



North Carolina Health and Wellness Trust Fund

Tobacco-Free Colleges Initiative Phase III

**Semi-Annual Report, Fiscal Year 2010-2011
July-December 2010**



**Prepared for:
North Carolina Health & Wellness Trust Fund**



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I. Executive Summary and Recommendations

The North Carolina (NC) Tobacco-Free Colleges Initiative leads the nation in the voluntary adoption of 100% smoke- or tobacco-free policies. Phase III of the Initiative continues to provide extensive services to 78 campuses across the state through the work of four grantees. Over 177,700 students are now protected by 41 smoke- or tobacco-free policies on their campus, representing just under one-third of all NC college/university students.

Grantees reported continued policy adoption and progress towards policy adoption during the first half of the fiscal year. Grantees reported six new policies adopted during July – December 2010, including 100% tobacco-free policies at Beaufort and Rockingham Community Colleges. Policy adoptions advancing tobacco-free college spaces also occurred at Bladen Community College, Guilford College, Davidson College, and Mt. Olive College. Three additional community colleges formally proposed policies: Gaston Community College and Edgecombe Community College proposed 100% tobacco-free policies while Johnston Community College proposed a designated smoking area policy.

The first and second quarter of Phase III show strong efforts by the four statewide grantees to engage campus partners, disseminate media, and build coalitions. During this report period, grantees reported providing 336 consultative sessions to their campuses and 120 campus visits. Some efforts, particularly relating to media, focused more heavily on QuitlineNC promotion than on policy adoption. Grantees continue to work together with substantial communication between grantees and with the Tobacco-Free Colleges Coordinator throughout the report period. These communications facilitate problem solving and material development to advance the program. Grantees report less communication this time period with Health & Wellness Trust Fund (HWTF) technical assistance providers. Grantees report multiple successes in advancing the program and some challenges, including difficulty developing relationships with new campuses and promoting policy compliance. Finally, grantees and HWTF implemented general recommendations stemming from prior evaluation reports. Implementing these recommendations strengthens the program outcomes.

Based on reported barriers, analysis of monthly data, trend analyses of policy adoption, and attendance at monthly grantee meetings, the University of North Carolina Tobacco Prevention and Evaluation Program (TPEP) makes recommendations in each report. For this report period, TPEP recommends the TFC Initiative:

- Address grantee-reported challenges developing new relationships with college/university campuses and with policy compliance on campus through:
 - existing and new technical assistance providers and
 - challenging grantees to collaborate together on identifying promising strategies for building stronger relationships. The results of such collaboration can be reported back in subsequent conference calls.
- Provide additional technical assistance on engaging leaders in policy change even when campus leadership is primarily interested in promoting cessation.
- Develop additional strategies for sharing successes between campuses, such as viral marketing videos, case studies, and influential spokespeople.

II. Background and Methods

A. Background

The North Carolina Health and Wellness Trust Fund (HWTF) launched the Tobacco-Free Colleges Initiative to support four goals:

- Decrease tobacco use and prevalence among young adults in college,
- Decrease exposure to secondhand smoke among young adults in college,
- Increase cessation in young adults in college, and
- Decrease tobacco-related disparities among young adults in college.

The Initiative's main focus in achieving these goals is the adoption of 100% tobacco-free policies on college and university campuses across North Carolina. Such policies are recommended by the American College Health Association and are best practice in tobacco control efforts.^{1,2} One-hundred percent tobacco-free policies prohibit the use of tobacco anywhere on campus grounds by anyone at anytime. Comprehensive tobacco policies are similar to 100% tobacco-free policies, but 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 100' perimeter policy.

The Initiative began in January 2006 with \$1.6 million in Phase I funding. Twenty community and campus-based organizations received Phase I grants to work on 53 campuses. Phase II continued the program with \$1.4 million in funding beginning January 2008. Phase II grants were awarded to 14 grantees working with 50 campuses across NC. Three grantees worked with multiple campuses (i.e., 40 campuses, or 80% of all campuses supported by Phase II grantees).

Phase III started in July 2010 with four regional grantees that provide service to 78 campuses and expand service to for-profit, religious, and trade schools (Table 1). This third phase is funded through June 2012 with \$1.2 million in allocated funding.

Table 1: Grantee regions and number of campuses served

Region	Eastern Region	East Piedmont Region	West Piedmont Region	Western Region
# of campuses, Grantee	11, UNC-Wilmington	12, East Carolina University	25, Guilford County Dept. of Public Health	30, Mecklenburg County Health Dept.

Over the course of the three phases, the Initiative has reached 104 of NC's 175 campuses (Table 2).

