



North Carolina Health and Wellness Trust Fund

Tobacco-Free Colleges Initiative Phase II

**Third Quarter, Fiscal Year 2008-2009
January - March 2009**



Prepared for:
North Carolina Health & Wellness Trust Fund



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As of this quarter, colleges and universities can request this sign for tobacco-free campuses.

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A. SUMMARY AND RECOMMENDATIONS

A.1. Overview and Map of Policy Change

The North Carolina Health and Wellness Trust Fund (HWTF) launched the Tobacco-Free Colleges Initiative in January 2006. The purpose of the Initiative is to support efforts that prevent and reduce tobacco use among NC college students, age 18-24, through the promotion of tobacco-free policy adoption and the delivery of cessation services on campus.

After two successful years in Phase I (report available at: <http://www.tpep.unc.edu>), the HWTF expanded the Initiative with \$1.4 million in Phase II grant funding beginning in January 2008. Phase II grants were awarded to 14 grantees working with 50 campuses (44 of which are accredited) in 33 counties across NC. A continuation contract also was awarded to one Phase I grantee, extending their work through a portion of Phase II. Additional technical assistance services not covered in this evaluation expand the campaign state-wide.

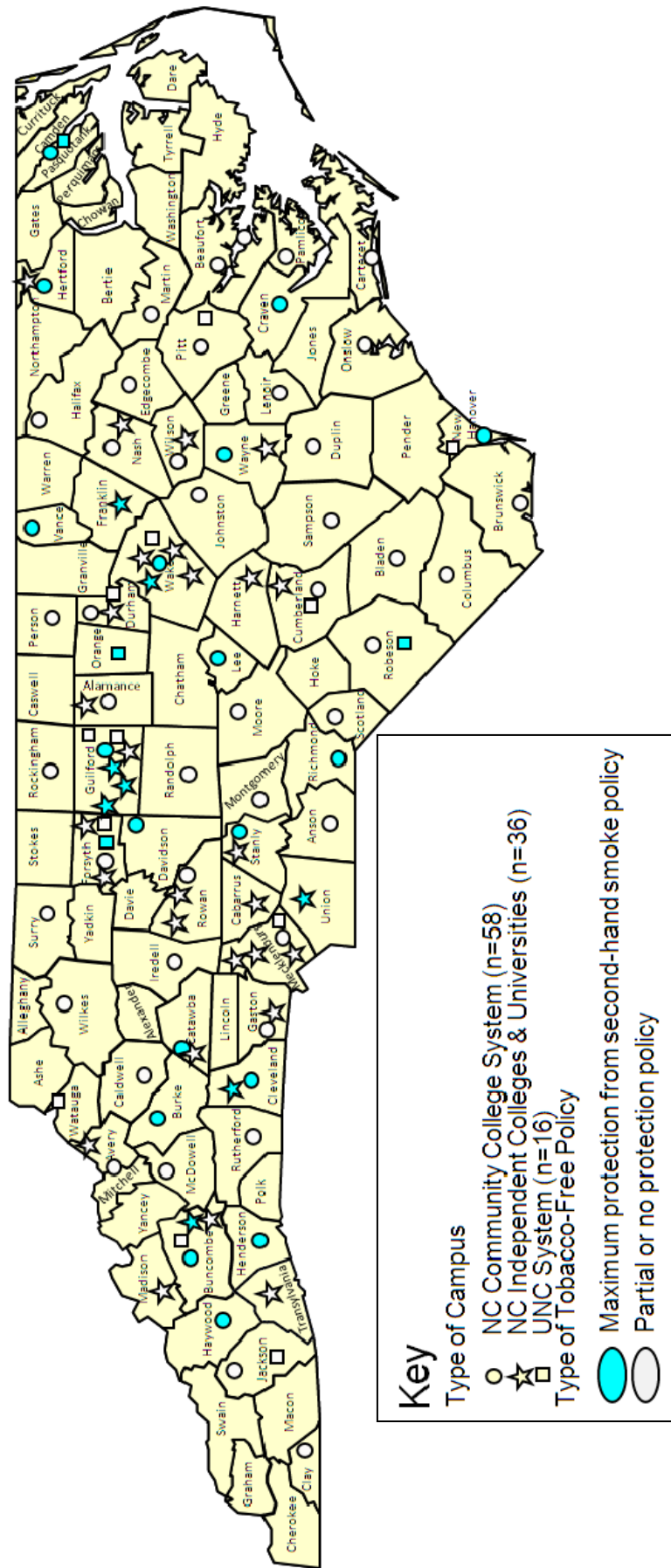
North Carolina leads the nation in voluntary adoptions of comprehensive or 100% tobacco-free policies at college and university campuses (Americans for Nonsmokers' Rights 2008; Epstein 2008) with 29 such policies passed by the end of this quarter (Figure 1).

This report shows cumulative data across Phase II, highlighting the ongoing success of the program and the current quarter. Of note:

- Twenty-one of the 64 campuses (33%) participating in Phases I or II (39% of campuses participating in Phase II) now provide the most protective policy allowed by law.^{*} These policies protect 103,587 NC college students (NCES 2008).
- Grantees reported substantial work building support for policy adoption, addressing policy compliance, and promoting Quitline NC through their efforts.
 - Three participating campuses adopted 100% tobacco-free policies.
 - Every grantee reported Quitline NC promotions during this quarter.
 - Grantees used new mediums to promote policy compliance, adoption, and Quitline NC, including campaigns on inter-campus bus systems and bowling alleys.
 - Grantees reported conducting more petition drives to promote policy adoption and more meetings to promote Quitline NC fax referral than in any previous quarter.
 - More grantees (33%) reported having few or no substantial barriers to their work at one point during the quarter.
 - The Tobacco-Free Campuses Director began holding regional conference calls with both funded and non-funded community colleges to promote tobacco-free policies and for technical assistance.

^{*} Throughout this report, outcomes are calculated based on eligible campuses in North Carolina (n=110), which are defined as members of the UNC System (n=16), NC Community College System (n=58), and NC Independent Colleges and Universities (n=36). Forty-four of NC's 110 campuses participate in Phase II of the Initiative. Six additional campuses which do not meet the definition for inclusion (e.g., bible colleges, business colleges, non-accredited colleges) participate through multi-campus grantees. While reported activities include the six additional campuses, outcomes are calculated based on the 44 accredited campuses. Elizabeth City State University's funding was continued from Phase I into Phase II and is included in all Phase II counts.

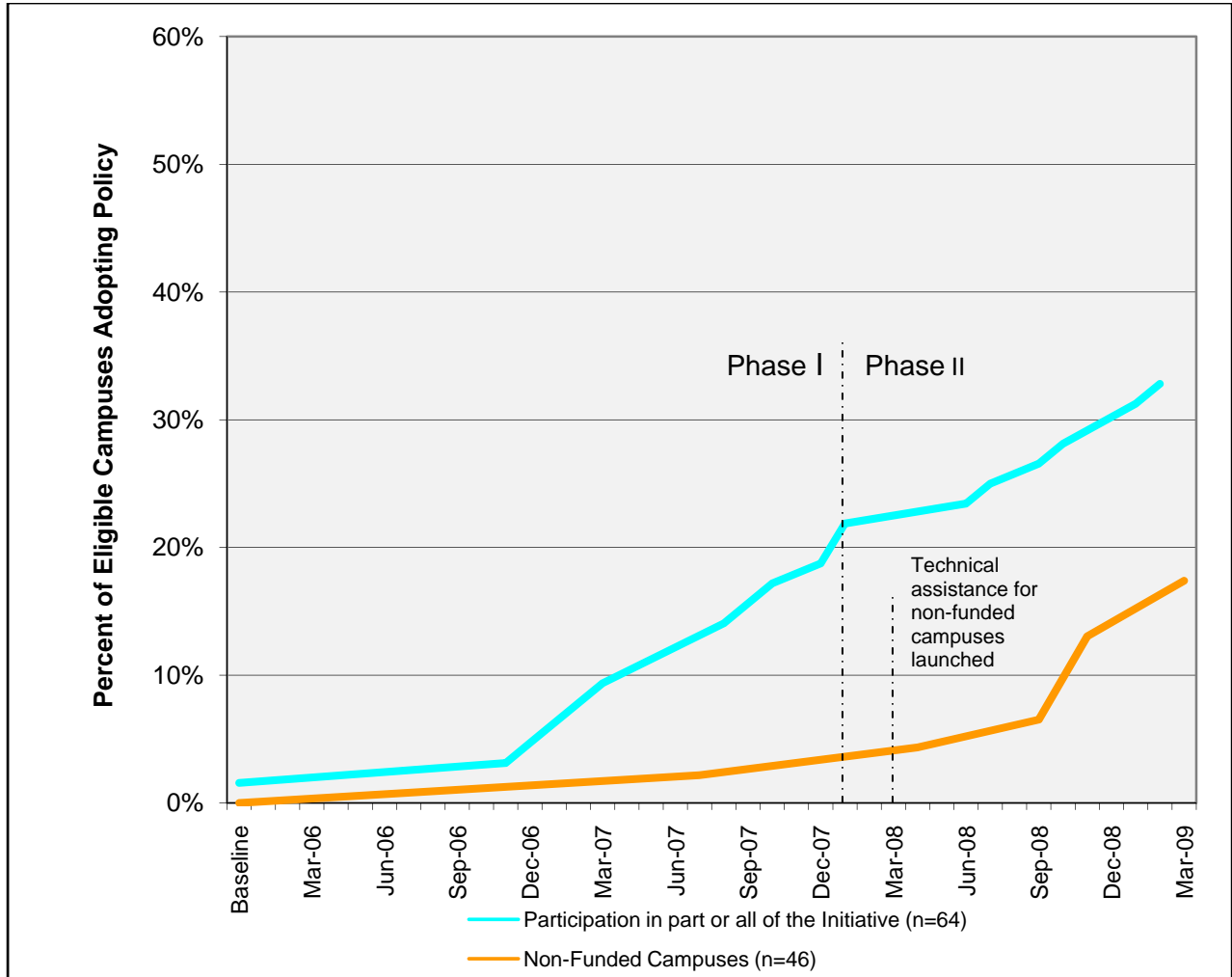
Figure 1: Map of Colleges and Universities in North Carolina by Type and Tobacco Policy



