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

Outcomes Evaluation 2003-2004

University of North Carolina at Chapel Hill
Department of Family Medicine
www.tpep.org
Goals of the Initiative

Funded by the Health and Wellness Trust Fund in 2002

GOALS:

1. Prevent youth initiation of tobacco use
2. Eliminate youth exposure to secondhand smoke
3. Provide treatment options for teens who want to quit
4. Eliminate disparities in tobacco use among minority youth
Teen Tobacco Prevention & Cessation Initiative

- Grants for:
  - Community/School prevention programs
  - Priority populations
  - Media and Grassroots campaigns
  - Teen cessation programs
  - Enforcement of Youth Access Laws
- Outcomes Evaluation (UNC- TPEP)
Trends in Tobacco Use in NC Youth

YOUTH TOBACCO SURVEYS: 1999-2003

- Middle school cigarette use decreased (15.0% to 9.3%)
- High school cigarette use did not decline
### UNC-TPEP Activities

#### Established comprehensive evaluation plan

<table>
<thead>
<tr>
<th>Resources</th>
<th>Activities</th>
<th>Outputs</th>
<th>Short-Term Outcomes (1-2 years)</th>
<th>Intermediate Outcomes (3-6 years)</th>
<th>Long-term Outcomes (7-10 years)</th>
<th>Impacts</th>
</tr>
</thead>
</table>
| Interdisciplinary team of evaluators TPC3 | • assess the implementation and outcomes of all HVTFC grants and programs in conjunction with assisting state efforts to curb tobacco use  
• conduct and coordinate evaluation planning  
• evaluation semi-annual via phone, email, site visits  
• provide technical assistance on evaluation | • a detailed overall evaluation plan for the new projects  
• 6 month reports  
• identification of program strengths, weaknesses, areas for improvement on a continuous basis  
• evaluation reports incorporated into program planning  
• recommendations for improving overall programs in years 2 and 3 and for maximizing prevention and reduction of teen tobacco use  
• logic models of 4 CDC goals developed and disseminated  
• evaluation meets needs of HVTFC and partners  
• final report outlining steps forward building a more comprehensive prevention program | • community groups will gain knowledge and skills in evaluation  
• community groups will use evaluation to make effective decisions about programs and resources | | • Evaluation enhances community groups’ ability to meet their objectives | HVTFC grantees program effectively contributes to the reduction of youth tobacco initiation rates, reduction to youth exposure to ETS, increase in youth cessation and elimination of tobacco related health disparities. |
Health and Wellness Trust Fund
Teen Tobacco Prevention Initiative
Outcomes Evaluation

Year-end Report 2003-04

Prepared by:
Tobacco Prevention and Evaluation Program
University of North Carolina at Chapel Hill
Department of Family Medicine

UNC
SCHOOL OF MEDICINE
One Year Accomplishments

- Successfully adopted and disseminated evidence-based, scientific approaches to youth tobacco use prevention (Vision 2010- http://www.communityhealth.dhhs.state.nc.us/tobacco/Tobacco%20Prevention.pdf)
- Developed statewide presence, identity, and leadership
- Developed substantial statewide collaborative infrastructure (initial 34 to > 50 coalitions)
- Successfully mobilized increased funding (from $6.2 --$10.4 million/year- NC rose 33rd to 30th nationally)
One Year Accomplishments

• Good progress on all 4 tobacco prevention goals
• Facilitated >1400 events by Community & School grantees resulting in 50 policy changes
• Increased the # of districts adopting 100% tobacco-free schools policies
  • 8 of 26 (31%) of all Coalitions in Districts without 100% TFS policy at start of grant adopted 100% TFS policy in year one
• Successfully involved youth
• Shifted media focus (radio to TV) to increase effect
• Few substantive barriers
Preventing Youth Initiation of Tobacco Use

“I visited each of the five high schools in Catawba County Schools to provide them with some anti-tobacco information and to get their opinions regarding a 100% tobacco-free school policy. The survey showed 86% felt that more needs to be done in their school to keep kids off tobacco;... 23% have a health condition made worse when they’re around cigarette smoke; and 80% supported adoption of a 100% tobacco-free policy...Upon hearing the results, the County Board of Education immediately began exploring the possibility of adopting a 100% tobacco free policy..”

TTPI Community/ Schools grantee
“Throat cancer survivors have given presentations to over 34,000 students and have participated in promoting 100% tobacco free School Policies across the state... One is giving a tobacco awareness presentation to a group of elementary school children. The ... kids engage in open discussion... about their parents and family acquaintances who smoke or chew... One child talks about chew. "It looks like cat poop"... All the children burst out in laughter. There is a series of “ooo’s” and “yuks.” "Who wants to chew on something that looks like cat poop?" another declares. "No way!" reply others from the group...”

