

North Carolina Tobacco-Free Colleges Initiative

Dashboard Update: FY10-11, Quarter 3

Note: The full methods, logic model, evaluation plan, limitations, and past reports can be found online at: http://www.tpep.unc.edu/tfc_eval.htm

Prepared for: NC Tobacco-Free Colleges Initiative, an initiative of the NC Health & Wellness Trust Fund

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Overall Initiative Outcomes

- Forty-three of North Carolina's (NC's) 110 colleges and universities are now smoke- or tobacco-free indoors and outdoors.
- These policies protect over 179,800 students each semester.

Quarter 3 Findings

- Two new tobacco-free policies placed under formal review.
- One 100% tobacco-free policy adopted.
- One campus formalized designate smoking area.
- Strong communication continues among grantees.
- Services to campuses this quarter were well distributed between types of service and type of campus.
- Media efforts are disproportionately focused on QuitlineNC promotion.

Recommendations

- Spread the word on the impact and value of the NC Tobacco-Free Colleges Initiative. Loss of funding remains the greatest threat to program impact.
- Implement ideas from grantee collaborations such as a plaque signed by the Governor for each campus adopting a tobacco-free policy.

The following recommendations from prior reports have been implemented during the current quarter:

- Semi-Annual Report, FY2010-2011, Recommendation 1: *“Address grantee-reported challenges developing new relationships with college/university campuses and with policy compliance on campus through existing and new technical assistance providers.”*

Grantees and technical assistance providers participated in a half-day training hosted by the National African American Tobacco Prevention Network addressing barriers to working with campuses.

- Semi-Annual Report, FY2010-2011, Recommendation 3: *“Develop additional strategies for sharing successes between campuses, such as viral marketing videos, case studies, and influential spokespeople.”*

The Tobacco-Free Colleges Coordinator tasked Wake Forest University, a technical assistance provider, with creating case studies for use in dissemination of policy successes.

Policy Change

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

Two campuses reported new tobacco-free policies placed under formal consideration. Within the report period, one of these campuses adopted a 100% tobacco-free policy. A third campus formalized a designated smoking areas policy.

Table 1: Grantee-reported policy changes, January - March 2011

Grantee	Month Report	Date Adopted	Date Implemented	Campus: Policy Details	Type of Involvement	Level of Involvement
East Carolina University	01/2011	-	-	Edgecombe Community College: 100% Tobacco-Free Policy Proposed to Board of Trustees	-	-
University of North Carolina at Wilmington	01/2011	-	-	Bladen Community College: 100% tobacco-free policy to be revisited by Board of Trustees in six months	-	-
East Carolina University	02/2011	02/03/2011	08/01/2011	Edgecombe Community College: 100% tobacco-free policy adopted	Direct	Maximum
East Carolina University	03/2011	03/03/2011	04/01/2011	Johnston Community College: Formalized policy allowing smoking only in designated areas	Direct	Moderate

Table 2: Smoke- or tobacco-free policy changes identified in non-participating campuses, January - March 2011