A.2. Diffusion of Tobacco-Free Policy Adoption

Prior to the Initiative, only one college in North Carolina had a 100% tobacco-free policy. Figure 2 shows how the Initiative accelerated the rate of policy adoption among funded and, more recently, among non-funded campuses for which the HWTF provides additional technical assistance.

Figure 2: Percent of North Carolina campuses adopting tobacco-free or comprehensive policies from Phase I baseline to March 2009.



A.3. List of Tobacco-Free Policy Adoptions through March 2009

By the end of this quarter, 29 of North Carolina's 110 campuses have adopted 100% tobacco-free policies (or, in the case of UNC System schools, comprehensive policies restricting tobacco use within 100 feet of all buildings, which are the most protective policy allowed by law). Table 1 lists the campuses by date of adoption. Only one campus adopted a tobacco-free policy prior to the Initiative.

Table 1: List of 100% Tobacco-Free Policies and Responsible Grantees by Date

	#	Campus	Passed	Colleges Initiative Grantee Involved (Funded Phases)
Before	1.	Bennett College	Pre-grant 2004	Moses-Cone Wesley-Long CHF (1) and Guilford County Dept. of Public Health (2) provided support for compliance and Quitline
Phase I	2.	Gardner-Webb University	11/2006	Mecklenburg CHD (1-2)
	3.	College of the Albemarle	12/2006	Albemarle RHS (1)
	4.	Stanly Community College	01/2007	Mecklenburg CHD (1-2)
	5.	Asheville-Buncombe Technical CC	02/2007	Asheville-Buncombe Tech CC (1)
	6.	Cleveland Community College	03/2007	Cleveland CC (1-2)
	7.	Haywood Community College	07/2007	-
	8.	Greensboro College	08/2007	Moses-Cone Wesley-Long CHF (1) Guilford County Dept. of Public Health (2)
	9.	Wake Technical Community College	08/2007	Indirect support from Phase I special grantee
	10.	Roanoke-Chowan Community College	08/2007	Albemarle RHS (1)
	11.	UNC-Chapel Hill	10/2007	UNC-Chapel Hill (1)
	12.	Guilford Technical Community College	10/2007	Moses-Cone Wesley-Long CHF (1) Guilford County Dept. of Public Health (2)
13.	Winston Salem State University	12/2007	Moses-Cone Wesley-Long CHF (1) Guilford County Dept. of Public Health (2)	
Phase II	14.	Wingate University	01/2008	Mecklenburg CHD (1-2)
	15.	Montreat College	01/2008	Montreat College (2)
	16.	Louisburg College	04/2008	-
	17.	Elizabeth City State University	06/2008	Elizabeth City State University (1)
	18.	UNC-Pembroke	07/2008	UNC-Pembroke (1-2)
	19.	Peace College	09/2008	-
	20.	High Point University	09/2008	Guilford County DPH (1-2)
	21.	Catawba Valley Community College	10/2008	Mecklenburg CHD (1-2)
	22.	Blue Ridge Community College	11/2008	-
	23.	Central Carolina Community College	11/2008	-
	24.	Wayne Community College	11/2008	-
	25.	Davidson County Community College	01/2009	Guilford County DPH (2)
	26.	Cape Fear Community College	01/2009	-
	27.	Richmond Community College	01/2009	First Health of the Carolinas (2)
	28.	Western Piedmont Community College	02/2009	Western Piedmont Community College (2)
	29.	Vance-Granville Community College	03/2009	-

A.4. Key Outcomes and Program Accomplishments

Policy Adoption during This Quarter

- Three grantees reported new 100% tobacco-free policy adoptions this quarter: Davidson County Community College, Richmond Community College, and Western Piedmont Community College.
- Grantees reported three new campus organization tobacco-free policies.
- Two additional colleges independent of the Initiative's grantees adopted 100% tobacco-free policies: Cape Fear Community College and Vance-Granville Community College.

Building Support for Policy Adoption

- Grantees reported submitting two new tobacco-related campus policies for formal consideration by college officials. Surry County Community College reported placing a 100% tobacco-free policy under consideration and Pitt Community College reported placing a no tobacco sales, tobacco advertising, or tobacco distribution policy under consideration.
- Thirty-two college officials, campus organizations, and individuals (i.e., staff, faculty, student leaders) offered formal support for campus policy initiatives in this quarter. Eight grantees also reported collecting 886 petition signatures showing support for campus policies in 31 petition drives.
- Grantees reported a total of 101 meetings/presentations, 21 earned media messages, and 7 paid media messages to build support for policy adoption.
- Grantees reported a total of 73 meetings/presentations, 17 earned media messages, and 16 paid media messages building support for policy compliance.

Quitline Promotion

- All grantees promoted Quitline NC on one or more of their campuses. In total, grantees held 121 Quitline NC promotions (e.g., campus-wide events, presentations at meetings), 45% of which occurred at campus-wide events.
- Grantees reported a total of 60 media messages (68% earned) to promote Quitline NC.
- Seven grantees reported 21 meetings with campus-based health providers to promote Quitline NC fax referral service utilization. In addition, five grantees reported 12 meetings to promote the 5A's and other related cessation services.

Coalition Development

- Grantees reported recruiting 33 new coalition members in this quarter, 39% of whom were upper level administrators, faculty, or staff members on campus.
- At the end of March 2009, most (92%) of grantee-supported campuses operated with coalitions and only four small and/or business colleges did not have coalitions. Grantees established no new tobacco use prevention coalitions in this quarter.

A.5. Key Barriers to Program Activities

Grantees reported barriers in this quarter that were similar to barriers reported over the course of Phase II.

- Eleven grantees (73%) reported difficulty scheduling around the academic calendar.
- Eleven grantees (73%) reported barriers to gaining student interest and support for policy change.
- Four grantees (27%) reported difficulty with policy compliance on campus including vandalism of signs and complaints about policy violations.
- Four grantees (27%) reported challenges in completing administrative requirements on their campuses with approval for activities, signage, and/or purchases.

A.6. Recommendations

- Continue publicizing the new and cumulative policy successes of the Tobacco-Free Colleges Initiative, including new 100% tobacco-free policies and comprehensive campus tobacco policies adopted statewide, and the relationships to Phase I and Phase II funding.
- Begin planning a special study to document policy compliance on tobacco-free campuses.
- Begin discussions about how to continue the success of the Tobacco-Free Colleges Initiative after the current phase ends in June 2010.
- Begin to discuss if lessons learned from the legislative adoption of the 100% Tobacco-Free Schools movement can be utilized next year by the Tobacco-Free Colleges Initiative.
- Consider providing additional technical assistance for developing earned media messages targeting priority populations.

