



North Carolina Health and Wellness Trust Fund

Tobacco-Free Colleges Initiative Phase II

**First Quarter, Fiscal Year 2008-2009
July – September 2008**



Prepared for:
North Carolina Health & Wellness Trust Fund



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A. SUMMARY AND RECOMMENDATIONS

A.1. Overview

The North Carolina Health and Wellness Trust Fund (HWTF) Tobacco-Free Colleges Initiative was first launched in January 2006. The purpose of this initiative was to support efforts that prevent and reduce tobacco use among NC college students, age 18-24, through the promotion of tobacco-free policy adoption and the delivery of cessation services on campus.

After two successful years (Phase I report available at: <http://www.tpep.unc.edu>), the HWTF expanded the Initiative with \$1.4 million in Phase II grant funding beginning in January 2008. Phase II grants were awarded to 14 organizations working with 50 campuses in 33 counties across NC. Additional technical assistance services not covered in this evaluation expand the campaign state-wide. A continuation contract was also awarded to one Phase I grantee, extending their work through a portion of Phase II.

This report highlights grantee outcomes and activities for July - September 2008 of Phase II following a six-month period to align fiscal years. This was the 11th quarter of the Initiative. General findings for this period are as follows:

- Grantees achieved several substantial outcomes in this quarter, including four new comprehensive or 100% tobacco-free policies. Grantees made progress in building support for campus policy adoption, compliance, and Quitline NC promotion, despite the summer schedule.
- Grantee policy adoption slowed over the summer, but new policies continued to be placed under formal consideration.
- Grantee activities increasingly focused on compliance as the number of 100% and comprehensive tobacco-free policies grew.
- Priority populations were well represented in Quitline NC promotions and among newly recruited coalition members.

A.2. Key Outcomes and Program Accomplishments, July – September 2008

Policy Adoption

- Three new 100% tobacco-free or comprehensive policies were adopted. Elizabeth City State University, Peace College, and UNC-Pembroke adopted these policies. Highpoint University adopted a tobacco-related policy, but the policy was not available for review by the time of this report. Three of the four campuses were supported by the Initiative's grantees. This brings the total number of 100% or comprehensive tobacco-free policies in North Carolina to 21.
- One grantee-funded campus adopted a partial tobacco-free policy: Rockingham Community College adopted a 50' perimeter policy (with some designated exceptions).

Building Support

- Six new tobacco-related campus policies were submitted for formal consideration by college officials during July through September 2008. Davidson Community College, East Carolina University, Guilford College, and Highpoint University placed 100% tobacco-free or comprehensive policies under consideration. Both ECPI College of Technology and Rockingham Community College placed partial smoking bans under consideration. In total, 16 new policies have undergone formal consideration by college officials since the beginning of Phase II.
- Seventy-four college officials, campus organizations, and individuals (i.e., staff, faculty, student leaders) offered formal support for campus policy initiatives in this quarter. Four grantees also collected 570 petition signatures showing support for campus policies.
- Grantees reported a total of 82 meetings/presentations and 11 earned media messages to build support for policy adoption. Eighty-five percent of the messages were earned messages and were published in newspapers.
- Grantees reported a total of 113 meetings/presentations, 26 earned media messages, and 5 paid media messages building support for policy compliance. Eighty-seven percent of the messages were published in newspapers, mainly campus-based.

Quitline Promotion

- Thirteen grantees (87%) promoted Quitline NC on one or more of their campuses. In total, 164 Quitline NC promotions (e.g., campus-wide events, presentations at meetings) were reported, 35% of which occurred at campus-wide events.
- Grantees reported a total of 37 media messages (89% earned) to promote Quitline NC. Over 80% were published in newspapers, 81% of which were campus-based.
- Eight grantees reported 19 meetings with campus-based health providers to promote Quitline NC fax referral service utilization. In addition, seven grantees reported 17 meetings to promote the 5As and other related cessation services.

