



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

## Quarterly Report (Q3, Y2) July - September 2007

Prepared for:  
North Carolina Health and Wellness Trust Fund



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## A. Summary and Recommendations

### A.1. Overview

The Health and Wellness Trust Fund (HWTF) Tobacco-Free Colleges Initiative began its second year of operation in January 2007. The initiative involves 20 grantees in activities to promote tobacco-free policy adoption and cessation on over 50 campuses across North Carolina.

This report highlights grantee outcomes and activities for Quarter 3 of Year 2 of the initiative (Q3,Y2: July-September 2007). General findings for Q3 are as follows:

- Grantees worked with a total of 59 college campuses across the state, including three new campuses working with grantees for the first time since the initiative began (i.e., Western Carolina University, St. Augustine's College, South College-Asheville).
- Grantees continue to make advancements in the areas of policy adoption and coalition development. During Q3, 13 new tobacco-related policy adoptions were adopted (including three 100% tobacco-free campus policies), five new policies underwent consideration, and three new campus coalitions were established with the support of grantees.
- Grantee activities in the areas of coalition recruitment, building support for policies, quitline promotion, and media showed increases coinciding with beginning of the school year activities.

### A.2. Key Outcomes and Program Accomplishments

#### Policy Adoption

- Thirteen new tobacco-related policy adoptions occurred on eight campuses during Q3 with the direct and indirect support of grantees. These include three 100% tobacco-free policies adopted at Greensboro College, Roanoke-Chowan Community College, and Wake Technical Community College. Other policy adoptions included four perimeter policies, two policies prohibiting smoking inside all campus buildings, and two smoke-free dorm policies.

#### Building Support

- Five new tobacco-related policies underwent consideration by college officials during Q3, including four 100% tobacco-free campus policies under consideration at Surry Community College, High Point University, Guilford Technical Community College, and Belmont Abbey College. UNC-Chapel Hill also began considering the adoption of a comprehensive tobacco policy for their campus (i.e., 100 ft. perimeter policy) during this quarter.
- Over 100 college officials, campus organizations, and individuals (i.e., staff, faculty, student leaders) offered formal support for campus policy initiatives in Q3. Three grantees also collected 193 signatures showing support for campus policies.
- Grantees reported over 160 meetings/presentations and 45 media messages to build support for campus policy initiatives. The number of earned media messages published or aired by *non-campus based* media outlets (e.g., local newspapers) increased in Q3 compared to previous quarters.

## **Coalition Development**

- Three new tobacco use prevention coalitions were established at Elizabeth City State University, Lenoir Community College, and Western Carolina University. One campus coalition (Lenoir-Rhyne College) disbanded. At the end of Q3, two Planning grantees were working to develop coalitions on nine remaining campuses.
- Grantees recruited 191 new coalition members in Q3, 77% of which were students.

## **Quitline Promotion**

- Grantees conducted over 130 Quitline NC promotions (e.g., campus-wide events, presentations at meetings) during Q3, many of which occurred at campus events and freshman orientation sessions organized for the beginning of the school semester.
- Three grantees reported 11 meetings with campus-based health providers to promote Quitline NC fax referral service utilization.

### **A.3. Key Barriers to Program Activities**

- Sixty percent (12) of all grantees reported difficulty scheduling meetings/events or establishing campus contacts due to summer schedules.
- Fifty percent (10) of all grantees reported administrative barriers, most of which were related to delays in approval processes for grantee activities.
- Other barriers reported include challenges hiring/training new staff, college systems-level issues (e.g., new leadership on campus unfamiliar with policies) and resistance to policy change on campus (e.g., non-compliance with new policy changes).

### **A.4. Recommendations for Program Development and Improvement**

- The growing successes of the Tobacco-Free Colleges Initiative are likely to result in requests from other states for information from North Carolina. HWTF may want to proactively consider disseminating program accomplishments nationally.
- HWTF should continue to communicate grantee policy successes throughout NC via press releases, meetings, emails, etc.
- As policy adoptions on campuses increase, HWTF may want to further emphasize grantee efforts to promote smoke-free policies in off-campus areas frequented by young adults.
- Grantees should continue to provide ongoing follow-up and support to campuses with new policies, as well as campuses now considering 100% tobacco-free/comprehensive policies.
- HWTF should consider talking with grantees about ways to alter approval processes that would continue to meet reporting requirements but reduce grantee barrier reports.

## 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 Quitline NC on campuses across the state.

Two types of grants were originally awarded by the HWTF for the Tobacco-Free Colleges Initiative: Planning and Implementation grants. One Planning grant and one Implementation grant were later re-categorized as Special grants [i.e., Survivors and Victims of Tobacco Empowerment (SAVE) and the American Lung Association of NC (ALA)].

In total, ten Planning grants, eight Implementation grants, and two Special grants were awarded. Three of these grantees (2 Planning and 1 Implementation) work on multiple campuses. Primary short-term and intermediate outcomes for each type of grant are as follows:

- Planning grants aim to establish campus coalitions and build support for campus policy initiatives;
- Implementation grants aim to strengthen campus coalitions, build support for campus policies, and advocate for the adoption of tobacco-free policies on campus; and
- Special grants aim to assist other College grantees and non HWTF-supported campuses across the state in their areas of expertise (i.e., survivor advocacy, cessation).

All three types of Tobacco-Free College Initiative grantees also focus on promoting the use of Quitline NC to young adults on college campuses.

The UNC Tobacco Prevention and Evaluation Program (TPEP) conducts the outcomes evaluation for the NC 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 – September 30, 2007 (Q3, Y2).

Data were collected from all Planning and Implementation grantees on a monthly basis using the Colleges Online Reporting and Evaluation System (CORES) developed by UNC TPEP. This system is a revised version of the online Interim Monthly Reporting System used by grantees during Year 1. The CORES was implemented with Planning and Implementation grantees in February 2007. 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 by UNC TPEP in collaboration with the HWTF (See Appendix 2 for a list of indicators collected monthly). Indicators are divided into two areas:

- Outcome indicators include policy change and progress towards policy change indicators.
- Program indicators include coalition development, building support for campus policies, Quitline NC 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 provided to all grantees. All policy changes (i.e., primary outcome indicators) and key program indicator changes are verified with grantees by UNC TPEP staff via phone or email.

This was the third quarter that Planning and Implementation grantees used CORES for reporting their monthly data. All grantees received training on how to use CORES during the first two months of Year 2. Ongoing technical support and training are also provided to individual grantees by UNC TPEP staff throughout the year.



## D. Summary of Quarter Activities

Sections D.1 and D.2 summarize Q3 outcome and program development indicator data reported by ten Planning grantees and eight Implementation grantees. One Planning grantee did not submit data for the month of September. See Tables 2 and 3 for Q3 and cumulative Y2 indicator changes by type of grant (pages 10 and 16). See Section D.3 for data on Special grantees.