B. BACKGROUND

Young adults, aged 18-24, continue to have the highest rates of tobacco use among all age groups in NC, with 31.3% of this population identified as current smokers in 2007 (NCSCSHS 2008). Nearly 60% of NC young adult smokers have made unsuccessful quit attempts in the last year. Among young adults attending college, the level of exposure to tobacco marketing and use are elevated (Rigotti, Moran et al. 2005; SAMHSA 2008). Additionally, certain subpopulations (e.g., fraternities, sororities, athletes, freshmen) deemed “priority populations” are at additional risk for tobacco initiation and face barriers to cessation services (American Legacy Foundation 2008).

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 NC college students through the promotion of tobacco-free policy adoption and Quitline NC on NC campuses. The UNC System, NC Community College System, and NC Independent Colleges and Universities[†] are comprised of 110 different colleges and universities. These schools serve approximately 492,000 students annually (NCES 2008). Twenty community and campus-based organizations received Phase I grants from the HWTF to carry out this work on 53 campuses.[‡] Prior to this initiative, only one campus in NC was known to be 100% tobacco free (Bennett College).

Phase I of the Initiative demonstrated several successful outcomes, including the adoption of 12 100% tobacco-free policies and comprehensive campus tobacco policies. One-hundred percent tobacco-free policies prohibit the use of tobacco anywhere on campus grounds and in campus vehicles by anyone at anytime. The sale, advertisement, sponsorship and free sampling of tobacco products on campus are also prohibited. Comprehensive campus tobacco policies are similar to 100% tobacco-free policies; however, they technically only prohibit tobacco use within 100 ft. of campus buildings. Comprehensive campus tobacco policies apply to UNC system schools, which are currently limited by state law to the adoption of a maximum 100 foot perimeter policy.

Following the success of Phase I, the Initiative was expanded in January 2008, with an additional \$1.4 million in Phase II grant funding awarded to 14 community and campus-based organizations (See Appendix 1 for list of Phase II grantees) that work with 50 colleges and universities across the state.[§] Six (43%) of these organizations were Phase I grantees.

Phase II grantees promote tobacco-free policy adoption, policy compliance, Quitline NC 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 NC. Three grantees work with multiple campuses (i.e., 39 campuses, or 78% of all campuses supported by Phase II grantees).

The HWTF Tobacco-Free Campuses Director offers technical assistance to Phase II grantees, as well as leaders on non-funded campuses seeking assistance with tobacco-related campus policy and cessation initiatives.

[†] NC Independent Colleges and Universities is an association of 36 private colleges and universities that are accredited by the Southern Association of Colleges and Schools.

[‡] This does not include campuses solely receiving technical assistance from SAVE and ALA-NC. It does include six campuses recommended by grantees for inclusion that are not members of the UNC System, NC Community College System, or NC Independent Colleges and Universities.

[§] This include six campuses recommended by grantees for inclusion that are not members of the UNC System, NC Community College System, or NC Independent Colleges and Universities.

The UNC Tobacco Prevention and Evaluation Program (TPEP) conducts the independent 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 data and disseminating results. This report describes the outcomes and program activities of Phase II grantees.

C. METHODS

The Colleges Online Reporting and Evaluation System (CORES) developed by TPEP collects outcome and program-oriented data from all grantees on a monthly basis. Data from one Phase I contract grantee (Elizabeth City State University) were also collected and included in this report, as they received a continuation of funds for Phase II. 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 indicators collected monthly using CORES.) 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.

Indicators are divided into two areas:

- Outcome indicators include policy change and policies placed under formal consideration.
- Program indicators include building support for adoption and compliance with campus policies, Quitline NC promotion, coalition development, and administrative measures.

Grantees report their data using established indicator criteria (i.e., operational definitions) and reporting procedures outlined for all grantees in a CORES indicator reference codebook. Indicator definitions also are 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. Evaluators provided Individual CORES training to grantees by phone, as needed. Upon final receipt and compilation of grantee CORES data, UNC TPEP staff verify policy changes (i.e., primary outcome indicators) and key program indicator changes via phone or email.

TPEP collected baseline data at the beginning of Phase I and Phase II using an online survey. TPEP uses baseline data to compare and assess grantee outcome achievement over time.

D. SUMMARY OF OUTCOMES & ACTIVITIES

Sections D.1 and D.2 summarize this quarter's outcome and program activity indicator data. This report also summarizes data reported since the beginning of Phase II.

D.1. Outcomes

D.1.a. Policy Adoption

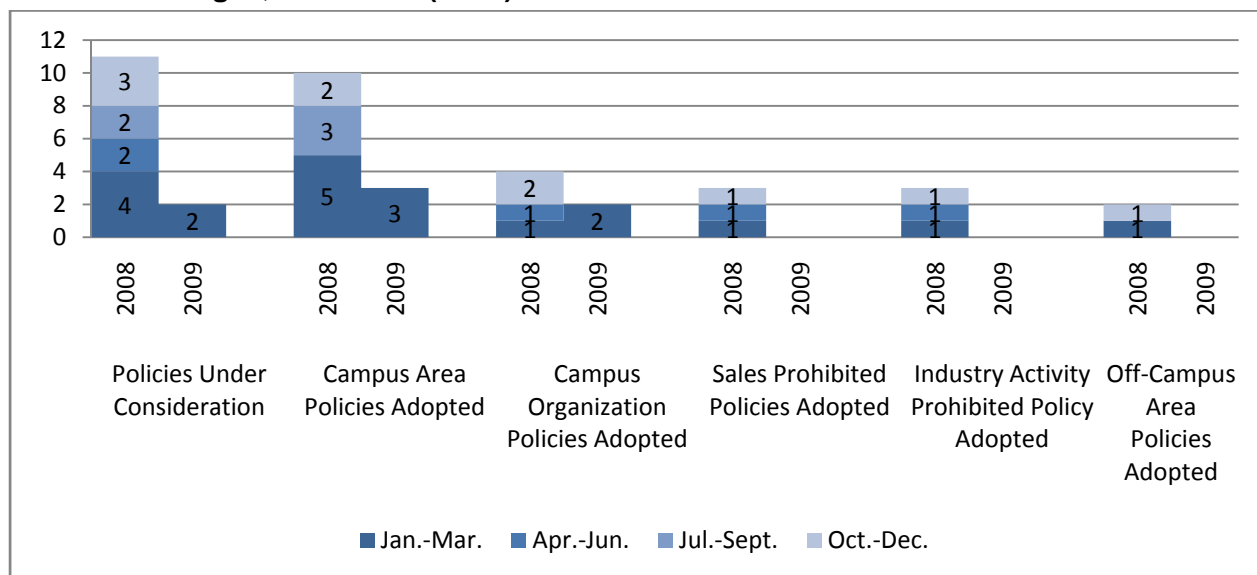
Table 2 is a list of policy adoption by policy type in this quarter. Grantees reported six tobacco-related policy changes on four campuses. Three grantees reported a 100% tobacco-free policy. Student organizations at two community colleges adopted the remaining three policies. Grantees self report their direct (i.e., meeting with a sorority to develop a policy), indirect (i.e., tobacco-free policy media campaign on campus), or unknown involvement (e.g., an organization went smoke-free without grantee knowledge of active coalition involvement) for each policy adoption. Five of the six policies passed had direct involvement of grantees, and the level of involvement of each was reported as maximum on a four point scale (none, minimal, moderate, or maximum).

Table 2: Type and Location of Policies Adopted, January – March 2009 (n=6)

Type of Policy Adopted	Month Adopted	Campus	Grantee	Type of Involvement	Level of Involvement
100% Tobacco-Free Policy	January	Davidson County Community College	Guilford County Department of Public Health	Direct	Maximum
100% Tobacco-Free Policy	January	Richmond Community College	First Health of the Carolinas	Direct	Maximum
100% Tobacco-Free Policy	February	Western Piedmont Community College	Western Piedmont Community College	Direct	Maximum
Campus Organization Policy	January	Western Piedmont Community College: Student Government Association	Western Piedmont Community College	Indirect	Moderate
	January	Wilkes Community College: Baptist Student Union Club	Wilkes Community College	Direct	Maximum
	February	Wilkes Community College: Medical Assisting Club	Wilkes Community College	Direct	Maximum

Figure 3 shows the number of grantees who have reported policy indicator changes since the start of Phase II. Two grantees have reported the majority of campus organization policies. Wilkes Community College reported ten out of the twelve campus organization policies adopted since the start of Phase II. Two grantees reported two new policies formally submitted for consideration by college officials during this quarter, including a 100% tobacco-free policies at Surry Community College as well as a no sales or promotion policy at Pitt Community College. Few grantees have reported working on policy adoption in off-campus areas.

