



North Carolina Health and Wellness Trust Fund Tobacco-Free Colleges Initiative

Quarterly Report July 1 — September 30, 2006

Prepared for:
North Carolina Health and Wellness Trust Fund



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A. Summary and Recommendations

College Initiative grantees continued to increase outcomes and program activities during Quarter 3 (Q3) as they promoted tobacco-free policies and Quitline use on four-year and community college campuses in North Carolina. Five new policies were adopted on five of the 57 NC campuses covered by grantees during Q3. Four campuses established new tobacco prevention coalitions, increasing the number of grantee covered campuses with coalitions from 16 to 30 since the beginning of the initiative. Grantee efforts in the areas of coalition member recruitment, meetings to promote policies, Quitline promotions and earned media increased considerably since Q2 coinciding with the beginning of the school year. Key Q3 outcomes, barriers, and recommendations are summarized below.

A.1. Key Outcomes and Program Accomplishments

- Twenty grantees worked on 57 college campuses across the state;
- Five policy adoptions occurred on five campuses (9% of covered campuses), including one 100% tobacco-free campus policy adopted by a private Historically Black College (HBC);
- Three hundred and thirty college officials, campus organizations, and campus individuals (i.e., staff, faculty, student leaders) offered formal support for campus policy initiatives;
- Compared to last quarter, double the number of signatures demonstrating support for campus policy initiatives were collected via grantee petition drives;
- Four new coalitions were developed to address tobacco use prevention, cessation, and policy adoption on three community college and one four-year college campuses;
- Quitline promotions almost tripled since last quarter, with 229 promotions reported (e.g., campus-wide events, presentations at meetings). The number of earned media messages to promote Quitline NC among young adults on college campuses also doubled; and
- Grantee work in the areas of coalition member recruitment, meetings to promote campus policies, and earned Quitline media each increased more than 60% since Q2.

A.2. Key Barriers to Program Activities

- Scheduling difficulties, lack of staff/student availability during summer months, staffing, and some form of campus resistance were the most commonly reported barriers; and
- The need for a more streamlined media approval process and additional promotional materials were also mentioned by a few grantees.

A.3. Recommendations for Program Development and Improvement

- Continue to support coalition development on the 21 campuses currently covered by Planning and Implementation grantees that do not have an established coalition;
- Encourage grantees to actively follow-up on policies currently under consideration by college officials and use of petition/survey/meeting results from previous quarters; and
- Disseminate Quarterly Evaluation Reports to grantees via College Initiative listserv.

B. Background

In January 2006, the North Carolina (NC) Health and Wellness Trust Fund (HWTF) awarded \$1.6 million in grant funding to promote tobacco use prevention and cessation among young adults on NC college campuses. Grants were awarded to 20 organizations including colleges, community colleges, and health departments (See Appendix 1 for list of grantees, colleges, and counties covered). These organizations work towards developing coalitions, advocating for campus tobacco-free policies, and promoting the NC Tobacco Quitline on campuses across the state.

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

C. Methods

The following quarterly report summarizes the outcomes, progress, and activities of Tobacco-Free College Initiative grantees during the period of July 1, 2006 to September 30, 2006 (Year 1, Q3).

This report includes data collected from eight Planning grantees, ten Implementation grantees, and two Special grantees [i.e., Survivors and Victims of Tobacco Empowerment (SAVE) and the American Lung Association of NC (ALA)]. See sections D.1 and D.3 for further description of Planning, Implementation, and Special grants. Data were collected from Planning and Implementation grantees on a monthly basis using an online reporting system developed by UNC TPEP. Special grantees (i.e., SAVE and ALA) report directly to UNC TPEP on a quarterly basis using an individualized indicator and reporting system.

Data are collected and reported based on key focus areas and indicators developed and approved by HWTF and UNC TPEP (See Appendix 2 for a list of indicators collected monthly). Indicators are divided into two areas:

1. Outcome indicators include policy change and progress towards policy change indicators.
2. Program indicators include coalition development, building support for campus policies, Quitline promotion, and administrative measures.

The indicators include program activities that lead towards desired short-term, intermediate, and long term outcomes for the initiative, as outlined in the logic models developed for Planning and Implementation grants (See Appendices 3 and 4).

