



North Carolina Health and Wellness Trust Fund

Tobacco-Free Colleges Initiative

**Q1 Y3 Quarterly Report
January– March 2008**

Prepared for:
North Carolina Health & Wellness Trust Fund



Prepared by:
UNC School of Medicine
Tobacco Prevention and Evaluation Program



For more information about the NC Health and Wellness Trust Fund
Tobacco-Free Colleges Initiative Outcomes Evaluation, please contact:

Tobacco Prevention and Evaluation Program

University of North Carolina at Chapel Hill
School of Medicine
Department of Family Medicine
CB #7595, Manning Drive
Chapel Hill, NC 27599
T: 919-843-9751
F: 919-966-9435

Web: www.fammed.unc.edu/TPEP
Email: tpep@med.unc.edu

Table of Contents

A.	Summary and Recommendations	1
B.	Background	3
C.	Methods.....	4
D.	Summary of Quarter Activities.....	6
	1. Outcomes	6
	2. Program Development.....	11
	3. Barriers	16
E.	Appendices.....	17

A. Summary and Recommendations

A.1. Overview

In January 2008, the Health and Wellness Trust Fund (HWTF) expanded its Tobacco-Free Colleges Initiative with \$1.4 million in Phase II grant funding. Phase II grants were awarded to 14 organizations working with 50 campuses in 33 counties across North Carolina. A special contract was also awarded to one Phase I grantee, extending their work through a portion of Phase II. The initiative aims to promote tobacco-free policy adoption and cessation among young adults.

This report highlights grantee outcomes and activities for the first quarter of Phase II (Q1,Y3: January-March 2008). General Q1 findings are as follows:

- While many grantees focused on start-up activities during this quarter (e.g., hiring staff, getting contracts finalized, etc.), several significant outcomes were achieved including the adoption of several tobacco-related campus policies. The initial work for several of these policy adoptions started prior to Phase II funding.
- Substantial progress was made in building support for campus policy adoption and compliance, coalition development, and QuitlineNC promotion.

A.2. Key Outcomes and Program Accomplishments

Policy Adoption

- Fifteen new tobacco-related policy adoptions occurred on six campuses with the direct and indirect support of Phase II grantees. Key policy adoptions include two 100% tobacco-free campus policies adopted at Montreat College and Wingate University, and two perimeter policies adopted at Appalachian State University (50ft.) and Sandhills Community College (25ft.). Surry Community College also adopted a policy prohibiting tobacco use in all campus buildings, campus vehicles, at all athletic events, and on all campus grounds except parking lots. Surry's policy also prohibited tobacco sales and industry influence on campus. Six campus organizations adopted tobacco-free policies at Wilkes Community College. All but one of these policies were adopted with the direct support of Phase II grantees.

Building Support

- Eight new tobacco-related policies underwent formal consideration by college officials during Q1, including three Comprehensive Campus Tobacco Policies (i.e., 100 ft. perimeter policies) now under consideration at Elizabeth City State University, Western Carolina University, and UNC-Pembroke.
- Over 120 college officials, campus organizations, and individuals (i.e., staff, faculty, student leaders) offered formal support for campus policy initiatives in Q1. Two grantees also collected 116 petition signatures showing support for campus policies.
- Grantees reported a total of 108 meetings/presentations and 33 earned media messages to build support for policy adoption. Sixty-one percent of the messages were in newspapers.

- Grantees reported a total of 53 meetings/presentations and 27 earned media messages to build support for policy compliance. Sixty-seven percent of the messages were published in newspapers, mainly campus-based.

Quitline Promotion

- Eighty-seven percent of grantees reported a total of 76 QuitlineNC promotions (e.g., campus-wide events, presentations at meetings) during Q1, 56% of which occurred at campus-wide events.
- Five grantees reported seven meetings with campus-based health providers to promote QuitlineNC fax referral service utilization, and three grantees reported five meetings to promote 5As and other related cessation services.
- Grantees reported a total of 27 media messages (mostly earned) to promote QuitlineNC. Just over half were published in newspapers, 85% of which were campus-based.

Coalition Development

- Three grantees (Rowan-Cabarrus Community College, First Health of the Carolinas, Guilford County Health Dept.) established ten new tobacco use prevention coalitions. At the end of Q1, only five out of 50 grantee-supported campuses do not have coalitions.
- Grantees recruited 141 new coalition members in Q1, 71% of which were upper level administrators, faculty, or staff members on campus.

A.3. Key Barriers to Program Activities

- Sixty percent (9) of all grantees reported difficulty scheduling meetings/events or establishing campus contacts.
- Fifty-three percent (8) of all grantees reported some type of resistance to policy adoption and/or policy compliance on campus (e.g., students not smoking in designated areas).
- Other barriers include issues related to administrative or approval processes (47%), challenges hiring new staff (47%), and low attendance at trainings/coalition meetings (47%).

A.4. Recommendations

- Continue to support Phase II grantees, particularly new grantees, with program start-up activities and protocols. This may include networking with continuing Phase I grantees.
- Share policy successes achieved this quarter with media and policy makers.
- Work with five remaining campuses to establish tobacco use prevention coalitions.
- Encourage grantees to meet with an elected local or state government official to promote the HWTF and tobacco-free campus initiatives (Only one grantee reported four mtgs. in Q1).

B. Background

The HWTF Tobacco-Free Colleges Initiative began in January 2006 with \$1.6 million in Phase I funding aimed at preventing and reducing tobacco use among North Carolina (NC) young adults. Two years later, the initiative was expanded with an additional \$1.4 million in Phase II grant funding awarded to 14 community and campus-based organizations in late 2007 (See Appendix 1 for list of Phase II grantees). Six (43%) of these organizations also received Phase I grants. One additional grantee (Elizabeth State City University) received a special contract to extend their Phase I work through a portion of Phase II.