Figure 3: Number of Grantees within Each Phase II Quarter Reporting Policy Indicator Changes, 2008-2009 (n=15)



D.1.b. Cumulative Summary of Outcome Indicators for Each Quarter of Phase II

The following table summarizes all outcome indicator changes reported in each quarter (Table 3). Of note, few grantees reported involvement in the adoption of campus organization, prohibition of sales or advertising, and off-campus area policies.

Table 3: Cumulative Summary Policy Adoption Indicators, Phase II, 2008-2009

Indicator	Year	Grantees involved	Jan.-Mar. changes	Apr.-Jun. changes	Jul.-Sept. changes	Oct.-Dec. changes	Total changes
# of policy changes under consideration by college officials	2008	9 (60%)	8	2	6	6	20
	2009	2 (13%)	2	-	-	-	2
# of tobacco-free policies adopted in <u>campus areas</u>	2008	9 (60%)	6	0	4	2	12
	2009	3 (20%)	3	-	-	-	3
# of tobacco-free policies adopted by campus organizations	2008	2 (13%)	6	1	0	3	10
	2009	2 (13%)	3	-	-	-	3
# of sales prohibition policies adopted	2008	3 (20%)	1	1	0	1	3
	2009	-	0	-	-	-	-
# of policies adopted prohibiting tobacco industry advertising, free sampling, & sponsorship	2008	3 (20%)	1	1	0	1	3
	2009	-	0	-	-	-	0
# of tobacco-free policies adopted in <u>off-campus areas</u>	2008	2 (13%)	1	0	0	1	2
	2009	-	-	-	-	-	-

D.1.c. Characteristics of Campuses with Comprehensive or 100% Tobacco-Free Policies

Of the 50 campuses funded in Phase II, 17 of the 44 eligible campuses (39%) now have comprehensive or 100% tobacco-free policies (Table 4).

Table 4: Policy Characteristics of Phase II Funded Campuses (n=50)

Type	Campuses	Campuses with policy prior to Phase I	Number <i>currently with</i> comprehensive or 100% policy	Number <i>currently without</i> comprehensive or 100% policy
Community College	20	-	8	12
UNC System	9	-	3	6
NC Independent Colleges & Universities	15	1	6	9
Other Type (6)	Policies at other types of institutions are not included in outcome calculations.			
Total	44	1	17	27

D.2. Program Activity

D.2.a. Cumulative Overview of Grantee Activities

Figures 4a-c show the number of grantees who reported activity indicator changes during Phase II by quarter. Grantees reported levels of activity similar to previous quarters. As in the previous quarter, all grantees reported Quitline NC promotions. Grantees did not report new staff members during the quarter. When fewer grantees report activity, activities may not be a part of annual action plans.

Figure 4a: Number of Phase II Grantees within Each Quarter Reporting *Policy Adoption and Policy Compliance* Indicator Changes, 2008-2009 (n=15)

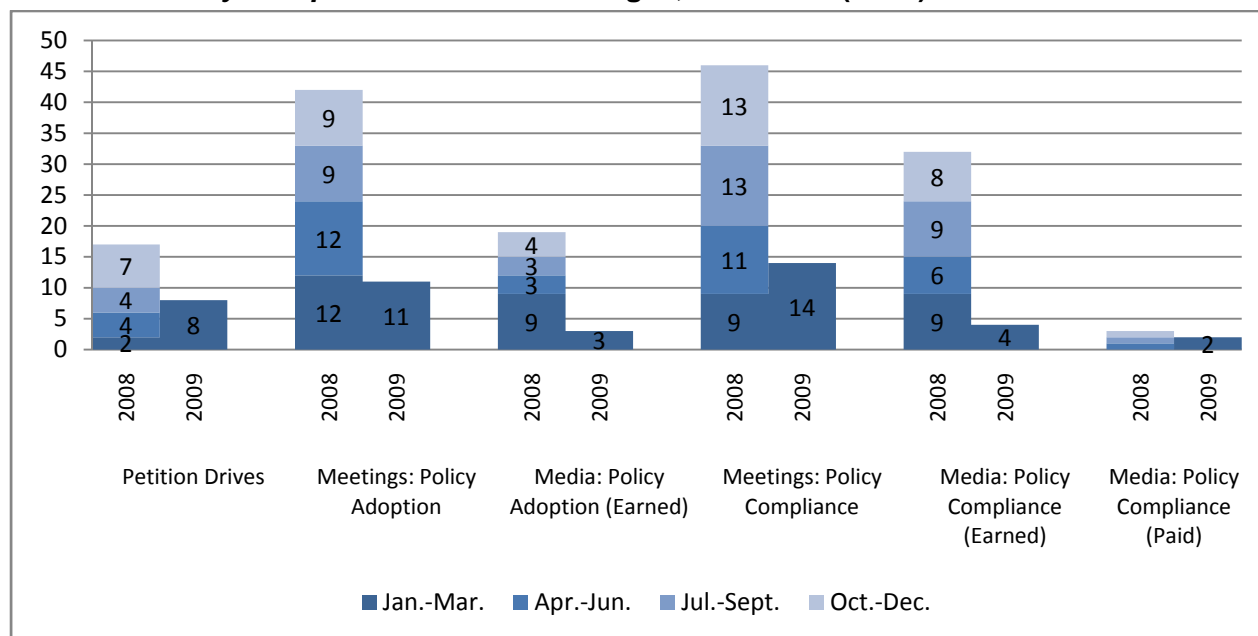


Figure 4b: Number of Phase II Grantees within Each Quarter Reporting *Quitline NC Promotion* Indicator Changes, 2008-2009 (n=15)

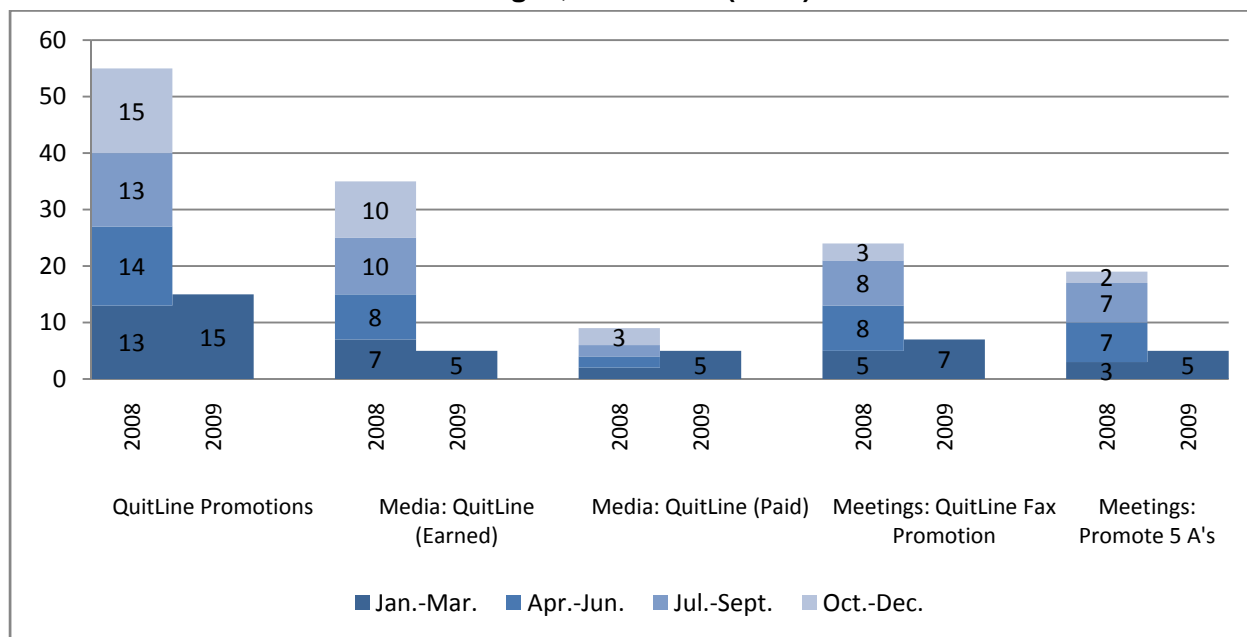
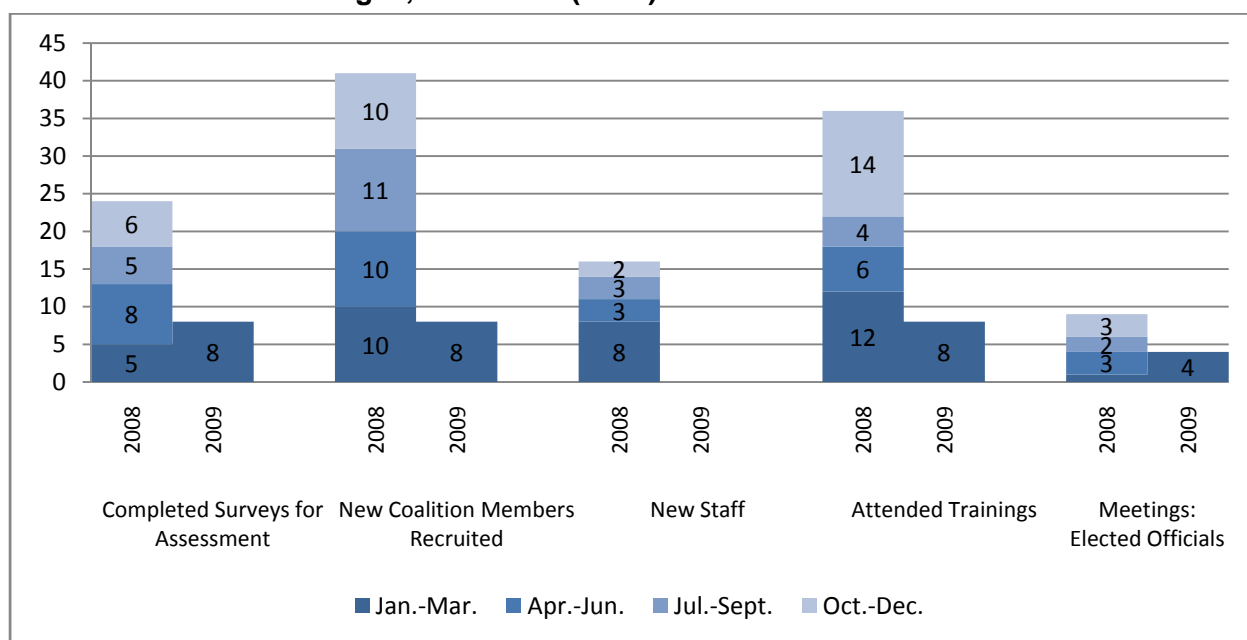


