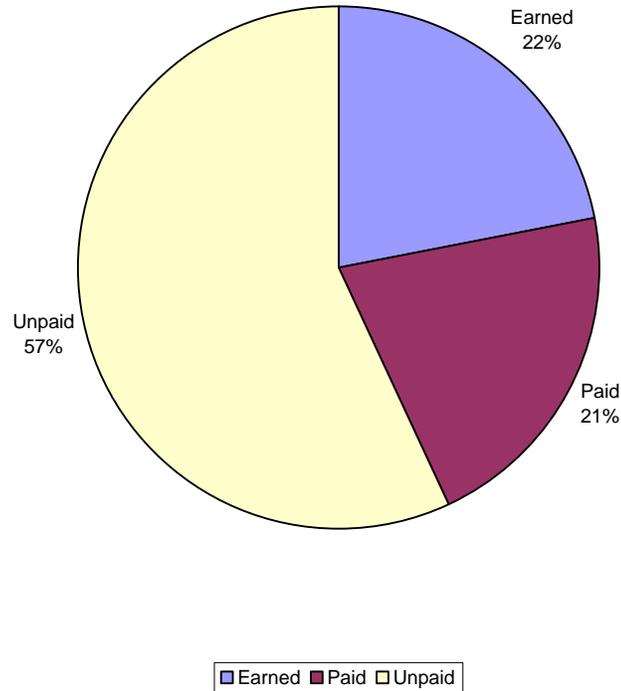
## C.4. Media

There were a total of 415 media/promotional indicator changes this quarter. Figure 6 below shows media activity by focus area in Q1. Figure 7 shows the proportion of paid, earned, and unpaid media messages in Q1<sup>5</sup>. Thirty-eight percent (158 of 415) of all media messages reported this quarter were in the area of 100% tobacco-free school policy adoption and implementation. Another 35% (144 of 415) media messages were in the area of youth education and empowerment. The majority of media messages (57%, 236 of 415) are unpaid, including promotional items, fliers, and brochures. Twenty-two percent (91 of 415) of the messages were earned media.



<sup>5</sup> 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, Paid, and Unpaid Media Messages, Quarter 1 2007-08 (n=415)



### 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 Q1 indicator changes	Total # of indicator changes this year
<b>Focus Area: Other monthly administrative measures</b>			
# of training sessions/events attended by staff or partners	41	140	140
# of contacts/meetings with state/local government leaders	9	47	47
# of new partnerships formed to advance a tobacco prevention initiative	25	164	164

## 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 Q1 included:

- Communication or scheduling difficulties with community partners including unreturned phone calls and cancelled meetings (n=30 of 45; 67%);
- Scheduling conflicts including holiday break and weather-based cancellations (n=24 of 45; 56%);
- Difficulties getting youth involved or committed including transportation and competition from other school activities (n=24 of 45; 53%);
- Communication issues with HWTF including confusion around guidelines regarding tobacco-free parks and playgrounds and timeliness of approval processes (n=11 of 45; 24%);
- 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=10 of 45; 22%);
- Resistance to policy change including lack of community/school interest or investment, pro-tobacco influence, community complaints about targeting restaurants for policy change, and reluctance toward policy change due to loss of revenue (n = 7 of 45; 16%);
- Staff turnover, including difficulty filling open positions (n=9 of 45; 20%); and
- Budgetary issues including need for budget revisions (n=5 of 45; 11%).

## C.7. Accomplishments

Forty-four out of forty-five grantees (98%) reported at least one accomplishment this quarter. A few accomplishments reported by HWTF grantees during Q1 included:

- 240 teens signed tobacco-free pledge forms at the Rowan County Fair, La Fiesta De Rowan, and school recruitment launches.
- The TRU youth group with the Governor’s Institute on Alcohol and Substance Abuse collected over 4,000 cigarette butts at Moore’s Square in Raleigh, NC within a two hour period. The group intends to show the cigarette butts during presentations to depict the severity of cigarette usage in the park system.
- The Greene County Health Department met with the local NAACP chapter to promote the 100% TFS initiative.
- In Mitchell County, the SWAT team is requesting to remove the pipe from the school district’s mascot- Mountaineer. They have painted over all the pipes in images of Mountaineer that have been up for the past 30 years.

## D. SUMMARY OF QUARTER ACTIVITIES (Quarter 2)

### D.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 was unable to submit data for this report. Grantee involvement by focus area for Q2 of the 2007-08 fiscal year is highlighted in Figure 1. In the past, reporting involvement outside of the activities and outcomes that qualify for indicator change was voluntary. In the new data collection system, grantees are *required* to classify their level of involvement in non-indicator activities for each focus area. This may explain why the distribution of involvement across indicators is more equal this year than in the past.

