



North Carolina Health and Wellness Trust Fund Tobacco-Free Colleges Initiative

Quarterly Report April 1 — June 30, 2006

Prepared for:
North Carolina Health and Wellness Trust Fund



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A. Summary and Recommendations

Considerable progress was made by College Initiative grantees during Quarter 2 (Q2), despite lack of staff and student availability during the spring/summer and significant time being allotted to program planning and development activities during the first six months of this initiative. With the exception of policy change, both Planning and Implementation grantees demonstrated some activity over most indicator areas. The amount of grantee activity affecting short term outcomes during Q2 of the program (e.g., establishing coalitions, building support for policy change) bodes very well for new policy gains within the next year. Key Q2 outcomes, barriers, and recommendations are summarized below.

A.1. Key Outcomes and Program Accomplishments

- Twenty grantees worked on 59 college campuses across the state;
- Three key policy adoptions occurred on three campuses;
- Over 350 college officials, campus organizations, and key campus individuals (i.e., staff, faculty, student leaders) offered formal support for campus policy initiatives;
- Almost 500 signatures were collected via grantee petition drives to demonstrate support for campus policy initiatives;
- Ten new coalitions were developed to address tobacco use prevention, cessation, and policy adoption on ten college campuses; and
- Over 81 promotions (e.g., informational tables at campus-wide events) and 30 earned media messages were implemented encouraging young adults to use the Quitline.

A.2. Key Barriers to Program Activities

- Lack of staff and student availability for grant activities due to spring break, end of the semester activities (e.g., exams, graduation), and summer holidays; and
- Insufficient staffing for grant activities (e.g., hiring for new positions).

A.3. Recommendations for Program Development and Improvement

- Encourage full program implementation (e.g., coalition recruitment, campus surveys, petitions, policy advocacy, and Quitline promotion) coinciding with the start of the academic school year (e.g., freshman activities, orientation events);
- Meet with coalition members and college officials to develop and/or revise campus policy objectives in light of the new Community Colleges bill, HB 448;
- Continue recruitment and training of diverse coalition members;
- Continue hiring on campuses with insufficient staffing to implement grant activities; and
- Share quarterly accomplishments with grantees via listserv.

B. Background

In January 2006, the North Carolina Health and Wellness Trust Fund (HWTF) awarded \$1.6 million in grant funding to promote tobacco use prevention and cessation among young adults on NC college campuses. Grants were awarded to 20 organizations including colleges, community colleges, and health departments (See Appendix 1 for list of grantees, colleges, and counties covered). These organizations work towards developing coalitions, advocating for campus tobacco-free policies, and promoting the NC Tobacco Quitline on campuses across the state.

The UNC Tobacco Prevention and Evaluation Program (TPEP) conducts the outcomes evaluation for the HWTF Tobacco-Free Colleges Initiative. The purpose of this evaluation is to demonstrate the effectiveness of the initiative at reaching its desired outcomes, and to make recommendations for program improvement. The evaluation team is responsible for collecting baseline and monthly progress data from grantees using a web-based tracking system, as well as analyzing and disseminating results.

Key UNC TPEP College Evaluation Team activities since Jan 06 include:

- Logic model development;
- Indicator and codebook development;
- Web-based reporting system planning and development;
- Presentations at statewide HWTF Tobacco-Free Colleges Initiative Kick-off Meeting,
- Grantee evaluation training and support;
- Data collection and analysis; and
- Quarterly report writing and dissemination.

C. Methods

The following quarterly report summarizes the outcomes, progress, and activities of Tobacco-Free College Initiative grantees during the period of April 1, 2006 to June 30, 2006 (Year 1, Q2).

The first three months of this initiative (Jan to Mar 06, Q1) were considered a start-up period for the grants. During these three months, grantees focused on hiring staff, establishing campus contacts, promoting the Quitline on campuses using HWTF materials (e.g., posters, pens, chip clips, banners), attending the HWTF College Initiative Kick-Off Event (Mar 06), and other grant planning/administrative tasks. Since the web-based reporting system and indicators were being finalized during this time, Q1 data are not included in this report unless otherwise specified.

This report includes data collected from eight Planning grantees, ten Implementation grantees, and two Special grantees [i.e., Survivors and Victims of Tobacco Empowerment (SAVE) and the American Lung Association of NC (ALA)] for the months of April, May, and June 2006 (See sections D.1 and D.3 for further description of Planning, Implementation, and Special grants). Data were collected from Planning and Implementation grantees on a monthly basis using an online reporting system developed by UNC TPEP. Special grantees (i.e., SAVE and ALA) report directly to UNC TPEP on a quarterly basis using an individualized indicator and reporting system.