### D.1. Outcomes

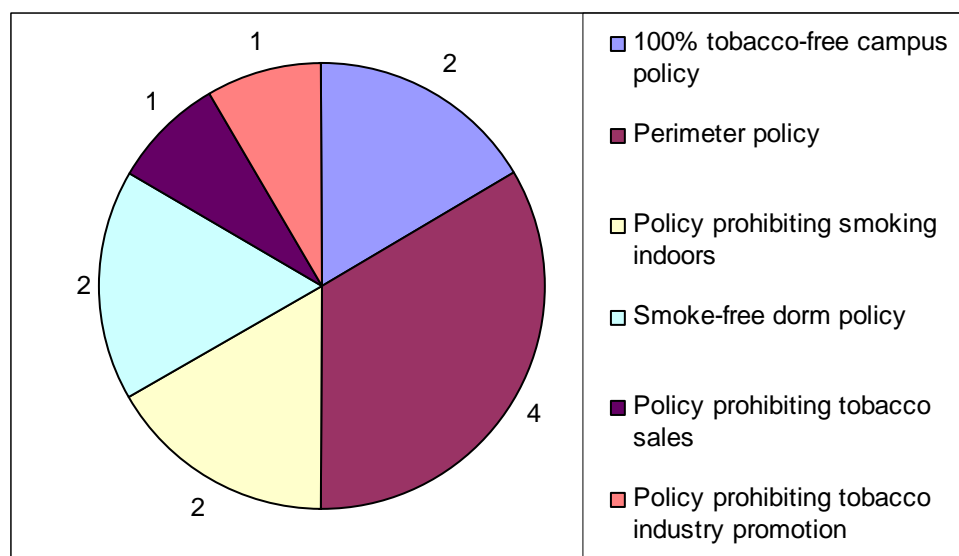
Highlights of Planning and Implementation grantee outcome achievement are reported below:

#### D.1.a. Policy Adoption

Seven Planning and Implementation grantees (39% of all Planning and Implementation grantees) reported a total of twelve tobacco-related policy changes on seven campuses in Q3, including two 100% tobacco-free policies adopted at Greensboro College and Roanoke-Chowan Community College. These policy changes occurred with either the direct or indirect support of grantees.

Figure 1 shows the types of policies adopted in Q3 with the support of Planning and Implementation grantees. No policy adoptions in off-campus areas frequented by young adults were reported this quarter. Table 1 includes a detailed list of policies, campuses, and grantees involved.

**Figure 1. Types of tobacco-related policies adopted in Q3 (n=12)**



**Table 1. List of tobacco-related policies adopted, campuses, and grantees involved in Q3 (n=11)**

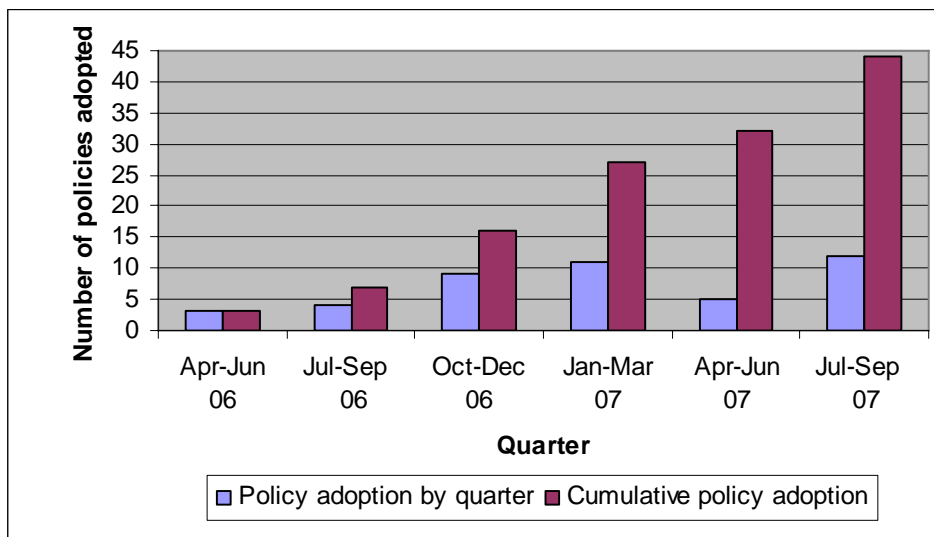
#	Type of Policy Adopted	Month Adopted	Campus	Grantee	Type of Involvement
1	<b>100% tobacco-free campus policy</b>	<b>August 2007</b>	<b>Greensboro College</b>	<b>Moses Cone – Wesley Long Community Health Foundation</b>	<b>Direct</b>
2	<b>100% tobacco-free campus policy</b>	<b>July 2007*</b>	<b>Roanoke-Chowan Community College</b>	<b>Albemarle Regional Health Services</b>	<b>Indirect**</b>
3	Policy prohibiting smoking at all building entrances, exterior areas surrounding entrances, and covered walkways	July 2007	Caldwell Community College	Caldwell Community College	Direct
4	25 foot perimeter policy	August 2007	East Carolina University	East Carolina University	Direct
5	25 foot perimeter policy	Sept. 2007	Belmont Abbey College	Mecklenburg County Health Department	Direct
6	25 foot perimeter policy	August 2007	Wilson Technical Community College	Wilson Technical Community College	Direct
7	Policy prohibiting smoking inside all campus buildings	July 2007	Caldwell Community College	Caldwell Community College	Direct
8	Policy prohibiting smoking inside all campus buildings	August 2007	Wilson Technical Community College	Wilson Technical Community College	Direct
9	Policy prohibiting smoking in all residence halls	Sept. 2007	Belmont Abbey College	Mecklenburg County Health Department	Direct
10	Policy prohibiting smoking in new residence hall	August 2007	UNC-Pembroke	UNC-Pembroke	Indirect
11	Policy prohibiting sale of all tobacco products on campus	July 2007	Caldwell Community College	Caldwell Community College	Direct
12	Policy prohibiting tobacco industry promotion on campus	July 2007	Caldwell Community College	Caldwell Community College	Direct

\* Month policy was implemented (Policy adoption date was unavailable at the time of this report).

\*\* New grant coordinator is unaware of previous grant coordinator's level of involvement in this policy change.

The number of tobacco-related policy adoptions occurring over time (by quarter and cumulatively) as a result of the direct or indirect efforts of grantees is shown below (Figure 2). In total, 44 policies have been adopted with the support of grantees since the beginning of the initiative.

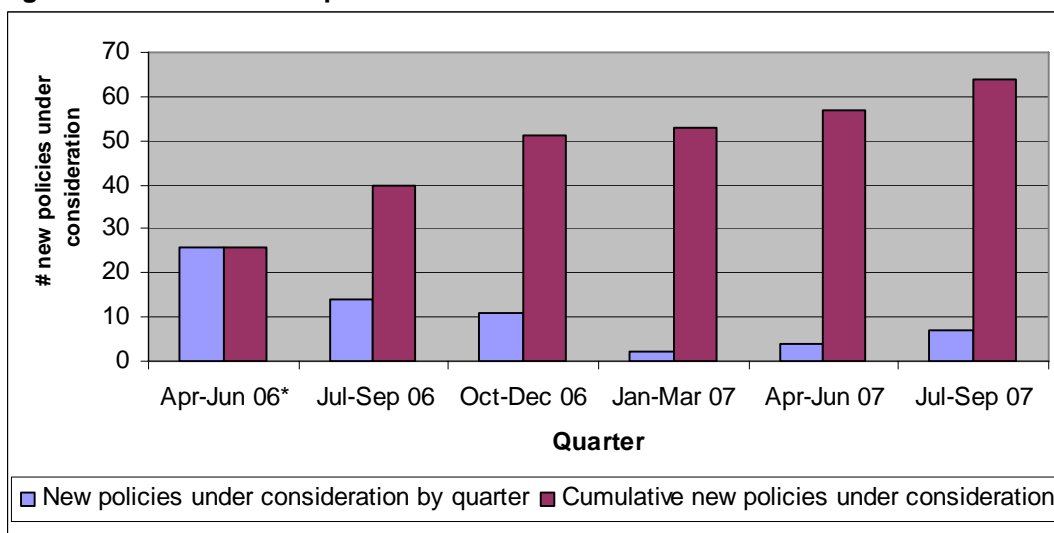
**Figure 2. Number of tobacco-related policies adopted over time**



### D.1.b. Building Support for Policy Change

Five grantees reported seven *new* policies that formally underwent consideration by college officials during Q3. These include four 100% tobacco-free campus policies under consideration at Surry Community College, High Point University, Guilford Technical Community College, and Belmont Abbey College. UNC-Chapel Hill also began considering the adoption of a comprehensive tobacco-free policy. Figure 3 highlights new policies under consideration reported over time. It is expected that the number of new policies under consideration would decrease over time as the program is successful at promoting formal policy adoption by colleges.