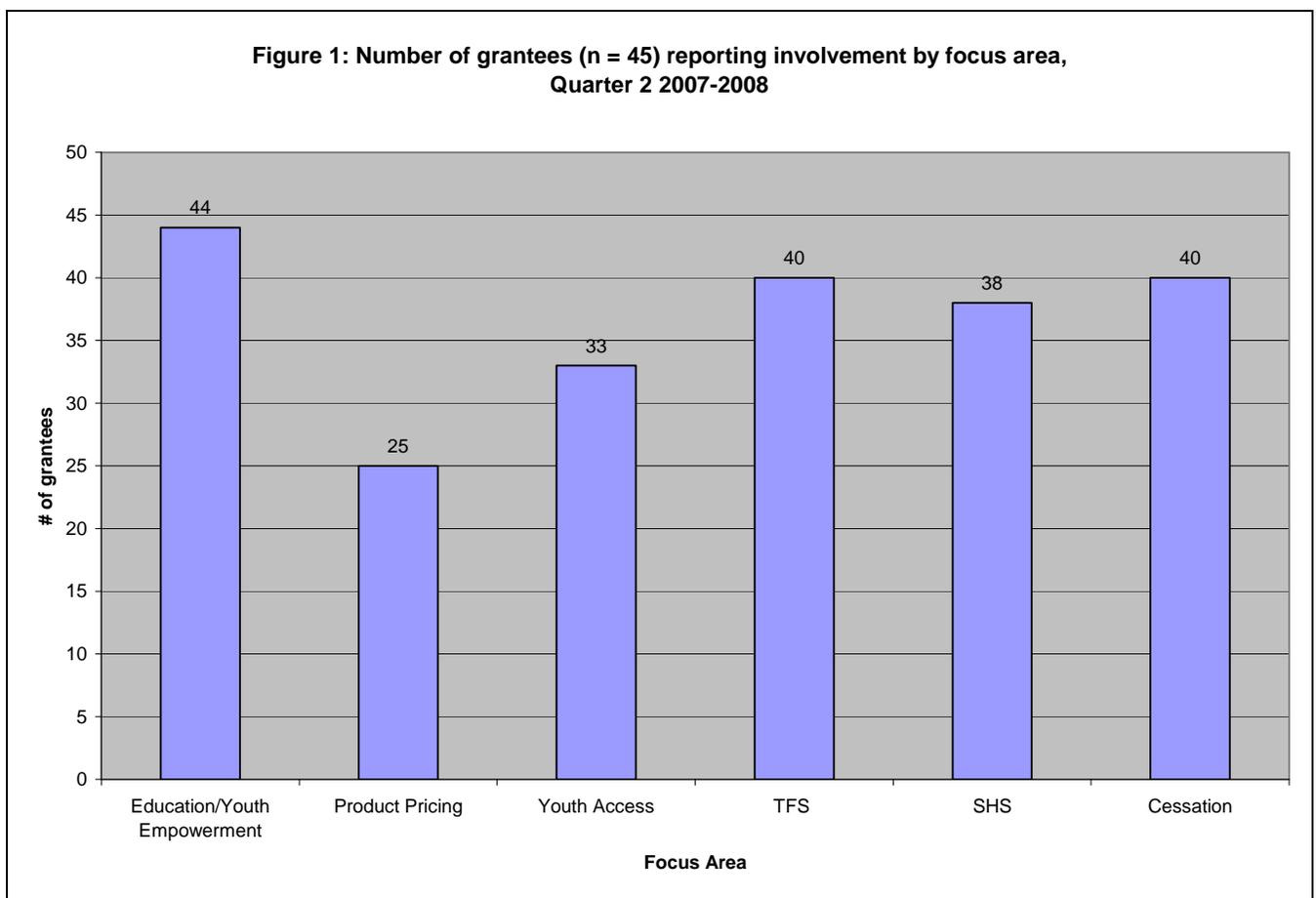
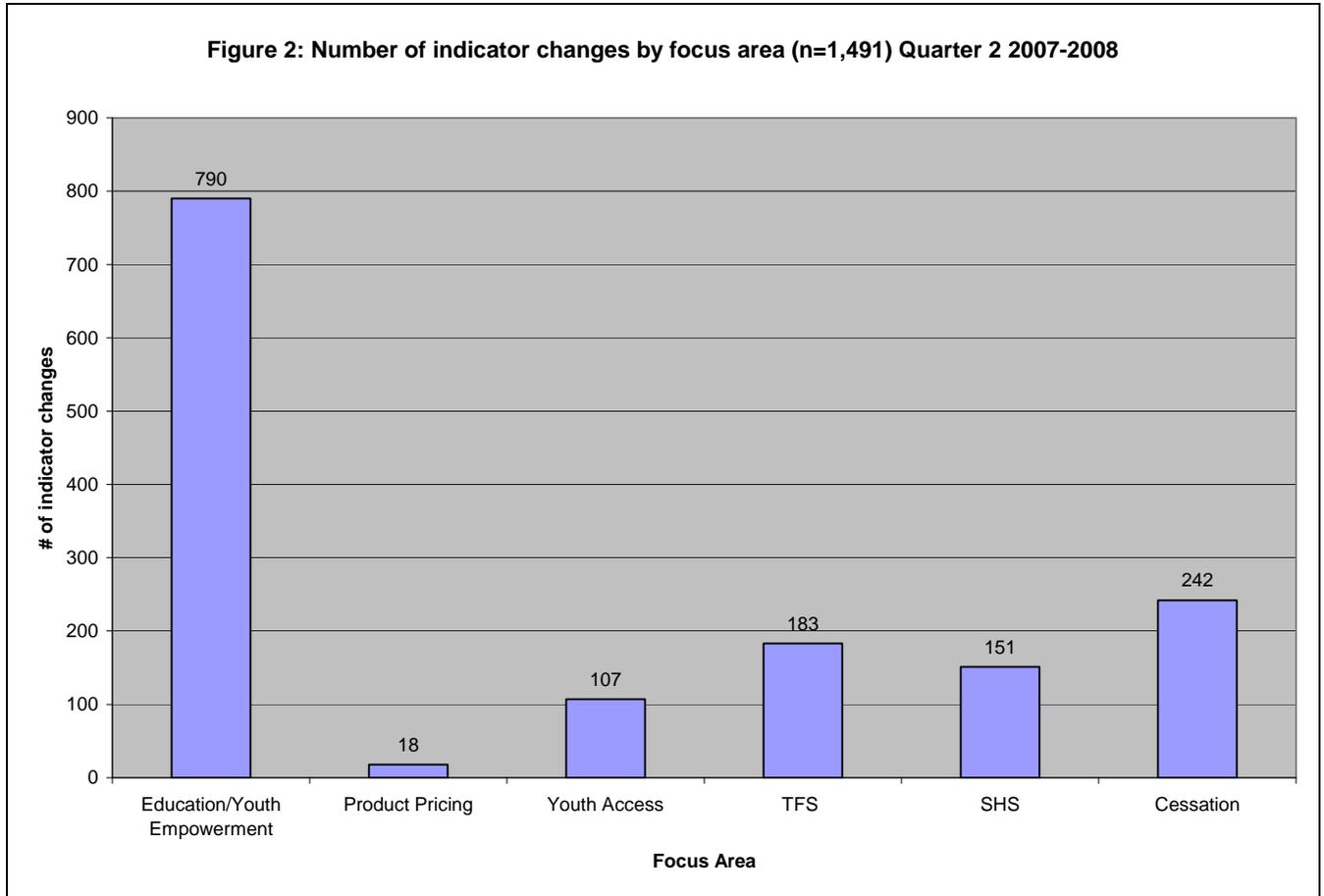