Figure 4c: Number of Phase II Grantees within Each Quarter Reporting *Administrative* Indicator Changes, 2008-2009 (n=15)

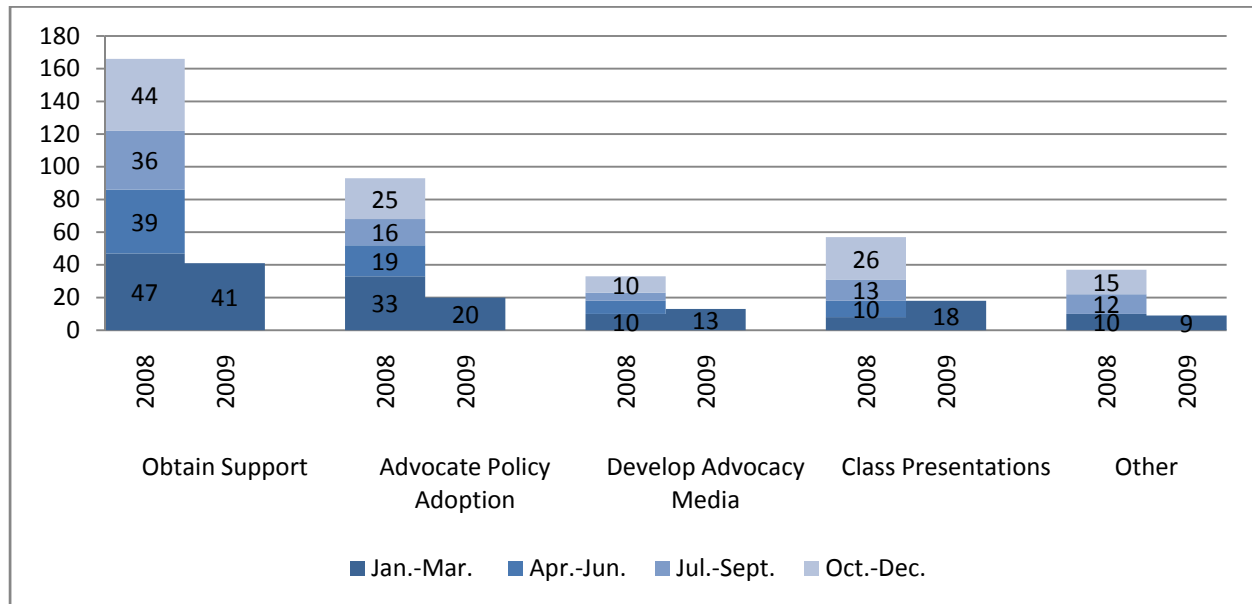


D.2.b. Building Support for Policy Adoption

In total, grantees reported 32 individuals and organizations on campus offering support during this quarter, including 8 college officials, 9 campus organizations, and 15 staff/faculty/student leaders. This quarter saw decreased offers of formal support compared to the previous quarter.

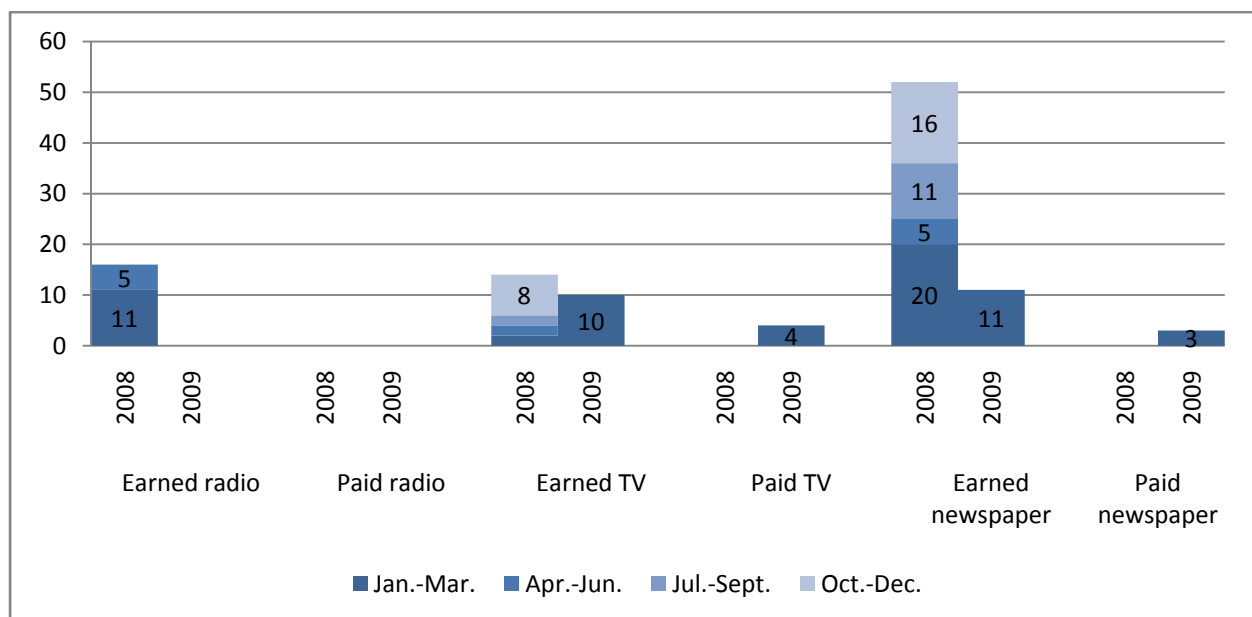
Eleven (73%) grantees reported participating in 101 meetings/presentations to build support for campus policy adoption in this quarter (Figure 5). Most (60%) were to obtain support for coalition activities or to advocate for policy adoption. The number of class presentations declined from the previous quarter but remains the second highest quarter in Phase II.

Figure 5: Type of Meetings/Presentations to Promote Campus Policy Adoption by Quarter, 2008-2009



Three grantees reported earning a total of 21 media messages promoting policy adoption. For the first time grantees paid for 7 policy adoption messages on TV and newspapers to promote policy adoption in this quarter (Figure 6).