Phase II grantees promote tobacco-free policy adoption, policy compliance, QuitlineNC and other cessation services on public and private college, university, and community college campuses. In total, Phase II grantees work with 50 different campuses across the state. Three grantees work with multiple campuses (i.e., 39 campuses, or 78% of all campuses supported by Phase II grantees).

In addition to Phase II grantee efforts on these 50 campuses, the HWTF offers technical assistance to non-funded campuses across the state through a newly appointed 100% Tobacco-Free Colleges Director. The 100% Tobacco-Free Colleges Director supports Phase II grantees, as well as college officials on non-funded campuses seeking assistance with tobacco-related campus policy and cessation initiatives. This position and service to non-funded campuses is a new component of the HWTF Tobacco-Free Colleges Initiative offered in Phase II.

The UNC Tobacco Prevention and Evaluation Program (TPEP) conducts outcomes evaluation for the grantee-funded portion of 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 customized, web-based tracking system, as well as analyzing and disseminating results.

C. Methods

The following quarterly report summarizes the outcomes, progress, and activities of Tobacco-Free Colleges Initiative grantees during the first quarter of Phase II (January 1 – March 31, 2008; Q1 Y3).

Outcome and program-oriented data were collected from all grantees on a monthly basis using the Colleges Online Reporting and Evaluation System (CORES) developed by UNC TPEP. Phase I special contract grantee data (ECSU) were also collected and included in this report.

CORES data are reported based on key focus areas and indicators developed for the Tobacco-Free Colleges Initiative by UNC TPEP in collaboration with the HWTF (See Appendix 2 for a list of Phase II indicators collected monthly using CORES). Indicators are divided into two areas:

- Outcome indicators include policy change and progress towards policy change indicators.
- Program indicators include building support for adoption and compliance with campus policies, QuitlineNC promotion, coalition development, and administrative measures.

The indicators include program activities that lead towards desired short-term, intermediate, and long term outcomes for the initiative, as outlined in the Logic Model for Phase II Tobacco-Free Colleges Initiative Grants (See Appendix 3).

Grantees report their data using established indicator change criteria and reporting procedures outlined for all grantees in a CORES Codebook. Indicator definitions are also integrated in CORES via an easy-access, online help file. In addition, all grantees received training on how to use CORES via conference calls conducted in February 2008. Individual CORES training was also provided to grantees by phone, as required.

Upon final receipt and compilation of grantee CORES data, all policy changes (i.e., primary outcome indicators) and key program indicator changes are verified with grantees by UNC TPEP staff via phone or email. Additional data cleaning is also conducted to improve data quality.

Baseline data were collected from all Tobacco-Free Colleges Initiative grantees at the beginning of Phase I and Phase II using an online survey. The Phase II baseline survey was designed to assess existing tobacco-related campus policies, coalitions, and cessation services on all grantee-supported campuses as of December 31, 2007 (i.e., prior to start of Phase II). Baseline data collection was included in the evaluation methodology to compare and assess grantee outcome achievement over time. Thirty-five Phase II grantee-supported campuses (70%) had submitted Phase II baseline data at the time of this report.

A summary of key baseline data for Phase II campuses are highlighted in Table 1. Phase II baseline data include several policies that were achieved by Phase II grantees in Phase I (e.g., seven of the nine 100% tobacco-free campus policies reported at Phase II baseline were adopted with the support of grantees in Phase I).

Table 1. Baseline Phase II grantee information*

General Information	#
Number of Phase II <u>grantees</u>	14
Number of Phase II <u>grantees</u> who also received funding in Phase I	6 (43%)
Number of <u>campuses</u> supported by Phase II grantees <ul style="list-style-type: none"> • Community Colleges • Public Colleges/Universities (UNC campuses) • Private Colleges/Universities • Historically Black Colleges/Universities 	50 19 (38%) 8 (16%) 23 (46%) 5 (10%)
Number of Phase II <u>campuses</u> who were also supported in Phase I	34 (68%)
Number of <u>counties</u> with campuses (home site) supported by Phase II grantees	33
Key Baseline Data for all Phase II grantee-supported campuses (n=50)	#
Number of campuses that have adopted 100% Tobacco-Free Campus Policies	9 (18%)
Number of UNC campuses that have adopted Comprehensive Campus Tobacco Policies	1 (2%)
Number of campuses with established campus coalitions	35 (70%)
Key Baseline Data for Phase II grantee-supported campuses completing baseline survey (n=35)	#
Number of campuses with <u>written</u> policy that regulates or controls the use of tobacco property on campus grounds and property	27 (77%)
Number of campuses with no tobacco use at least 25 feet from all buildings	13 (34%)
Number of campuses that prohibit the sale of tobacco products on campus	30 (86%)
Number of campuses that prohibit tobacco industry advertising on campus	19 (54%)
Number of campuses that prohibit free distribution of sample tobacco products on campus	16 (46%)
Number of campuses that prohibit tobacco industry sponsored events on campus	17 (49%)
Number of campuses that offer cessation counseling for students who wish to quit	15 (43%)
Number of campuses that have promoted QuitlineNC on campus in the past six months to completing the survey	20 (57%)
Number of campuses that have at least one college official offering formal support for tobacco use prevention policy initiatives on campus	19 (54%)

* Baseline summary does not include Phase I special contract grantee (ESCU)

D. Summary of Quarter Activities

Sections D.1 and D.2 summarize Q1 outcome and program indicator data reported by 14 Phase II Colleges Initiative grantees and one Phase I special contract grantee (Elizabeth City State University) (n=15). See Tables 2 and 3 for a listing of all Q1 indicator changes.