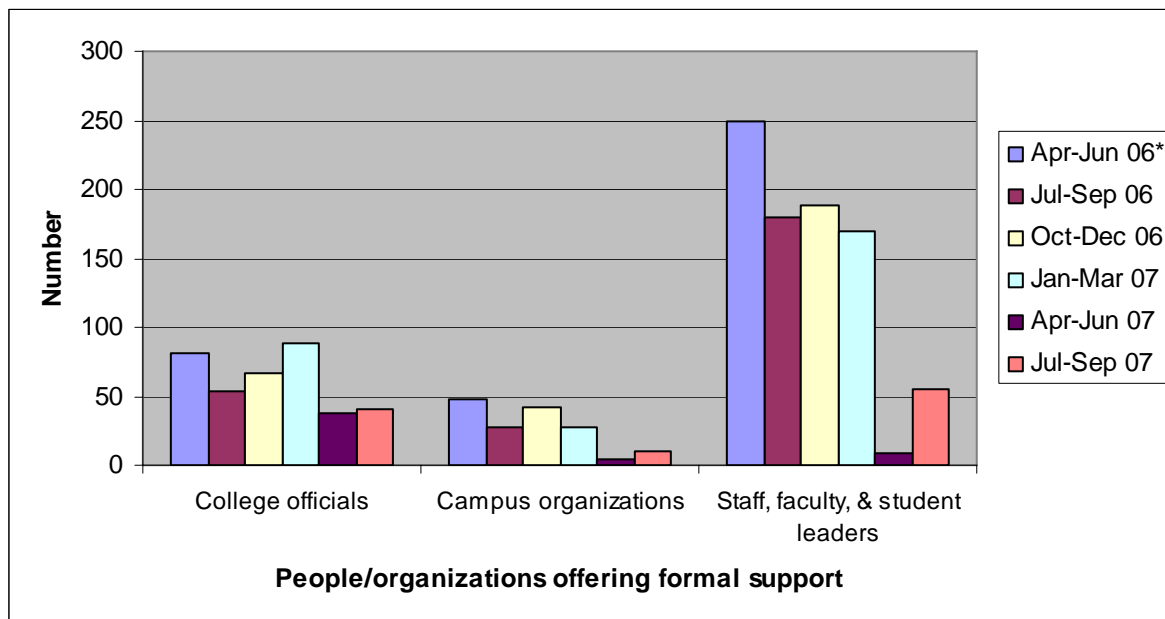
**Figure 3. Number of *new* policies under consideration over time**



\* Includes some policies that underwent consideration in Jan-Mar 06.

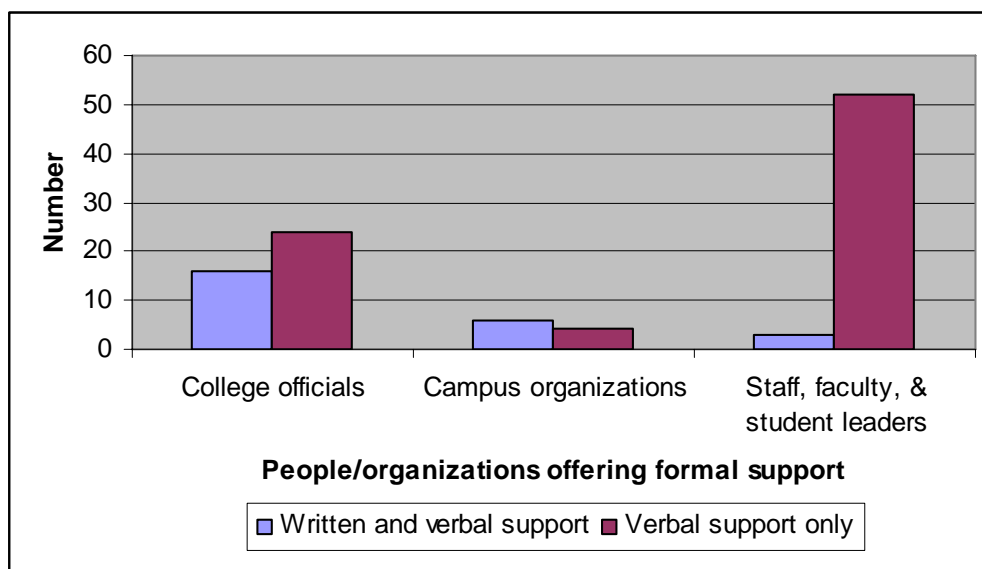
Figure 4 highlights the number of *new* college officials, campus organizations, and staff/faculty/student leaders offering formal support for campus policy initiatives over time. In total, 105 campus individuals and organizations were reported in Q3, including 40 college officials, 10 campus organizations, and 55 staff/faculty/student leaders (see Table 2 for cumulative Y2 data). It is expected that these numbers would decrease over time as grantees have already reported support from key campus groups and individuals in previous months. Twenty-seven percent of all campus individuals and groups reported in Q3 provided both written and verbal support (Figure 5). In addition, three grantees collected 193 signatures showing support for campus policies.

**Figure 4. Formal support offered for campus policy initiatives over time**



\* Includes some people/organizations offering formal support in Jan-Mar 06.

**Figure 5. Type of formal support offered in Q3 (n=105)**

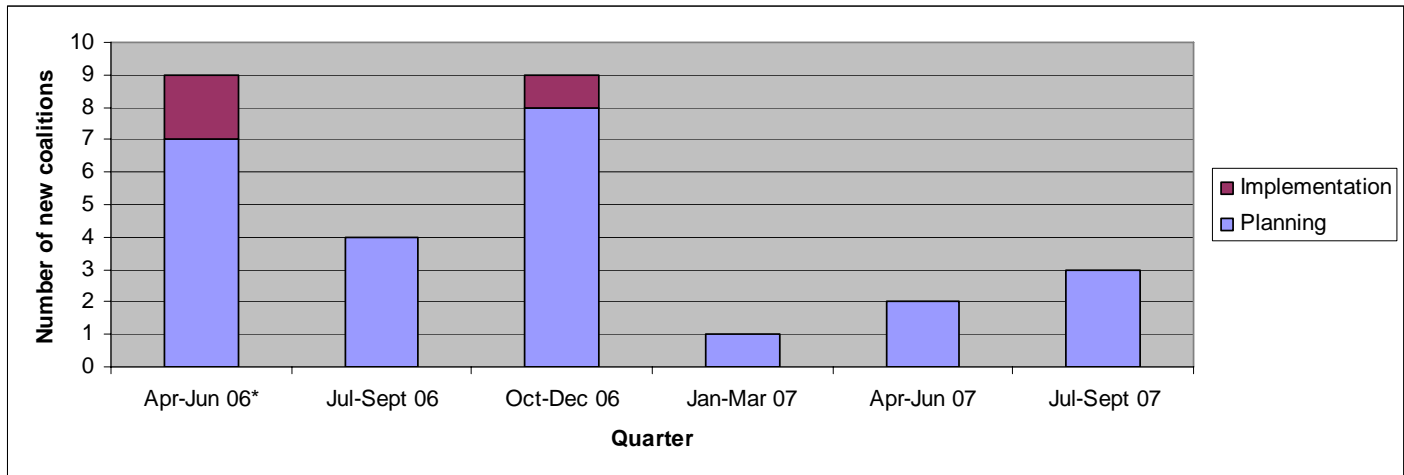


### D.1.c. Coalition Development

Planning and Implementation grantees are currently working on 52 college campuses across the state (This number does not include seven additional campuses who worked with Special grantee, ALA of NC, in Q3 -- see page 17). The 52 campuses include one new campus (Western Carolina University) that began working with one multi-campus Planning grantee for the first time in Q3.