Figure 2 shows the total number of indicator changes within each focus area for Quarter 2 of the 2007-08 fiscal year. Grantees reported 1,491 programmatic indicator changes (not including administrative measures) in Q2, a 13% increase in total activity relative to Q2 of 2006-07. This quarter, approximately 53% of all programmatic indicator changes (790 of 1,491) were in the tobacco prevention education and youth empowerment focus area. Youth cessation work accounted for 16% of all indicator changes (242 of 1,491).



## D.2. Outcomes

Highlights of grantee outcome achievements are reported below.

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

- Two schools adopted ATS programs in Q2, compared to 22 in Q2 of 2006-07 (see Table 1).

**Table 1. ATS Program Adoption in Schools Quarter 2, 2007-08**

<b>School Name</b>	<b>County</b>
Fred T. Foard High School	Catawba
North Moore High School	Moore

***D.2.b. 100% Tobacco-Free School Policy Adoptions***

- The following school district adopted a 100% Tobacco-Free School policy during this quarter<sup>6</sup>:
  - Nash Rocky Mount Schools

***D.2.c. Smoke-Free Policy Adoptions***

- In Q2, 38 100% smoke-free policies in indoor/outdoor areas frequented by youth were reported (See Table 2), compared to 35 in Q2 of 2006-07.
- Twenty of these policies (53%) were adopted through the involvement of one grantee (Center for Health and Healing, Inc.).
- Twenty-four (63%) of these policy changes involved *direct* involvement by 5 grantees.

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<sup>6</sup> In 2007, the North Carolina General Assembly passed legislation requiring all North Carolina public school districts to adopt 100% tobacco-free policies by August of 2008.

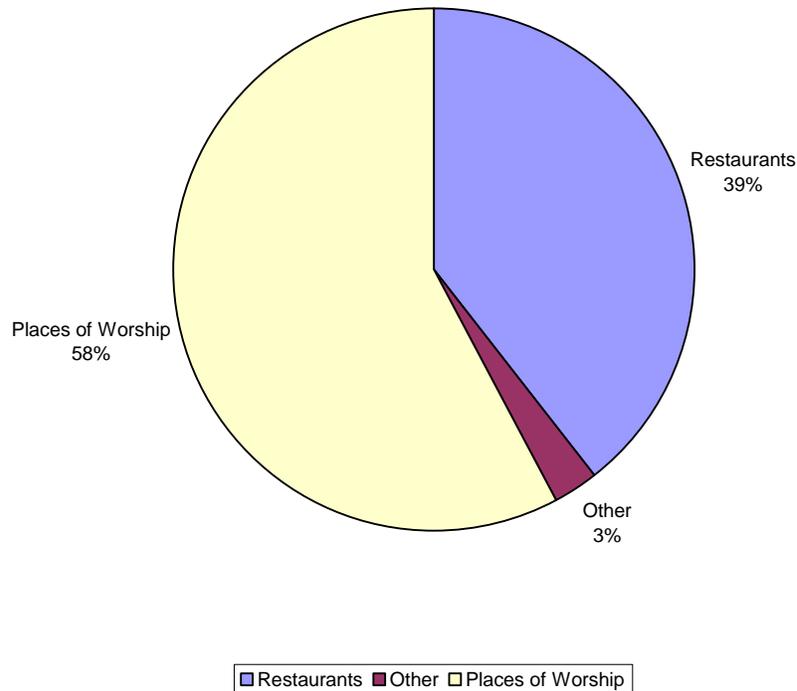
**Table 2. Smoke-free policy adoptions Quarter 2 2007-08**