D.1. Outcomes

D.1.a. Policy Adoption

Six grantees reported a total of 15 tobacco-related policy changes on six campuses in Q1, including two 100% tobacco-free policies adopted at Montreat College and Wingate University, one 50 ft. perimeter policy adopted at Appalachian State University, and one 25 ft. perimeter policy adopted at Sandhills Community College. Surry Community Colleges also adopted a tobacco-related policy affecting several areas, including the prohibition of tobacco use in all campus buildings and vehicles, at all campus athletic events, and on all campus grounds except parking lots. Surry's policy was included in this report as four separate policy indicator changes based on the four key areas targeted by the policy (i.e., campus areas, special events, tobacco sales, industry influence).

Three of the grantees who reported policies this quarter (Wingate University, Surry County Health and Nutrition Center, Wilkes Community College) began building support and/or advocating for these policies during Phase I of the initiative.

Figure 1 shows the types of policies adopted in Q1 with the direct or indirect support of Phase II grantees. Table 2 includes a detailed list of policies, campuses, and grantees involved.

Figure 1. Types of tobacco-related policies adopted in Q1 (n=15)

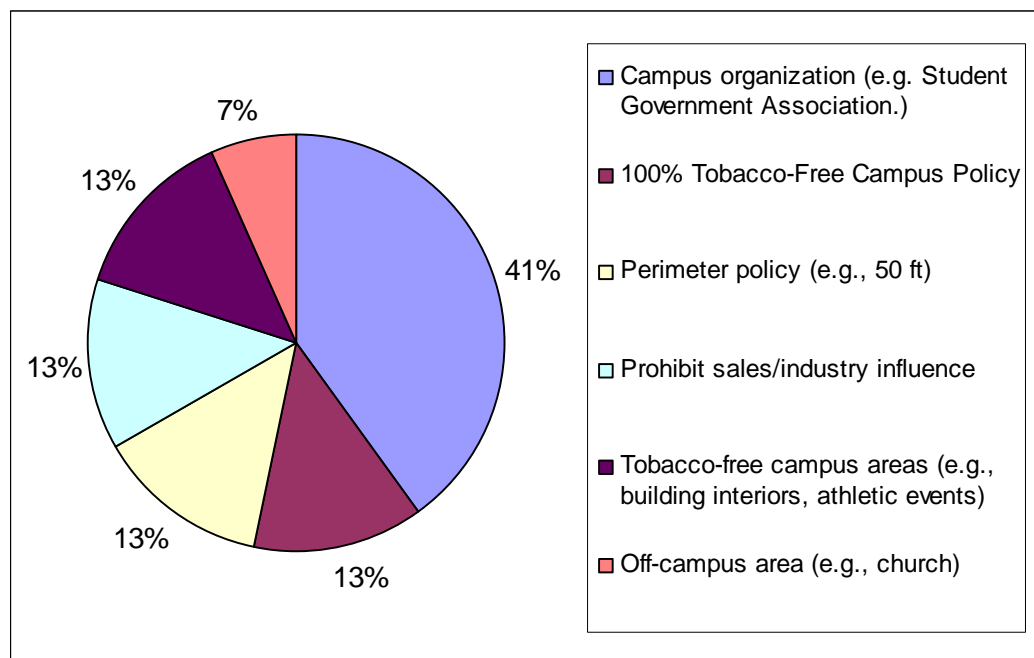


Table 2. List of tobacco-related policies adopted, campuses, and grantees involved in Q1 (n=15)

#	Type of Policy Adopted	Month Adopted	Campus	Grantee	Type of Involvement
1	100% Tobacco-Free Campus Policy	January 2008	Montreat College	Montreat College	Direct
2	100% Tobacco-Free Campus Policy	January 2008	Wingate University*	Mecklenburg Co. Health Department	Direct
3	50 ft. perimeter policy	January 2008	Appalachian State University	Appalachian State University	Indirect
4	25 ft. perimeter policy	February 2008	Sandhills Community College	First Health of the Carolinas	Direct
5	Policy prohibiting tobacco use in all campus building, campus vehicles, and on all grounds (except parking lots)	February 2008	Surry Community College*	Surry County Health and Nutrition Center	Direct
6	Policy prohibiting tobacco use at all college athletic tournaments, events, and contests	February 2008	Surry Community College*	Surry County Health and Nutrition Center	Direct
7	Policy prohibiting sale of tobacco products on campus	February 2008	Surry Community College*	Surry County Health and Nutrition Center	Direct
8	Policy prohibiting tobacco advertising, industry sponsorship, and free sampling on campus	February 2008	Surry Community College*	Surry County Health and Nutrition Center	Direct
9	Tobacco-free policy adopted by campus organization: <u>Student Government Assoc.</u>	February 2008	Wilkes Community College*	Wilkes Community College	Direct
10	Tobacco-free policy adopted by campus organization: <u>Human Services Club</u>	March 2008	Wilkes Community College*	Wilkes Community College	Direct
11	Tobacco-free policy adopted by campus organization: <u>Dental Club</u>	March 2008	Wilkes Community College*	Wilkes Community College	Direct
12	Tobacco-free policy adopted by campus organization: <u>1st Year Nursing Club</u>	March 2008	Wilkes Community College*	Wilkes Community College	Direct
13	Tobacco-free policy adopted by campus organization: <u>2nd Year Nursing Club</u>	March 2008	Wilkes Community College*	Wilkes Community College	Direct
14	Tobacco-free policy adopted by campus organization: <u>Respiratory Therapy Club</u>	March 2008	Wilkes Community College*	Wilkes Community College	Direct
15	Tobacco-free policy adopted by off-campus area: <u>Montreat Presbyterian Church</u>	January 2008	Montreat College	Montreat College	Direct

