NC Tobacco-Free Colleges Initiative

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Presenter disclosures

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(1) The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:

No relationships to disclose
College student smoking rates

Epidemiology of college student tobacco use

a) Uptake in college
b) Exposure to marketing (bar, club promotions)
c) Social smoking
d) Perceptions of risk
e) Hookah bars


The NC Tobacco-Free Colleges Initiative

a) Competitive grant process
b) 14 planning/implementation grantees
c) 62 campuses
   - 23 (37%) Community colleges
   - 26 (42%) Private
   - 21 (13%) Public/UNC system
   - 11 (18%) HBCU*
d) Statewide technical assistance
e) Ongoing monitoring and evaluation
f) $1.6 million in grant funding

* HBCUs are also included in other categories.
Core activities

a) Coalition building  
b) Advocacy  
c) Quitline NC promotion  
d) Priority populations

Priority populations

a) African American students  
b) American Indian students  
c) Athletes  
d) First-year students  
e) Hispanic/Latin@ students  
f) Lesbian, gay, bisexual, and transgender (LGBT) students  
g) Students in fraternities and sororities  
h) Women students
Evidence-based technical assistance

a) Knowledge alone is ineffective
b) Self-help materials of limited effectiveness when not tailored
c) Promotion of Quitlines and NRTs
d) Promotion through student health services
   - Fax referrals
   - Use of 5 A’s
e) Partial bans likely ineffective


Grantee Technical Assistance

a) Web-based needs assessment
b) Tailored trainings (e.g., coalition development, policy advocacy, etc.)
c) Campus site visits to provide TA and monitor grantee progress
d) Phone and email TA
e) Statewide grantee networking meeting
Evaluation Strategy

a) Baseline survey

b) Colleges Online Reporting & Evaluation System (CORES)
   - Monthly reporting
   - Verification of policy changes

c) Track meetings, media messages, coalitions, policy changes
   - Six priority population indicators
Phase I results

a) 53 policy adoptions
   – 12 tobacco-free or comprehensive campus bans
b) 59 policies under consideration
c) 9,897 signatures
d) 385 advocacy media messages (earned)
e) 29 new campus coalitions
f) 1,162 Quitline NC promotions
g) 26% of all young adult QL callers

Cumulative policy adoption

Cumulative policy adoption

# of policies

Quarter

Phase I

Phase II
Types of policy adoptions, Phase I, 2006-2007

- 100% Tobacco-Free or Comprehensive Campus Policy*
- Smoke-free campus area (e.g., dorms, all building interiors)
- Off-campus area (e.g., pub)
- Perimeter policy (e.g., 50 ft)
- Campus organization (e.g., fraternities)
- Prohibit sales/industry influence
- Designated smoking areas (e.g., gazebo, parking lots)
- Other

n=53

100% TF/Comprehensive Campus Policies

LIST OF CAMPUSES AND HOME COUNTIES
1. Bennett College (Guilford) [Adopted 2004]
2. Barber-Scotia College (Cabarrus)
3. Gardner-Webb University (Cleveland)
4. College of the Albemarle (Pasquotank)
5. Stantly Community College (Stanly)
6. Asheville-Buncombe Technical Community College (Buncombe)
7. Cleveland Community College (Cleveland)
8. Roanoke-Chowan Community College (Hertford)
9. Haywood Community College (Haywood) [Non-HWTF Phase II]
10. Greensboro College (Guilford)
11. Wake Technical Community College (Wake)
12. The University of North Carolina at Chapel Hill (Orange)
13. Guilford Technical Community College (Guilford)
14. Winston-Salem State University (Forsyth)
15. Wingate University (Union)
16. Montreat College (Buncombe)
17. Louisburg College (Franklin)

LEGEND
- Campuses with 100% Tobacco-Free Campus Policies (n=15)
- Campuses with Comprehensive Campus Tobacco Policies (UNC System Schools, 100ft perimeter policy) (n=2)
Recommendations

a) Share policy successes with media and elected officials
b) Promotion of off-campus policies in areas frequented by young adults
c) Linkage of evaluation with individual action plans
d) Future plans: young adults not attending college
e) Do not differentiate between planning and implementation grants


References