



# **North Carolina Department of Public Health Tobacco Initiatives**

## **Tobacco-Free Colleges Initiative Phase III**

**Annual Report, Fiscal Year 2010-2011  
July 2010 – June 2011**



**Prepared For:  
Department of Health and Human Services  
Tobacco Prevention and Control Branch**

**Prepared by:  
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# North Carolina Tobacco-Free Colleges Initiative

## *Phase III, FY2010-2011*

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### **Summary**

The first year of Phase III of the North Carolina Tobacco-Free College Initiative was highly successful in meeting its objectives. North Carolina now has 45 smoke- or tobacco-free campuses that protect over 228,000 students each semester (representing 41% of the college and community college student population). Participation in the Tobacco-Free College Initiative remains strongly linked to policy adoption. More campus smoke- or tobacco-free policies were under formal consideration or were adopted in 2010-2010 than in the previous year for participating campuses. A total of four participating campuses, three community colleges and one NC independent university, adopted 100% tobacco-free policies during the fiscal year. A noticeable trend across all evaluation process measures was a building of momentum with increasing activity across the first three quarters of the year, followed by a decline in activity in the fourth quarter. This decline was likely due to uncertainty regarding continued funding as a result of the legislative proposal to abolish the Health and Wellness Trust Fund (HWTF). Despite being faced with the potential demise of the initiative, grantees described significant accomplishments in the initiative and a desire to “continue pushing forward.” NC Tobacco-Free Colleges remains one of the most successful and long standing initiatives of its kind.

### **Overall Findings**

- Forty-five of North Carolina’s (NC’s) 110 colleges and universities are now smoke- or tobacco-free indoors and outdoors. These policies protect over 228,000 students each semester, or nearly 41% of the total student population, including 53% of community colleges, 28% of independent colleges and universities, and 25% of universities of the University of North Carolina system.
- In response to a 2010 recommendation, communication among grantees increased significantly in 2011. As communication amongst grantees increased, sole reliance on the HWTF Coordinator decreased.
- Technical support services provided by grantees to campuses dropped in the fourth quarter, especially those provided to four year schools.
- Decreases in grantee activity in the fourth quarter were evident in many evaluation process measures.

### **Recommendations**

- Organize a statewide meeting of leadership from all campuses in the University of North Carolina system to address barriers and diffuse and disseminate information regarding the adoption of smoke- and tobacco-free policies within these institutions.
- Enlist the leadership of community college campuses that have already adopted 100% tobacco-free policies to make personal contact (i.e., phone calls, e-mails) with leadership in peer institutions that have not yet adopted policies. The remaining community colleges are more likely to respond to pressures emanating from peers than outside pressures.
- Get on an early 2012 agenda of a meeting of the UNC Board of Governors to inform them of the issue and make them aware that they lag behind the community college system in the adoption of smoke- and tobacco-free campus policies.

- Develop a sustainability plan that will allow the momentum of grantee activities to be maintained until the mission is complete.
- Realign technical assistance to reflect any changing grantee needs.

## Policy Change

Purpose: Policy change is a primary outcome of the Initiative, as they protect students/faculty/staff from secondhand smoke, reduce exposure to tobacco industry promotions, and help smokers quit. Grantees rate their type of involvement as being personally involved in the policy change (direct) or working with the campus but without “hands-on” involvement in the actual policy adoption (indirect). Grantees then rate their level of involvement with the campus in general on a three point scale: minimal, moderate, or maximum.

During the 2010 – 2011 fiscal year a total of four campuses, three community colleges and one NC independent university, adopted 100% tobacco-free policies (Table 2). Now 31 out of 58 (53%) of NC’s community colleges, 10 out of 36 (28%) of NC’s independent colleges and universities, and 4 out of 16 (25%) of universities in the University of North Carolina system have adopted the most protective policies allowed by law (Table 2).