Data are collected and reported based on key focus areas and indicators developed and approved by HWTF and UNC TPEP. Indicators were divided into two areas: 1) Outcome indicators including policy change and progress towards policy change indicators, and 2) Program indicators including coalition development, building support, Quitline promotion, and administrative indicators (See Appendix 2 for a list of indicators collected monthly). These indicators include program activities that lead towards desired short-term, intermediate, and long term outcomes for the initiative, as outlined in the logic models developed for Planning and Implementation grants (See Appendices 3 and 4).

Grantees report their data using established indicator change criteria and reporting procedures outlined in a monthly reporting codebook. All policy changes (i.e., primary outcome indicators) reported are verified with grantees by UNC TPEP staff via phone or email.

D. Summary of Quarter Activities

D.1. Outcomes

The following section summarizes Q2 outcome data reported by Planning grantees (n=8) and Implementation grantees (n=10). Three of these grantees (2 Planning and 1 Implementation) work on multiple campuses (i.e., 36 campuses, 71% of all active Planning and Implementation grantee campuses during Q2).

The primary short-term and intermediate outcomes associated with Planning and Implementation grants are summarized below:

- Planning grants aim to establish coalitions and build support for campus policy initiatives.
- Implementation grants aim to strengthen coalitions, build support, and advocate for the adoption for tobacco-free policies on campus.

Due to varying levels of coalition development and support for policy initiatives on Planning and Implementation grantee campuses, outcome goals for both types of grants frequently overlap (i.e., some Planning grantees are ready to advocate for policies, some Implementation grantees are still working to establish coalitions). See Tables 1 and 2 for indicator changes by type of grant.

Highlights of grantee outcome achievements are reported below:

D.1.a. Policy Change

- The following three policies were adopted on three HWTF-supported campuses during this quarter with the assistance of two Planning grantees:
 1. A 100% tobacco-free policy at Carolinas College of Health Sciences (part of Carolinas HealthCare System);
 2. A 100% tobacco-free policy at Mercy School of Nursing (part of Carolinas HealthCare System); and
 3. A policy that prohibits smoking within a reasonable distance of all main entrances at Surry Community College.

D.1.b. Building Support for Policy Change

- Ten grantees reported 29 policies that are currently under consideration by college officials. Examples of policies under consideration include those which advocate for smoke-free perimeters and other smoke-free areas on campus (e.g., main entrances, Greek chapters, dorm, stadium, outdoor eating area).

- Grantees garnered formal support for campus policy initiatives from over 380 key decision makers and campus community members including:
 - 89 college officials (e.g., President, Vice-President, Dean of Student Services, Director of Housing and Residence Life);
 - 54 campus organizations (e.g., Student Government Association, Medical Assistants Club, fraternity); and
 - 243 staff, faculty, and/or student leaders (e.g., Student Body President, head of maintenance, School of Nursing faculty).
- Three grantees collected 481 signatures from students, staff, and faculty demonstrating support for campus policy initiatives.

D.1.c. Coalition Development

- Since the beginning of this initiative (Jan 06), ten HWTF-supported colleges started new coalitions to address tobacco use on campus. Colleges with new coalitions include:
 1. Belmont Abbey College
 2. Fayetteville State University
 3. Johnson and Wales University
 4. Johnson C Smith University
 5. NC A&T State University
 6. South Piedmont Community College
 7. Wilkes Community College
 8. Wilson Technical Community College
 9. Wingate University
 10. Queens University
- Planning and Implementation grantees are currently working actively on 51 college campuses across the state (i.e., this does not include additional campuses covered by Special grants, SAVE and ALA). Nineteen (37%) of these campuses represent Community Colleges.
- As of June 2006, seven Planning grantees and one Implementation grantee were still working towards developing tobacco coalitions on 25 (49%) of the 51 campuses.

D.1.d. Summary of Outcome Indicators

The following table summarizes all Q2 outcome indicators changes reported monthly by Planning and Implementation grantees.