Grantees report their data using established indicator change criteria and reporting procedures outlined in a monthly reporting codebook. All policy changes (i.e., primary outcome indicators) reported are verified with grantees by UNC TPEP staff via phone or email.

D. Summary of Quarter Activities

D.1. Outcomes

The following section summarizes Q3 outcome data reported by Planning grantees (n=8) and Implementation grantees (n=10). Three of these grantees (2 Planning and 1 Implementation) work on multiple campuses (i.e., 36 campuses, 71% of all active Planning and Implementation grantee campuses during Q3).

The primary short-term and intermediate outcomes associated with Planning and Implementation grants are summarized below:

- Planning grants aim to establish coalitions and build support for campus policy initiatives.
- Implementation grants aim to strengthen coalitions, build support, and advocate for the adoption for tobacco-free policies on campus.

Due to varying levels of coalition development and support for policy initiatives on Planning and Implementation grantee campuses, outcome goals for both types of grants frequently overlap (i.e., some Planning grantees are ready to advocate for policies, some Implementation grantees are still developing coalitions). See Tables 3 and 4 for indicator changes by type of grant.

Highlights of grantee outcome achievements are reported below:

D.1.a. Policy Change

- Five policies were adopted on five HWTF-supported campuses during Q3 with the direct or indirect assistance of 1 Planning grantee and 2 Implementation grantees. See Table 1 for a list of Q3 policies adopted.

Table 1. Tobacco-Related Policies Adopted in Q3

#	Type of Policy Adopted	Campus	Grantee
1	100% tobacco-free policy	Barber Scotia College (Historically Black College)	Mecklenburg Co. Health Dept.
2	100% tobacco-free policy	UNC Hospitals	UNC-Chapel Hill
3	Smoking prohibited within 35 ft. of all bldg. entrances	Stanly Community College	Mecklenburg Co. Health Dept
4	Smoking prohibited within 35 ft. of all bldg. entrances	South Piedmont Community College	Mecklenburg Co. Health Dept
5	Sale of tobacco products prohibited at campus convenience store (i.e., tobacco products no longer sold anywhere on campus)	High Point University	Moses Cone- Wesley Long Com. Health Fdn.

D.1.b. Building Support for Policy Change

- Eight grantees reported 25 new policies that are currently under consideration by college officials. Examples of policies under consideration include 100% tobacco-free campuses (e.g., Gardner-Webb University, College of the Albemarle) and policies that advocate for extended smoke-free perimeters, designated smoke-free areas, smoke-free dorms, prohibition of tobacco product sales, signage and increased enforcement.
- Grantees garnered formal support for campus policy initiatives from 330 key decision makers and campus community members including:
 - 83 college officials (e.g., President, Dean of Student Affairs, Vice President of Academic Affairs, Director of Student Union);
 - 42 campus organizations (e.g., Career Services, School of Public Health, Panhellenic Council, Student American Dental Hygienist's Association); and
 - 205 staff, faculty, and/or student leaders (e.g., housekeeping and maintenance staff, student government reps, GLBT representative, nurse).
- Five grantees collected 1082 signatures from students, staff, and faculty demonstrating support for campus policy initiatives.

D.1.c. Coalition Development

- Four campuses established new coalitions during Q3, including:
 1. Cleveland Community College
 2. Gaston Community College
 3. Chowan University
 4. College of the Albemarle (Elizabeth City campus only)
- Planning and Implementation grantees are currently working actively on 51 college campuses across the state (this does not include campuses covered by Special grants). Twenty (39%) of these campuses represent community colleges.
- As of September 30, 2006, 6 Planning grantees and 1 Implementation grantee were still working towards developing tobacco coalitions on 21 (41%) of the 51 campuses. See Table 2 for a summary of campus information and coalition development as of Q3.