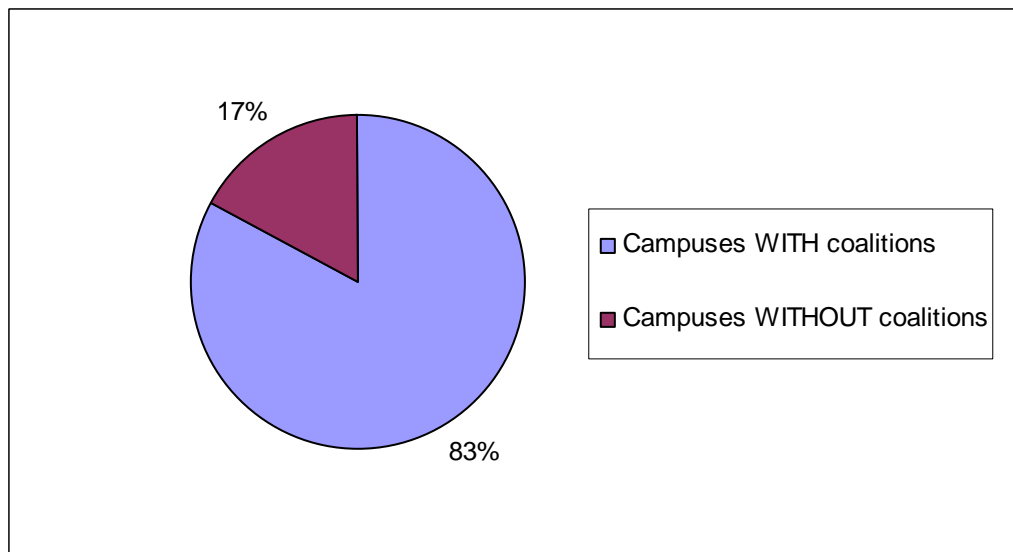
Three campuses (Elizabeth City State University, Lenoir Community College, Western Carolina University) established new tobacco use prevention coalitions on campus in Q3 (Figure 6). With the addition of these campuses, 83% of all Planning and Implementation grantee-supported campuses now have established coalitions to address tobacco issues on campus. One campus (Lenoir-Rhyne College) disbanded their coalition during this quarter. At the end of Q3, two multi-campus, Planning grantees were working to establish coalitions on nine campuses (Figure 7).

**Figure 6. Number of new campus coalitions established over time**



\* Includes some new coalitions established in Jan-Mar 06

**Figure 7. Coalition status of HWTF grantee campuses at the end of Q3 (n=52)**



### D.1.d. Summary of Outcome Indicators

The following table summarizes all outcome indicators changes reported monthly by Planning and Implementation grantees in Q3 (Table 2).

**Table 2: Summary of Q3 Outcome Indicator Changes**

<b>Outcome Indicator</b>	<b># of Q3 Planning grantees involved (n=10)*</b>	<b># of Q3 Implem. grantees involved (n=8)</b>	<b>Total # of Q3 indicator changes</b>	<b>YTD indicator changes</b>
<b>Policy Adoption</b>				
# of tobacco-free policies adopted by campus organizations	0	0	0	0
# of tobacco-free policies adopted in <u>campus areas</u>	5	2	9	15
# of tobacco-free policies adopted in <u>off-campus areas</u> frequented by young adults	0	0	0	7
# of policies adopted prohibiting the sale of tobacco products on campus	1	0	1	2
# of policies adopted prohibiting tobacco industry advertising, free sampling, & sponsorship on campus	1	0	1	3
<b>Building Support for Policy Change</b>				
# of signatures on petitions showing support for campus policy initiatives	1	2	193	2544
# of <u>college officials</u> offering formal support for campus policy initiatives	9	4	40	167
# of <u>organizations</u> offering formal support for campus policy initiatives	3	4	10	42
# of <u>staff/faculty/student leaders</u> offering formal support for campus policy initiatives	8	3	55	233
# of policy changes under consideration by college officials	3	2	7	13
<b>Coalition Development</b>				
# of new campus coalitions established	3	0	3	6

\* One Planning grantee did not submit data for the month of September.

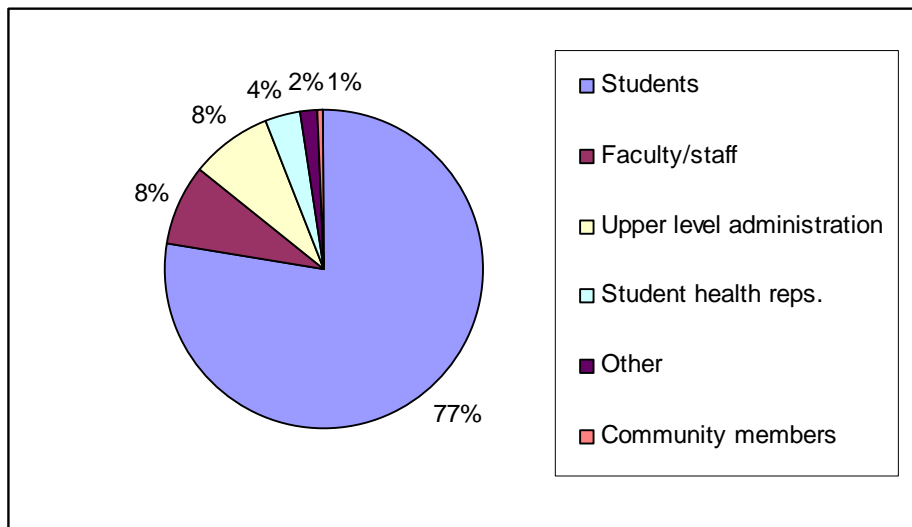
## D.2. Program Development

This section describes process indicators reported by Planning and Implementation grantees in Q3.

### D.2.a. Coalition Development

Grantees recruited 191 new coalition members during Q3, most (77%) of which were students (Figure 8). Thirty-five percent (66) represented priority population groups (e.g., fraternity members).

**Figure 8. Type of new coalition members recruited in Q3 (n=191)**



### D.2.b. Building Support for Policy Change

Figure 9 highlights the number of surveys and petitions conducted by grantees over time.