Table 2: NC college and university campus participation in the Initiative (n=175)

Campus participation in one or two phases	Campus participation in all three phases	No campus participation at any time	Total
78 (45%)	26 (15%)	71 (41%)	175 (100%)

Prior to this initiative, only one campus in NC was 100% tobacco-free (Bennett College). Young adults, age 18-24, continue to have the highest rates of tobacco use among all age groups in NC, with 24% of this population identified as current smokers in 2009.³ Nearly 70% 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.^{4,5} In 2006, over 80% of NC college students reported weekly exposure to secondhand smoke.⁶ Additionally, certain subpopulations (e.g., fraternities & sororities,⁷ athletes, gays & lesbians,⁸ first-year students) deemed “priority populations” are at additional risk for tobacco initiation and/or face barriers to cessation services.⁹

The UNC Tobacco Prevention and Evaluation Program (TPEP) conducts the independent outcomes evaluation for the grantee-funded portion of the 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.

B. Methods

The Colleges Online Reporting and Evaluation System (CORES) developed by TPEP collects outcome and program-oriented data from the four grantees on a monthly basis. CORES data are reported based on key focus areas and indicators developed for the Tobacco-Free Colleges Initiative by TPEP in collaboration with the HWTF. 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 III Tobacco-Free Colleges Initiative grants (see Appendix 3). TPEP periodically surveys college web sites to identify additional policy changes and conducts passive surveillance using media reports from the state and national lists of tobacco-free colleges to ensure complete ascertainment of policy changes.

Indicators are divided into six areas:

- Outcome indicators
 - policy adoptions
 - policies placed under formal consideration
- Process indicators
 - consultative services provided to campuses
 - media message development and dissemination
 - grantee-to-grantee communication and HWTF technical assistance providers
 - administrative measures including grantee-reported successes and barriers

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 during orientation to the grant. 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.

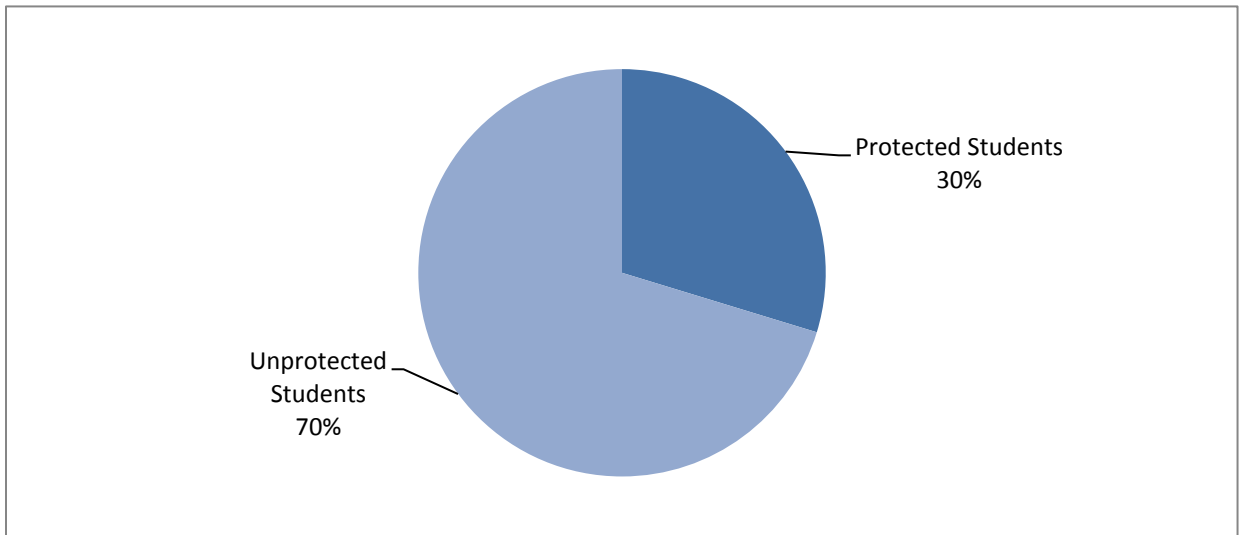
Grantee-to-grantee communication and communications between grantees and HWTF-funded technical assistance providers are captured based on grantee reported contacts and used to develop network communication maps. Such maps provide an easy way to identify the density of contacts between grantees and key communicators (i.e., “nodes”) in the network. The shape of the network provides important information on how information is diffused throughout the program. Network maps are developed using UCINET 6 for Windows software (Analytic Technologies, Lexington, KY).

Throughout this report, outcomes are calculated based on eligible campuses in North Carolina (n=175), which are defined as members of the UNC System (n=16), NC Community College System (n=58), NC Independent Colleges and Universities (n=36), and trade/religious/for-profit schools listed in the National Center for Education Statistics (n=65). Seventy-eight of NC’s 175 campuses participate in Phase III of the Initiative.