Alamance-Caswell Area MH/DD/SA Authority	Billy's Pizzeria	Center for Health and Healing, Inc.	Shiloh Missionary Baptist Church of Wilmington, Inc.
Alamance-Caswell Area MH/DD/SA Authority	Fresh Seafood Market and Restaurant	Center for Health and Healing, Inc.	Snow Hill Baptist Church
Alamance-Caswell Area MH/DD/SA Authority	Great American Cookies and Pretzel Time	Center for Health and Healing, Inc.	St Joseph Missionary Baptist Church
Alamance-Caswell Area MH/DD/SA Authority	Mimi's Café	Center for Health and Healing, Inc.	St. John Baptist Church
Alamance-Caswell Area MH/DD/SA Authority	Quizno's	Center for Health and Healing, Inc.	St. Paul Missionary Baptist Church
Alamance-Caswell Area MH/DD/SA Authority	Taqueria Aztlan	Center for Health and Healing, Inc.	St. Stephen Missionary Baptist Church
Cabarrus Health Alliance	Costello's	Center for Health and Healing, Inc.	Trinity Baptist Church
Center for Health and Healing, Inc.	Bethlehem Baptist Church	Center for Health and Healing, Inc.	Union Hill Missionary Baptist Church
Center for Health and Healing, Inc.	Ellerbe Grove Missionary Baptist Church	Chatham County Health Department	First Missionary Baptist Church
Center for Health and Healing, Inc.	Elm Grove Missionary Baptist Church	Cleveland County Health Department	Winterhouse Deli
Center for Health and Healing, Inc.	First Baptist Church	Cleveland County Health Department	MarketStreet
Center for Health and Healing, Inc.	First Missionary Baptist Church	Coastal Horizons Center, Inc.	Romano's Macaroni Grill
Center for Health and Healing, Inc.	Galatia Baptist Church	Coastal Horizons Center, Inc.	South Beach Grill
Center for Health and Healing, Inc.	Henry Chapel AME Zion Church	Forsyth County	Duke's Restaurant
Center for Health and Healing, Inc.	Lattisville Grove Missionary Baptist Church	Forsyth County	Subway
Center for Health and Healing, Inc.	Love Unlimited Ministry	Forsyth County	The Carriage House Restaurant
Center for Health and Healing, Inc.	Mt. Pleasant Missionary Baptist Church	Hertford County Public Health Authority	Hertford County Board of Health, Hertford County and all town municipalities
Center for Health and Healing, Inc.	Pleasant Grove Baptist Church	NC Commission of Indian Affairs	United Methodist Youth Fellowship of New Philadelphus
Center for Health and Healing, Inc.	Shady Grove Baptist Church	Surry County Health and Nutrition Center	Olympia restaurant

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

- Restaurants account for 39% of the venues adopting smoke-free policies reported by grantees this quarter, compared to 75% in Q1. In Q2 of 2006-07, restaurants represented 65% of the 35 smoke-free policies adopted.
- Twenty-two places of worship adopted 100% smoke-free policies this quarter, compared to six in Q1. In Q2 of 2006-07, five places of worship adopted smoke-free policies.