**Figure 9. Number of surveys and petitions over time**

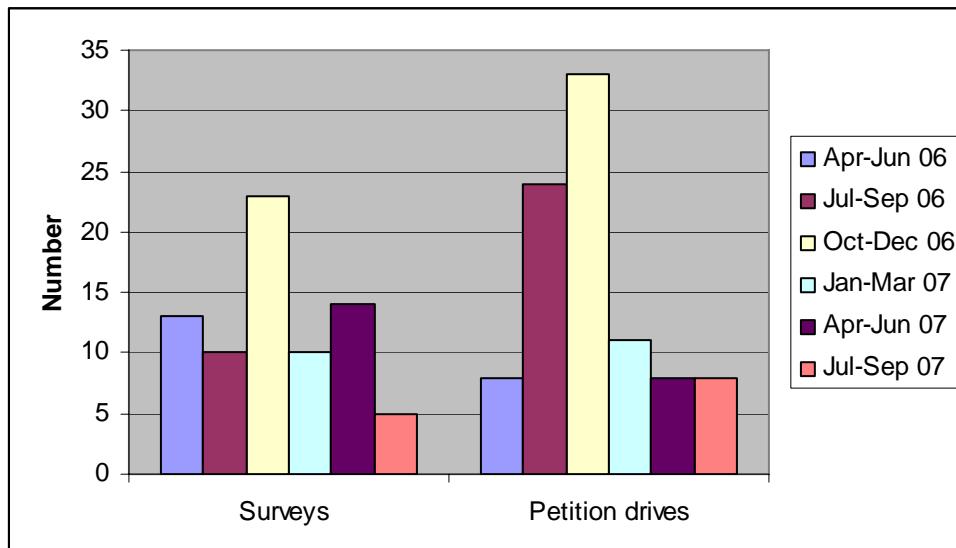
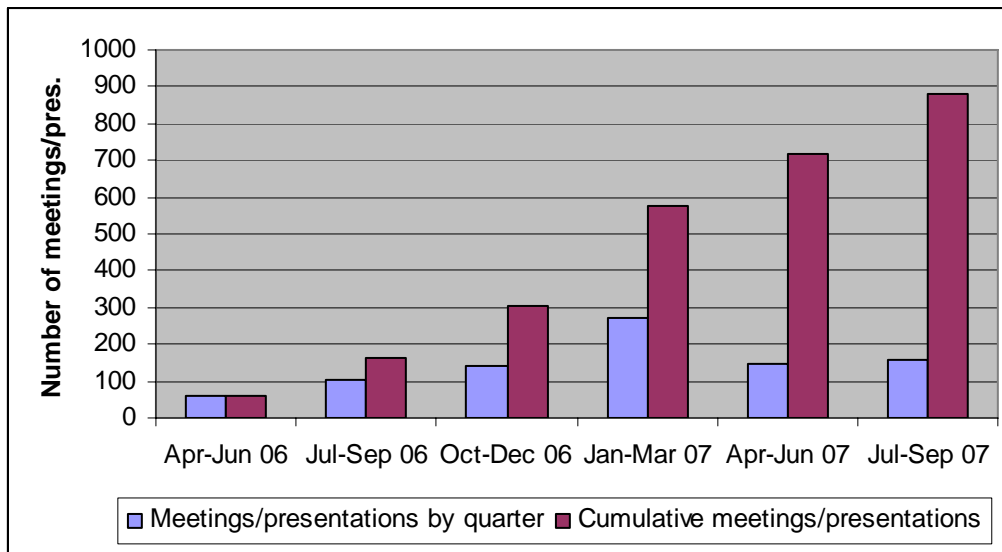
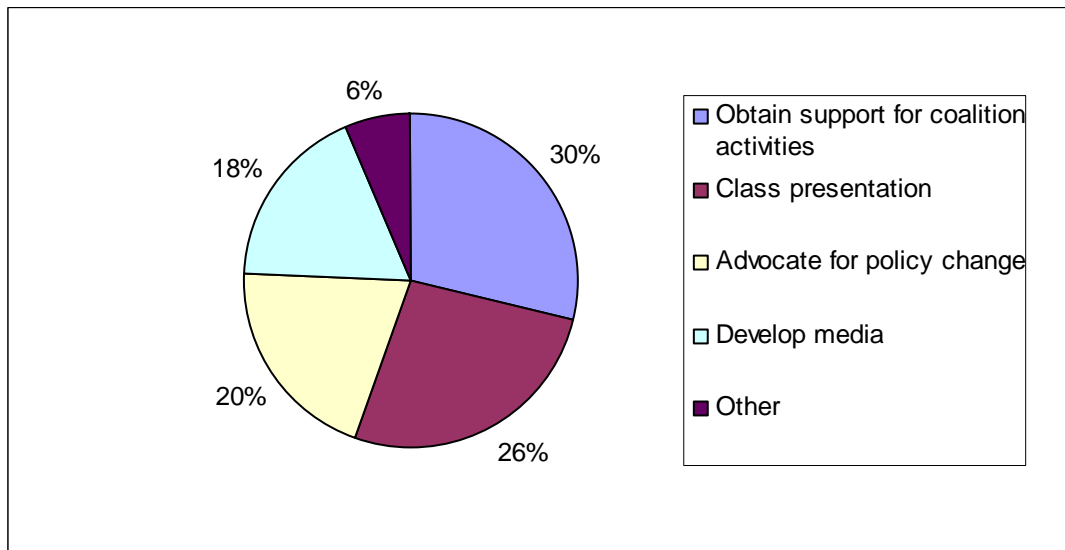


Figure 10 highlights the number of meetings/presentations to build support for campus policy initiatives over time (by quarter and cumulatively). In total, grantees reported participating in 879 meetings/presentations since the beginning of the initiative. All but two grantees reported participating in meetings/presentations to promote policies during Q3. Thirty percent of Q3 meetings/presentations were to obtain support for coalition activities and 26% were class presentations (Figure 11).

**Figure 10. Number of meetings/presentations to build support for campus policies over time**



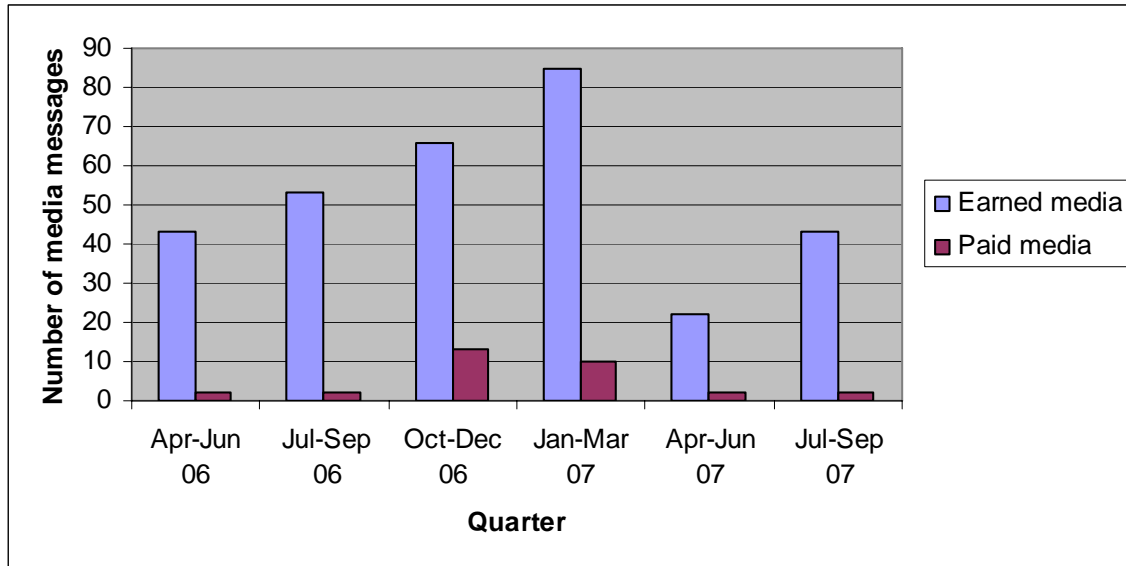
**Figure 11. Type of meetings/presentations to advance campus policies held in Q3 (n=159)**