Table 1: Summary of Q2 Outcome Indicator Changes

Outcome Indicator	# of Planning grantees involved (n=10)	# of Implem. grantees involved (n=8)	Total # of grantees involved (n=18)	Total # of Q2 indicator changes
Policy Adoption				
# of tobacco-free policies adopted by campus organizations	0	0	0	0
# of tobacco-free policies adopted in <u>campus areas</u>	2	0	2	3
# of tobacco-free policies adopted in <u>off-campus</u> areas frequented by young adults	0	0	0	0
# of policies adopted prohibiting the sale of tobacco products on campus	0	0	0	0
# of policies adopted prohibiting tobacco industry advertising, free sampling, & sponsorship on campus	0	0	0	0
Building Support for Campus Policy Initiatives				
# of signatures on petitions showing support for campus policy initiatives	1	2	3	481
# of <u>college officials</u> offering formal support for campus policy initiatives	7	5	12	89
# of <u>organizations</u> offering formal support for campus policy initiatives	6	4	10	54
# of <u>staff/faculty/student leaders</u> offering formal support for campus policy initiatives	6	5	11	243
# of policy changes under consideration by college officials	6	4	10	29
Coalition Development				
# of new campus coalitions established (since Jan 06)	3	2	5	10

D.2. Program Development

The following section describes program or process-orientated data reported by Planning and Implementation grantees during Q2. Quitline promotion is highlighted in section D.2.a. All other program indicators are summarized below in Table 2.

D.2.a. Quitline Promotion

- Grantees conducted 81 Quitline promotions on campuses including:
 - 30 campus-wide events;
 - 30 presentations at organizational meetings/classes/events; and
 - 21 other types of events (e.g., displays, community health forum, Quitline information added to campus website and discharge papers at Student Health Services).
- 26 (32%) of these Quitline promotions specifically targeted a priority population on campus (e.g., athletes, fraternity/sorority members, freshmen)
- Grantees reported 30 earned media messages (i.e., radio, TV, newspaper messages) promoting the Quitline on campus. Three of these messages specifically targeted a priority population (e.g., African Americans, athletes)
- Six grantees reported 16 meetings with health providers on campus to promote their use of the Quitline fax referral service.

D.2.b. Summary of Program Indicators

The following table summarizes all Q2 program indicators changes reported by Planning and Implementation grantees. Activities focus on coalition development, building support for campus policy initiatives, Quitline promotion, and administrative functions.

Table 2. Summary of Q2 Program Indicators

Program Indicator	# of Planning grantees involved (n=10)	# of Implem. grantees involved (n=8)	Total # of grantees involved (n=18)	Total # of Q2 indicator changes
Coalition Development				
# of new coalition members recruited	7	5	12	94
# of trainings attended by staff/partners	5	4	9	27

Table 2 (continued). Summary of Q2 Program Indicators

Program Indicator	# of Planning grantees involved (n=10)	# of Implem. grantees involved (n=8)	Total # of grantees involved (n=18)	Total # of Q2 indicator changes
Building Support for Campus Policy Initiatives				
# of surveys completed to assess student tobacco use and attitudes	2	2	4	13
# of petition drives completed to show support for campus policy initiatives	1	2	3	8
# of meetings/presentations to advance tobacco-related campus policies	6	5	11	62
# of <u>earned</u> newspaper/radio/TV messages promoting support for campus policy initiatives <ul style="list-style-type: none"> Percent of total messages from <u>campus-based</u> media outlets = 93% 	6	4	10	43
# of <u>paid</u> newspaper/radio/TV messages promoting support for campus policy initiatives <ul style="list-style-type: none"> Percent of total messages from <u>campus-based</u> media outlets = 100% 	1	0	1	2
Quitline Promotion				
# of Quitline promotions <ul style="list-style-type: none"> Percent of total promotions (81): <ul style="list-style-type: none"> Campus-wide events = 37% Presentations at org. mtgs., classes, or events = 37% Other types of promotional events = 25% Quitline promotions targeting priority populations = 32% 	5	7	12	81
# of <u>earned</u> newspaper/radio/TV messages promoting Quitline <ul style="list-style-type: none"> Percent of total messages (30): <ul style="list-style-type: none"> Earned messages from <u>campus-based</u> outlets = 97% Earned messages from <u>non-campus based</u> outlets = 3% Earned messages promoting Quitline targeting priority populations = 10% 	5	3	8	30
# of meetings/presentations to promote Quitline fax referral system among health services providers	3	3	6	16
Administrative				
# of new staff hired with grant funds	6	2	8	15
# of meetings with elected state/government leaders to promote HWTF and coalition initiatives	1	2	3	6

D.3. Special Grants

Two Planning and Implementation grants awarded in January 2006 (i.e., SAVE and ALA) were re-categorized by UNC TPEP as “Special” grants. Special grants offer services to other College grantees and non HWTF-supported campuses across the state in their areas of expertise (i.e., survivor advocacy, cessation). Since their goals and objectives differ substantially from other Planning and Implementation grantees, Special grantees report on an individualized set of indicators that have been tailored to their programs.

