North Carolina
Health and Wellness Trust Fund

Tobacco-Free Colleges Initiative
Phase II

Third Quarter, Fiscal Year 2009-2010
January-March 2010

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

Tobacco Prevention and Evaluation Program

**Department of Family Medicine
UNC School of Medicine
CB #7595, 590 Manning Drive
Chapel Hill, NC 27599
T: 919-843-8354
F: 919-966-9435**

**Web: http://www.tpep.unc.edu
Email: tpep@med.unc.edu**

Table of Contents

---

* Note: *In order to better convey evaluation findings, the evaluation team restructured this report to provide more succinct quarterly reporting. Background and methods now appear in the appendices. Cumulative information such as the diffusion of policies, policy list, map, and other comparisons across time are included only in the combined quarter four and annual report. Comparisons across time are still reported quarterly in tables.*

North Carolina leads the nation in voluntary 100% tobacco-free policy adoption on college and university campuses.[1] To enhance the Tobacco-Free College Initiative's successes, the independent evaluation team reports accomplishments, barriers, and recommendations on a quarterly and annual basis.

I. Program Summary, Barriers, and Recommendations

A. Program Summary This Quarter

- Wilkes Community College adopted a 100% tobacco-free policy.

- UNC Charlotte adopted a designated area policy.

- Mayland Community College in Spruce Pine, NC, adopted a 100% tobacco-free policy (non-participating campus).

- Grantees sustained progress in promoting QuitlineNC and policy compliance.

- No grantees reported involvement in policy changes placed under consideration, prohibition of sales or advertising policies, or policy changes in off-campus areas and campus organizations.

- Ten grantees reported earning a total of 32 earned media messages to promote QuitlineNC. These included spots on the radio at ECU, a TV interview with students promoting cessation at UNC Pembroke, campus table tent campaigns, articles in newsletters, and poster campaigns.

- Four grantees represented the Initiative and HWTF programs in meetings with elected officials.

B. Grantee-Reported Barriers and Concerns

Grantees reported barriers in this quarter similar to barriers reported over the course of Phase II, with the exception of unusual winter weather, which six grantees (43%) reported. Consistently, the number one reported barrier remains difficulty with policy compliance on campus, with six grantees (43%) reporting such challenges. Lesser barriers include five grantees (36%) reporting challenges with scheduling around the academic calendar, four grantees (29%) reporting barriers to gaining administration interest and support for policy change, and three (21%) reporting similar challenges with student leaders. Two grantees (14%) reported challenges due to changing campus leadership.

C. Recommendations

Recommendation 1: *Increase the frequency of cross-collaboration (grantee-to-grantee communication) to share information, build momentum, and celebrate successes.*

More frequent opportunities to share lessons learned and network with other grantees through e-mail discussions and more frequent teleconferences may help accelerate the use of effective activities and strategies. For example, one campus may find that the administration views tobacco-free policies as detrimental to student enrollment. Information and experiences from other campuses help mitigate that concern. Monthly grantee-led conference calls with subsequent report-back on issues raised can help overcome policy adoption and compliance barriers. A point-person to facilitate these calls and e-mail discussions is needed.

Recommendation 2: I*ncrease the capacity of grantees to develop priority population targeted messages.*

Grantees reported zero messages promoting QuitlineNC targeted to priority populations during this quarter. One option for enhancing capacity to develop such messages and promotional activities would be to develop grantee capacity in social marketing processes through training opportunities and/or technical assistance.

Recommendation 3: *Increase awareness of free NRT for college students via QuitlineNC.*

During this quarter students became eligible for free NRT through the Colleges NRT Demonstration Project and, for state employees, the State Health Plan. Nonetheless, the number of QuitlineNC promotions and earned media messages fell from the previous quarter.

II.   Summary of Quarter's Policy Adoption Outcomes

Two new policies were adopted by Phase II participating campuses this quarter: Wilkes Community College adopted a 100% tobacco-free policy and UNC Charlotte adopted a 100 foot tobacco-free policy that allows designated smoking areas (approximately 30 now exist compared to no restrictions before at UNC Charlotte).

Of concern, no grantees reported involvement in policy changes placed under consideration, policy changes in off-campus areas, adoption of campus organization policies, or prohibition of sales or advertising policies (Table 1).