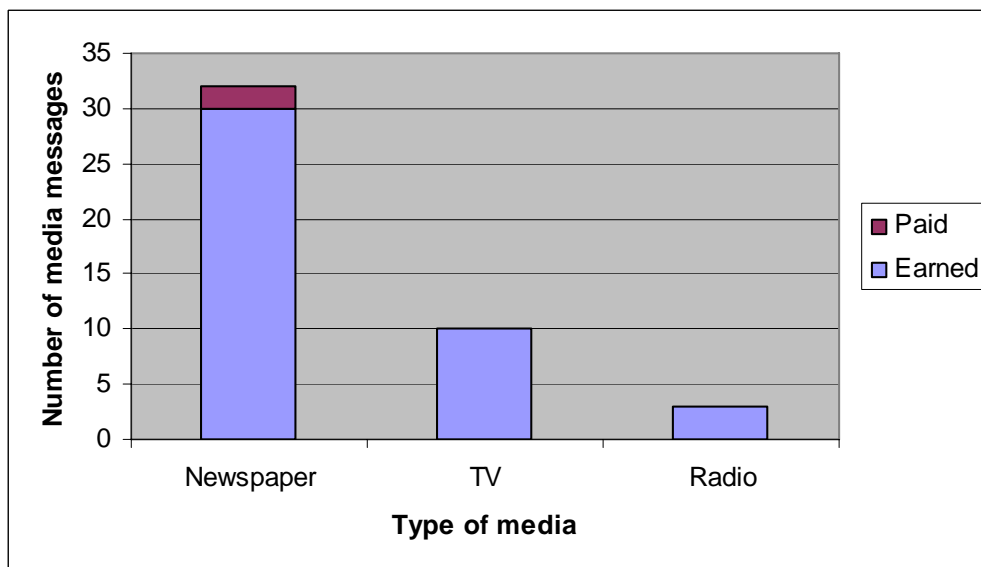


The number of earned media messages (i.e., radio, TV, newspaper messages) to promote campus policies increased in Q3 compared to the previous quarter (Figure 12). The majority (96%) of media messages were earned messages published in newspapers (Figure 13). Forty-nine percent of the earned messages were published/aired via campus-based media outlets (e.g. campus newspaper) and 51% were published/aired via non campus-based media outlets (e.g., local newspaper). The number of earned policy messages in non campus-based media increased in Q3 compared to previous quarters.

**Figure 12. Number of newspaper/radio/TV media messages promoting campus policies over time**



**Figure 13. Type of media messages promoting campus policies in Q3 (n=45)**

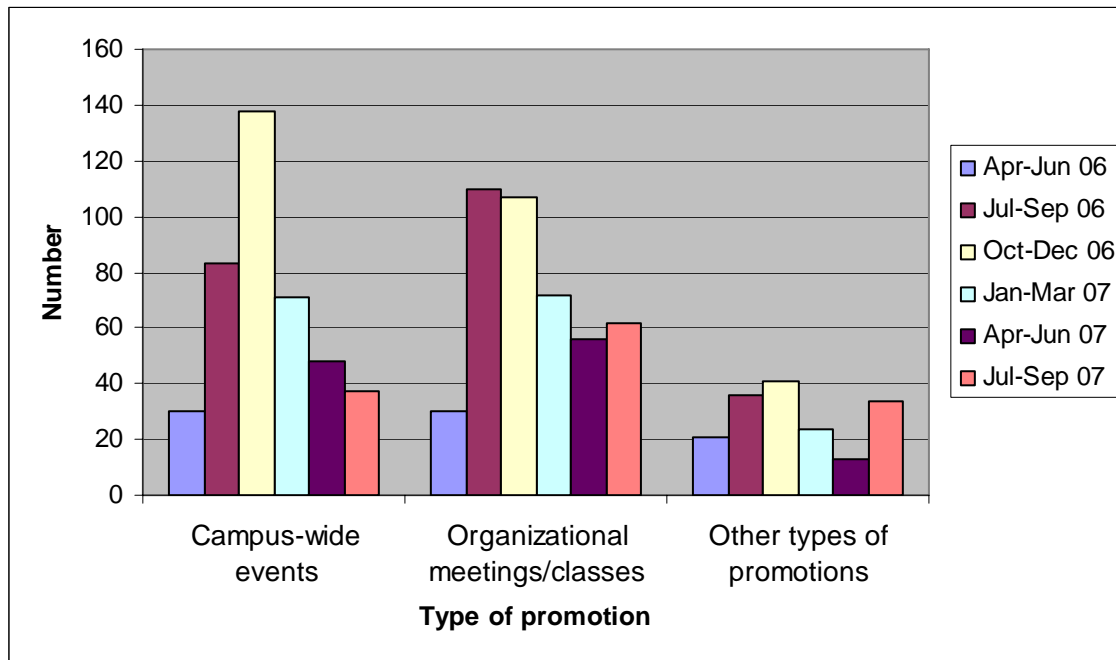


Note: 46% of earned media and 100% of paid media messages were published/aired by campus-based media outlets.

### D.2.c. Quitline Promotion

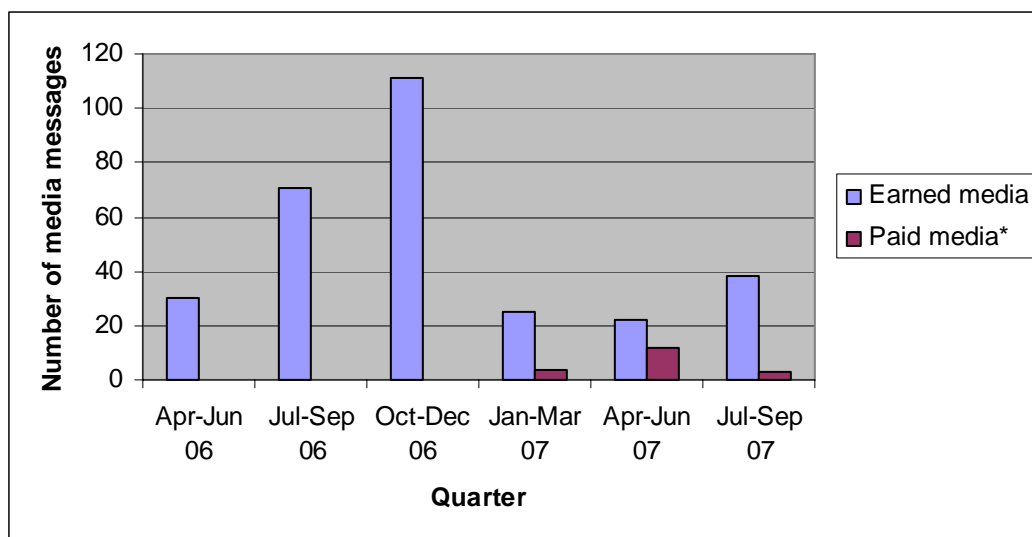
Figure 14 highlights the number and type of Quitline NC promotions conducted by grantees over time. In total, 15 grantees conducted 133 Quitline NC promotions during Q3 including campus-wide events, organizations meetings/classes, and other types of promotions (e.g., Quitline NC mouse pads distributed at freshmen orientation events, bulletin boards). Forty-four percent of all Quitline NC promotions specifically targeted a priority population on campus (e.g., freshmen, women, African Americans, fraternity/sorority members). Three grantees also reported 11 meetings with campus-based health providers to promote the Quitline NC fax referral service.