Table 2: Summary of Campus Coalition Development

	Campus	Type of Grant	Type of College	Coalition as of Sept. 30, 2006
1	Asheville-Buncombe Technical CC	Implementation	CC	Yes
2	Caldwell CC	Planning	CC	Yes
3	Cleveland CC	Planning	CC	Yes (Aug 06)
4	ECSU	Planning	4yr	No
5	ECU	Implementation	4yr	No
6	Fayetteville University	Planning	4yr	Yes
7	Lenoir CC	Planning	CC	No
8	Meck* - Barber Scotia College	Planning	4yr	No
9	Meck - Belmont Abbey College	Planning	4yr	Yes
10	Meck - Brookstone College of Business	Planning	4yr	No
11	Meck - Carolinas College of Health Sciences	Planning	4yr	Yes
12	Meck - Catawba College	Planning	4yr	No
13	Meck - Catawba Valley CC	Planning	CC	No
14	Meck - Davidson College	Planning	4yr	Yes
15	Meck - Gardner-Webb University	Planning	4yr	Yes
16	Meck - Gaston CC	Planning	CC	Yes (Sept 06)
17	Meck - Johnson and Wales University	Planning	4yr	Yes
18	Meck - Johnson C Smith University	Planning	4yr	Yes
19	Meck - Kings College	Planning	4yr	No
20	Meck - Lenoir-Rhyne College	Planning	4yr	No
21	Meck - Livingstone College	Planning	4yr	No
22	Meck - Mercy School of Nursing	Planning	4yr	No
23	Meck - Mitchell CC	Planning	CC	No
24	Meck - Pfeiffer University	Planning	4yr	No
25	Meck - Queens University of Charlotte	Planning	4yr	Yes
26	Meck - South Piedmont CC	Planning	CC	Yes
27	Meck - Stanly CC	Planning	CC	Yes
28	Meck - UNC-Charlotte	Planning	4yr	Yes
29	Meck - Wingate University	Planning	4yr	Yes
30	Moses* - Bennett College for Women	Implementation	4yr	Yes
31	Moses - Greensboro College	Implementation	4yr	Yes
32	Moses - Guilford College	Implementation	4yr	Yes
33	Moses - Guilford Tech CC	Implementation	CC	Yes
34	Moses - High Point University	Implementation	4yr	Yes
35	Moses - UNC-Greensboro	Implementation	4yr	Yes
36	NC A&T University	Implementation	4yr	Yes
37	NCCU	Implementation	4yr	Yes
38	NENCPPH* - Beaufort CC	Planning	CC	No
39	NENCPPH - Chowan University	Planning	4yr	Yes (Sept 06)
40	NENCPPH - College of the Albemarle	Planning	CC	Yes (Elizabeth City site only, Sept 06)
41	NENCPPH - Edgecombe CC	Planning	CC	No
42	NENCPPH - Halifax CC	Planning	CC	No
43	NENCPPH - Martin CC	Planning	CC	No
44	NENCPPH - Pamlico CC	Planning	CC	No

	Campus (continued)	Type of Grant	Type of College	Coalition as of Sept. 30, 2006
45	NENCPPH - Roanoke-Chowan CC	Planning	CC	No
46	Surry CC	Planning	CC	No
47	UNC-Chapel Hill	Implementation	4yr	Yes
48	UNC-Pembroke	Planning	4yr	No
49	UNC-Wilmington	Implementation	4yr	Yes
50	Wilkes CC	Implementation	CC	Yes
51	Wilson CC	Planning	CC	Yes

* Multi-campus grants (3) include: Mecklenburg County Health Department (Meck), Moses Cone-Wesley Long Community Health Foundation (Moses), and Northeastern North Carolina Partnership for Public Health (NENCPPH).

D.1.d. Summary of Outcome Indicators

The following table summarizes all Q3 outcome indicators changes reported monthly by Planning and Implementation grantees.

Table 3: Summary of Q3 Outcome Indicator Changes

Outcome Indicator	# of Q3 Planning grantees involved (n=10)	# of Q3 Implem. grantees involved (n=8)	Total # of Q3 indicator changes	Total YTD* indicator changes
Policy Adoption				
# of tobacco-free policies adopted by campus organizations	0	0	0	0
# of tobacco-free policies adopted in <u>campus areas</u>	1	1	4	7
# of tobacco-free policies adopted in <u>off-campus</u> areas frequented by young adults	0	0	0	0
# of policies adopted prohibiting the sale of tobacco products on campus	0	1	1	1
# of policies adopted prohibiting tobacco industry advertising, free sampling, & sponsorship on campus	0	0	0	0
Building Support for Campus Policy Initiatives				
# of signatures on petitions showing support for campus policy initiatives	3	2	1082	1563
# of <u>college officials</u> offering formal support for campus policy initiatives	8	5	83	172
# of <u>organizations</u> offering formal support for campus policy initiatives	6	6	42	96
# of <u>staff/faculty/student leaders</u> offering formal support for campus policy initiatives	8	5	205	448
# of policy changes under consideration by college officials	6	2	25	54
Coalition Development				
# of new campus coalitions established	4	0	4	14

* Total year-to-date (YTD) indicator changes column includes Q2 + Q3 indicator changes for each indicator

D.2. Program Development

The following section describes program or process-orientated data reported by Planning and Implementation grantees during Q3. Quitline promotion is highlighted in section D.2.a. All other program indicators are summarized below in Table 4.