Coalition Development

- No new tobacco use prevention coalitions were established. At the end of September 2008, most (92%) of grantee-supported campuses operated with coalitions and only four (8%) of the 50 grantee-supported campuses did not have coalitions.
- Grantees recruited 69 new coalition members in this quarter, 38% of whom were upper level administrators, faculty, or staff members on campus. The proportion of students joining coalitions grew substantially from the previous quarter (from 40% to 58%), but this increase was driven by a single campus (Elizabeth City State University).

A.3. Key Barriers to Program Activities, July – September 2008

- The most commonly cited barrier in this report period was difficulty scheduling around the academic calendar, reported by 80% of grantees (12).
- Sixty-seven percent (10) of grantees reported a lack of interest to policy adoption and/or compliance on campus.
- Four grantees reported difficulty scheduling meetings and/or difficulties with administrative or approval processes on campus (campus procurement, signage difficulties, removal of ash collectors, etc.).

A.4. Recommendations

- Continue finding ways to publicize the multiple policy successes of the Tobacco-Free Colleges Initiative, including new 100% tobacco-free policies and comprehensive campus tobacco policies adopted statewide, and the relationships to Phase I and Phase II funding.
- Encourage grantees to meet with elected local or state government officials to share successes of the Tobacco-Free Colleges Initiative. (Only three grantees reported a total of four meetings for this purpose in this quarter.)
- Work with the four remaining campuses without coalitions to establish tobacco use prevention coalitions.
- Consider providing focused training and resources on efficient approaches to scheduling group meetings (for example, internet-based meeting schedulers).
- Consider developing and implementing a protocol to incorporate the use of annual action plans with the evaluation reporting system.
- Continue reviewing the composition of coalitions during technical assistance provision to encourage student and priority population representation on coalitions where beneficial.
- Consider asking grantees if a one-day workshop on promoting policy compliance on campus would be useful and, if so, convening grantees to share promising strategies.

B. BACKGROUND

Young adults, aged 18-24, continue to have the highest rates of tobacco use among all age groups in NC, with 31.3% of this population identified as current smokers in 2007 [1]. Nearly 60% of NC young adult smokers have made unsuccessful quit attempts in the last year. Among young adults attending college, the level of exposure to tobacco marketing and use are elevated [2]. Additionally, certain subpopulations (e.g., fraternities, sororities, athletes, freshmen) deemed “priority populations” are at additional risk for tobacco initiation and face barriers to cessation services [3].

The HWTF Tobacco-Free Colleges Initiative began in January 2006 with \$1.6 million in Phase I funding aimed at preventing and reducing tobacco use among NC college students through the

promotion of tobacco-free policy adoption and Quitline NC on campus. Twenty community and campus-based organizations received Phase I grants from the HWTF to carry out this work on 62 campuses.

Prior to this initiative, only one campus statewide was known to be 100% tobacco free (Bennett College). Phase I of the Initiative demonstrated several successful outcomes, including the adoption of 12 100% tobacco-free policies and comprehensive campus tobacco policies. 100% tobacco-free policies prohibit the use of tobacco anywhere on campus grounds and in campus vehicles by anyone at anytime. The sale, advertisement, sponsorship and free sampling of tobacco products on campus are also prohibited. Comprehensive campus tobacco policies are similar to 100% tobacco-free policies; however, they technically only prohibit tobacco use within 100 ft. of campus buildings. Comprehensive campus tobacco policies apply to UNC system schools, which are currently limited by state law to the adoption of a maximum 100 ft. perimeter policy.

Following the success of Phase I, the Initiative was expanded in January 2008, with an additional \$1.4 million in Phase II grant funding awarded to 14 community and campus-based organizations (See Appendix 1 for list of Phase II grantees). Six (43%) of these organizations were Phase I grantees.

Phase II grantees promote tobacco-free policy adoption, policy compliance, Quitline NC and other cessation services on public and private college, university, and community college campuses. In total, Phase II grantees work with 50 different campuses across NC. Three grantees work with multiple campuses (i.e., 39 campuses, or 78% of all campuses supported by Phase II grantees).