Figure 6: Type of Media Messages Promoting Campus Policy Adoption by Quarter, 2008-2009



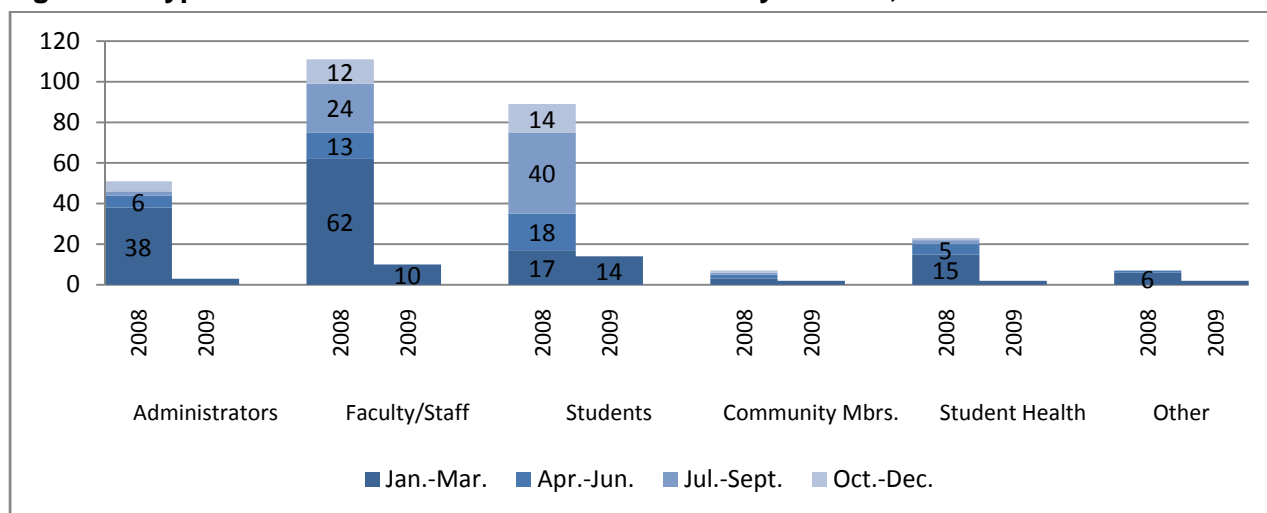
D.2.c. Coalition Development

Coalition members assist grant coordinators in implementing activities on campus. While no campuses established new prevention coalitions during this quarter, 92% of all Phase II grantee-supported campuses report tobacco use prevention coalitions.

Campuses without reports of established tobacco use prevention coalitions include: Catawba College, Gaston College, Livingstone College, and Mitchell Community College.

Eight grantees (53%) reported recruiting 33 new coalition members during this quarter (Figure 7), 42% of whom were students.

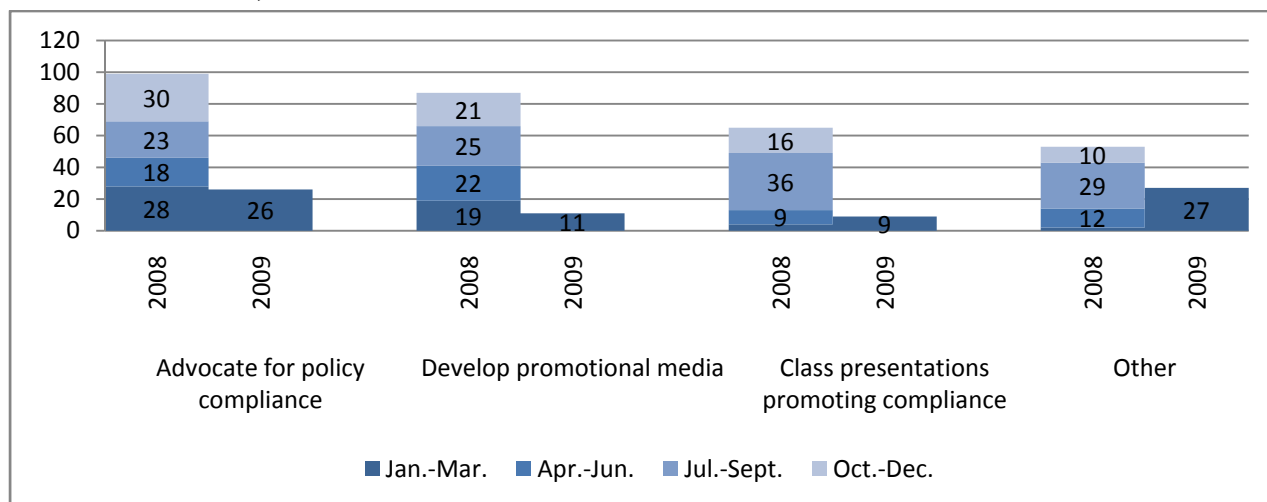
Figure 7: Type of New Coalition Members Recruited by Quarter, 2008-2009



D.2.d. Building Support for Policy Compliance

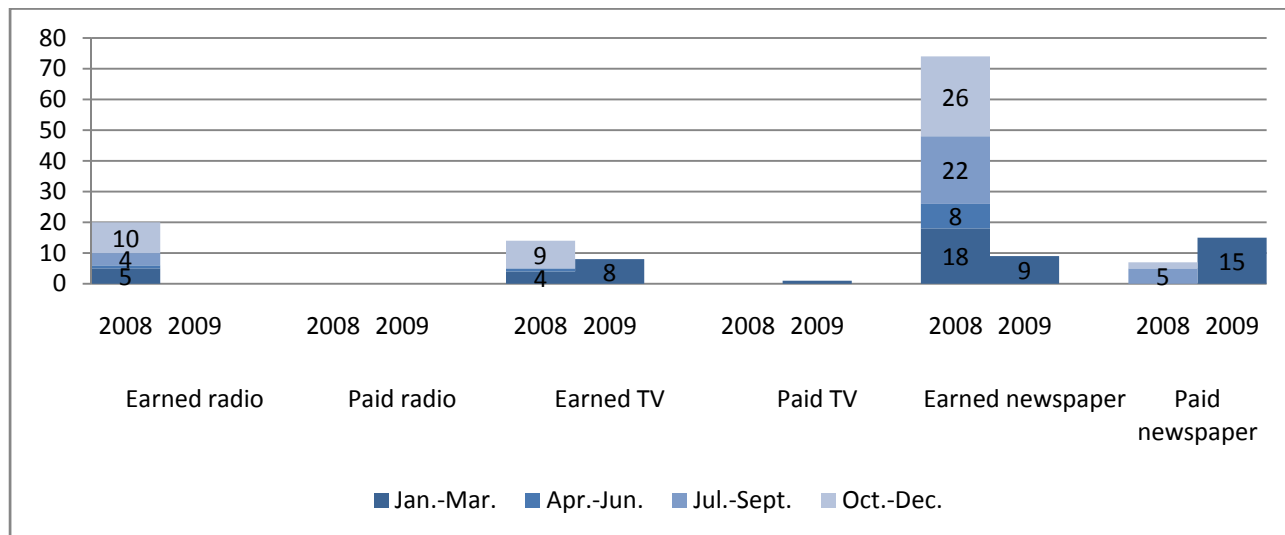
Fourteen grantees (93%) reported participating in 73 meetings/presentations to build support for campus policy compliance in this quarter. Thirty-six percent of the meetings specifically were to advocate for policy compliance on campus (Figure 8).

Figure 8: Type of Meetings/Presentations to Promote Campus Policy Compliance by Quarter, 2008-2009



Four grantees reported a total of 17 earned media messages and two grantees reported 16 paid media messages to promote policy compliance (Figure 9). New paid media messages by the Guilford County Department of Public Health on Higher Education Transit (HEAT) buses which connect six Piedmont Triad campuses caused a spike in paid policy compliance media.**