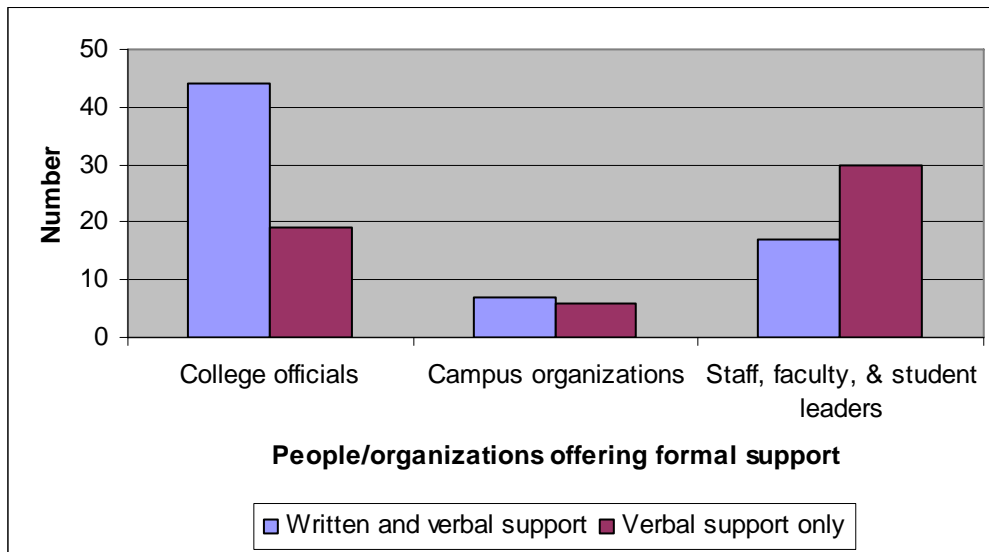
* Also received Phase I grant, or was supported by grantee that received Phase I grant.

D.1.b. Building Support for Policy Adoption

Five grantees reported eight *new* policies that formally underwent consideration by college officials during Q1. These include three Comprehensive Campus Tobacco Policies (i.e., 100 ft. perimeter policies) under consideration at Elizabeth City State University, Western Carolina University, and UNC-Pembroke.

Figure 2 highlights the number of *new* college officials, campus organizations, and staff/faculty/student leaders offering formal support for campus policy initiatives in Q1. In total, 123 campus individuals and organizations were reported offering support, including 63 college officials, 13 campus organizations, and 47 staff/faculty/student leaders. Fifty-five percent of all campus individuals and groups provided both written and verbal support. In addition, two grantees collected 116 petition signatures showing support for campus policies.

Figure 2. Type of formal support offered in Q1 (n=123)



D.1.c. Coalition Development

Phase II grantees are currently supporting 50 campuses across the state (This does not include Phase I special contract grantee campus, ESCU). At baseline, 35 campuses (70%) had established tobacco use prevention coalitions. Coalition members assist grant coordinators in implementing activities on campus.

During Q1, an additional ten campuses established new tobacco use prevention coalitions with the support of three Phase II grantees (First Health of the Carolinas, Rowan-Cabarrus Community College, and Guilford County Health Department). All campuses supported by Guilford County Health Department use one centralized tobacco use prevention coalition. At the end of Q1, 90% (45) of all Phase II grantee-supported campuses have tobacco use prevention coalitions.

Campuses with new tobacco use prevention coalitions established in Q1 include:

1. Montgomery Community College
2. Sandhills Community College
3. Richmond Community College
4. Rowan-Cabarrus Community College
5. Carolina Christian College
6. ECPI College of Technology
7. Forsyth Technical Community College
8. John Wesley College
9. NC School of Art
10. Wake Forest University

Campuses without established tobacco use prevention coalitions at the end of Q1 include:

1. Alamance Community College
2. Catawba College
3. Gaston College
4. King's College
5. Livingstone College

D.1.d. Summary of Outcome Indicators

The following table summarizes all outcome indicators changes reported monthly by Phase II grantees in Q1 (Table 3).

Table 3: Summary of Q1 Outcome Indicator Changes

Outcome Indicator	# of grantees involved (n=15)*	Total # Q1 indicator changes
Building Support for Policy Adoption		
# of signatures on petitions showing support for campus policy initiatives	2	116
# of <u>college officials</u> offering formal support for campus policy initiatives	9	63
# of <u>organizations</u> offering formal support for campus policy initiatives	5	13
# of <u>staff/faculty/student leaders</u> offering formal support for campus policy initiatives	7	47
# of policy changes under consideration by college officials	5	8
Policy Adoption		
# of tobacco-free policies adopted by campus organizations	1	6
# of tobacco-free policies adopted in <u>campus areas</u>	5	6
# of tobacco-free policies adopted in <u>off-campus areas</u> frequented by young adults	1	1
# of policies adopted prohibiting the sale of tobacco products on campus	1	1
# of policies adopted prohibiting tobacco industry advertising, free sampling, & sponsorship on campus	1	1
Coalition Development		
# of new campus coalitions established	3	10