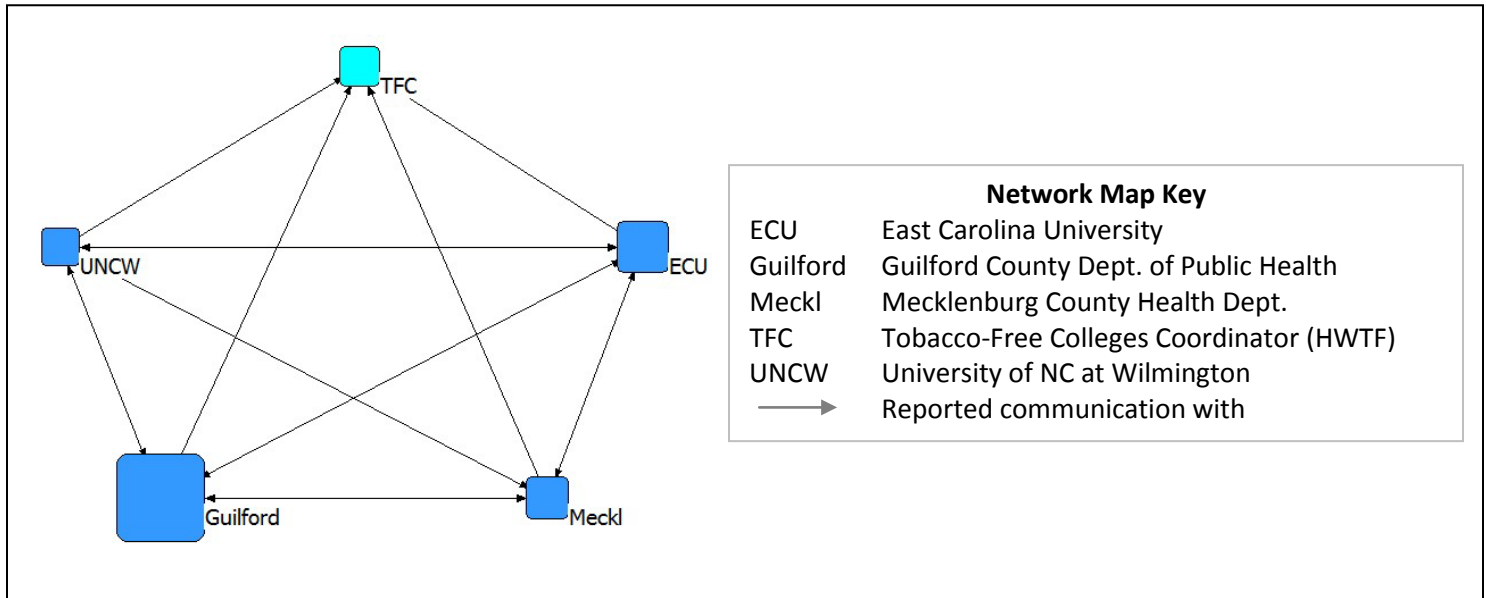
Campus	Policy	Date
None identified	-	-

Communication and Technical Assistance for Problem Solving between Grantees

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

Communication between grantees and with the HWTF Tobacco-Free Colleges coordinator (TFC) remains very strong with all grantees having multiple reported communications with others.

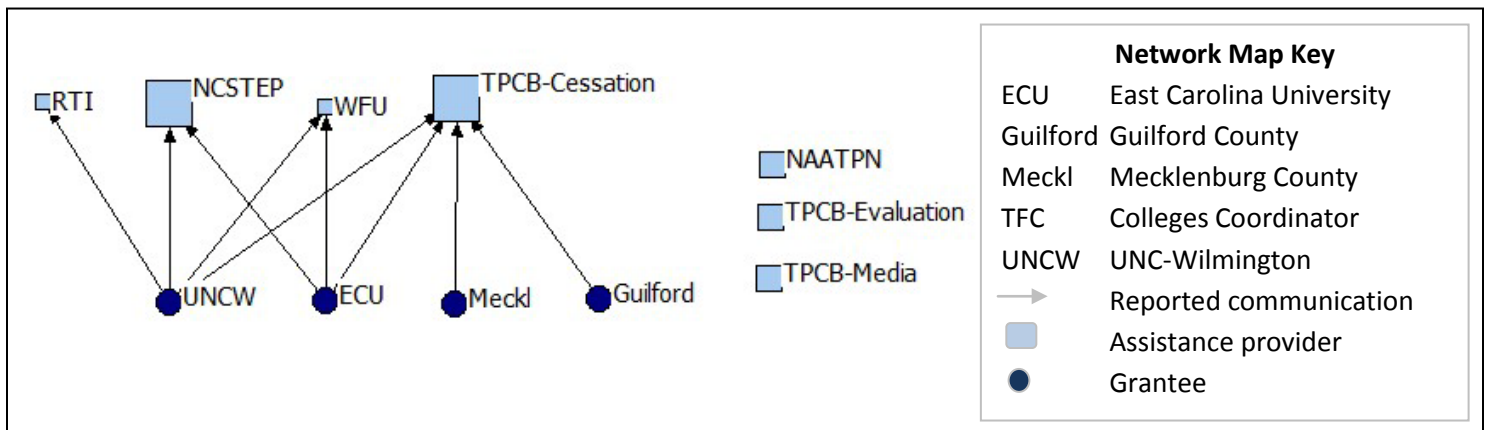
Figure 1: Communication between grantees and HWTF Coordinator (TFC), January - March 2011



Note: data is only collected from grantees. HWTF TFC's coordinator does not report into CORES. The size of the technical assistance provider square indicates a larger number of reported technical assistance sessions.

Technical assistance provider utilization has increased slightly from the prior quarter with more use of NC STEP and the Tobacco Prevention and Control Branch's cessation services. Grantees reported no direct one-on-one utilization of three technical assistance providers.

Figure 2: Technical assistance provided by HWTF technical assistance providers to grantees, January - March 2011



Note: the size of the technical assistance provider square indicates a larger number of reported technical assistance sessions.