**Figure 3. 100% Smoke-free policies adopted by type of venue Quarter 2 2007-08**



***D.2. d. Stores that Remove Tobacco Advertising***

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

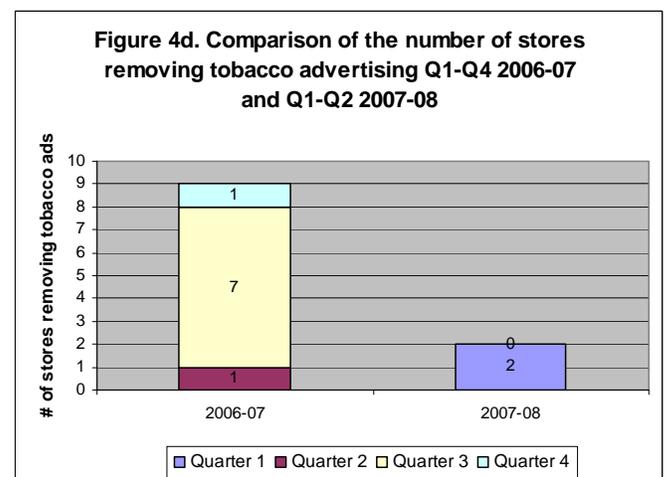
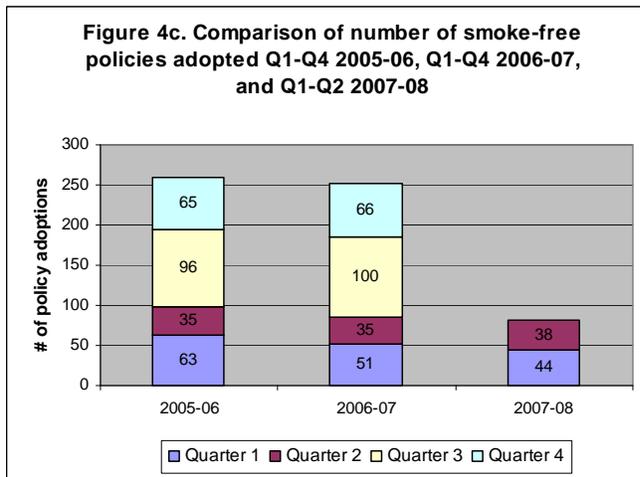
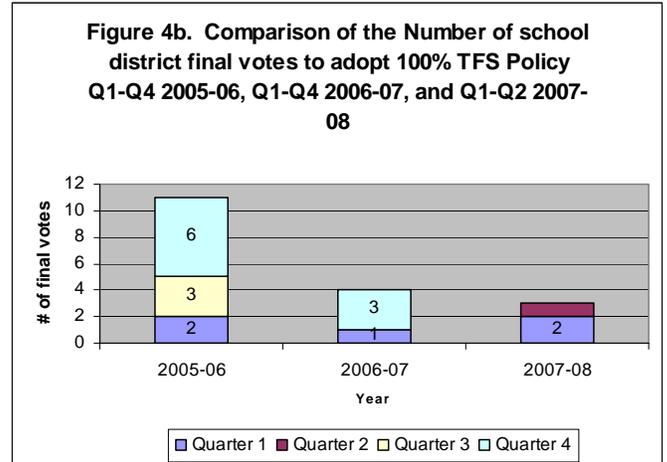
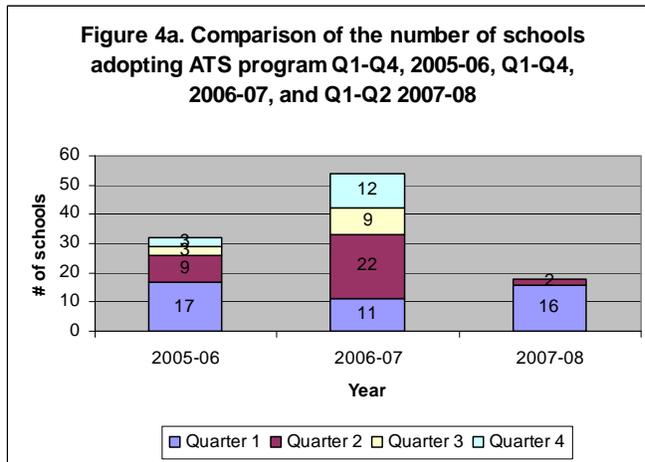
***D.2.e. Summary of Outcome Indicators***

The following table summarizes all Q2 outcome indicator changes.

**Table 3: Summary of Q2 Outcome Indicator Changes**

<b>Outcome Indicator</b>	<b># of grantees involved (n=45)</b>	<b>Total # of Q2 indicator changes</b>	<b>Total # of indicator changes this year</b>
# of schools adopting ATS program	2	2	18
# of school district final votes to adopt 100% TFS policy	1	1	6
# of smoke-free policies adopted	10	38	82
# 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 years<sup>7,8</sup>. Note that the number of grantees working in 2006-07 and 2007-08 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 2005-06. Data on the number of stores removing tobacco ads were not collected in 2005-06<sup>9</sup>.



<sup>7</sup> Note regarding Figure 4b: In July 2007, the North Carolina General Assembly passed legislation requiring all public school districts in North Carolina to adopt 100% TFS policies by August 2008.

<sup>8</sup> Note regarding Figure 4b: No schools adopted 100% TFS policies in Q2 of 2005-06 and Q2-Q3 of 2006-07.

<sup>9</sup> Note regarding Figure 4d: Grantees reported no stores removing tobacco ads in Q1 of 2006-07.

### D.3. Program Development

The following section describes program or process-orientated data reported during Q2.

#### D.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 indicators in the Initiation goal area.

**Table 4: Summary of Q2 Process Indicator Changes for Initiation Goal Area**

	# of grantees reporting indicator changes (n= 45)	# of Q2 indicator changes	Total # of indicator changes this year
<b>Focus Area: Advance the adoption of and encourage implementation and compliance with 100% TFS policy in a school system</b> (Number of grantees reporting activity in this focus area = 40)			
# of media/promotional messages encouraging adoption of 100% TFS policy published or aired	4	43	57
# of readiness assessments, surveys, or petitions whose findings are disseminated to school leaders	0	0	2
# of presentations/meetings with community leaders/key decision makers encouraging adoption of 100% TFS policy	4	11	21
# of presentations promoting effective cessation resources for staff	11	25	51
# of media/promotional messages encouraging compliance with 100% TFS policy that are published or aired	19	61	205
# of meetings with school/community agencies to encourage implementation and compliance with 100% TFS policy	15	40	100