**Table 1: Smoke- and tobacco-free policy adoptions by date, 2010 – 2011**

Campus	Passed	Type of Campus	HWTF Grantee Involved	Type of Policy
Rockingham CC	Sept 2010	CC	Guilford County Department of Public Health	TF
Edgecombe CC	Feb 2011	CC	East Carolina University and N.E. NC Partnership for Public Health	TF
Gaston College	May 2011	CC	Mecklenburg County Health Department	TF
Pfeiffer University	Jun 2011	NCICU	Mecklenburg County Health Department and Tobacco Prevention & Control Branch	TF

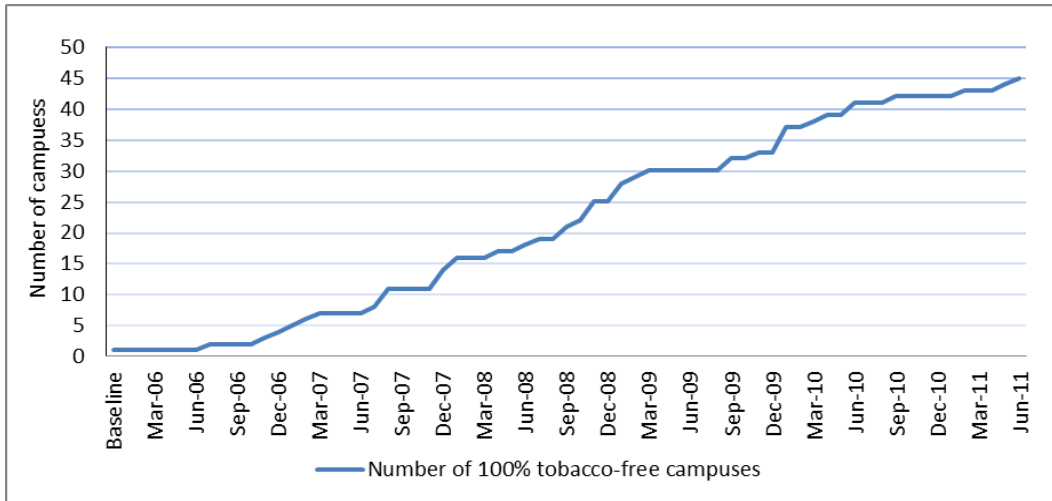
Note: CC = Community College; NCICU= NC Independent Colleges and Universities; TF = 100% Tobacco Free

**Table 2: Percentage of campuses tobacco-free**

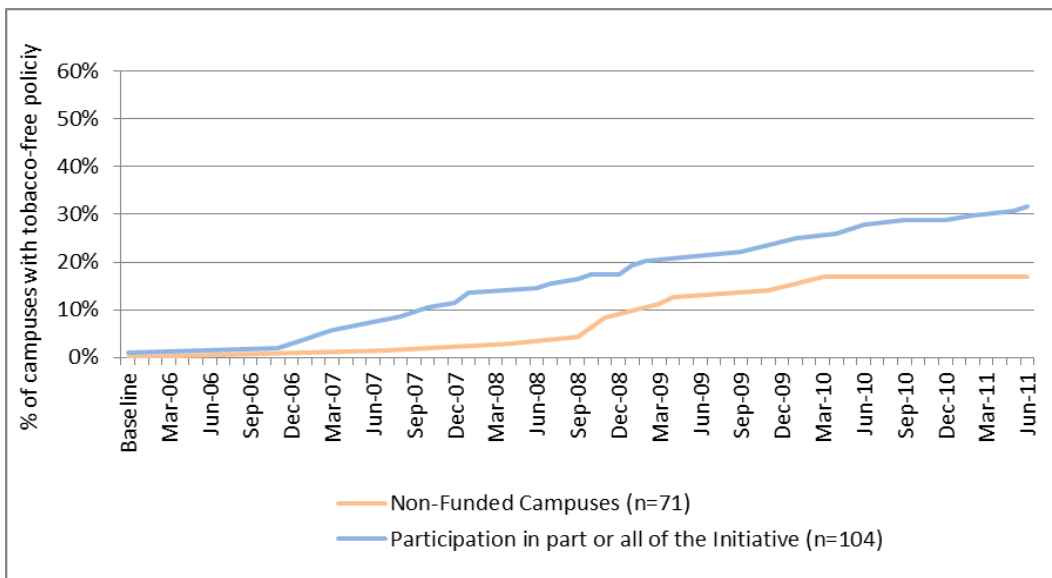
Type of Campus	N	Tobacco-Free	Percent TF
Community College	58	31	53%
NC Independent Colleges and Universities	36	10	28%
UNC System	16	4	25%
<b>Total</b>	<b>110</b>	<b>45</b>	<b>41%</b>