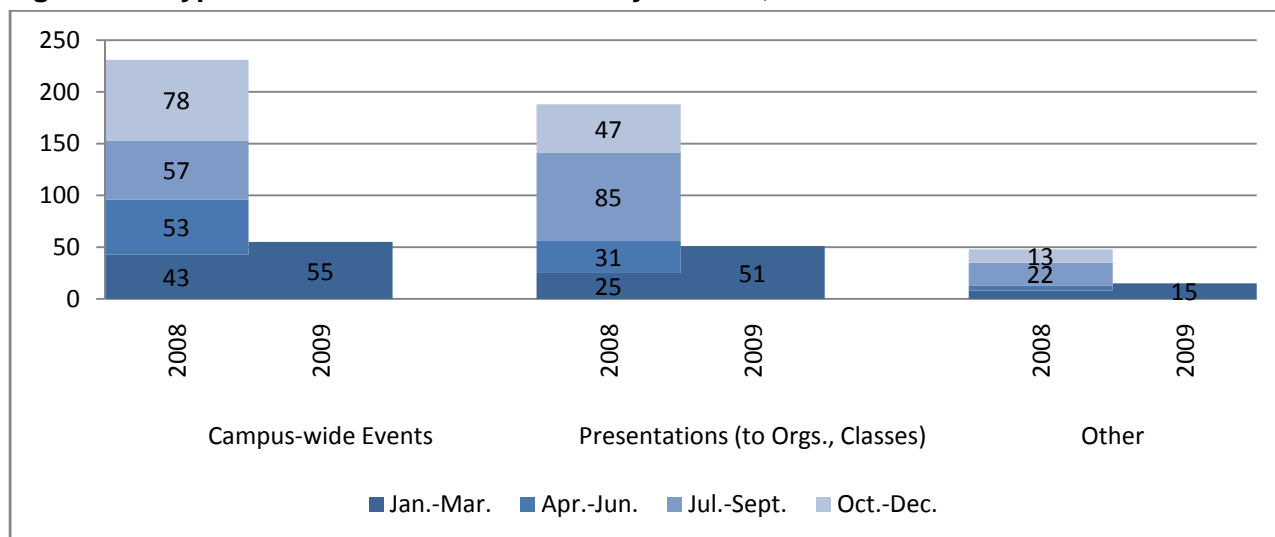
Figure 9: Type of Media Messages Promoting Campus Policy Compliance by Quarter, 2008-2009



D.2.e. Quitline NC Promotion

Grantees (100%) reported a total of 121 Quitline NC promotions during this quarter including campus-wide events, organization meetings/classes, and other types of promotions (e.g., bulletin boards) (Figure 10). Seven grantees also reported 21 meetings with campus-based health providers to promote the Quitline NC fax referral service. Five grantees reported 12 meetings to promote the 5A's and other best practices.

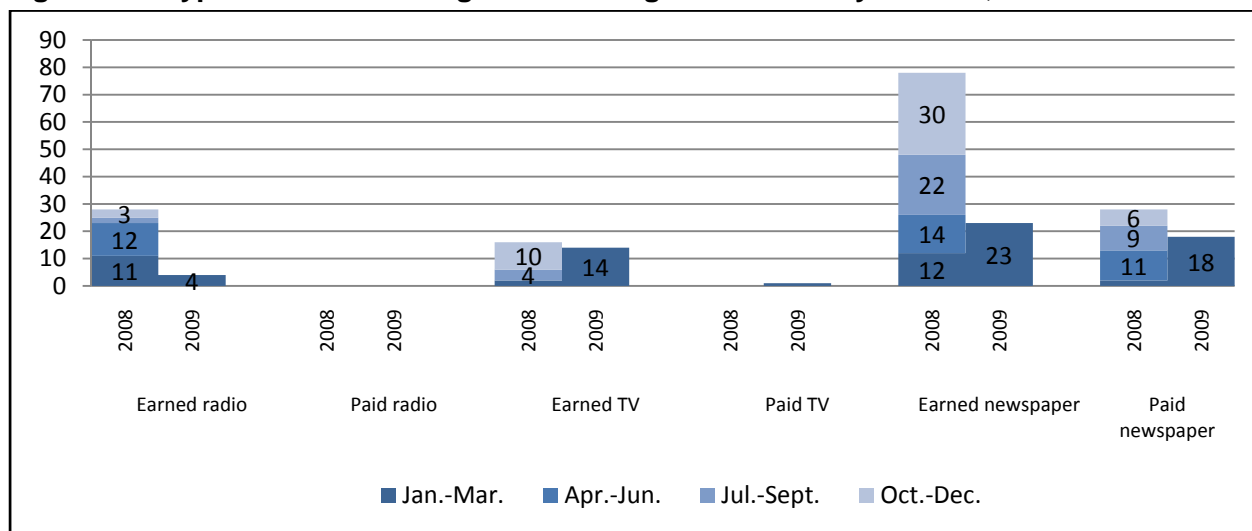
Figure 10: Type of Quitline NC Promotions by Quarter, 2008-2009



** Bus advertisements, as printed media, are captured under the newspaper indicator.

Five grantees reported 41 earned media messages, and five grantees reported 19 paid media messages to promote Quitline NC in this quarter (Figure 11). Alamance Community College placed Quitline information on campus television monitors, causing a substantial jump in the earned TV indicator. The jump in paid Quitline NC ads is also the result of a new campaign on HEAT buses in the Piedmont Triad.

Figure 11: Type of Media Messages Promoting Quitline NC by Quarter, 2008-2009



D.2.f. Surveys and Assessments

During this quarter, eight grantees reported conducting 22 surveys to assess social norms around tobacco use and/or the prevalence of tobacco use among campus students. Grantees reported plans to use survey results for advocacy and message testing.

D.2.g. Cumulative Summary of Program Activity Indicators, Phase II

Tables 5 and 6 summarize all program activity indicator changes reported by grantees and the number of grantees involved in the changes. Grantees did not report hiring any new staff this quarter.

Table 5: Cumulative Summary of Phase II Administrative Activity Indicator Changes

Administrative Measures	Year	Grantees involved	Jan.-Mar. Changes	Apr.-Jun. Changes	Jul.-Sept. Changes	Oct.-Dec. Changes	Total changes
# of new staff hired with grant funds	2008	11 (73%)	9	3	3	2	17
	2009	-	0	-	-	-	0
# of meetings with elected state/government leaders to promote HWTF and tobacco-free campus initiatives	2008	8 (53%)	4	6	3	3	16
	2009	4 (27%)	5	-	-	-	5

Table 6 is presented on the next page.

Table 6: Cumulative Summary of Phase II Program Activity Indicator Changes

Program Indicator	Year	Grantees involved	Jan.-Mar. Changes	Apr.-Jun. Changes	Jul.-Sept. Changes	Oct.-Dec. Changes	Total changes
Building Support for Tobacco-Related Policy Adoption							
# of petition drives completed	2008	8 (53%)	3	11	17	20	51
	2009	8 (53%)	31	-	-	-	31
# of signatures on petitions showing support for campus policy initiatives	2008	8 (53%)	116	125	570	1,369	2,180
	2009	7 (47%)	886	-	-	-	886
# of meetings/presentations	2008	14 (93%)	108	76	82	120	386
	2009	11 (73%)	101	-	-	-	101
# of <u>college officials</u> offering formal support for campus policy initiatives	2008	11 (73%)	63	7	10	20	100
	2009	5 (33%)	8	-	-	-	8
# of <u>organizations</u> offering formal support for campus policy initiatives	2008	9 (60%)	13	5	3	12	33
	2009	6 (40%)	9	-	-	-	9
# of <u>staff/faculty/student leaders</u> offering formal support for campus policy initiatives	2008	11 (73%)	47	36	65	64	212
	2009	4 (27%)	15	-	-	-	15
# of <u>earned</u> newspaper/radio/TV messages	2008	11 (73%)	33	12	13	24	82
	2009	3 (20%)	21	-	-	-	21
# of <u>paid</u> newspaper/radio/TV messages	2008	-	0	0	0	0	0
	2009	2 (13%)	7	-	-	-	7
Building Support for Tobacco-Related Policy Compliance							
# of meetings/presentations	2008	15 (100%)	53	73	113	77	304
	2009	14 (93%)	73	-	-	-	73
# of <u>earned</u> newspaper/radio/TV messages	2008	13 (87%)	27	10	26	45	108
	2009	4 (27%)	17	-	-	-	17
# of <u>paid</u> newspaper/radio/TV messages	2008	2 (13%)	0	10	5	2	17
	2009	2 (13%)	16	-	-	-	16
Quitline Promotion							
# of Quitline promotions	2008	15 (100%)	76	89	164	138	467
	2009	15 (100%)	121	-	-	-	121
# of <u>earned</u> newspaper/radio/TV messages	2008	14 (93%)	25	26	28	43	122
	2009	5 (33%)	41	-	-	-	41
# of <u>paid</u> newspaper/radio/TV messages	2008	5 (33%)	2	11	9	6	28
	2009	5 (33%)	19	-	-	-	19
# of meetings/pres. fax referral promotion	2008	9 (60%)	7	15	19	7	48
	2009	7 (47%)	21	-	-	-	21
# of meetings/pres 5A's/cessation services	2008	9 (60%)	5	17	17	5	44
	2009	5 (33%)	12	-	-	-	12
Coalition Development							
# of new coalition members recruited	2008	15 (100%)	141	45	69	33	288
	2009	8 (53%)	33	-	-	-	33
# of trainings attended by staff/partners	2008	14 (93%)	3	0	7	14	24
	2009	8 (53%)	22	-	-	-	22
# of surveys completed to assess tobacco use & attitudes	2008	13 (87%)	6	14	57	15	92
	2009	8 (53%)	22	-	-	-	22
# of new campus coalitions established	2008	4 (27%)	11	0	0	0	11
	2009	-	0	-	-	-	0

D.3. ADDRESSING DISPARITIES

Significant disparities exist in young adult tobacco use and initiation by gender, race/ethnicity, socio-economic status, and other demographic factors. As part of the Health and Wellness Trust Fund's broader goal of reducing and eliminating health disparities and to ensure inclusive, broad coalitions, the Tobacco-Free Colleges Initiative evaluation tracks progress on a number of indicators relating to priority populations. Based on evidence and best practices, eight priority populations^{††} have been identified, and a growing literature suggests that these populations may be at increased risk of tobacco initiation and/or face barriers to tobacco treatment.