**Table 4: Summary of Q2 Process Indicator Changes for Initiation Goal Area (Continued)**

	# of grantees reporting indicator changes (n= 45)	# of Q2 indicator changes	Total # of indicator changes this year
<b>Focus Area: Provide youth tobacco use prevention education and empowerment opportunities in schools and the community</b> ( <i>Number of grantees reporting activity in this focus area =44</i> )			
# of tobacco use prevention education media/promotional messages published or aired	33	184	328
# of skill building trainings offered to youth promoting youth led activities	31	127	233
# of skill building trainings offered by grantee to adult leaders	13	25	62
# of youth-led prevention activities	38	454	641
<b>Focus Area: Promote awareness of research that cites a relationship between price of tobacco products and youth initiation</b> ( <i>Number of grantees reporting activity in this focus area =33</i> )			
# of media/promotional messages published or aired that link increased price of tobacco with decreased youth initiation	5	6	9
# of educational presentations on pricing to school/community linking increased price of tobacco with decreased youth	8	12	18
<b>Focus Area: Promote enforcement of underage tobacco sale laws and reduced tobacco advertising that appeals to youth</b> ( <i>Number of grantees reporting activity in this focus area =33</i> )			
# of enforcement media/promotional messages published or aired	6	14	23
# of activities to increase compliance (e.g., merchant education)	14	93	248

## Youth Empowerment

Grantee efforts to promote youth empowerment in Quarter 2 are summarized as follows:

- Grantees provided 127 skill-building trainings to youth this quarter, compared to 106 in Q1.
  - 19 (15%) were uniquely designed for youth from identified populations.
  - An additional 25 trainings were provided by grantees for adult leaders.
- 59% (874 of 1,491) of all Q2 indicator changes in the four goal areas were youth-led, compared to 46% in Q1.

### D.3.b. Goal Area: Secondhand Smoke

Table 5 summarizes grantee data for indicators in the SHS goal area. Grantees reported 39 meetings with key business leaders to promote adoption of smoke-free policies, compared to 107 in Q1. In addition, 12 petitions were administered with results disseminated to owners, managers, and/or leaders this quarter, compared to 22 in Q1.

**Table 5. Summary of Quarter 2 Grantee Data in SHS Goal Area**

	# of grantees reporting indicator changes (n=45)	# of Q2 indicator changes	Total # of indicator changes this year
<b>Focus Area: Indoor/outdoor area frequented by youth in contract area adopts or advances towards a smoke-free policy</b> ( <i>Number of grantees reporting activity in this focus area =38</i> )			
# of media/promotional messages promoting adoption of smoke-free policies published or aired	16	52	104
# of presentations/meetings in schools/communities or with managers/owners/leaders promoting adoption of smoke-free policies	15	39	146
# of patron survey campaigns/petition drives whose findings are disseminated to manager/owners/leaders	6	12	34
# of improved smoke-free policies (e.g., smoke-free night)	4	10	15

### **D.3.c. Goal Area: Cessation**

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

**Table 6. Summary of Quarter 2 Grantee Data in Cessation Goal Area**

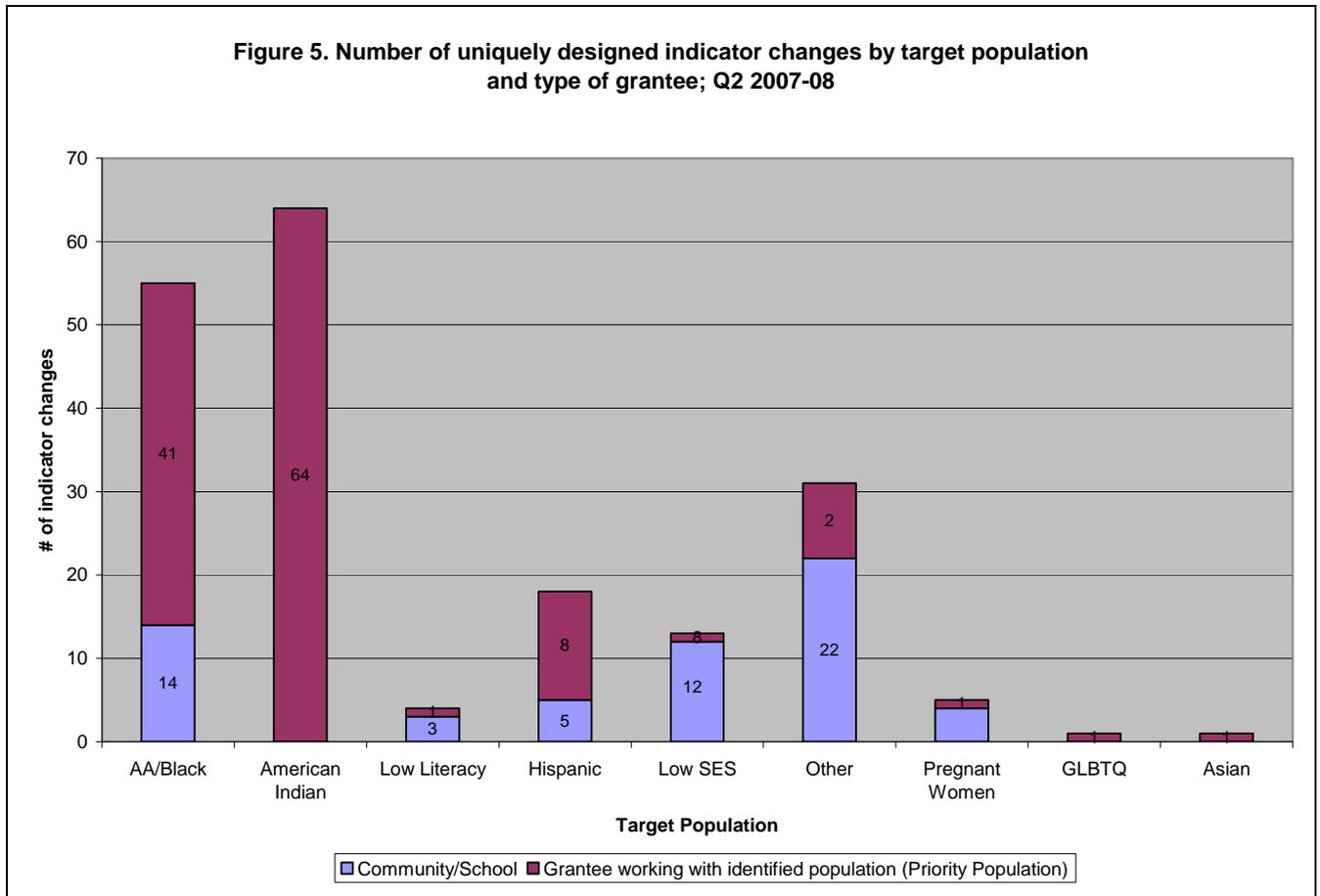
	# of grantees reporting indicator changes (n=45)	# of Q2 indicator changes	Total # of indicator changes this year
<b>Focus Area: Provide access to effective tobacco use cessation resources</b> (Number of grantees reporting activity in this focus area = 40)			
# of cessation media / promotional messages published or aired	29	131	180
# of presentations or meetings promoting Quit line, N-O-T, 5A counseling for youth or Spit Tobacco cessation	23	100	158
# of trainings coordinated for health care professionals on 5A counseling for youth or Spit Tobacco cessation	8	11	19