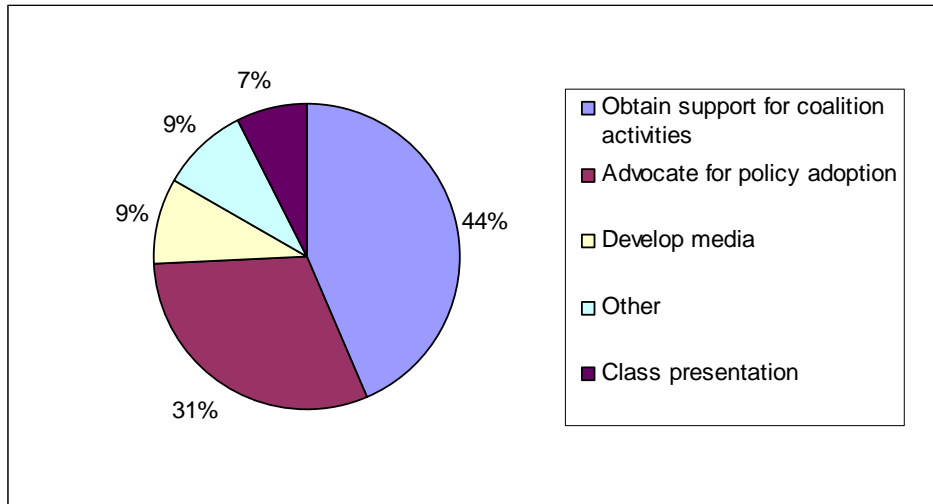
* Includes data from Phase I special contract grantee (ESCU)

D.2. Program Development

D.2.a. Building Support for Policy Adoption

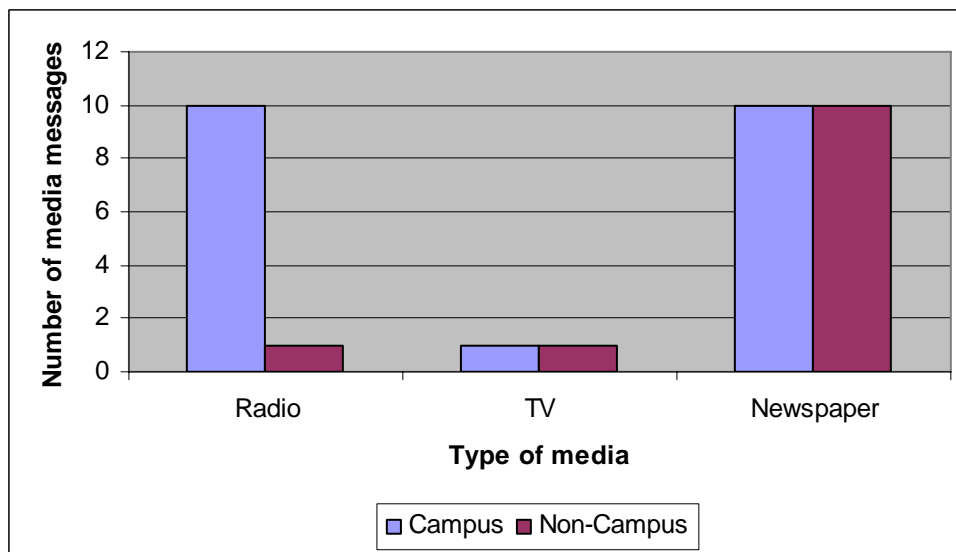
Eighty percent (12) of grantees participated in 108 meetings/presentations to build support for campus policy adoption in Q1. Seventy-five percent of all the meetings/presentations were to obtain support for coalition activities and to advocate for policy adoption (Figure 3).

Figure 3. Type of meetings/presentations to promote campus policy adoption in Q1 (n=108)



Nine grantees reported a total of 33 earned media messages (no paid media) to promote policy adoption in Q1. Sixty-one percent (20) of the messages were published in newspapers (Figure 4). Sixty-four percent were published/aired via campus-based media outlets (e.g. campus newspaper).

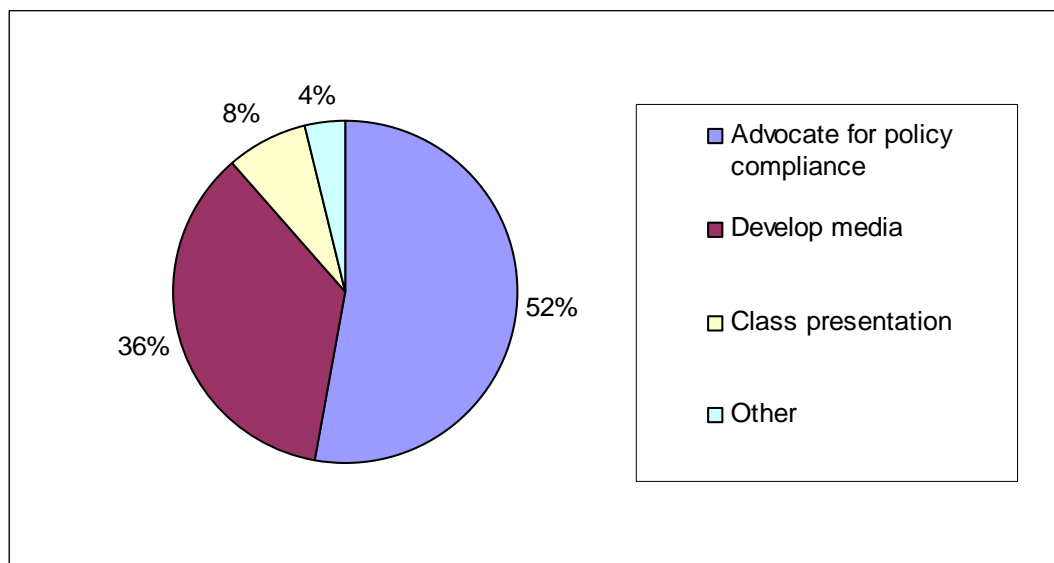
Figure 4. Type of earned media messages promoting campus policy adoption in Q1 (n=33)