TTPI Community/ Schools grantee
Preventing Youth Initiation of Tobacco Use

- 15 coalitions with active school curricula
- 22 coalitions with active youth groups
- > 500 youth/adults attended State Summit
  (March, 2004)
Trends in Community Changes, 2003-04

Number of Changes

Quarter

2nd Qtr | 3rd Qtr | 4th Qtr | 1st Qtr

Policy Change | Program Change

[Bar chart showing trends in community changes from 2003-04, with bars for policy and program changes by quarter.]
Trends in Media Coverage

Number of Messages

Type of Coverage

2nd Qtr 03  | 3rd Qtr 03  | 4th Qtr 03  | 1st Qtr 04
Neutral   | Pro-Health | Pro-Tobacco

0  | 20  | 40  | 60  | 80  | 100 | 120 | 140

2nd Qtr 03  | 3rd Qtr 03  | 4th Qtr 03  | 1st Qtr 04
Coalition Summary

Figure 3C.3: April 2004 – Youth Tobacco Use viewed as Health Threat

[Bar graph showing the extent of tobacco use threat across different grantees]
“Teens from Durham, Orange and Robeson County … In a weekend retreat, over 37 youth learned ways of reducing youth exposure to tobacco … The teens spoke with the manager of AMF Bowling Lanes in Durham for more smoke free lanes. As a result, the manager created a new policy that made half the bowling alley smoke-free… “..our youth..really feel empowered and ready to continue their fight for smoke-free environments.”

TTPI Community/ Schools grantee
“I attended our local festivities to honor Martin Luther King…A 7th grade African-American student got up in front of everyone and spoke. She told ..that she does have a voice. In front of over 200 people she vowed never to use tobacco or any other drug. She then publicly thanked me for teaching all the 7th graders about the dangers of tobacco. Needless to say I was in tears.”

TTPI Community/ Schools grantee
Reducing Health Disparities Among Minority Youth

El Pueblo: Spanish curriculum on tobacco; leadership development among Latino youth, media and community events

NC Commission on Indian Affairs: Tobacco-free tribal policies, churches, family evenings

General Baptist State Convention: Picture Me Tobacco Free Photovoice project and exhibits, Youth action teams

Old North State Medical Society: Physician training for cessation, New youth group formation
Reducing Health Disparities

Figure 3B.1: Trends in Event Type

- Infrastructure Event
- Tobacco Control Event

<table>
<thead>
<tr>
<th>Quarter</th>
<th>No. of Events</th>
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<tbody>
<tr>
<td>2nd Qtr 03</td>
<td>20</td>
</tr>
<tr>
<td>3rd Qtr 03</td>
<td>30</td>
</tr>
<tr>
<td>4th Qtr 03</td>
<td>50</td>
</tr>
<tr>
<td>1st Qtr 04</td>
<td>70</td>
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</table>
Reducing Health Disparities

Figure 3D.4: Six Month Report Comparison - Community/Schools: Partnering with Statewide Coalitions

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<thead>
<tr>
<th></th>
<th>Extent</th>
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<tbody>
<tr>
<td>Partnered with SAVE</td>
<td>4.3</td>
<td>5.8</td>
<td></td>
</tr>
<tr>
<td>Partnered with N-O-T</td>
<td>4.8</td>
<td>5.2</td>
<td></td>
</tr>
<tr>
<td>Partnered with Priority Populations</td>
<td>3.1</td>
<td>3.9</td>
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[Oct-03] [Apr-04]
“In January, I hosted a speaker. At a middle school, after he was done, a student approached us and asked for help quitting tobacco. This almost made me cry because this was a 6th grader and he was reaching out for help…The change starts with just one.

TTPI Community/ Schools grantees
Provide Treatment Options for Youth Wanting to Quit

- 9 Great American Smoke-out activities
- 9 coalitions - activities to promote cessation
- 8 brief cessation classes for 78 students
- 12 Not On Tobacco classes for 98 students
- 3 grantees working with clinics on teen cessation
- 3 school systems adopted (ATS) programs
- 34 ATS sessions with 75 youth
Media Campaign Evaluation

- Tobacco.Reality.Unfiltered (TRU)
- Designed to raise youth awareness of the harms, encourage not to use or quit using tobacco.
- 2003 radio campaign did not effectively reach NC youth
- 2004 media campaign shifted focus, intensity, collaboration and resources
TPEP Special Study: Best Media Practices for Prevention

Effective ads in North Carolina should consider including:

- Serious health consequences
- Personal and family effects of secondhand smoke
- Industry
- Testimonials
- Negative emotional tone
- Multicultural ads
- Edgy
- Real people
Recommendations for Year 2