After leveling off for the first half of the fiscal year, the diffusion of the most protective policies allowed by law appears to be once again on the rise (Figure 1). The North Carolina Tobacco-Free College Initiative continues to play a prominent role in ensuring the continued diffusion of policies, as adoption of tobacco-free policies among non-funded campuses flat lined over one year ago (Figure 2).

**Figure 1: Diffusion of policies among NC colleges and universities over time**



**Figure 2: Diffusion of policies among NC colleges and universities: Role of NC TFC Initiative**



In comparison to fiscal year 2009 – 2010, an increase in the total number of smoke- and tobacco-free campus policies occurred among participating campuses. FY 2010-2011 showed larger numbers of policies under formal consideration and more policies adopted.

**Table 3: Policies under consideration and adopted (2009 – 2010 vs. 2010 – 2011)**

Outcome indicator measure	Year	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total
<b>Number of policies:</b>						
<b>Under formal consideration</b>	09 – 10	2	1	0	1	4
	<b>10 – 11</b>	<b>0</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>6</b>
<b>Adopted in campus areas (includes 100% tobacco-free)</b>	09 – 10	2	0	2	1	5
	<b>10 – 11</b>	<b>4</b>	<b>2</b>	<b>1</b>	<b>3</b>	<b>10</b>
<b>Adopted by campus organizations</b>	09 – 10	0	0	0	0	0
	<b>10 – 11</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Adopted prohibiting sales</b>	09 – 10	1	0	0	0	1
	<b>10 – 11</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>1</b>
<b>Adopted prohibiting advertising/marketing</b>	09 – 10	2	0	0	0	2
	<b>10 – 11</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

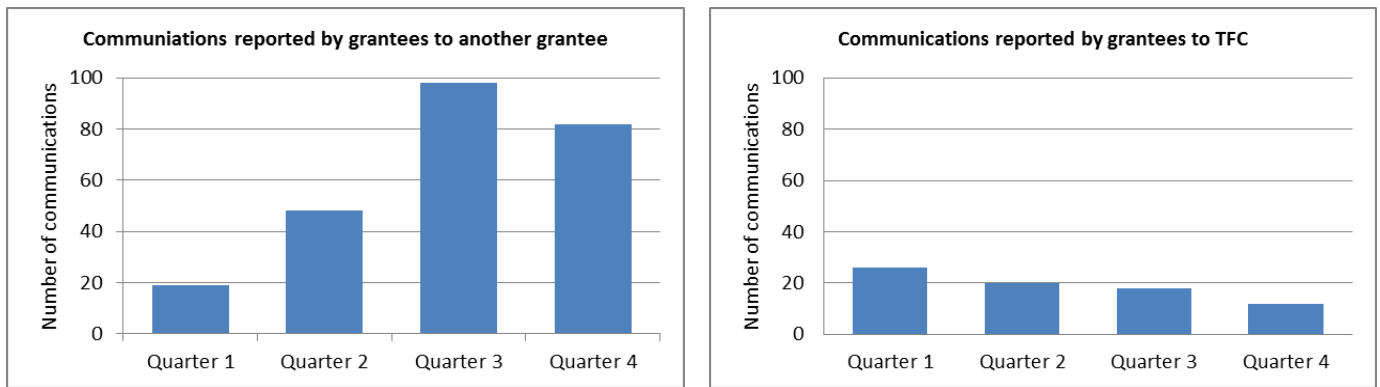
### **Communication and Technical Assistance for Problem Solving between Grantees**

Purpose: The program relies on internal communication between grantees, the Tobacco-Free Colleges Coordinator (TFC), and technical assistance providers to identify and solve barriers to policy adoption, improve skills, and share information.