Table 1: Cumulative Summary Policy Adoption Indicators, Phase II, 2008-2010

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	4	20
	2009	6 (40%)	2	2	2	1	7
	2010	**-**	**0**				**-**
# of tobacco-free policies adopted in <u>campus areas</u> (includes 100% TF Policies)	2008	9 (60%)	6	0	4	2	12
	2009	3 (20%)	3	0	2	0	5
	2010	**2 (14%)**	**2**				**2**
# of tobacco-free policies adopted by campus organizations	2008	2 (13%)	6	1	0	3	10
	2009	2 (13%)	3	0	0	0	3
	2010	**-**	**0**				**-**
# of sales prohibition policies adopted	2008	3 (20%)	1	1	0	1	3
	2009	1 (7%)	0	0	1	0	1
	2010	**-**	**0**				**-**
# of policies adopted prohibiting tobacco industry advertising, free sampling, & sponsorship	2008	3 (20%)	1	1	0	1	3
	2009	2 (13%)	0	0	2	0	2
	2010	**-**	**0**				**-**
# of tobacco-free policies adopted in <u>off-campus areas</u>	2008	2 (13%)	1	0	0	1	2
	2009	-	0	0	0	0	-
	2010	**-**	**0**				**-**

 * Note*: in 2010, n=14, and in 2008-2009, n=15.*

III. Summary of Quarter's Program Activities

We report program activities in four areas (Tables 2a-d): policy adoption, policy compliance, QuitlineNC promotion, and coalition development.   Grantees reported sustained levels of activity compared to the previous quarters.

A. Building Support for Policy Adoption

Table 2a shows grantee-reported activities to promote policy adoption. As more campuses become tobacco-free, policy adoption activities are expected to decline. In total, grantees reported 20 individuals and organizations on campus offering support during this quarter, including 12 college officials, six campus organizations, and two staff/faculty/student leaders.

Of note, grantees reported a sharp fall in reports of new staff/faculty/student leader support; however, some decline is expected due to the grant cycle. Key activities reported include:

- Five grantees reported conducting 14 petition drives, obtaining 619 signatures.
- Nine grantees reported conducting 69 meetings and presentations.
- Five grantees reported earning 19 media messages.
- One grantee reported paying for 1 media message.

Table 2a: Cumulative Summary of Phase II Program Activity Indicator Changes: Building Support for Tobacco-Related Policy Adoption

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	9 (60%)	31	18	13	18	80
	2010	**5 (36%)**	**14**				**14**
# of signatures on petitions showing support for policy	2008	8 (53%)	116	125	570	1,369	2,180
	2009	9 (60%)	886	522	271	887	2,566
	2010	**5 (36%)**	**619**				**619**
# of meetings/presentations	2008	14 (93%)	108	76	82	120	386
	2009	11 (73%)	101	57	80	85	323
	2010	**9 (64%**	**69**				**69**
# of college officials offering formal support for campus policy	2008	11 (73%)	63	7	10	20	100
	2009	8 (53%)	8	5	8	0	21
	2010	**3 (21%)**	**12**				**14**
# of organizations offering formal support for campus policy initiatives	2008	9 (60%)	13	5	3	12	33
	2009	9 (60%)	9	3	10	12	34
	2010	**4 (27%)**	**6**				**7**
# of staff/faculty/student leaders offering formal support for policy	2008	11 (73%)	47	36	65	64	212
	2009	6 (40%)	15	7	12	34	68
	2010	**2 (14%)**	**2**				**1**
# of earned newspaper/radio/TV messages	2008	11 (73%)	33	12	13	24	82
	2009	6 (40%)	21	14	18	12	65
	2010	**5 (36%)**	**19**				**19**
# of paid newspaper/radio/TV messages	2008	-	0	0	0	0	0
	2009	3 (20%)	2	0	2	2	6
	2010	**1 (7%)**	**1**				**1**

* Note*: in 2010, n=14, and in 2008-2009, n=15.*

Activities

B. Building Support for Policy Compliance

Twelve grantees reported participating in 97 meetings/presentations to promote campus policy compliance in this quarter (Table 2b), a substantial increase over the prior quarter.

Table 2b: Summary of Phase II Program Activities: Policy Compliance

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 Compliance							
# of meetings/presentations	2008	15 (100%)	53	73	113	77	304
	2009	14 (93%)	73	56	120	45	294
	2010	**12 (86%)**	**97**				**97**
# of earned newspaper/radio/ TV messages	2008	13 (87%)	27	10	26	45	108
	2009	10 (67%)	17	11	34	24	86
	2010	**8 (57%**	**30**				**30**
# of paid newspaper/radio/ TV messages	2008	2 (13%)	0	10	5	2	17
	2009	3 (20%)	16	30	2	2	50
	2010	**2 (14%)**	**2**				**2**

* Note*: in 2010, n=14, and in 2008-2009, n=15.*

C. QuitlineNC Promotion

Grantees (100%) reported a total of 104 QuitlineNC promotions during this quarter including campus-wide events, organization meetings/classes, and other types of promotions (e.g., bulletin boards) (Table 2c). Six grantees also reported 11 meetings with campus-based health providers to promote the QuitlineNC fax referral service. Three grantees reported seven meetings to promote the 5A's.