Highlights of Special grant activities during Q2 are summarized below:

D.3.a. SAVE

- SAVE provided services to two campuses in two counties since Jan 06 including Coastal Carolina Community College (Onslow County) in Q1 and Eastern Carolina University (Pitt County) in Q2. Partnerships with four other campus coalitions were established in Q2.
- SAVE activities were slow during summer months, but are expected to increase once school begins in the fall. Contacts were made with campus coalitions during Q2 to beginning planning for SAVE involvement in fall events (e.g., Great American Smokeout)

D.3.b. ALA

- ALA provided services around cessation issues to six campuses including Shaw University, NC Central University, Wake Tech Community College, Winston-Salem State University, Elizabeth City State University, and Fayetteville Tech Community College. Four of these are Historically Black Colleges and Universities (HBCUs).
- ALA staff participated in four technical assistance meetings with campus contacts, and one meeting/presentation to advance campus tobacco policies.
- One Freedom From Smoking (FFS) facilitator training was scheduled at Shaw University during Q2, however this training was cancelled due to lack of campus support and timing during the school year.
- One student was trained by ALA to be a FFS facilitator.

D.4. Barriers

All Planning, Implementation, and Special grantees (n=20) are asked to report their top three barriers to effective program implementation. The following barriers were most frequently reported in Q2:

- 70% (14) of grantees reported lack of time and staff/student availability due to timing in school year (i.e., spring break, exams, graduation, summer holidays, etc.);
- 50% (10) reported lack of adequate staffing and/or challenges hiring new staff;
- 30% (6) reported lack of campus support or involvement;
- 20% (4) reported campus politics/bureaucracy;
- 15% (3) reported policy limitations on campus (e.g., NC pre-emption laws); and
- 35% (7) reported some other type of barrier (e.g., difficulty getting budget in place, lack of student listserv to disseminate information, staff maternity leave, graduating students who demonstrated interest in coalition activities).

E. Appendix 1: List of grantees, colleges, and counties covered by Tobacco-Free Colleges Initiative

GRANTEE	COLLEGE	COUNTY (campus locations)	COUNTY (populations served) Community Colleges Only
Albemarle Regional Health Services	Beaufort County Community College	Beaufort	Beaufort (home county), Hyde, Tyrrell, Washington
	Chowan University	Hertford	
	College of the Albemarle	Pasquotank Chowan, Dare	Pasquotank (home county), Chowan, Dare, Camden, Currituck, Gates, Perquimans
	Edgecombe Community College	Edgecombe	Edgecombe
	Halifax Community College	Halifax	Halifax
	Martin Community College	Martin	Martin
	Pamlico Community College	Pamlico	Pamlico
	Roanoke-Chowan Community College	Hertford	Hertford (home county), Bertie, Northampton
American Lung Association of North Carolina	Elizabeth City State University	Pasquotank	
	Fayetteville State University	Cumberland	
	North Carolina Central University	Durham	
	Shaw University	Wake	
	Winston-Salem State University	Forsyth	
	NC Community Colleges	Statewide: to be determined	Statewide: to be determined
Asheville-Buncombe Technical Community College	Asheville-Buncombe Technical Community College	Buncombe, Madison	Buncombe (home county), Madison
Caldwell Community College and Technical Institute	Caldwell Community College and Technical Institute	Caldwell, Watauga	Caldwell (home county), Watauga
Cleveland Community College	Cleveland Community College	Cleveland	Cleveland
East Carolina University	East Carolina University	Pitt	
Elizabeth City State University	Elizabeth City State University	Pasquotank	
Fayetteville State University	Fayetteville State University	Cumberland	
Lenoir County Health Department	Lenoir Community College	Lenoir, Greene, Jones	Lenoir (home county), Greene, Jones
Mecklenburg County Health Department Mecklenburg County Health	Belmont Abbey College Brookstone College of Business Carolinas College of Health Sciences	Mecklenburg	