D.2.b. Building Support for Policy Compliance

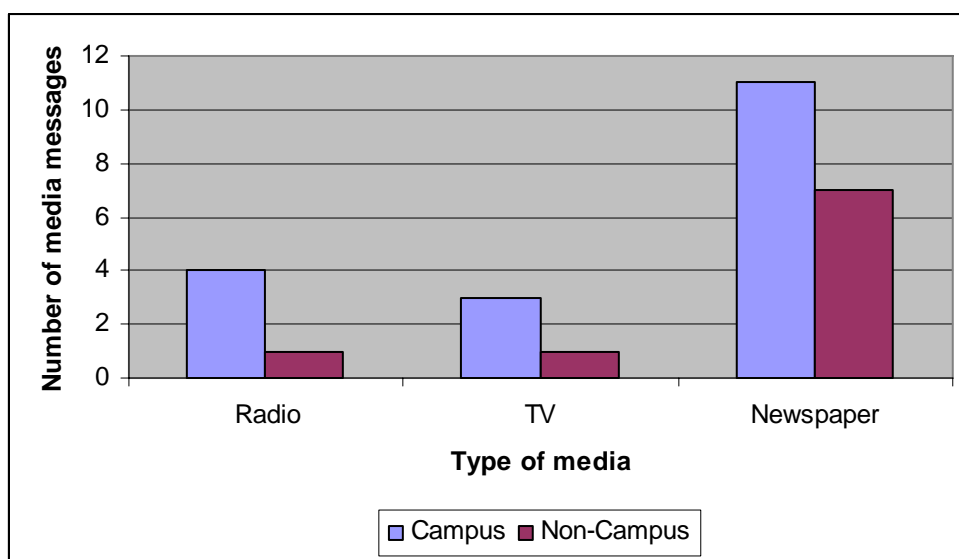
Sixty percent (9) of grantees participated in 53 meetings/presentations to build support for campus policy compliance in Q1. More than half of the meetings were to specifically advocate for policy compliance on campus (Figure 5).

Figure 5. Type of meetings/presentations to promote campus policy compliance in Q1 (n=53)



Nine grantees reported a total of 27 earned media messages (no paid media) to promote policy compliance in Q1. Just over two thirds (67%) of the messages were published in newspapers (Figure 6). Sixty-seven percent were also published/aired via campus-based media outlets.

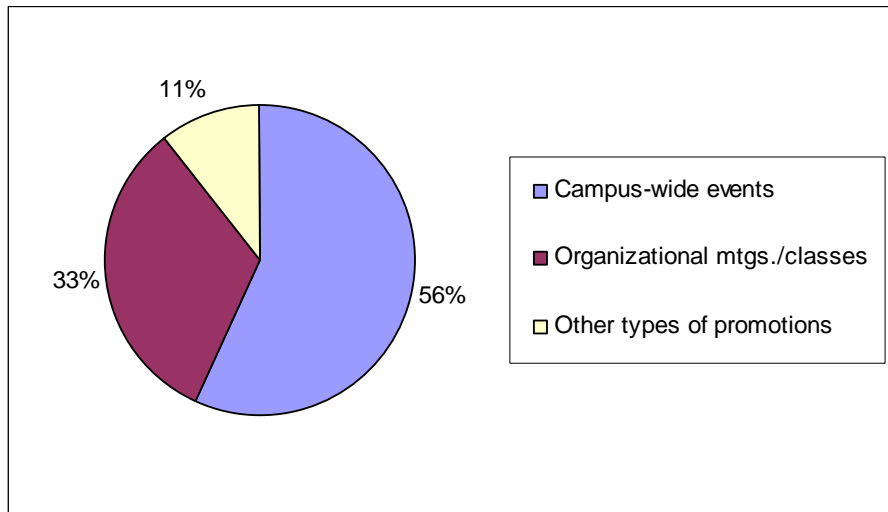
Figure 6. Type of earned media messages promoting campus policy compliance in Q1 (n=27)



D.2.c. Quitline Promotion

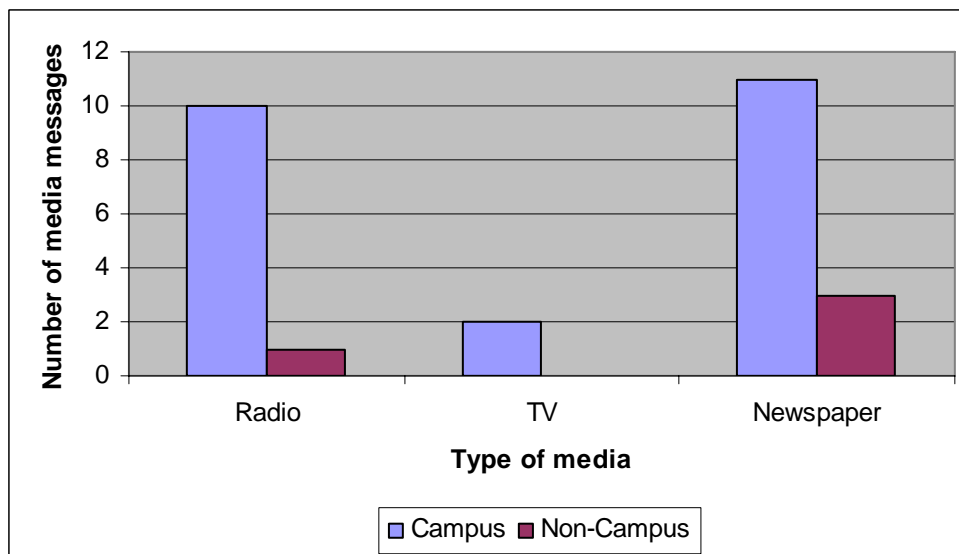
Thirteen (87%) grantees conducted a total of 76 QuitlineNC promotions during Q1 including campus-wide events, organizations meetings/classes, and other types of promotions (e.g., bulletin boards, distributing QuitlineNC cards in cafeteria) (Figure 7). Seventeen percent of all QuitlineNC promotions specifically targeted a priority population on campus (e.g., freshmen, athletes, fraternity/sorority members). Five grantees also reported seven meetings with campus-based health providers to promote the QuitlineNC fax referral service. Three grantees reported five meetings to promote 5As and other related cessation services.