III. Program Summary, July – December 2010

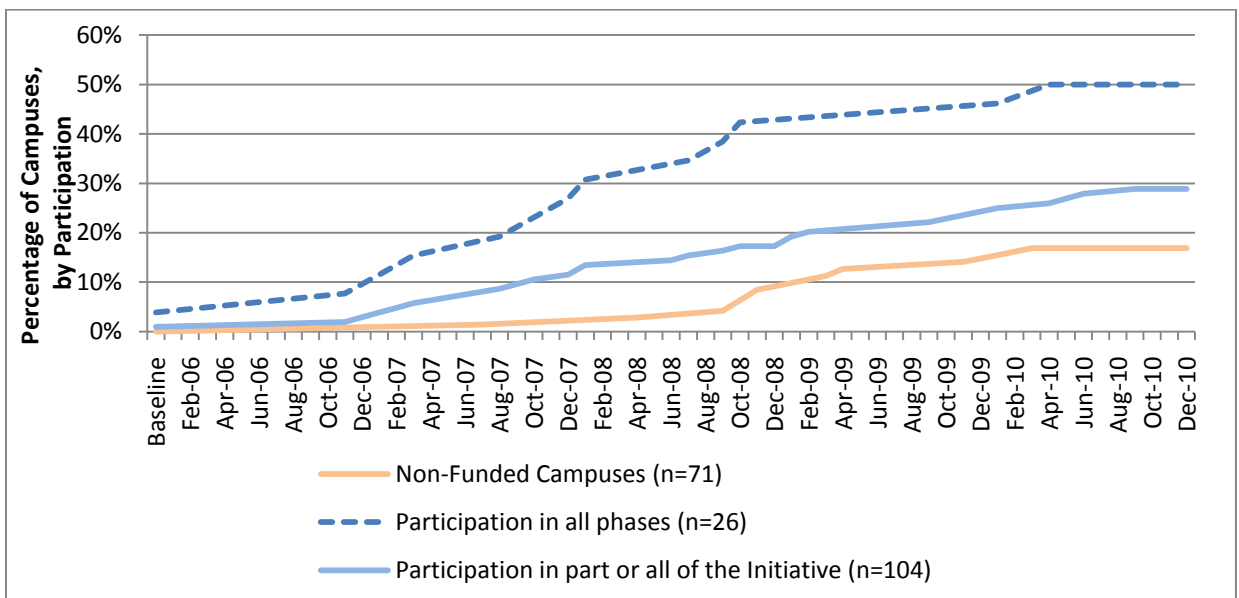
The North Carolina (NC) Tobacco-Free Colleges Initiative has helped NC lead the nation in voluntary smoke- and tobacco-free policy adoption. Forty-one campuses in the state now protect their students to the maximum extent allowed by law, resulting in over 177,700 students being protected each academic year. This represents 30% of NC’s total college student population as reported by the National Center for Education Statistics (Figure 1).

Figure 1: Proportion of NC’s college/university student population protected by smoke- or tobacco-free policies, December 2010



The diffusion of smoke- and tobacco-free policies across NC has been faster among campuses participating in part and particularly among those participating in all phases of the Initiative (Figure 2).

Figure 2: Diffusion of smoke- or tobacco-free policies in NC colleges universities, December 2010



IV. Policy Change Outcomes, July – December 2010

Policy changes are 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 reported six policy changes during this period (Table 3). Grantees rate their type of involvement as being personally involved (direct) in the policy change or having little direct personal involvement (indirect) in the policy change. Grantees then rate their level of involvement with the campus in general on a three point scale: minimal, moderate, or maximum. Community colleges continue to lead the way in adopting 100% tobacco-free policies. Non-participating campuses did not adopt any smoke- or tobacco-free policies during this time period.

Table 3: Grantee-reported policy changes, July – December 2010

Grantee	Month Report	Month Adopted	Month Implemented	Campus: Policy Details	Type of Involvement	Level of Involvement
University of North Carolina at Wilmington	07/2010	07/2010	01/2011	Bladen Community College: Smoking only in 3 areas and parking	Indirect	Moderate
East Carolina University	07/2010	06/2010	08/2010	Beaufort County Community College: 100% tobacco-free	Indirect	Minimal
Guilford County Department of Public Health	08/2010	07/2010	08/2010	Guilford College: Doorways, designated areas, central campus tobacco-free	Indirect	Moderate
Guilford County Department of Public Health	09/2010	09/2010	03/2011	Rockingham Community College: 100% tobacco-free	Direct	Maximum
Mecklenburg County Health Department	09/2010	07/2010	09/2010	Davidson College: 20' perimeter policy from doors, windows; all outdoor athletic facilities, terraces, amphitheaters, patios, and balconies	Indirect	Minimal
Mecklenburg County Health Department and East Carolina University	10/2010	08/2010	08/2010	Mt. Olive College banned: smoking except 10 designated areas; in vehicles; sales, marketing, and sponsorship	Direct	Moderate