D.2.a. Quitline Promotion

- All 18 Planning and Implementation grantee reported work in the area of Quitline promotion. Grantees conducted 229 Quitline promotions on campuses including:
 - 83 campus-wide events;
 - 110 presentations at organizational meetings/classes/events; and
 - 36 other types of events (e.g., distribution of materials at fall registration, baseball game, SAVE presentation, tear off sheets posted in residence dorms).
- 109 (48%) of these Quitline promotions specifically targeted a priority population on campus (e.g., athletes, fraternity/sorority members, freshmen, women, GLBT)
- Grantees reported 71 earned media messages (i.e., radio, TV, newspaper messages) promoting the Quitline on campus, more than double the number reported during Q2.
- Six grantees reported 11 meetings with health providers on campus to promote their use of the Quitline fax referral service.

D.2.b. Summary of Program Indicators

The following table summarizes all Q3 program indicators changes reported by Planning and Implementation grantees. Activities focus on coalition development, building support for campus policy initiatives, Quitline promotion, and administrative functions.

Table 4. Summary of Q3 Program Indicators

Program Indicator	# of Q3 Planning grantees involved (n=10)	# of Q3 Implem. grantees involved (n=8)	Total # of Q3 indicator changes	Total YTD* indicator changes
Coalition Development				
# of new coalition members recruited	9	7	257	351
# of trainings attended by staff/partners	3	3	8	35

Table 4 (continued). Summary of Q3 Program Indicators

Program Indicator	# of Planning grantees involved (n=10)	# of Implem. grantees involved (n=8)	Total # of Q3 indicator changes	Total YTD* indicator changes
Building Support for Campus Policy Initiatives				
# of surveys completed to assess student tobacco use and attitudes	5	2	10	23
# of petition drives completed to show support for campus policy initiatives	3	3	24	32
# of meetings/presentations to advance tobacco-related policies	9	6	101	163
# of <u>earned</u> newspaper/radio/TV messages promoting support for campus policy initiatives <ul style="list-style-type: none"> Percent of total messages from <u>campus-based</u> media outlets = 79% 	5	6	53	96
# of <u>paid</u> newspaper/radio/TV messages promoting support for campus policy initiatives <ul style="list-style-type: none"> Percent of total messages from <u>campus-based</u> media outlets = 100% 	1	0	2	4
Quitline Promotion				
# of Quitline promotions <ul style="list-style-type: none"> Percent of total promotions (229): <ul style="list-style-type: none"> Campus-wide events = 36% Presentations at org. mtgs., classes, or events = 48% Other types of promotional events = 16% Quitline promotions targeting priority populations = 48% 	10	8	229	310
# of <u>earned</u> newspaper/radio/TV messages promoting Quitline <ul style="list-style-type: none"> Percent of total messages (71): <ul style="list-style-type: none"> Earned messages from <u>campus-based</u> outlets = 90% Earned messages from <u>non-campus based</u> outlets = 10% Earned messages promoting Quitline targeting priority populations = 0% 	5	5	71	101
# of meetings/presentations to promote Quitline fax referral system among health services providers	2	4	11	27
Administrative				
# of new staff hired with grant funds	4	3	14	29
# of meetings with elected state/government leaders to promote HWTF and coalition initiatives	0	1	1	7

* Total year-to-date (YTD) indicator changes column includes Q2 + Q3 indicator changes for each indicator

D.3. Special Grants

Two Planning and Implementation grants awarded in January 2006 (i.e., SAVE and ALA) were re-categorized by UNC TPEP as “Special” grants. Special grants offer services to other College grantees and non HWTF-supported campuses across the state in their areas of expertise (i.e., survivor advocacy, cessation). Since their goals and objectives differ substantially from other Planning and Implementation grantees, Special grantees report on an individualized set of indicators that have been tailored to their programs.