- Ten grantees reported earning a total of 32 earned media messages. These included spots on the radio at ECU, a TV interview with students promoting cessation at UNC Pembroke, campus table tent campaigns, articles in newsletters, and poster campaigns.
- Four grantees reported paying for eight media messages.

Table 2c: Summary of Phase II Program Activities: QuitlineNC Promotion

Program Indicator	Year	Grantees involved	Jan.-Mar. Changes	Apr.-Jun. Changes	Jul.-Sept. Changes	Oct.-Dec. Changes	Total changes
Quitline Promotion							
# of Quitline promotions	2008	15 (100%)	76	89	164	138	467
	2009	15 (100%)	121	93	152	127	493
	2010	**14 (100%)**	**104**				**104**
# of earned newspaper/radio/T V messages	2008	14 (93%)	25	26	28	43	122
	2009	11 (73%)	41	27	35	33	136
	2010	**10 (71%)**	**32**				**32**
# of paid newspaper/radio/T V messages	2008	5 (33%)	2	11	9	6	28
	2009	6 (40%)	19	16	1	3	39
	2010	**4 (29%)**	**8**				**8**
# of meetings/pres. fax referral promotion	2008	9 (60%)	7	15	19	7	48
	2009	13 (87%)	21	9	11	6	47
	2010	**6 (43%)**	**11**				**11**
# of meetings/pres 5A's/cessation	2008	9 (60%)	5	17	17	5	44
	2009	8 (53%)	12	7	10	4	33
	2010	**3 (21%)**	**7**				**7**

* Note*: in 2010, n=14, and in 2008-2009, n=15.*

Activities

D. 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 (57%) reported recruiting 20 new coalition members (50% were faculty or staff) during this quarter (Table 2d).

Table 2d: Summary of Phase II Program Activities: Coalition Development

Program Indicator	Year	Grantees involved	Jan.-Mar. Changes	Apr.-Jun. Changes	Jul.-Sept. Changes	Oct.-Dec. Changes	Total changes
Coalition Development							
# of new coalition members recruited	2008	15 (100%)	141	45	69	33	288
	2009	13 (87%)	33	33	81	16	163
	2010	**8 (57%)**	**20**				**20**
# of trainings attended by staff/partners	2008	14 (93%)	3	0	7	14	24
	2009	14 (93%)	22	16	8	20	66
	2010	**5 (36%)**	**8**				**8**
# of surveys completed to assess tobacco use & attitudes	2008	13 (87%)	6	14	57	15	92
	2009	11 (73%)	22	8	5	8	43
	2010	**5 (36%)**	**12**				**5**
# of new campus coalitions established	2008	4 (27%)	11	0	0	0	11
	2009	-	0	0	0	0	0
	2010	**-**	**0**				**-**

* Note: *in 2010, n=14, and in 2008-2009, n=15.*

E. Addressing Disparities

Significant disparities exist in young adult tobacco use and initiation by gender, race/ethnicity, sexual orientation, 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 (African American; American Indian; Athletes; first-year; Hispanic/Latino; lesbian, gay, bisexual, and/or transgender [LGBT]; in fraternities or sororities; and/or, women) 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.

Figure 1 shows that grantees reported targeting QuitlineNC promotions to priority populations and recruited 3 of the 20 new coalition members who represented priority populations. Grantees reported no media messages that targeted priority populations.

Figure 1 is presented on the following page.