A recommendation for Phase III implementation made in the *Phase II Fiscal Year 2009-2010, Quarter Four and Annual Report* was to, “Increase the frequency of cross-collaboration (grantee-to-grantee communication) to share information, build momentum, and celebrate successes.” This recommendation was realized during the first year of Phase III (Figure 3). As communication amongst grantees increased, reliance on the HWTF Coordinator decreased (Figure 3). Technical assistance provider utilization was low in every quarter except for the third (Table 4). TPCB-Cessation and NC STEP were in the most demand, but again predominantly in the third quarter.

*Figure three is presented on the following page*

**Figure 3: Communications reported by grantees with other grantees and HWTF Coordinator (TFC), 2010 – 2011**



**Table 4: Communications reported by grantees to technical assistance providers, 2010 – 2011**

Evaluation process measure	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total
<b>Number of communications reported by grantees to:</b>					
RTI	1	1	1	0	3
NC STEP	1	4	14	1	20
SAVE	0	0	0	0	0
TPCB-Cessation	2	6	14	6	28
TPCB-Evaluation	0	0	0	0	0
TPCB-Media	4	0	0	0	4
WFU	0	0	2	0	2
NAATPN	0	0	0	3	3

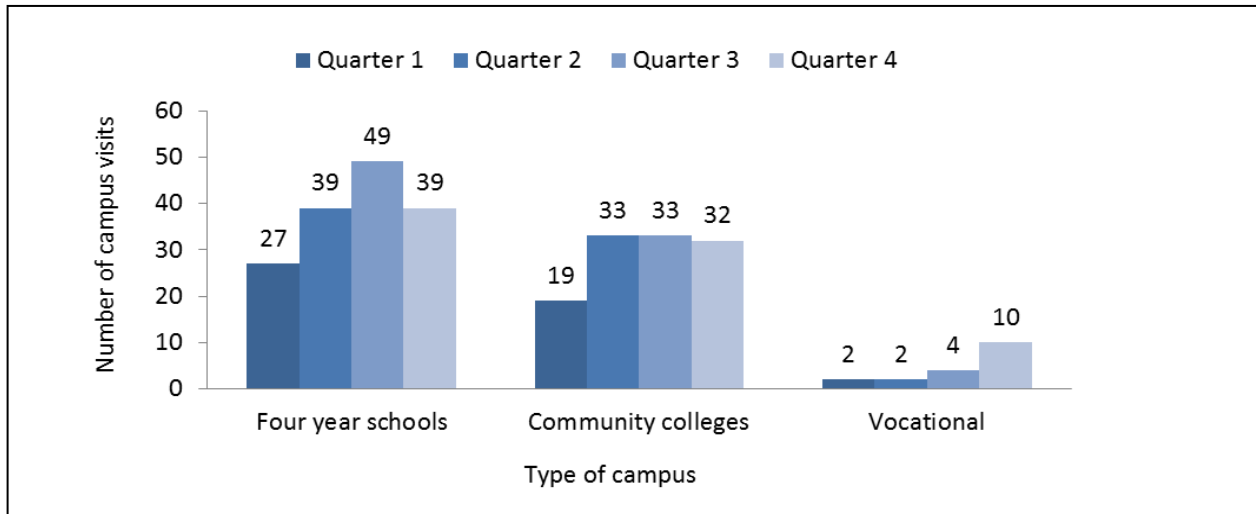
### Services and Assistance Provided to Campuses

Purpose: Regional grantees provide assistance to campuses on policy adoption, policy compliance, and QuitlineNC promotion. These services are reported by campus type (four year, two year, and for-profit/religious/trade).