Figure 7. Type of QuitlineNC promotions in Q1 (n=76)



Nine grantees reported 25 earned media messages and two paid media messages to promote QuitlineNC in Q1. Just over half (52%) of the messages were published in newspapers (Figure 8). Most (85%) were published/aired via campus-based media outlets (e.g., campus newspaper).

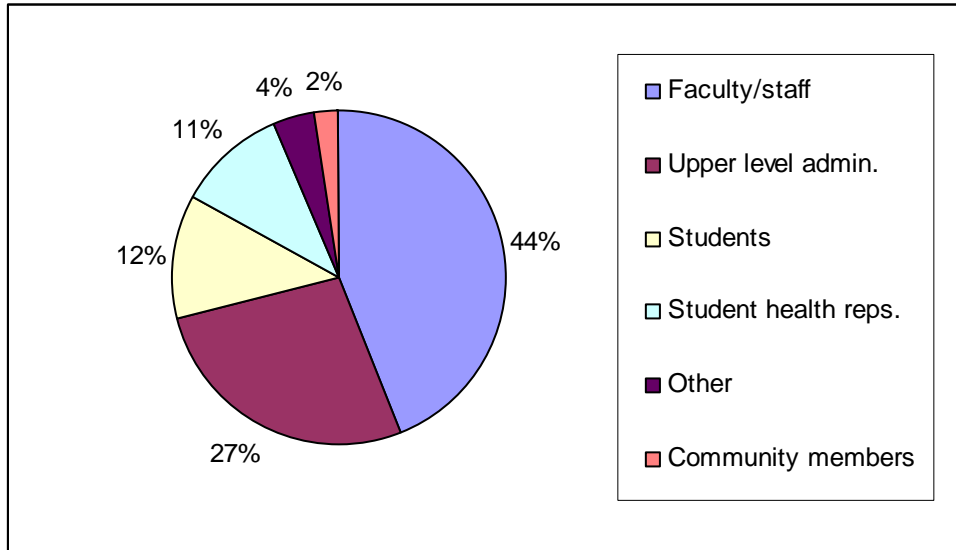
Figure 8. Type of earned and paid media messages promoting QuitlineNC in Q1 (n=27)



D.2.d. Coalition Development

Ten grantees (67%) recruited 141 new coalition members during Q1. The majority (71%) of new coalition members were upper level administrators, faculty, or staff. Eight percent (11) represented priority population groups on campus (e.g., freshman, African Americans, Greek students, athletes).

Figure 9. Type of new coalition members recruited in Q1 (n=141)



D.2.b. Summary of Program Indicators

The following table summarizes all program indicators changes reported by grantees in Q1 (Table 3).

Table 3: Summary of Q1 Program Indicator Changes

Program Indicator	# of grantees involved (n=15)*	Total # Q1 indicator changes
Building Support for Policy Adoption		
# of petition drives completed to show support for campus policy adoption	2	3
# of meetings/presentations to advance tobacco-related campus policy adoption	12	108
# of <u>earned</u> newspaper/radio/TV messages promoting support for policy adoption	9	33
# of <u>paid</u> newspaper/radio/TV messages promoting support for policy adoption	0	0
Building Support for Policy Compliance		
# of meetings/presentations to promote tobacco-related campus policy compliance	9	53
# of <u>earned</u> newspaper/radio/TV messages promoting support for policy compliance	9	27
# of <u>paid</u> newspaper/radio/TV messages promoting support for policy compliance	0	0
Quitline Promotion		
# of Quitline promotions	13	76
# of <u>earned</u> newspaper/radio/TV messages promoting Quitline	7	25
# of <u>paid</u> newspaper/radio/TV messages promoting Quitline	2	2
# of meetings/pres. to promote Quitline fax referral system among health providers	5	7
# of meetings/pres to promote 5As/related cessation services among health providers	3	5
Coalition Development		
# of new coalition members recruited	10	141
# of trainings attended by staff/partners	12	26
# of surveys completed to assess student tobacco use and attitudes	5	6
Administrative Measures		
# of new staff hired with grant funds	8	9
# of meetings with elected state/government leaders to promote HWTF and tobacco-free campus initiatives	1	4

* Includes data from Phase I special contract (ESCU)

D.3. Barriers

All grantees are asked to report their top three barriers to effective program implementation each month. The following summary highlights the number of grantees who reported a particular type of barrier in Q1:

- 9 (60%) reported difficulty scheduling meetings/events or establishing campus contact;
- 8 (53%) reported resistance to policy adoption and/or compliance on campus (e.g., students not remaining in designated smoking areas, disagreement on need for signage, committee voting against policy change as an issue of individual rights);
- 7 (47%) reported issues related to administrative or approval processes (e.g., delays in finalizing grant contract, budget and Annual Action Plan revisions, media approvals);
- 7 (47%) reported challenges hiring and/or training new staff;
- 4 (27%) reported low attendance at trainings and/or coalition meetings;
- 3 (20%) reported that tobacco use prevention/policies are not viewed as a priority on campus (e.g., policy adoption not on people's "agendas"); and
- 5 (33%) reported some other type of barrier (e.g., lack of student interest in cessation resources (2), challenges recruiting coalition members (2), difficulty getting phone line/office set up, requests for tobacco education presentation for younger age groups).