- Increase funding - consistent with CDC’s estimated minimum of $42 million for effective tobacco use prevention.
  - $5 million more/year moves state 23rd nationally (KUDOS!)
- Expand community-based efforts in counties without coalitions
- Encourage all grantees to focus more on policy change
  - Establish 100% TFS policies in all counties
- Encourage Priority Population grantees to increase policy activities and increase collaboration with Community/Schools
- Focus Media campaign on TV and grassroots support with rigorous evaluation
- Consider expanding the program to colleges (older teens and college students with highest rates)
Teen Tobacco Use Evaluation

Tobacco Prevention and Evaluation Program
UNC-Chapel Hill Department of Family Medicine

TPEP is evaluating the North Carolina Teen Tobacco Use Prevention Evaluation Project funded by the Health and Wellness Trust Fund commission.

TPEP is responsible for evaluating the following five components of the program:

- Communities and Schools Grantees
- Priority Populations Grantees
- Pregnant Teens
- American Lung Association NOT on Tobacco Youth Prevention Program
- Tobacco Reality Unfiltered Media Campaign

2003-04 Annual Report
Data Sources
Tobacco Prevention and Evaluation Program
UNC-Chapel Hill Department of Family Medicine

**HWTF Evaluation**
- Abstract
- Executive Summary
- Data Sources
- Evaluation Logic Models

**About TPEP**
- Personnel
- Partners
- Contact Info

**Evaluation Programs**
- Communities and Schools
- Priority Populations
- Media
- Cessation Programs

**Public Information**
- Six-month Reports
- Annual Reports

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**Data Sources**

**Progress Tracking System (PTS)**
- Description of PTS
- PTS Manual (pdf)

**Youth Tobacco Survey (YTS)**
- Description of YTS
- Survey Instrument (pdf)

**Media Survey**
- Survey Instrument (pdf)

To read PDF files, you must have Adobe Acrobat Reader installed on your computer.
Download Acrobat Reader
Six Month Reports

Tobacco Prevention and Evaluation Program
UNC-Chapel Hill Department of Family Medicine

Six Month Reports

In the monthly Progress Tracking System (PTS) reports, Health and Wellness Trust Fund (HWTF) grantees document their activities and accomplishments in relation to their objectives. Each October and April, grantees complete a Six Month Report, in which they provide a self-assessment of their individual programs (in 10 individual program assessment questions) and the linkage and support they are getting from other grantee agencies such as NOT and SAVE (in 9 statewide HWTF program assessment questions). They can also write narratives describing any significant accomplishments, and make suggestions for improvements to statewide HWTF programs.

- October 2003
- April 2004
## Special Reports

**Tobacco Prevention and Evaluation Programs**  
UNC-Chapel Hill Department of Family Medicine

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### Special Reports

In the fall of 2003, TPEP conducted a special study on behalf of the Health and Wellness Trust Fund to describe the best practice, scientific data for youth-focused tobacco counter-marketing advertisements utilized in media campaigns. The major intended use of this report was to assist the media vendor and other interested parties in North Carolina to create a successful 2004 statewide media campaign. The report includes the results of a literature review and of interviews with national and state experts and local stakeholders, and includes recommendations based on these data.

- [Recommendations for 2004 North Carolina Youth Tobacco Use Prevention Media Campaign](http://www.tpep.org)
Following up Annual Recommendations

Recommended Actions for TPCB

General Program

Continue to expand community-based efforts in existing and new coalitions to maximize program impact. Focus new efforts in counties without established tobacco control initiatives to achieve more active presence of tobacco prevention activities in all of the state’s counties.

- TPCB and Question Why will develop and share one-page plan for building capacity and work in gap counties.

Discuss how tobacco industry counter-marketing program activities are integrated into the TTP1 comprehensive tobacco control program in NC. Industry counter-marketing is one of nine CDC Best Practices, yet few activities are seen in grantee logic models or TTP1 initiatives. Counter-marketing activities could occur in the TTP1’s statewide media campaign and through TTP1 grantee activities, and they can address all of the TTP1 Priority Goals (e.g., preventing initiation, reducing youth secondhand smoke exposure, promoting cessation, and reducing disparities).

- TPCB will develop one-page, recommendation sheet on counter-marketing strategies that local coalitions can effectively implement with youth.
Following up Annual Recommendations

Recommended Actions for UNC-TPEP

**General Program**

Encourage Community/School and Priority Population coalitions to educate their constituencies about the benefits of raising the state tobacco excise tax, currently the third lowest rate in the US. This recommendation is consistent with the CDC’s evidence-based best practices, NC’s Vision 2010 document, and the TTPI’s youth tobacco prevention logic model, and offers the most efficient and effective strategy for achieving TTPI’s long term health goals.