Cumulative data for all four quarters of Phase II show the number of grantees reporting priority population indicator changes by quarter (Figure 13). To this point in Phase II, 12 grantees targeted Quitline NC promotions (e.g., campus events and campaigns) to priority populations; however, only three grantees have reported earned media messages promoting Quitline NC that targeted priority populations. Eight grantees reported new coalition members who represented a priority population in their official role.

Figure 13: Number of Grantees within Each Quarter Reporting Priority Population Indicator Changes, 2008-2009 (n=15)

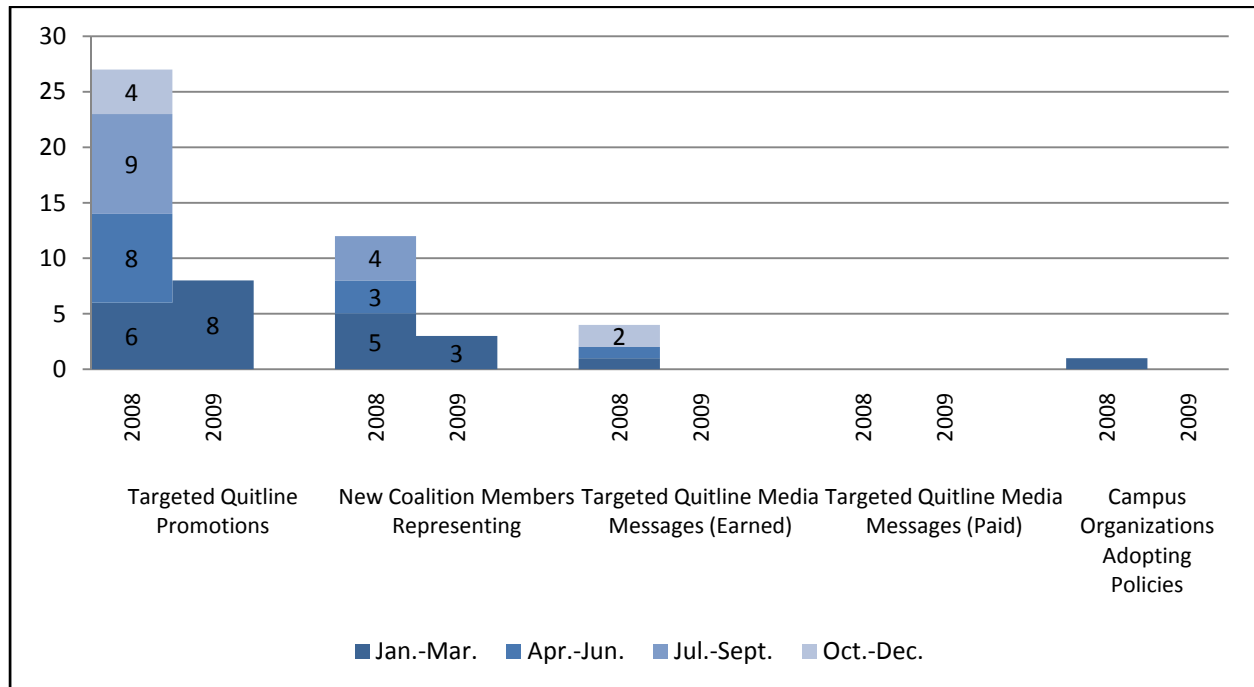
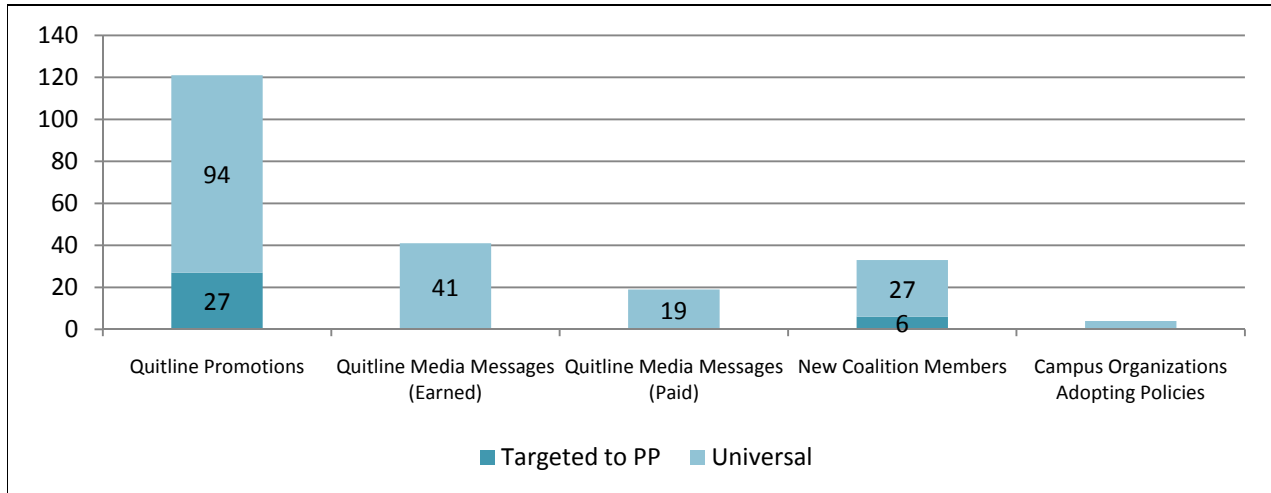


Figure 14 shows that grantees reported targeting Quitline NC promotions to priority populations via Quitline NC promotions and recruited six new coalition members who represent priority populations.

^{††} Priority populations for the Initiative are defined as students who are African American; American Indian; Athletes; first-year; Hispanic/Latino; lesbian, gay, bisexual, and/or transgender (LGBT); in fraternities or sororities; and/or, women.

Figure 14: Priority Population Representation in Indicator Changes, January - March 2009



D.4. Reported Barriers to Program Implementation

All grantees are asked to report their top three barriers to effective program implementation each month. The following summarizes the number of grantees who reported common barriers in this quarter:

- Eleven grantees (73%) reported difficulty scheduling around the academic calendar.
- Eleven grantees (73%) reported barriers to gaining student interest and support for policy change.
- Five grantees (33%) reported no substantial barriers, an increase from previous quarters.
- Four grantees (27%) reported difficulty with policy compliance on campus including vandalism of signs and complaints about policy violations (i.e., campus policies were not being followed).
- Four grantees (27%) reported challenges in completing administrative requirements on their campuses with approval for activities, signage, and/or purchases.

F. REFERENCES

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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 UNC School of the Arts Wake Forest University Winston-Salem State University	Forsyth	
	Rockingham Community College	Rockingham	Rockingham (home county)
	Elon University	Alamance	
	North Carolina A & T University	Guilford	
	Davidson County Community College	Davidson, Davie	Davidson (home county), Davie
	Mecklenburg County Department of Public Health	Belmont Abbey College Davidson College Johnson and Wales University King's 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	

GRANTEE	COLLEGE	COUNTY (campus locations)	COUNTY (populations served) Community Colleges Only
	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	
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
Western Piedmont Community College	Western 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 college officials offering formal support for campus policy adoption <ul style="list-style-type: none"> • Written and verbal support • Verbal support only 	
# of organizations offering formal support for campus policy adoption <ul style="list-style-type: none"> • Written and verbal support • Verbal support only 	
# of staff/faculty/student leaders 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 campus areas	
# of tobacco-free policies adopted in off-campus 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.