Three community colleges formally proposed new policies to their boards of trustees during the reporting period (Table 4)

Table 4: Smoke- or tobacco-free policy changes under formal consideration, July – December 2010

Grantee	Campus	Policy	Date
Mecklenburg County Health Department	Gaston Community College	100% tobacco-free policy under consideration	10/2010
East Carolina University	Johnston Community College	Designated smoking areas policy under consideration	11/2010
East Carolina University	Edgecombe Community College	100% tobacco-free policy under consideration	11/2010

V. Process Measures

1. Services Provided to Campuses

Grantees work to provide skills and networking opportunities for the campuses with which they work. This includes bringing together multiple campuses to diffuse strategies and knowledge as well as providing direct one-on-one consultative services to campuses.

a) *Regional Campus Coalitions*

Over the course of the six month report period, the four grantees reported five in-person trainings/convenings and four conference calls to bring multiple campuses together (Table 5). As these convenings are logistically challenging with representatives from multiple campuses, grantees report such large meetings infrequently.

Table 5: Grantee (n=4) reported activities to increase information sharing between campuses in each grantee’s region, July – December 2010

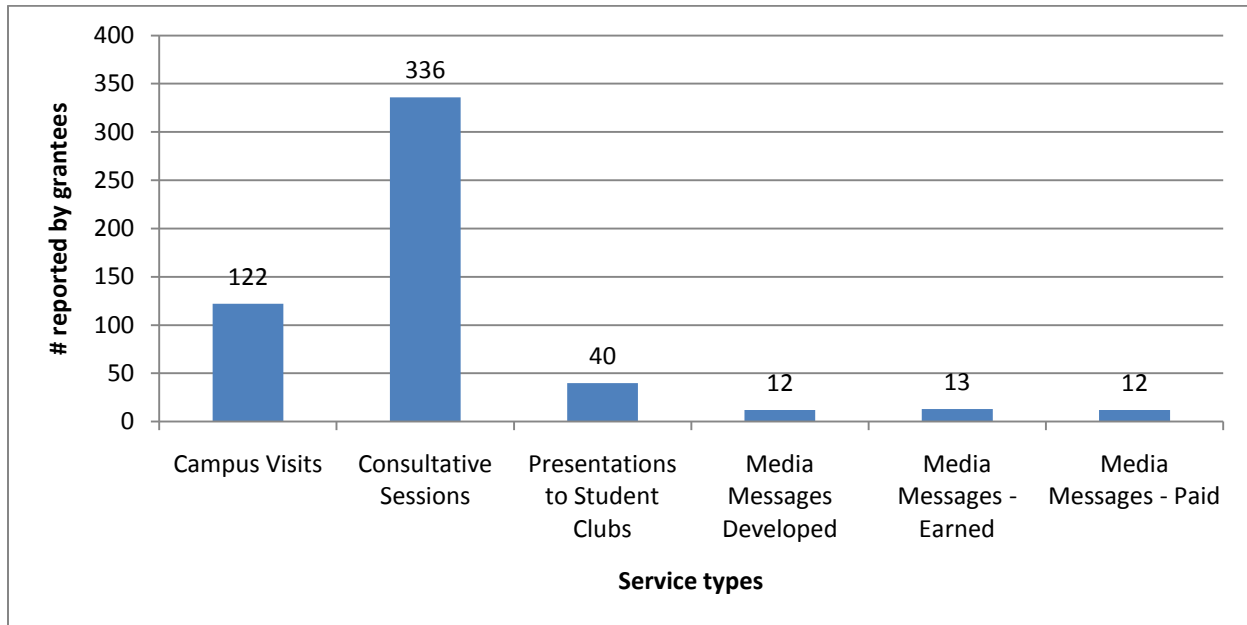
Process indicator	Total indicator changes reported
In-person skill building trainings for regional campus staff and partners organized by grantees	5
Conference calls or in-person coalition meetings for regional campus staff and partners organized by grantees	4

b) *Consultative Services to Individual Campuses*

The four Phase III grantees reported providing one-on-one consultative services to campuses on policy adoption, policy compliance, and QuitlineNC promotion through 122 campus visits, 336 technical assistance sessions, and 40 presentations to student clubs (Figure 3).

Figure 3 is presented on the following page.