E. Appendix 1: List of Phase II Tobacco-Free Colleges Initiative grantees

GRANTEE	COLLEGE	COUNTY (campus locations)	COUNTY (populations served) Community Colleges Only
Alamance Community College	Alamance Community College	Alamance	Alamance
Appalachian State University	Appalachian State University	Watauga	
East Carolina University	East Carolina University	Pitt	
First Health of the Carolinas	Montgomery County Community College	Montgomery	Montgomery
	Richmond County Community College	Richmond	Richmond (home county), Scotland
	Sandhills Community College	Moore	Moore (home county), Hoke
Guilford County Department of Public Health	Bennett College Greensboro College Guilford College Highpoint University John Wesley College Salem College	Guilford	
	Guilford Technical Community College	Guilford	Guilford
	UNC-Greensboro	Guilford, Cabarrus	
	ECPI College of Technology	Guilford, Cabarrus, Wake, Mecklenburg	
	Forsyth Technical Community College	Forsyth	Forsyth (home county), Guilford, Stokes
	Carolina Christian College NC School of the Arts Wake Forest University Winston-Salem State University	Forsyth	
	Rockingham Community College	Rockingham	Rockingham (home county)
	Elon University	Alamance	

GRANTEE	COLLEGE	COUNTY (campus locations)	COUNTY (populations served) Community Colleges Only
Guilford County Department of Public Health: <u>Technical Assistance Only</u>	North Carolina A & T University	Guilford	
	Davidson County Community College	Davidson, Davie	Davidson (home county), Davie
	Alamance Community College	Alamance	Alamance
Mecklenburg County Department of Public Health	Belmont Abbey College Davidson College Johnson and Wales University Kings College Queens University UNC-Charlotte	Mecklenburg	
	Barber-Scotia College	Cabarrus	
	Catawba Valley Community College	Catawba, Alexander	Catawba (home county), Alexander
	Catawba College Livingstone College	Rowan	
	Gardner-Webb University	Cleveland	
	Gaston College	Gaston, Lincoln	
	Mitchell Community College	Iredell	Iredell
	South Piedmont Community College	Union, Anson	Jointly chartered to Union & Anson
	Western Carolina University	Jackson	
	Wingate University	Union	
	Stanly Community College	Stanly	Stanly
	Cleveland Community College	Cleveland	Cleveland
Montreat College	Montreat College	Buncombe, Mecklenburg	

GRANTEE	COLLEGE	COUNTY (campus locations)	COUNTY (populations served) Community Colleges Only
Pitt Community College	Pitt Community College	Pitt	Pitt
Rowan-Cabarrus Community College	Rowan-Cabarrus Community College	Cabarrus, Rowan	Cabarrus, Rowan
Surry County Health and Nutrition Center	Surry Community College	Surry, Yadkin	Surry (home county), Yadkin
UNC-Pembroke	UNC-Pembroke	Robeson	
Wake Technical Community College	Wake Technical Community College	Wake	Wake
West Piedmont Community College	West Piedmont Community College	Burke	Burke
Wilkes Community College	Wilkes Community College	Wilkes, Ashe, Alleghany,	Wilkes (home county), Alleghany, Ashe

Appendix 2: Monthly Program and Outcome Indicators

CORES Monthly Report Indicators HWTF Tobacco-Free Colleges Initiative (Phase II)	
1. Building Support For <u>Policy Adoption</u>	
# of petition drives completed to show support for campus policy adoption	
# of signatures on petitions showing support for campus policy adoption	
# of meetings/presentations to advance tobacco-related campus policy adoption <ul style="list-style-type: none"> • Meetings/presentations to obtain support for coalition activities • Meetings with officials to advocate for policy adoption • Class presentations to promote policy adoption • Meetings to develop media promoting policy adoption 	
# of <u>earned</u> newspaper/radio/TV messages promoting support for campus policy adoption <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 adoption <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 adoption <ul style="list-style-type: none"> • Written and verbal support • Verbal support only 	
# of <u>organizations</u> offering formal support for campus policy adoption <ul style="list-style-type: none"> • Written and verbal support • Verbal support only 	
# of <u>staff/faculty/student leaders</u> offering formal support for campus policy adoption <ul style="list-style-type: none"> • Written and verbal support • Verbal support only 	
# of policy changes under formal consideration by college officials	
2. Building Support For <u>Policy Compliance</u>	
# of meetings/presentations to promote tobacco-related campus policy compliance <ul style="list-style-type: none"> • Meetings with officials to advocate for policy compliance • Class presentations to promote policy compliance • Meetings to develop media promoting policy compliance 	
# of <u>earned</u> newspaper/radio/TV messages promoting support for policy compliance <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 policy compliance <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 	

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 activities 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 Quitline media messages targeting priority populations
of <u>paid</u> newspaper/radio/TV messages promoting Quitline <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 Paid Quitline media messages targeting priority populations
of meetings/presentations to promote Quitline fax referral system among health services providers
of meetings/presentations to promote 5As and related cessation services among health services providers
5. Coalition Development
of new coalitions established
of new coalition members recruited <ul style="list-style-type: none"> Upper level administration, faculty, staff, community members, student health services representatives, students
of trainings attended by staff/partners <ul style="list-style-type: none"> Number of staff/partners attending one or more trainings
of surveys completed to assess student tobacco use and attitudes
6. Administrative Measures
of new staff hired with grant funds
of meetings with elected state/government leaders to promote HWTF and tobacco-free campus initiatives <ul style="list-style-type: none"> Meetings with elected <u>local</u> representatives Meetings with elected <u>state</u> representatives

Bolded indicators are outcome-oriented. Non-bolded indicators are program-oriented.

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