GRANTEE	COLLEGE	COUNTY (campus locations)	COUNTY (populations served) Community Colleges Only
Department (continued)	Davidson College Johnson and Wales University Johnson C. Smith University King's College Mercy School of Nursing Queens University UNC-Charlotte	Mecklenburg	
	Barber-Scotia College	Cabarrus	
	Catawba Valley Community College	Catawba, Alexander	Catawba (home county), Alexander
	Catawba College Livingstone College	Rowan	
	Pfeiffer University	Stanly	
	Stanly Community College	Stanly	Stanly
	Gardner-Webb University	Cleveland	
	Gaston College	Gaston, Lincoln	Gaston (home county), Lincoln
	Lenoir-Rhyne College	Catawba	
	Mitchell Community College	Iredell	Iredell
	South Piedmont Community College	Union, Anson	Jointly chartered to Union & Anson
Wingate University	Union		
Moses Cone~Wesley Long Community Health Foundation	Bennett College Greensboro College Guilford College High Point University UNC-Greensboro	Guilford	
	Guilford Technical Community College	Guilford	Guilford
North Carolina A&T State University	North Carolina A&T State University	Guilford	
North Carolina Central University	North Carolina Central University	Durham	
	Other Historically Minority Colleges and Universities (HMCUs)	Cumberland Forsyth Guilford Mecklenburg Pasquotank Robeson Rowan Wake	

GRANTEE	COLLEGE	COUNTY (campus locations)	COUNTY (populations served) Community Colleges Only
SAVE (Survivors and Victims of Tobacco Empowerment) of NC GASP	Statewide		
Surry County Health and Nutrition Center	Surry Community College	Surry, Yadkin	Surry (home county), Yadkin
UNC-Chapel Hill	UNC-Chapel Hill	Orange	
UNC-Pembroke	UNC-Pembroke	Robeson	
UNC-Wilmington, CROSSROADS	UNC-Wilmington	New Hanover	
Wilkes Community College	Wilkes Community College	Wilkes, Alleghany, Ashe	Wilkes (home county), Alleghany, Ashe
Wilson Technical Community College	Wilson Technical Community College	Wilson	Wilson