Figure 3: Grantee (n=4) reported services to colleges/universities (n=78), July – December 2010



Consultative services and campus visits are reported by campus type (four year, two year, and for-profit/religious/trade). Grantees designate the proportion of reported consulting sessions that cover key areas such as policy assessment, media message consultations, policy strategy sessions, and efforts to improve compliance with existing policies. For four-year colleges/universities, grantees reported substantial efforts and visits with particular emphasis on QuitlineNC promotion (Table 6). Grantees reported presentations to student clubs targeted only one priority population, first-year students. Grantees did not report targeting any other priority populations.

Table 6: Grantee (n=4) reported services provided to four-year schools (n=36), July-December 2010

Evaluation process measure	Total indicator changes reported
Number of campus visits by grantees	66
Number of consultative sessions provided by grantees to campuses	120
Percentage of consultative sessions covering:	
Coalition development	28%
Assessment	20%
Media	26%
Policy development	23%
Policy compliance	35%
QuitlineNC and cessation services	54%
Number of presentations by grantees promoting policy adoption, compliance, or QuitlineNC to student clubs	25
Percentage of presentations tailored to priority populations	68%

Grantees reported relatively similar types of consultation to community colleges. Grantees did not report tailoring any presentations to priority population groups other than first-year students (Table 7).

Table 7: Grantee (n=4) reported services provided to community colleges (n=33), July-December 2010

Evaluation process measure	Total indicator changes reported
Number of campus visits by grantees	52
Number of consultative sessions provided by grantees to campuses	203
Percentage of sessions covering:	
Coalition development	21%
Assessment	26%
Media	20%
Policy development	29%
Policy compliance	33%
QuitlineNC and cessation services	42%
Number of presentations by grantees promoting policy adoption, compliance, or QuitlineNC to student clubs	15
Percentage of presentations tailored to priority populations	80%

Grantees reported far fewer efforts with trade, religious, and for-profit schools with just three grantees reporting just four visits and 13 technical assistance sessions (Table 8).

Table 8: Grantee (n=4) reported services provided to trade, religious, and for-profit schools (n=9), July-December 2010

Evaluation process measure	Total indicator changes reported
Number of campus visits by grantees	4
Number of consultative sessions provided by grantees to campuses	13
Percentage of sessions covering:	
Coalition development	38%
Assessment	54%
Media	15%
Policy development	46%
Policy compliance	31%
QuitlineNC and cessation services	77%

2. Media Message Development and Dissemination

To advance the goals of the Initiative, grantees and campuses use media to promote policy adoption, policy compliance, and QuitlineNC. Grantees work with campuses to develop media messages appropriate to the campus environment and policy status and then to disseminate media messages, both earned and paid, through media outlets viewed by college students.

a) Media Messages Developed for Campus and Regional Use

Grantees reported developing 12 new media messages during the report period, the majority of which focused on promoting QuitlineNC (Table 9).

Table 9: Media messages developed by Phase III grantees (n=4), July-December 2010

Evaluation process measure	Total indicator changes reported
Number of media messages developed	12
Percentage of messages covering:	
Policy adoption	25%
Policy compliance	42%
QuitlineNC and cessation services	92%
Tailored to a priority population	-
Priority population(s) tailored for: none	

b) Earned and Paid Media Messages Disseminated by Grantees

Grantees reported the placement of 13 unpaid (i.e., earned) media messages, the majority of which focused on policy adoption and QuitlineNC promotion (Table 10).

Table 10: Earned media messages disseminated by Phase III grantees (n=4), July-December 2010

Evaluation process measure	Total indicator changes reported
Number of earned media messages disseminated	13
Percentage of messages covering:	
Policy adoption	54%
Policy compliance	25%
QuitlineNC and cessation services	42%
Tailored to a priority population	8%

Grantees reported 12 paid media messages of which all promoted QuitlineNC (Table 11).

Table 11: Paid media messages disseminated by Phase III grantees (n=4), July-December 2010

Evaluation process measure	Total indicator changes reported
Number of paid media messages disseminated	12
Percentage of messages covering:	
Policy adoption	-
Policy compliance	-
QuitlineNC and cessation services	100%
Tailored to a priority population	8%