### **D.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:

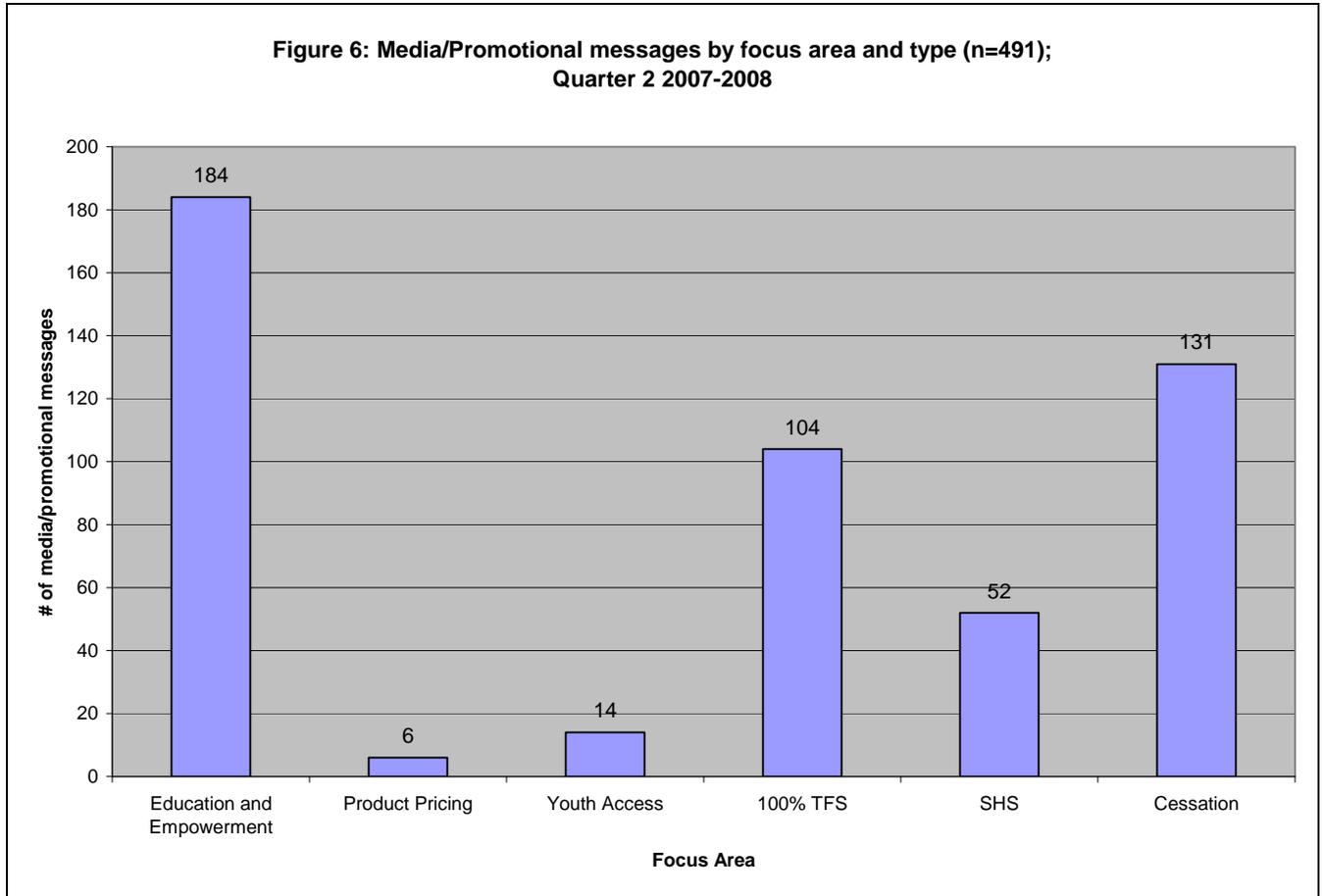
- 11% (162 of 1,491) of Q2 non-administrative indicators were uniquely designed for an identified population (compared to 12% in Q1).
  - 46 (28%) were reported by Community/School grantees (n=16)
  - 116 (72%) were reported by grantees who work with identified populations experiencing tobacco-related disparities (n=5)

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. Thirty-four percent of all uniquely designed indicator changes targeted American Indian youth, while 30% targeted African-American youth, and 15% targeted Hispanic youth. Note some activities targeted more than one group.