**Figure 14. Number and type of quitline promotions over time**



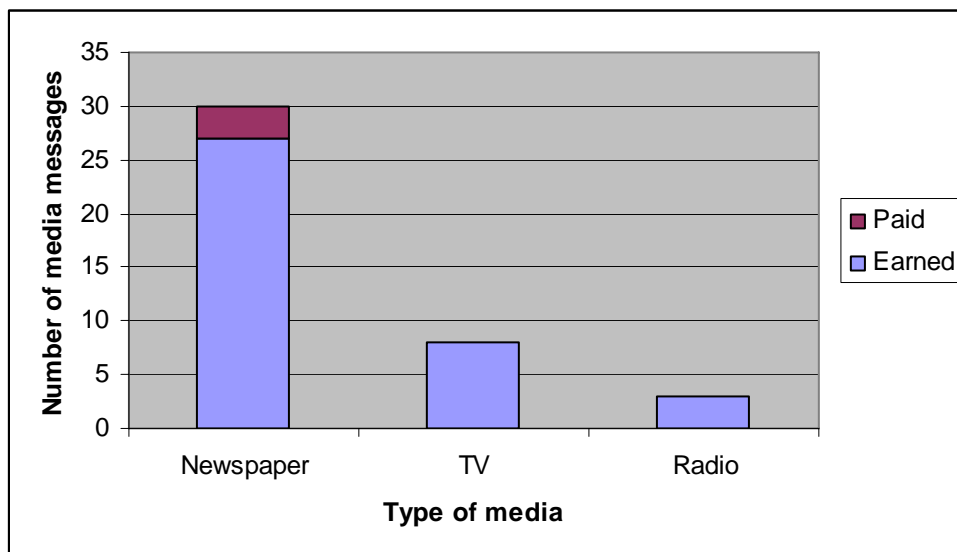
Grantees reported 41 media messages (i.e., radio, TV, newspaper messages) promoting Quitline NC on campuses during Q3, 93% of which were earned. The number of messages increased in Q3 compared to the previous two quarters (Figure 15). However, the total number of earned and paid messages is lower than the number of Quitline media messages reported at the same time last year. The majority of messages were distributed via newspapers (Figure 16). Twenty-two percent of all Quitline media messages were published/aired by non campus-based media outlets.

**Figure 15. Number of newspaper/radio/TV media messages promoting Quitline NC over time**



\* Paid media indicator only included in Year 2.

**Figure 16. Type of media messages promoting Quitline NC in Q3 (n=41)**



Note: 79% of earned media and 67% of paid media messages were published/aired by campus-based media outlets.

## D.2.b. Summary of Program Indicators

The following table summarizes all program indicators changes reported by Planning and Implementation grantees in Q3 (Table 3).

**Table 3. Summary of Q3 Program Indicators**

<b>Program Indicator</b>	<b># of Q3 Planning grantees involved (n=10)*</b>	<b># of Q3 Implem. grantees involved (n=8)</b>	<b>Total # of Q3 indicator changes</b>	<b>YTD indicator changes</b>
<b>Coalition Development</b>				
# of new coalition members recruited	7	6	191	407
# of trainings attended by staff/partners	3	1	7	43
<b>Building Support for Policy Change</b>				
# of surveys completed to assess student tobacco use & attitudes	1	2	5	29
# of petition drives completed to show support for campus policy initiatives	1	2	8	27
# of meetings/presentations to advance tobacco-related policies	10	8	159	577
# of <u>earned</u> newspaper/radio/TV messages promoting support for campus policy initiatives	4	5	43	150
# of <u>paid</u> newspaper/radio/TV messages promoting support for campus policy initiatives	0	1	2	14
<b>Quitline Promotion</b>				
# of Quitline promotions	8	7	133	417
# of <u>earned</u> newspaper/radio/TV messages promoting Quitline	4	3	38	85
# of <u>paid</u> newspaper/radio/TV messages promoting Quitline	1	2	3	19
# of meetings/presentations to promote Quitline fax referral system among health services providers	2	1	11	34
<b>Administrative</b>				
# of new staff hired with grant funds	2	3	8	13
# of meetings with elected state/government leaders to promote HWTF and coalition initiatives	1	0	4	12

\* One Planning grantee did not submit data for the month of September.

### D.3. Special Grants

The HWTF Tobacco-Free Colleges Initiative funds two Special grants: Survivors and Victims of Tobacco Empowerment (SAVE) and the American Lung Association of NC (ALA). Highlights of Special grantee activities during Q3 are summarized below:

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

SAVE provided services to one Planning grantee supported campus (Stanly Community College) during Q3. This included Quitline NC radio messages, involving SAVE survivors, that were aired by a Stanly County radio station. SAVE also met with a staff member at the Anson County Health Department to plan future distribution of tobacco prevention and quitline materials on college campuses in Anson County.

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

ALA reported providing services to the following eleven college campuses during Q3 (Table 6). ALA worked with three of these campuses for the first time since the start of the initiative (Wilson Technical Community College, St. Augustine's College, South College-Asheville):

**Table 6. Colleges served by ALA in Q3**

#	Colleges served	HBCU?	College supported by HWTF Planning or Implementation grantee?
1	Fayetteville State University	Yes	Yes -- Fayetteville State University
2	North Carolina Central University	Yes	Yes -- North Carolina Central University
3	Elizabeth City State University	Yes	Yes -- Elizabeth City State University
4	Wilson Technical Community College	No	Yes – Wilson Technical Community College
5	Winston-Salem State University	Yes	No
6	Shaw University	Yes	No
7	St. Augustine's College	Yes	No
8	Fayetteville Technical Community College	No	No
9	Forsyth Technical Community College	No	No
10	Wake Technical Community College	No	No
11	South College - Asheville	No	No

ALA also had indirect involvement in Wake Technical Community College's adoption of a 100% tobacco-free campus policy during Q3. Based on information provided by the ALA grant coordinator, ALA attended committee meetings concerning the college's tobacco education/policy initiative where they served as technical assistance advisors on cessation-related issues. This included offering *Freedom From Smoking* (FFS) trainings to staff and students, and providing ongoing technical assistance to trained facilitators.

In total, ALA reported the following activities during Q3:

- Nine meetings to provide technical assistance;
- Four meeting/presentations to advance campus tobacco policies;
- Three *Freedom From Smoking* (FFS) clinics held at Wake Technical Community College (Participant numbers unavailable at the time of their report);
- Distribution of self-help manuals and materials;
- Establishing self help link on college student health services website; and
- Three Quitline NC promotions.