3. Grantee-to-Grantee Communication and Technical Assistance Received from HWTF-funded Technical Assistance Providers

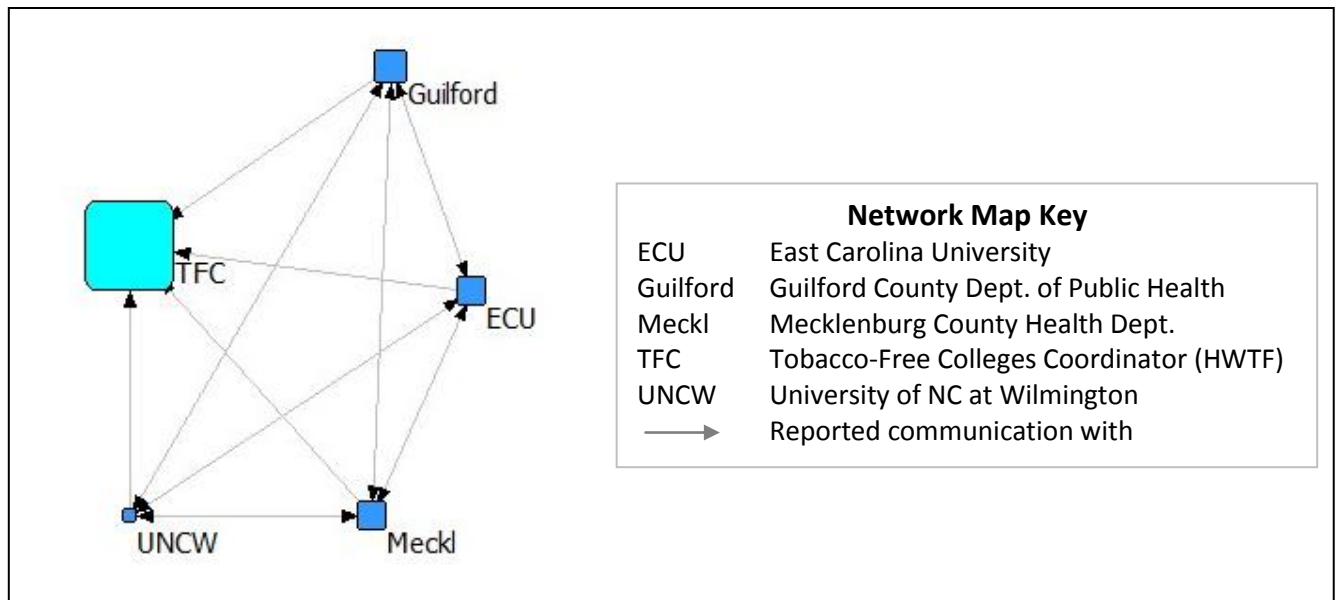
The program relies on internal communication between grantees, the HWTF's Tobacco-Free Colleges Coordinator (TFC), and technical assistance providers (e.g., SAVE, Tobacco Prevention and Control Branch) to identify and solve barriers to policy adoption, improve skills, and share information.

TPEP analyzes these reported contacts and constructs network maps to illustrate the connections between grantees. Arrows from a grantee indicate that grantee initiated communication. The TFC Coordinator does not report into CORES, and thus no arrows are shown coming from the TFC Coordinator.

a) Grantee-to-Grantee Communication and Problem Solving

Grantee-to-grantee communication includes all grantees and shows considerable communication between all grantees and the TFC Coordinator (Figure 4). Grantees report extensive communication with the TFC Coordinator, as is represented by the size of the square.

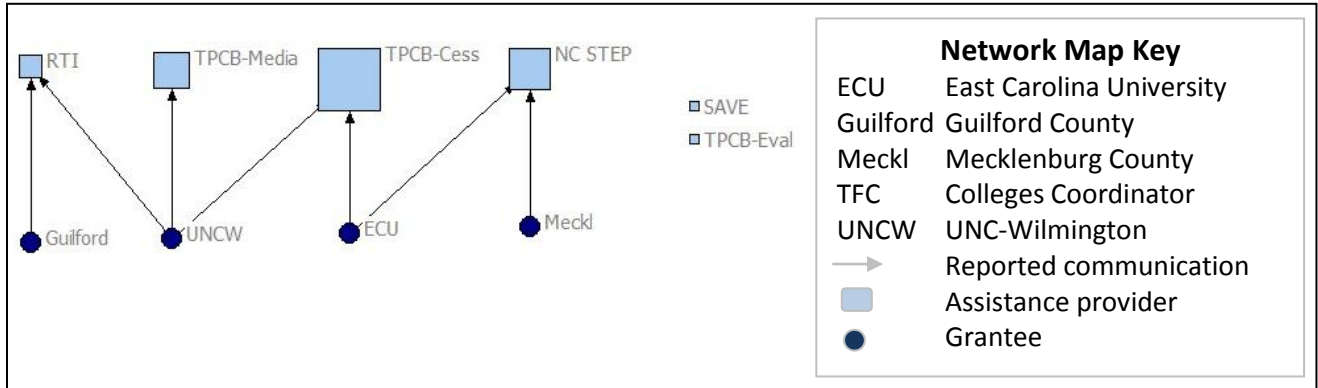
Figure 4: Communication between grantees and HWTF Tobacco-Free Colleges Coordinator (TFC), July – December 2010



b) Technical Assistance Provided to Grantees by HWTF-funded Technical Assistance Providers

Grantees' reported use of technical assistance providers shows much less density in the network map, and most grantees have utilized only one or two technical assistance providers. Grantees did not report using two technical assistance providers (SAVE and Tobacco Prevention and Control Branch's evaluation services) during this report period (Figure 5).