Highlights of Special grant activities during Q3 are summarized below:

D.3.a. Survivors and Victims of Tobacco Empowerment (SAVE)

- SAVE provided services to four campuses in four counties during Q3 including Coastal Carolina Community College (Onslow County), South Piedmont Community College (Polkton Campus—Anson County), South Piedmont Community College (Monroe Campus—Union County), and Stanly Community College. The latter three campuses are covered under the Mecklenburg County Health Department grant;
- SAVE established relationships with four college grantees during Q3 including Mecklenburg County Health Department, Surry County Health and Nutrition Center, NC A&T University, and Asheville-Buncombe Technical Community College;
- At least four new survivors agreed to participate in college grantee activities;
- Two educational presentations by SAVE volunteers reached 122 students; and
- SAVE was featured in three media promotions supporting campus tobacco prevention.

D.3.b. American Lung Association of North Carolina (ALA)

- ALA provided services around cessation issues to seven campuses including Shaw University, NC Central University, Wake Technical Community College, Winston-Salem State University, Elizabeth City State University, Fayetteville Tech Community College, and Forsyth Technical Community College. Three of these are Historically Black Colleges and Universities (HBCUs);
- ALA staff participated in eight technical assistance meetings with campus contacts, and six meetings/presentations to advance campus tobacco policies; and
- Two Freedom From Smoking (FFS) facilitator trainings were held and 36 facilitators trained, including students, faculty, and staff.

D.4. Barriers

All Planning, Implementation, and Special grantees (n=20) are asked to report their top three barriers to effective program implementation. The following barriers were most frequently reported in Q3:

- 65 %(13) reported difficulty scheduling meetings or establishing campus contacts;
- 50% (10) of grantees reported lack of staff/student availability due to timing in school year (i.e., summer session, staff/students on vacation during July and August);
- 40% (8) reported lack of adequate staffing and/or challenges hiring new staff;
- 35% (7) reported lack of campus support/involvement, or some form of resistance;
- 25% (5) reported need for additional promotional materials (e.g., Quitline);
- 15% (3) reported media-related issues including slow turn around time with a media approval request and their need for media releases/pre-approved media; and
- and 45% (9) reported some other type of barrier (e.g., time needed to redo Action Plan, need for media advocacy training, addressing spit tobacco use, enforcement issues, student request for NRT).

E. Appendix 1: List of grantees, colleges, and counties covered by Tobacco-Free Colleges Initiative

GRANTEE	COLLEGE	COUNTY (campus locations)	COUNTY (populations served) Community Colleges Only
Albemarle Regional Health Services	Beaufort County Community College	Beaufort	Beaufort (home county), Hyde, Tyrrell, Washington
	Chowan University	Hertford	
	College of the Albemarle	Pasquotank Chowan, Dare	Pasquotank (home county), Chowan, Dare, Camden, Currituck, Gates, Perquimans
	Edgecombe Community College	Edgecombe	Edgecombe
	Halifax Community College	Halifax	Halifax
	Martin Community College	Martin	Martin
	Pamlico Community College	Pamlico	Pamlico
	Roanoke-Chowan Community College	Hertford	Hertford (home county), Bertie, Northampton
American Lung Association of North Carolina	Elizabeth City State University	Pasquotank	
	Fayetteville State University	Cumberland	
	North Carolina Central University	Durham	
	Shaw University	Wake	
	Winston-Salem State University	Forsyth	
	NC Community Colleges	Statewide: to be determined	Statewide: to be determined
Asheville-Buncombe Technical Community College	Asheville-Buncombe Technical Community College	Buncombe, Madison	Buncombe (home county), Madison
Caldwell Community College and Technical Institute	Caldwell Community College and Technical Institute	Caldwell, Watauga	Caldwell (home county), Watauga
Cleveland Community College	Cleveland Community College	Cleveland	Cleveland
East Carolina University	East Carolina University	Pitt	
Elizabeth City State University	Elizabeth City State University	Pasquotank	
Fayetteville State University	Fayetteville State University	Cumberland	
Lenoir County Health Department	Lenoir Community College	Lenoir, Greene, Jones	Lenoir (home county), Greene, Jones
Mecklenburg County Health Department Mecklenburg County Health	Belmont Abbey College Brookstone College of Business Carolinas College of Health Sciences	Mecklenburg	