Figure 1: Priority Populations Targeted in Indicator Changes, January 2010 - March 2010
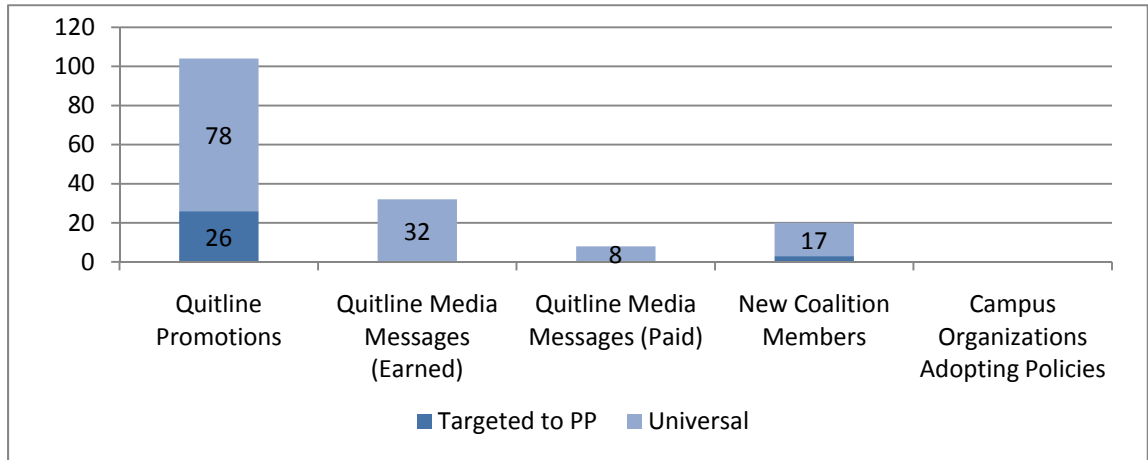
F. Administrative Measures

Table 3 summarizes administrative activities. Consistent with the penultimate quarter, staff turnover has increased. Grantees reported four meetings with elected officials to promote HWTF and the Initiative.

Table 3: Cumulative Summary of Phase II Administrative Activities

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	2 (13%)	0	0	1	1	2
	2010	**2 (14%)**	**2**				**3**
# of meetings with elected state/government leaders to promote HWTF and tobacco-free campus initiatives	2008	8 (53%)	4	6	3	3	16
	2009	8 (53%)	5	2	1	5	13
	2010	**3 (21%)**	**4**				**4**

Activities

IV. References

1. Lee J, Goldstein AO, Kramer KD, Ezzell M, Shah V. Statewide Diffusion of 100% Tobacco-Free Campus Policies. Tobacco Control, in press 2010.
2. U.S. Colleges and Universities with Smokefree Air Policies Americans for Nonsmokers' Rights, 2008. (Accessed Dec. 2, 2008, at http://www.no-smoke.org/pdf/smokefreecollegesuniversities.pdf.)
3. Colleges and Universities with 100% Tobacco-Free Policies. American Lung Association of Oregon, 2008. (Accessed Dec. 2, 2008, at http://www.lungoregon.org/tobacco/pdf_word_doc/Tobacco-Free_Colleges_and_Universities_100.pdf.)
4. NCSCHS. NC State Center for Health Statistics: BRFSS 2007. In: http://www.schs.state.nc.us/SCHS/brfss/2007/index.html; 2008.
5. Rigotti NA, Moran SE, Wechsler H. US college students' exposure to tobacco promotions: prevalence and association with tobacco use. Am J Public Health 2005;95:138-44.
6. SAMHSA. Results from the 2007 National Survey on Drug Use and Health: National Findings. In. Rockville, MD: Online document accessed 07 May, 2009,; 2008.
7. Wolfson M, McCoy TP, Sutfin EL. College students' exposure to secondhand smoke. Nicotine Tob Res 2009;11:977-84.
8. Priority Populations Initiative. American Legacy Foundation: http://www.americanlegacy.org/2165.aspx, 2008. (Accessed November 3, 2008, at http://www.americanlegacy.org/2165.aspx.)
9. NCES. College Navigator: Accredited Colleges in North Carolina. In: National Center for Education Statistics; 2008.

Appendix 1: Background and Methods

A.   Background

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

After two successful years in Phase I (report available at: http://www.tpep.unc.edu), the HWTF expanded the Initiative in Phase II granting an additional $1.4 million in funding beginning January 2008. Phase II grants were awarded to 14 grantees working with 50 campuses (44 of which are accredited) in 33 counties across NC. One additional campus was added in July 2009. Technical assistance services expand the campaign state-wide. Evaluation of the technical assistance services is not covered in this evaluation.

North Carolina leads the nation in voluntary adoptions of comprehensive or 100% tobacco-free policies at college and university campuses[2, 3] with 33 such policies passed by the end of this quarter (Figure 1). This report shows cumulative data across Phase II, highlighting the ongoing successes of the program in the current quarter.