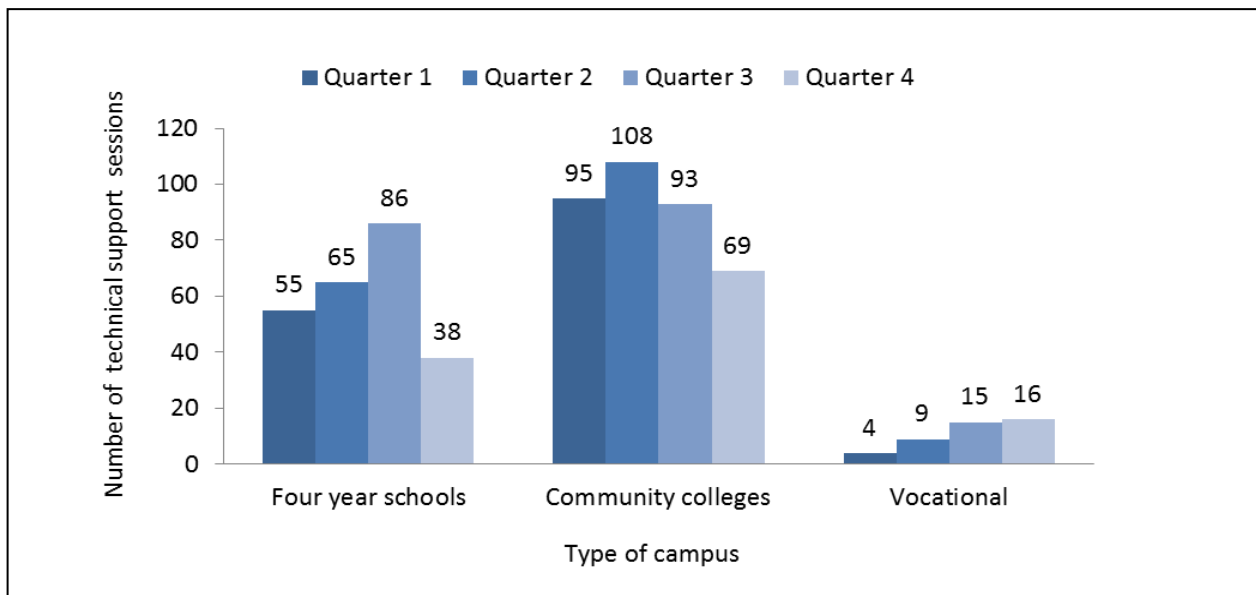
Visits to all campus types remained stable through the fiscal year (Figure 4). The quantity of technical support sessions provided to four year and community colleges by grantees dropped during the fourth quarter (Figure 5). Emphasis remained on four year colleges and community colleges. A substantial increase in technical support and campus visits occurred with for-profit/religious/trade schools (vocational).

*Figure four and five is presented on the following page*

**Figure 4: Campus visits reported by grantees by quarter, 2010 – 2011**



**Figure 5: Technical support sessions provided by grantees to campuses by quarter, 2010 – 2011**



Grantees also provided skill building trainings and meetings to their regional coalition campuses. The number of activities peaked in the second and third quarters.

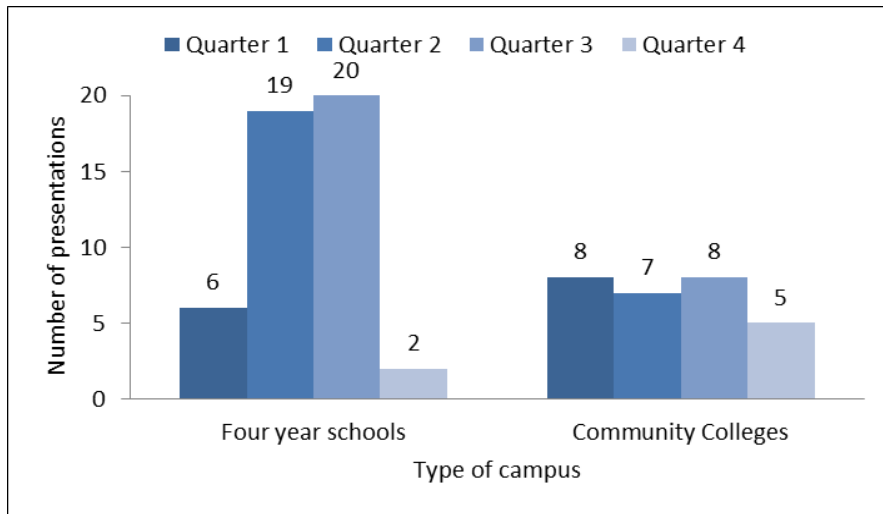
**Table 5: Regional coalition activities, 2010 – 2011**