GRANTEE	COLLEGE	COUNTY (campus locations)	COUNTY (populations served) Community Colleges Only
Department (continued)	Davidson College Johnson and Wales University Johnson C. Smith University King's College Mercy School of Nursing Queens University UNC-Charlotte	Mecklenburg	
	Barber-Scotia College	Cabarrus	
	Catawba Valley Community College	Catawba, Alexander	Catawba (home county), Alexander
	Catawba College Livingstone College	Rowan	
	Pfeiffer University	Stanly	
	Stanly Community College	Stanly	Stanly
	Gardner-Webb University	Cleveland	
	Gaston College	Gaston, Lincoln	Gaston (home county), Lincoln
	Lenoir-Rhyne College	Catawba	
	Mitchell Community College	Iredell	Iredell
	South Piedmont Community College	Union, Anson	Jointly chartered to Union & Anson
Wingate University	Union		
Moses Cone~Wesley Long Community Health Foundation	Bennett College Greensboro College Guilford College High Point University UNC-Greensboro	Guilford	
	Guilford Technical Community College	Guilford	Guilford
North Carolina A&T State University	North Carolina A&T State University	Guilford	
North Carolina Central University	North Carolina Central University	Durham	
	Other Historically Minority Colleges and Universities (HMCUs)	Cumberland Forsyth Guilford Mecklenburg Pasquotank Robeson Rowan Wake	

GRANTEE	COLLEGE	COUNTY (campus locations)	COUNTY (populations served) Community Colleges Only
SAVE (Survivors and Victims of Tobacco Empowerment) of NC GASP	Statewide		
Surry County Health and Nutrition Center	Surry Community College	Surry, Yadkin	Surry (home county), Yadkin
UNC-Chapel Hill	UNC-Chapel Hill	Orange	
UNC-Pembroke	UNC-Pembroke	Robeson	
UNC-Wilmington, CROSSROADS	UNC-Wilmington	New Hanover	
Wilkes Community College	Wilkes Community College	Wilkes, Alleghany, Ashe	Wilkes (home county), Alleghany, Ashe
Wilson Technical Community College	Wilson Technical Community College	Wilson	Wilson