Figure 5: Technical assistance provided to grantees, July – December 2010



4. Grantee-Reported Successes

Grantees reported successes included long-planned advertising campaigns in areas frequented by college students, increased connections with campuses, and successful meetings that brought together multiple campuses.

The following are a selection of grantee-reported successes:

- “Got advertising placed! Indoor Billboards in Guilford County Restaurants, Forsyth County Restaurants; Directory Ad in Alamance Crossing, Four Seasons Mall Directory, Friendly Center Directory, Hanes Mall Directory.”
- “Three campus visits this month. Each campus is in very different stages with regard to tobacco policies and promotion of quitline but all very eager to get started.”
- “Hosted a regional meeting with TFC partners to discuss grant, coalition building, and tobacco cessation promotion.”

5. Grantee-Reported Barriers

Grantees reported barriers developing relationships with campus staff as well as challenges promoting compliance on campus.

The following are a selection of grantee-reported barriers:

- “I'm not sure what efforts are being conducted on campuses. Some colleges have promotions on their websites, etc. and I do not know about it until they casually mention it (even though I have requested for them to let me know). Hopefully, when they start reporting this will help me on my reports.”
- “Compliance seems to be a large reason why some schools are hesitant to go 100% TF. Those with policy have compliance as a big issue. Trying to solve this issue is not going to be an easy task.”
- “Challenged a little to establish contact with some of our assigned sites.”

VI. Implementation of Previous Recommendations

The following recommendations from prior reports were implemented during July – December 2010:

- FY2010-2011, Q1, Recommendation 1: *“Continue strong re-invigoration of the Initiative with material updates, monthly conference calls, and acquisition of new technical assistance providers.”*

Grantees and the Coordinator have created new marketing materials for the Initiative including a pamphlet for campus leaders, a Twitter message contest, and worked to revitalize the web page. Additionally, the Coordinator met with a national leader in campus wellness to begin negotiations on a NC-based webinar on policy change.

- FY2010-2011, Q1, Recommendation 2: *“Ensure main Initiative web page is regularly updated.”*

The Tobacco-Free Colleges web site underwent a collaborative and extensive re-tooling in winter 2010-2011.

- FY2009-2010, Recommendation 2: *“Increase the frequency of cross-collaboration (grantee-to-grantee communication) to share information, build momentum, and celebrate successes.”*

The Tobacco-Free Colleges Coordinator has scheduled routine monthly calls to discuss and address barriers. Increased communication among grantees and between grantees and the Colleges Coordinator are evident.

- FY2009-2010, Recommendation 3: *“Reach out to other state initiatives to share NC’s successes and learn additional approaches.”*