#### D.4. Barriers

All HWTF Tobacco-Free College Initiative grantees are asked to report their top three barriers to effective program implementation. Planning, Implementation, and Special grantees provided the following responses in Q3:

- 60%(12) reported difficulty scheduling meetings/events or establishing campus contact, particularly during summer months;
- 50%(10) reported issues related to administrative or approval processes (e.g., challenges getting media, budget adjustments, contract, or signs approved, time spent preparing Phase II grant proposal);
- 40%(8) reported challenges hiring and/or training new staff;
- 15%(3) reported college systems-level issues (e.g., new leadership unfamiliar with ability to make policy, waiting for IRB approval for survey);
- 15%(3) reported resistance to policy change on campus (e.g., non-compliance or grumbling due to policy change, committee voting not to address tobacco policy at this time);
- 15%(3) reported some other type of barrier (e.g., no interest in cessation classes, deciding on type of policy, time spent on MAPH feasibility plan).

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

<b>GRANTEE</b>	<b>COLLEGE</b>	<b>COUNTY (campus locations)</b>	<b>COUNTY (populations served) Community Colleges Only</b>
<b>Albemarle Regional Health Services</b>	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
<b>American Lung Association of North Carolina</b>	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
<b>Asheville-Buncombe Technical Community College</b>	Asheville-Buncombe Technical Community College	Buncombe, Madison	Buncombe (home county), Madison
<b>Caldwell Community College and Technical Institute</b>	Caldwell Community College and Technical Institute	Caldwell, Watauga	Caldwell (home county), Watauga
<b>Cleveland Community College</b>	Cleveland Community College	Cleveland	Cleveland
<b>East Carolina University</b>	East Carolina University	Pitt	
<b>Elizabeth City State University</b>	Elizabeth City State University	Pasquotank	
<b>Fayetteville State University</b>	Fayetteville State University	Cumberland	
<b>Lenoir County Health Department</b>	Lenoir Community College	Lenoir, Greene, Jones	Lenoir (home county), Greene, Jones
<b>Mecklenburg County Health Department</b>	Belmont Abbey College Brookstone College of Business Carolinas College of Health Sciences	Mecklenburg	



GRANTEE	COLLEGE	COUNTY (campus locations)	COUNTY (populations served) Community Colleges Only
<b>Mecklenburg County Health Department (continued)</b>	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
	<b>Moses Cone~Wesley Long Community Health Foundation</b>	Bennett College Greensboro College Guilford College High Point University UNC-Greensboro	Guilford
Guilford Technical Community College		Guilford	Guilford
<b>North Carolina A&amp;T State University</b>	North Carolina A&T State University	Guilford	
<b>North Carolina Central University</b>	North Carolina Central University	Durham	
	Other Historically Minority Colleges and Universities (HMCUs)	Cumberland, Forsyth, Rowan, Guilford, Wake, Mecklenburg, Pasquotank, Robeson	

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

## Appendix 2: Monthly Program and Outcome Indicators

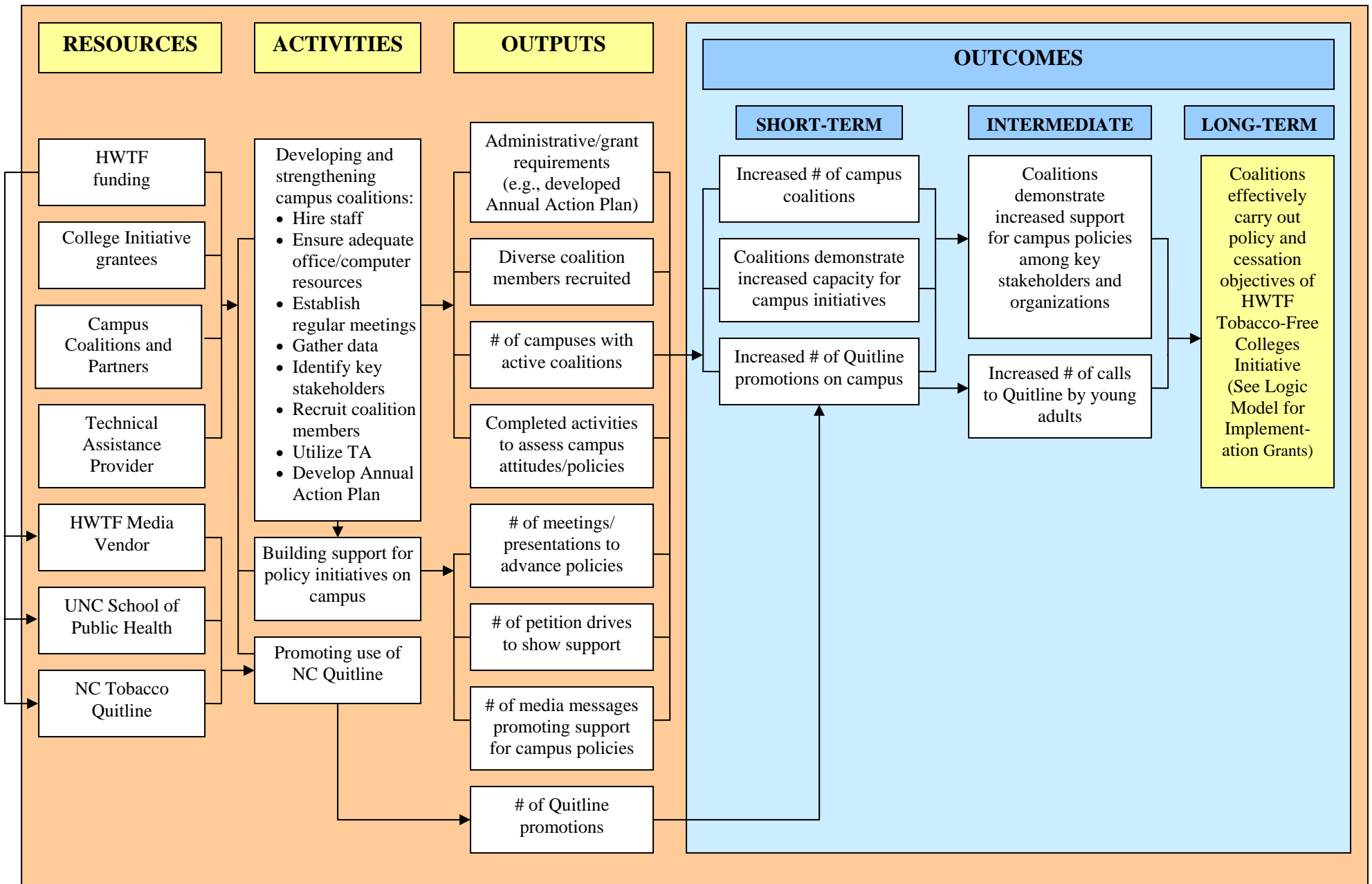
<b>1. Coalition Development</b>
<b># of new coalitions established</b>
# of new coalition members recruited
# of trainings attended by staff/partners
# of staff/partners attending one or more trainings
# of surveys completed to assess student tobacco use and attitudes
<b>2. Building Support</b>
# of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

<b>4. Quitline Promotion</b>
# of Quitline promotions <ul style="list-style-type: none"> <li>• Campus-wide events</li> <li>• Presentations at organizational meetings, classes, or events</li> <li>• Other types of promotional events</li> <li>• Quitline promotions targeting priority populations</li> </ul>
# of <u>earned</u> newspaper/radio/TV messages promoting Quitline <ul style="list-style-type: none"> <li>• Earned messages from <u>campus-based</u> media outlets</li> <li>• Earned messages from <u>non-campus based</u> media outlets</li> <li>• Earned messages promoting Quitline targeting priority populations</li> </ul>
# of meetings/presentations to promote Quitline fax referral system among health services providers
<b>5. Administrative Measures</b>
# 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