Appendix 2: Monthly Program and Outcome Indicators

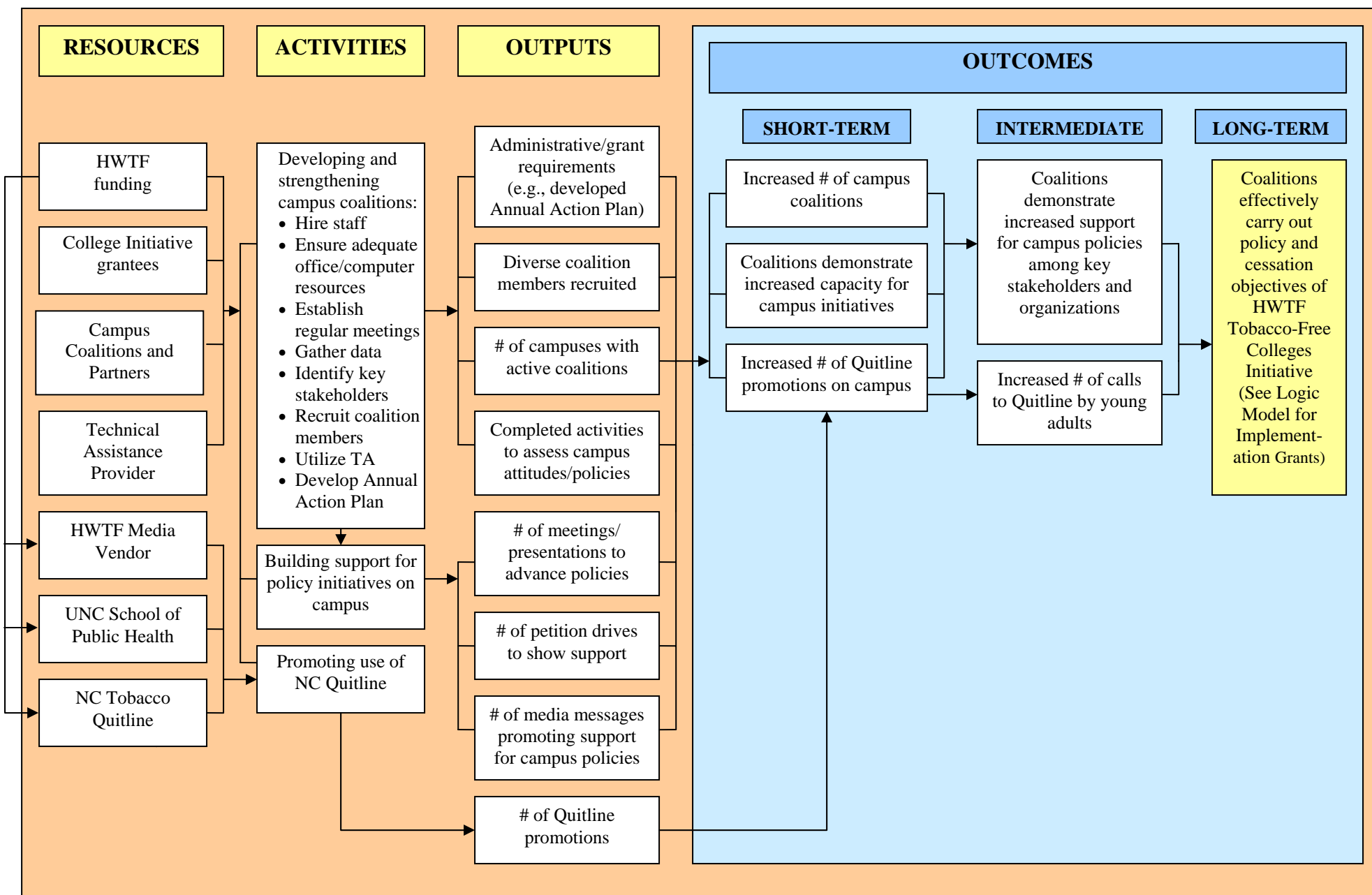
1. Coalition Development
of new coalitions established
of new coalition members recruited
of trainings attended by staff/partners
of staff/partners attending one or more trainings
of surveys completed to assess student tobacco use and attitudes
2. Building Support
of petition drives completed to show support for campus policy initiatives
of signatures on petitions showing support for campus policy initiatives
of meetings/presentations to advance tobacco-related campus policies
of <u>earned</u> newspaper/radio/TV messages promoting support for campus policy initiatives <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 initiatives <ul style="list-style-type: none"> • Paid messages from <u>campus-based</u> media outlets • Paid messages from <u>non-campus based</u> media outlets
of <u>college officials</u> offering formal support for campus policy initiatives
of <u>organizations</u> offering formal support for campus policy initiatives
of <u>staff/faculty/student leaders</u> offering formal support for campus policy initiatives
of policy changes under consideration by college officials
3. Policy Adoption
of tobacco-free policies adopted by campus organizations <ul style="list-style-type: none"> • Tobacco-free policies adopted by campus organizations representing priority populations
of tobacco-free policies adopted in <u>campus areas</u>
of tobacco-free policies adopted in <u>off-campus</u> areas frequented by young adults
of policies adopted prohibiting the sale of tobacco products on campus
of policies adopted prohibiting tobacco industry advertising, free sampling, & sponsorship on campus

4. Quitline Promotion
of Quitline promotions <ul style="list-style-type: none"> • Campus-wide events • Presentations at organizational meetings, classes, or events • Other types of promotional events • 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 messages promoting Quitline targeting priority populations
of meetings/presentations to promote Quitline fax referral system among health services providers
5. Administrative Measures
of new staff hired with grant funds
of meetings with elected state/government leaders to promote HWTF and coalition initiatives

Notes:

- Bolded indicators are outcome-oriented. Non-bolded indicators are process or program-oriented.
- The indicators listed above are those collected on a monthly basis using the web-based reporting system. Additional indicator data for evaluating this initiative are collected throughout the year using other sources (e.g., Annual College Initiative Grantee Assessment, BRFSS, Quitline data, conference call attendance sheets). For a comprehensive list of all HWTF Tobacco-Free Colleges Initiative indicators and desired outcomes, contact UNC TPEP.

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



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