Evaluation process measure	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total
Grantee organized in-person skill building trainings for regional campus staff and partners	2	3	5	3	13
Grantee organized conference calls or in-person coalition meetings for regional campus staff and partners	0	4	6	3	13



Grantees also track the number of presentations they make to student clubs and organizations promoting policy adoption, compliance, or QuitlineNC. These presentations are only tracked for four year schools and community colleges. Presentations made to students at community colleges remained steady for the first three quarters of the fiscal year, but dropped again in the fourth quarter (Figure 6). Presentations at four year schools saw a dramatic drop in the fourth quarter.

**Figure 6: Presentations made by grantees to student clubs, 2010 – 2011**



## Media

Purpose: To advance the goals of the Initiative, grantees and campuses use media to promote policy adoption, policy compliance, and QuitlineNC. Media is a key component of each goal and shares successes of policy adoption with other interested campuses in addition to providing essential information to students, faculty, and staff.

The same trend continued for the media evaluation process measure as was present with other measures with momentum in grantee activity building across the second and third quarters and declining in the fourth quarter.

**Table 6: Media messages developed, 2010 – 2011**

Evaluation process measure	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total
<b>Number of media messages developed</b>	2	10	15	3	30
<b>Number of messages covering:</b>					
<b>Policy adoption</b>	1	2	3	0	6
<b>Policy compliance</b>	1	4	3	1	9
<b>QuitlineNC and cessation services</b>	2	9	13	3	27
<b>Number tailored to a priority population</b>	0	0	0	0	0
<b>Priority population tailor for</b>	-	-	-	-	-

**Table 7: Earned media messages disseminated, 2010 – 2011**

Evaluation process measure	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total
<b>Number of earned media messages disseminated</b>	6	7	9	5	27
<b>Number of messages covering:</b>					
<b>Policy adoption</b>	6	1	0	0	7
<b>Policy compliance</b>	0	3	4	2	9
<b>QuitlineNC and cessation services</b>	0	5	7	5	17
<b>Number tailored to a priority population</b>	0	1	0	0	1
<b>Priority population tailor for</b>	-	1 <sup>st</sup> yr.	-	-	-

**Table 8: Paid media messages disseminated, 2010 – 2011**

Evaluation process measure	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total
<b>Number of paid media messages disseminated</b>	1	11	13	2	27
<b>Number of messages covering:</b>					
<b>Policy adoption</b>	0	0	0	1	1
<b>Policy compliance</b>	0	0	1	2	3
<b>QuitlineNC and cessation services</b>	1	11	13	2	27
<b>Number tailored to a priority population</b>	1	0	0	0	1
<b>Priority population tailor for</b>	1 <sup>st</sup> yr.	-	-	-	-

## Grantee’s Perspectives

The following is a representative selection of comments made by grantees in their final monthly evaluations that elucidate the mindset present among them that likely drove the sharp decline in activity that was noticeable across evaluation process measures in the final quarter of the fiscal year. Also evident was the fact that grantees were proud of their accomplishments, but ever aware that the mission was not complete.

- “Because of pending legislation and the knowledge that our program may not be around another year has prevented me from reaching out to many of the colleges. I have put many things on hold.”
- “The budget situation has made it very tough to plan for the summer. There is so much I want to get accomplished but don't want to leave campuses in the dark!”
- “I am not too sure what to say. The program is gone and I hope we have promoted the TFC program enough that it will catch on across the nation.”
- “I know there is still work to be done, but overall we have all done a wonderful job at making NC a healthier place to live. Great work!”
- “With all of the bad news coming from the State, we made an effort to continue pushing forward with the campuses we are working with to get them to think and plan for the future without us. We gave them as much as we could to help them to continue the great work they are doing.”