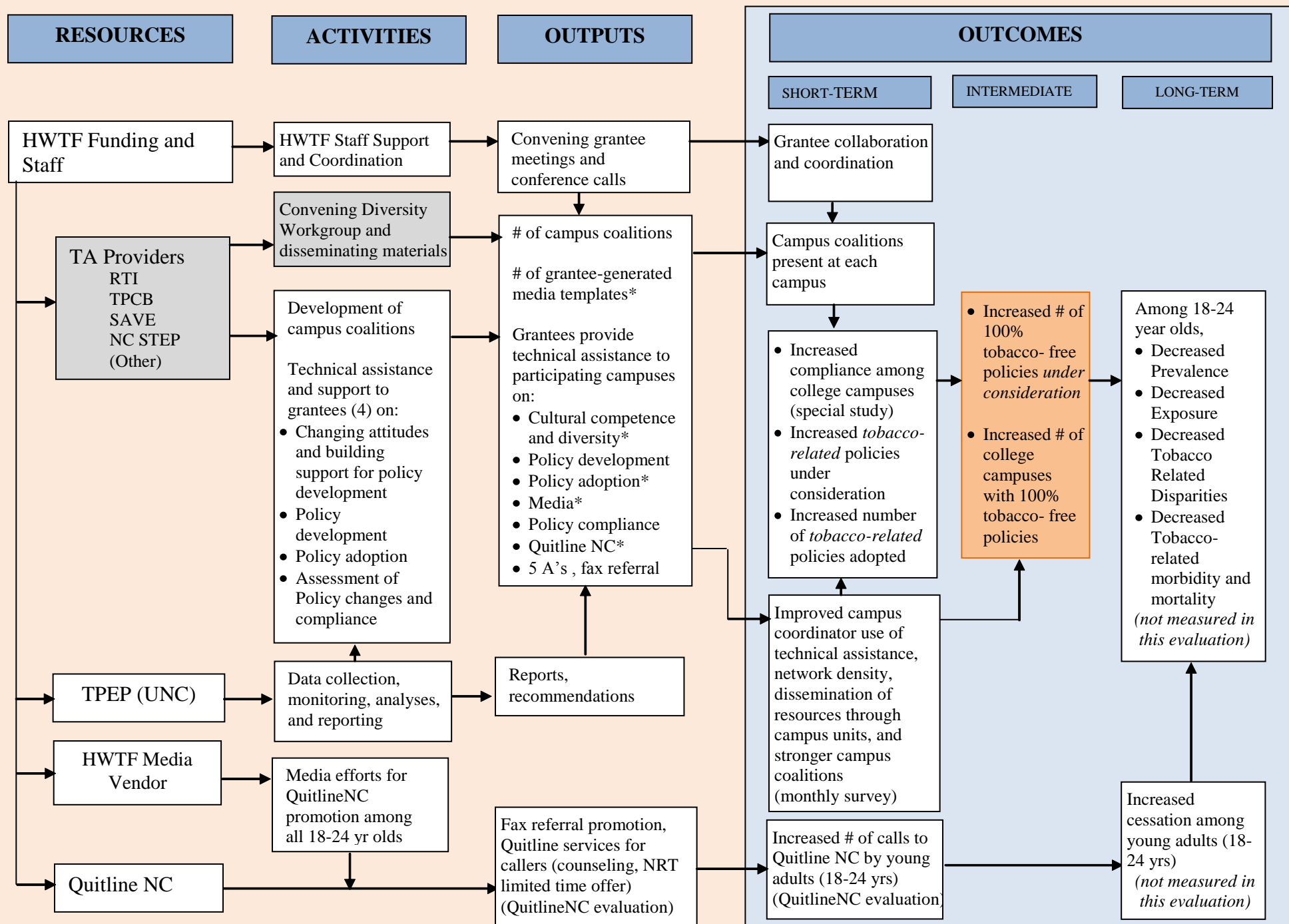
Discussions between the Tobacco-Free Colleges Coordinator and Louisiana’s Initiative resulted in a visit by Louisiana staff to the HWTF annual meeting and information sharing.

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

Grantee	Campuses
East Carolina University	Beaufort County Community College East Carolina University Edgecombe Community College Halifax Community College Johnston Community College Miller-Motte College Mount Olive College Nash Community College North Carolina State University at Raleigh North Carolina Wesleyan College Pitt Community College Wilson Community College
Guilford County Department of Public Health	Alamance Community College Bennett College for Women Brookstone College Davidson County Community College Duke University Durham Technical Community College ECPI Elon University Forsyth Technical Community College Greensboro College Guilford College Guilford Technical Community College High Point University North Carolina A & T State University North Carolina School of the Arts Piedmont Community College Randolph Community College Rockingham Community College Salem College Strayer University-Greensboro Campus Surry Community College University of North Carolina at Greensboro Wake Forest University Wilkes Community College Winston-Salem State University
Mecklenburg County Health Department	Art Institute of Charlotte Barber Scotia College Belmont Abbey College Brevard College

	<p>Catawba College Catawba Valley Community College Central Piedmont Community College Davidson College Gardner-Webb University Gaston College Isothermal Community College Johnson & Wales University-Charlotte Johnson C Smith University Lees-McRae College Lenoir-Rhyne College Mars Hill College Mayland Community College Mitchell Community College NASCAR Technical Institute Pfeiffer University Queens University of Charlotte South Piedmont Community College Southwestern Community College Stanly Community College Union Theological Seminary & Presbyterian School-Charlotte University of North Carolina at Asheville University of North Carolina at Charlotte University of Phoenix-Charlotte Campus Warren Wilson College Western Carolina University Wingate University</p>
University of North Carolina at Wilmington	<p>Bladen Community College Brunswick Community College Campbell University Inc Cape Fear Community College Carteret Community College College of the Albemarle Elizabeth City State University Fayetteville State University Robeson Community College Southeastern Community College University of North Carolina-Wilmington</p>

Appendix 2: Logic Model for Phase III Tobacco-Free Colleges Initiative Grants



Note: * denotes that the evaluation captures if these activities or outputs target one of eight priority populations: students who are African American, American Indian, athletes, first-year, Latino, sexual minority, women, and/or in fraternities and sororities.

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