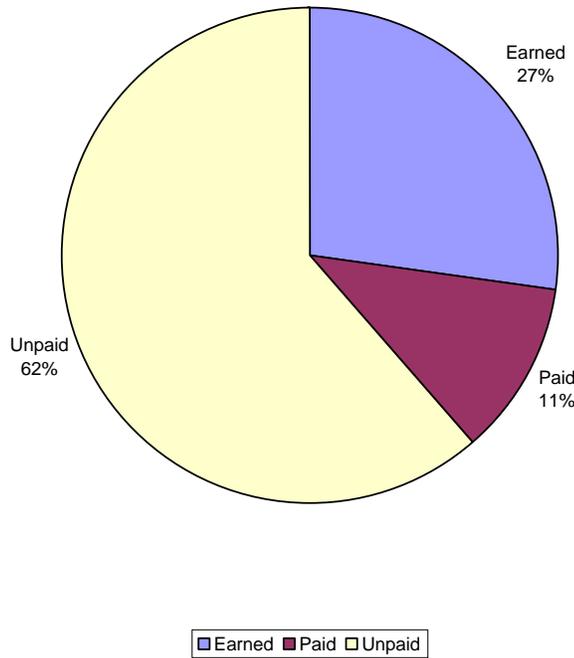
## D.4. Media

There were a total of 491 media/promotional indicator changes this quarter. Figure 6 below shows media activity by focus area in Q2. Figure 7 shows the proportion of paid, earned, and unpaid media messages in Q2<sup>10</sup>. Thirty-seven percent (184 of 491) of all media messages reported this quarter were in the area of 100% tobacco-free school policy adoption and implementation. Another 27% (131 of 491) media messages were in the area of youth cessation. The majority of media messages (60%, 306 of 509) are unpaid, including promotional items, fliers, and brochures. Thirty percent (152 of 509) of the messages were earned media.



<sup>10</sup> 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, Paid, and Unpaid Media Messages, Quarter 2 2007-08 (n=491)



#### D.5. Administrative Measures

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

**Table 7. Summary of Quarter 2 Grantee Data in Administrative Area**

	# of grantees reporting indicator changes (n=45)	# of Q2 indicator changes	Total # of indicator changes this year
<b>Focus Area: Other monthly administrative measures</b>			
# of training sessions/events attended by staff or partners	35	124	264
# of contacts/meetings with state/local government leaders	14	864	911
# of new partnerships formed to advance a tobacco prevention initiative	20	216	164

## D.6. Barriers

The format of the new WiPTS system requires grantees to report up to three barriers to their progress each month. Grantees can enter “none” or “N/A”; however, 43 of 46 grantees (93%) reported at least one barrier to their progress this quarter. The most common barriers reported by HWTF grantees during Q2 included:

- Communication or scheduling difficulties with community partners including unreturned phone calls or cancelled meetings (n=29 of 46; 63%);
- Difficulties getting youth involved or committed including transportation and competition from other school activities (n=22 of 46; 48%);
- Scheduling conflicts including holiday break and weather-based cancellations (n=19 of 46; 41%);
- 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=11 of 46; 24%);
- Communication issues with HWTF including timeliness of approval processes (n=6 of 46; 13%);
- Staff turnover, including difficulty filling open positions (n=5 of 46; 11%);
- Budgetary issues including need for budget revision (n=2 of 46; 4%); and
- Resistance to policy change including Board of Education decided not to implement TFS policy until mandated (n = 1 of 46; 2%).

## D.7. Accomplishments

Forty-three out of forty-six grantees (93%) reported at least one accomplishment this quarter. A few accomplishments reported by HWTF grantees during Q2 include:

- Coastal Horizons Center staff participated in a New Hanover High School TV interview on the “Forum”, and radio interviews on “The Foz and Nikki Show”.
  - Staff discussed the Great American Smoke-Out, the TRU Campaign, 100% Tobacco-Free School Policy, and the Quitline.
- The “Hall of Horror” was a huge success in the McDowell County Schools. The principal requested to leave the display up for the entire week so that all students and Superintendent would see the display.
- The Moses Cone-Wesley Long Community Health Foundation’s TRU Advisory Board has created a Facebook page to recruit new members.
- In Wilkes County Schools, three coaches at one high school have quit dipping and received quit kits.
- Over 100 teenage girls attended the TRU Beauty event hosted by the Cabbarus Health Alliance.
- The Cancer Services of Gaston County had 12 youth participate in the Gastonia and Belmont parades.

## 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