- **TPEP will recommend that NC Alliance for Health develop Fact Sheet about state tobacco excise tax increase for use with youth, parents, policy makers, etc.**

**Community/School Grantees**

Question Why, NC Statewide Games, and SAVE be evaluated separately from Community/School coalitions, and their Progress Tracking System (PTS) reporting forms be modified to take into account their unique programs.

- **TPEP will develop plan for evaluating Question Why, Special Statewide programs (i.e., ALA, Pregnant Teens Project, etc.), and TPCB**

**Media Campaign**

All ads utilized in the Tobacco Reality Unfiltered (TRU) media campaign adhere to guidelines from best practices research developed in North Carolina (see section 5A) and from the CDC.
Changes to Program 2004-05

North Carolina

Updated: December 2, 2004

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<thead>
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<th>FY2005</th>
<th>FY2004</th>
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<tbody>
<tr>
<td>Spending on Tobacco Prevention</td>
<td>$15.00 million</td>
<td>$10.90 million</td>
</tr>
<tr>
<td>% of CDC Recommended Minimum</td>
<td>35.22%</td>
<td>25.59%</td>
</tr>
<tr>
<td>Rank Among States (1-51)</td>
<td>21</td>
<td>30</td>
</tr>
</tbody>
</table>

Tobacco Generated Revenue (FY2004) $181.10 million

CDC Recommended Minimum Spending on Tobacco Prevention $42.59 million

Actual Spending on Tobacco Prevention (FY2004) $15.00 million
Changes to Program 2004-05

FOR IMMEDIATE RELEASE

NC's TEEN TOBACCO PREVENTION EFFORTS MAKING GREAT STRIDES

A STATEMENT FROM LT. GOV. BEVERLY PERDUE

Raleigh, NC – North Carolina has made tremendous strides in its efforts to prevent young people from using tobacco products and is on the right track to build on its successes, says Lt. Gov. Beverly Perdue.

The NC Health and Wellness Trust Fund (HWTF), which funds our state's teen tobacco prevention initiative, has experts on hand to answer any questions about its efforts or a report issued today by the American Lung Association (ALA). ALA's evaluation categories are broad and in many cases beyond the scope of HWTF's work.

To clarify NC's efforts and successes, Lt. Gov. Perdue, chair of HWTF, issued a statement this morning:

The NC Health and Wellness Trust Fund’s teen tobacco prevention efforts have found the resolve and resources to win admirers and, most importantly, to save lives. Our mission is to prevent teens from using tobacco products, and on that score, we are making great strides.

HWTF has increased funding for its teen tobacco prevention initiative, moving from #30 in the nation to #21 today, according to the national Campaign for Tobacco-Free Kids. We’ve gone from $6 million per year in 2002 to $15 million per year starting in 2005. Our funding decisions are based on recommendations from experts at UNC Family Medicine.
FOR IMMEDIATE RELEASE
FEBRUARY 21, 2005

NC Health and Wellness Trust Fund announces $4.5 million available for grants to combat teen tobacco use in NC

(Raleigh, NC) – The NC Health and Wellness Trust Fund (HWTF) announces the availability of $4.5 million annually in grant funding to enhance its efforts to prevent and reduce teen tobacco use around the state. Funding for HWTF’s Teen Tobacco Use Prevention and Cessation Initiative has increased from $6.4 million to $15 million annually since the initiative was started in 2002.

Starting today, HWTF will accept applications from eligible organizations who seek to do the following: prevent youth initiation of tobacco use; eliminate youth exposure to secondhand tobacco smoke; promote tobacco use cessation among youth; and eliminate health disparities among minority youth or other youth populations identified with tobacco-related health disparities.
Changes to Program 2004-05

FOR IMMEDIATE RELEASE
MARCH 29, 2005

NC Health and Wellness Trust Fund announces availability of grants to reduce tobacco use among NC college students

(Raleigh, NC) – The NC Health and Wellness Trust Fund (HWTF) announces the availability of $1.7 million over two years in grant funding to combat tobacco use among students in the state’s colleges, universities and community colleges. The awarding of these college grants represents the expansion of HWTF’s teen tobacco prevention and cessation efforts and will be the first statewide effort to prevent and reduce tobacco use among college students. In North Carolina, almost 28% of 18-24 year olds smoke. The American Cancer Society reports that this is the only age group in which smoking rates are rising rather than falling.

Starting today, HWTF will accept applications from eligible organizations who seek to work on college and university campuses to prevent initiation of tobacco use, promote tobacco use cessation, and eliminate tobacco-related health disparities among college students ages 18-24. In addition, funds may be used to eliminate exposure to second hand tobacco smoke on college and community colleges campuses.
Thank You!

For questions or more information, Contact:

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