Appendix 2: Monthly Program and Outcome Indicators

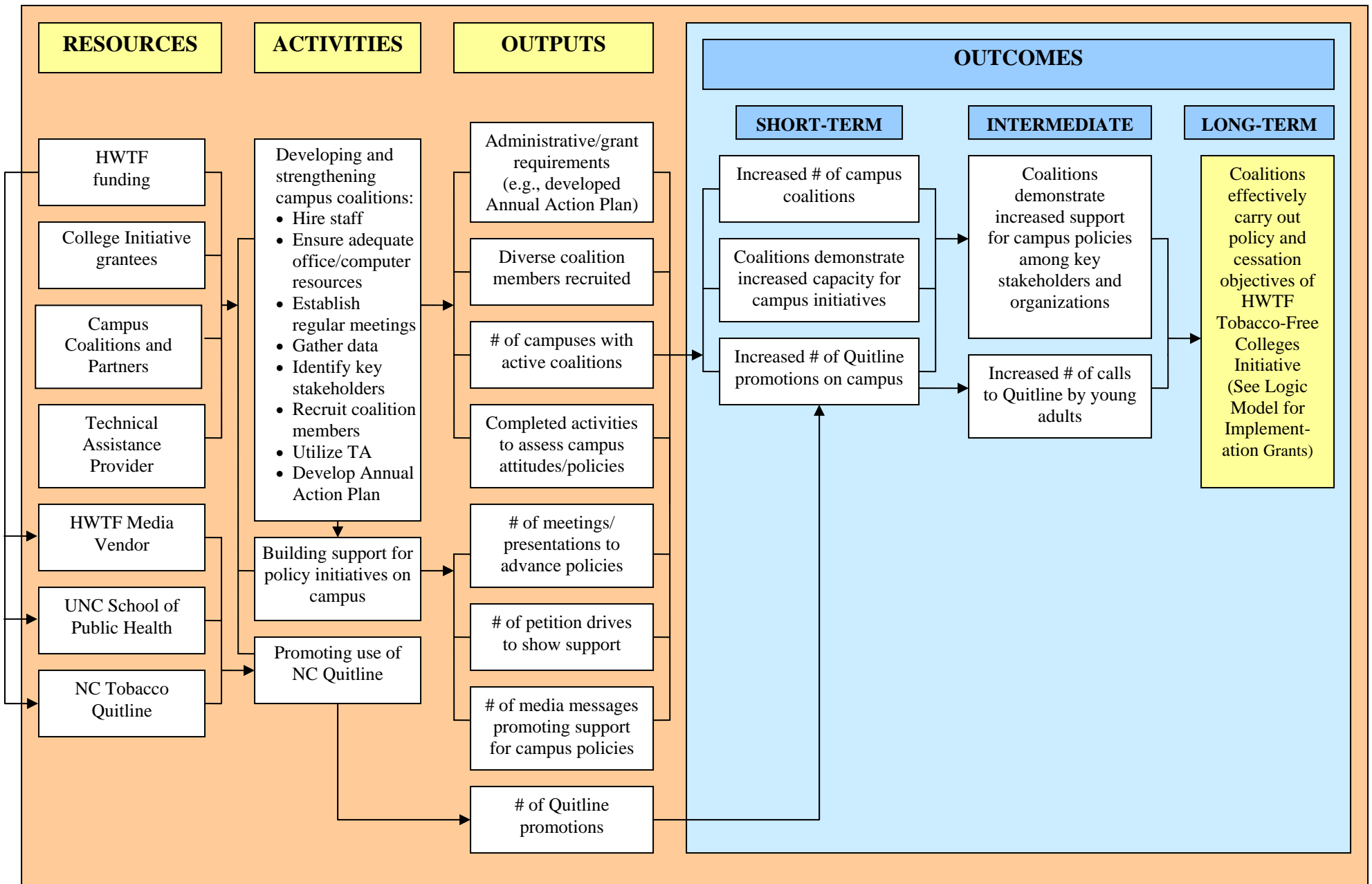
1. Coalition Development
of new coalitions established
of new coalition members recruited
of trainings attended by staff/partners
of staff/partners attending one or more trainings
of surveys completed to assess student tobacco use and attitudes
2. Building Support
of petition drives completed to show support for campus policy initiatives
of signatures on petitions showing support for campus policy initiatives
of meetings/presentations to advance tobacco-related campus policies
of <u>earned</u> newspaper/radio/TV messages promoting support for campus policy initiatives <ul style="list-style-type: none"> • Earned messages from <u>campus-based</u> media outlets • Earned messages from <u>non-campus based</u> media outlets
of <u>paid</u> newspaper/radio/TV messages promoting support for campus policy initiatives <ul style="list-style-type: none"> • Paid messages from <u>campus-based</u> media outlets • Paid messages from <u>non-campus based</u> media outlets
of <u>college officials</u> offering formal support for campus policy initiatives
of <u>organizations</u> offering formal support for campus policy initiatives
of <u>staff/faculty/student leaders</u> offering formal support for campus policy initiatives
of policy changes under consideration by college officials
3. Policy Adoption
of tobacco-free policies adopted by campus organizations <ul style="list-style-type: none"> • Tobacco-free policies adopted by campus organizations representing priority populations
of tobacco-free policies adopted in <u>campus areas</u>
of tobacco-free policies adopted in <u>off-campus</u> areas frequented by young adults
of policies adopted prohibiting the sale of tobacco products on campus
of policies adopted prohibiting tobacco industry advertising, free sampling, & sponsorship on campus

4. Quitline Promotion
of Quitline promotions <ul style="list-style-type: none"> • Campus-wide events • Presentations at organizational meetings, classes, or events • Other types of promotional events • Quitline promotions targeting priority populations
of <u>earned</u> newspaper/radio/TV messages promoting Quitline <ul style="list-style-type: none"> • Earned messages from <u>campus-based</u> media outlets • Earned messages from <u>non-campus based</u> media outlets • Earned messages promoting Quitline targeting priority populations
of meetings/presentations to promote Quitline fax referral system among health services providers
5. Administrative Measures
of new staff hired with grant funds
of meetings with elected state/government leaders to promote HWTF and coalition initiatives

Notes:

- Bolded indicators are outcome-oriented. Non-bolded indicators are process or program-oriented.
- The indicators listed above are those collected on a monthly basis using the web-based reporting system. Additional indicator data for evaluating this initiative are collected throughout the year using other sources (e.g., Annual College Initiative Grantee Assessment, BRFSS, Quitline data, conference call attendance sheets). For a comprehensive list of all HWTF Tobacco-Free Colleges Initiative indicators and desired outcomes, contact UNC TPEP.

Appendix 3: Logic Model for Tobacco-Free Colleges Initiative Planning Grants



Appendix 4: Logic Model for Tobacco-Free Colleges Initiative Implementation Grants