Services and Assistance Provided to Campuses

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

Services provided to campuses remained strong during this quarter with a balanced distribution of service types. Emphasis fell on four year colleges and universities (Table 4) and community colleges (Table 5). Fewer activities were reported with for-profit and vocational training schools (Table 6).

Table 3: Regional coalition activities, January - March 2011

Evaluation process measure	Total reported
Grantee organized in-person skill building trainings for regional campus staff and partners	5
Grantee organized conference calls or in-person coalition meetings for regional campus staff and partners	6

Table 4: Services provided to four-year schools, January - March 2011

Evaluation process measure	Total reported
Number of campus visits	49
Number of technical assistance sessions provided by grantee to campuses	86
Percentage of sessions covering:	
Coalition development	10%
Assessment	26%
Media	23%
Policy development	36%
Policy compliance	37%
QuitlineNC and cessation services	29%
Number of presentations promoting policy adoption, compliance, or QuitlineNC to student clubs	20
Percentage of presentations to student clubs tailored to priority populations	0%
Priority populations tailored to:	-

Table five is presented on the following page.

Table 5: Services provided to community colleges, January - March 2011

Evaluation process measure	Total reported
Number of campus visits	33
Number of technical assistance sessions provided by grantee to campuses	93
Percentage of sessions covering:	
Coalition development	13%
Assessment	27%
Media	16%
Policy development	34%
Policy compliance	39%
QuitlineNC and cessation services	37%
Number of presentations promoting policy adoption, compliance, or QuitlineNC to student clubs	8
Percentage of presentations to student clubs tailored to priority populations	13%
Priority populations tailored to:	1 st yr. students

Table 6: Services provided to trade, religious, and for-profit schools, January - March 2011

Evaluation process measure	Total reported
Number of campus visits	4
Number of technical assistance sessions provided by grantee to campuses	15
Percentage of sessions covering:	
Coalition development	13%
Assessment	47%
Media	7%
Policy development	53%
Policy compliance	13%
QuitlineNC and cessation services	67%

Media

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

Media messages reported by grantees remain relatively few with only nine earned media messages and 13 paid media messages. Messages focus heavily on QuitlineNC promotion instead of on policy adoption or policy compliance.

Table 7: Media messages developed

Evaluation process measure	Total reported
Number of media messages developed	15
Percentage of messages covering:	
Policy adoption	20%
Policy compliance	20%
QuitlineNC and cessation services	87%
Tailored to a priority population	-
Priority population tailored for	-

Table 8: Earned media messages disseminated

Evaluation process measure	Total reported
Number of earned media messages disseminated	9
Percentage of messages covering:	
Policy adoption	-
Policy compliance	44%
QuitlineNC and cessation services	78%
Tailored to a priority population	-
Priority population tailored for	-

Table 9: Paid media messages disseminated

Evaluation process measure	Total reported
Number of paid media messages disseminated	13
Percentage of messages covering:	
Policy adoption	-
Policy compliance	8%
QuitlineNC and cessation services	100%
Tailored to a priority population	-
Priority population tailored for	-

Grantee-Reported Barriers (Representative Selection)

- I don't think we planned well enough for the Tweet for Sweet campaign. All of the colleges I work with did not start back to class until the tenth of January. We had three snow or delay days so they did not start back fully until the 17th of January.
- No major problems other than trying to submit budget adjustment using forms online were not correct and also want to try to get an earlier start on action plan but can't.
- Tweets contest has been hard to get replies from colleges outside of my home college. Working to reach out to professors in the health sciences to promote contest.
- Presented survey results to [community college] coalition. Some members said that faculty and students would leave if they went 100% Tobacco-Free. Also thought it was a marketing tool to still allow tobacco since [neighboring colleges] are 100% Tobacco-Free.

Grantee-Reported Successes (Representative Selection)

- Eastern Region TFC Facebook created.
- Made contact with students at Duke University-- could be looking at a policy change soon.
- We got wrist bands out to all the community colleges that are TF to promote the TF policy.
- We had a conference call with only college Grantees to talk about what is going on at our colleges that was nice to have.
- Working on compliance with Eta Sigma Gamma at [UNC campus] by having a petition drive, displayed the close to 8,000 butts picked up in the fall and have two showings of the photos that students took on campus showing tobacco on campus.
- Assessments are finally coming into play at [two campuses] and we have completed reports for [two campuses]. We have scheduled presentations at [campus] to the SGA and Board and working on scheduling with [campus].