Young adults, age 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.[4] 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.[5, 6] In 2006, over 80% of NC college students reported weekly exposure to secondhand smoke.[7] Additionally, certain subpopulations (e.g., fraternities, sororities, athletes, gays & lesbians, first-year students) deemed "priority populations" are at additional risk for tobacco initiation and/or face barriers to cessation services.[8]

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 QuitlineNC 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.[9] 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 100% tobacco-free (Bennett College).

Phase I of the Initiative demonstrated several successful outcomes, including the adoption of twelve 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' of campus buildings. Comprehensive campus tobacco policies apply to UNC system schools, which are currently limited by state law to the adoption of a

---

[*] 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.

maximum 100' perimeter policy. We include complete bans on smoking (i.e., smoke-free not tobacco-free policies) (n=6) in the analysis given the health impact of smoking.

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 2). Six (43%) of these organizations were Phase I grantees.

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 51 different campuses across NC. Central Piedmont Community College started participating through a multi-campus grantee in July 2009. Three grantees work with multiple campuses (i.e., 40 campuses, or 80% 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.

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.

B.   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 into Phase II, until June 2009. 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 3). 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 4). 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 achievement over time.

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, QuitlineNC promotion, coalition development, and administrative measures.

Grantees report their data using established indicator definitions and reporting procedures outlined for all grantees in the 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 and July 2009. Evaluators provided Individual CORES training to grantees by phone, as needed. Upon final receipt and compilation of grantee CORES data, TPEP staff verify policy changes and key program indicator changes via phone or email.

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-five 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 45 accredited campuses.

Results of grantee activity are reported using a denominator of the 15 participating grantees for Phase II through June 2009 and of the 14 participating grantees from July 2009. However, not all grantees are expected conduct each type of activity due to individualized scopes of work and to differences between multi-campus grantees and single-campus grantees. Once policy changes are accomplished, for example, fewer grantees are expected to report work on policy advocacy activities. Care should thus be used when comparing overall levels of activity reported by grantees by quarter and especially by year.

Appendix 2: 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 Central Piedmont Community College (starting July 2009) Davidson College Johnson and Wales University King's College Queens University UNC-Charlotte	Mecklenburg	

GRANTEE	COLLEGE	COUNTY (campus locations)	COUNTY (populations served) Community Colleges Only
	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	
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 3: 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 • 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 • 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 • 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 • Written and verbal support • Verbal support only
of <u>organizations</u> offering formal support for campus policy adoption • Written and verbal support • Verbal support only
of <u>staff/faculty/student leaders</u> offering formal support for campus policy adoption • 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 • 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 • 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 • 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 • **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 • 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 • 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 • 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 • Upper level administration, faculty, staff, community members, student health services representatives, students
# of trainings attended by staff/partners • 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 • Meetings with elected <u>local</u> representatives • Meetings with elected <u>state</u> representatives

<u>Bolded</u> indicators are outcome-oriented. <u>Non-bolded</u> indicators are program-oriented.

Appendix 3

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

RESOURCES

- HWTF funding & Grant Managers
- Phase II Colleges Initiative grantees
- Campus coalitions and partners
- 100% Tobacco-Free Campuses Director
- HWTF Media Vendor
- QuitlineNC

ACTIVITIES

- Establishing and strengthening campus coalitions
- Advocating for adoption of and compliance with campus policies prohibiting:
  - Tobacco use in campus and off-campus areas
  - Sale of tobacco products
  - Tobacco industry advertising, free-sampling, & sponsorship
- Activities targeting young adults from priority populations (e.g., freshman, athletes, Greek, ethnic minorities)
- Promoting use of QuitlineNC by young adults
- Promoting use of 5 A's and fax referral service

OUTPUTS

- Increased # of active campus coalitions
- Completed activities to assess campus attitudes & policies
- # of meetings to advance policy adoption and/or policy compliance
- Formal support garnered for policy change (e.g., college officials, campus orgs, petition drives)
- # of media messages to advance policy adoption, policy compliance, and Quitline NC
- Increased # of QuitlineNC, 5 A's, and fax referral service promotions on campus

OUTCOMES

SHORT-TERM

- Increased capacity for tobacco-related campus policies
- Increased # of tobacco-related campus policies under formal consideration by college officials
- Increased # of tobacco-related campus policies adopted
- Increased # of calls to QuitlineNC by young adults

INTERMEDIATE

- Increased # of campuses with 100% tobacco-free policies or comprehensive policies

LONG-TERM

- Decreased tobacco use prevalence among young adults
- Decreased exposure to SHS among young adults
- Increased cessation among young adults
- Decreased tobacco-related disparities among young adults from priority populations
- Decreased tobacco-related morbidity/ mortality