The HWTF 100% Tobacco-Free Campuses Director offers technical assistance to Phase II grantees, as well as leaders on non-funded campuses seeking assistance with tobacco-related campus policy and cessation initiatives.

The UNC Tobacco Prevention and Evaluation Program (TPEP) conducts outcomes evaluation for the grantee-funded portion of the HWTF Tobacco-Free Colleges Initiative. The purpose of this evaluation is to demonstrate the effectiveness of the Initiative at reaching its desired outcomes and to make recommendations for program improvement. The evaluation team is responsible for collecting baseline and monthly progress data from grantees using a customized, web-based tracking system, as well as analyzing data and disseminating results. This report describes the outcomes and program activities of Phase II grantees during first quarter of the 2008-2009 fiscal year (July – September 2008).

C. METHODS

C.1. Indicators for Data Collection

Outcome and program-oriented data were collected from all grantees on a monthly basis using the Colleges Online Reporting and Evaluation System (CORES) developed by UNC TPEP. Data from one Phase I contract grantee (Elizabeth City State University) were also collected and included in this report, as they received a continuation of funds for Phase II. CORES data are reported based on key focus areas and indicators developed for the Tobacco-Free Colleges Initiative by UNC TPEP in collaboration with the HWTF. (See Appendix 2 for a list of indicators collected monthly using CORES.) The indicators include program activities that lead towards

desired short-term, intermediate, and long term outcomes for the Initiative, as outlined in the logic model for Phase II Tobacco-Free Colleges Initiative grants (See Appendix 3).

Indicators are divided into two areas:

- Outcome indicators include policy change and policies placed under formal consideration.
- Program indicators include building support for adoption and compliance with campus policies, Quitline NC promotion, coalition development, and administrative measures.

Grantees report their data using established indicator criteria (i.e., operational definitions) and reporting procedures outlined for all grantees in a CORES Codebook. Indicator definitions also are integrated in CORES via an easy-access, online help file. In addition, all grantees received training on how to use CORES via conference calls conducted in February 2008. Individual CORES training was also provided to grantees by phone, as needed. Upon final receipt and compilation of grantee CORES data, 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.

C.2. Baseline Data

Baseline data were collected from all Tobacco-Free Colleges Initiative grantees at the beginning of Phase I and Phase II using an online survey. The Phase II baseline survey was designed to assess existing tobacco-related campus policies, coalitions, and cessation services on all grantee-supported campuses as of December 31, 2007, (i.e., prior to start of Phase II). Baseline data collection was included in the evaluation methodology to compare and assess grantee outcome achievement over time. Forty-one Phase II grantee-supported campuses (70%) had submitted Phase II baseline data at the time of this report.

A summary of key baseline data for Phase II campuses are highlighted in Table 1. Phase II baseline data include several policies that were achieved by Phase II grantees in Phase I (e.g., seven of the nine 100% tobacco-free campus policies reported at Phase II baseline were adopted with the support of grantees in Phase I).

Table 1. Baseline Phase II grantee information* (response rate: 70%)

General Information	#
Number of Phase II <u>grantees</u>	14
Number of Phase II <u>grantees</u> who also received funding in Phase I	6 (43%)
Number of <u>campuses</u> supported by Phase II grantees	50
<ul style="list-style-type: none"> • Community Colleges • Public Colleges/Universities (UNC campuses) • Private Colleges/Universities • Historically Black Colleges/Universities 	19 (38%) 8 (16%) 23 (46%) 5 (10%)
Number of Phase II <u>campuses</u> who were also supported in Phase I	34 (68%)
Number of <u>counties</u> with campuses (home site) supported by Phase II grantees	33
Key Baseline Data for all Phase II grantee-supported campuses (n=50)	#
Number of campuses that had 100% Tobacco-Free Campus Policies	9 (18%)
Number of UNC campuses that had adopted Comprehensive Campus Tobacco Policies	1 (2%)
Number of campuses with established campus coalitions	35 (70%)
Key Baseline Data for Phase II grantee-supported campuses completing baseline survey (n=41)	#

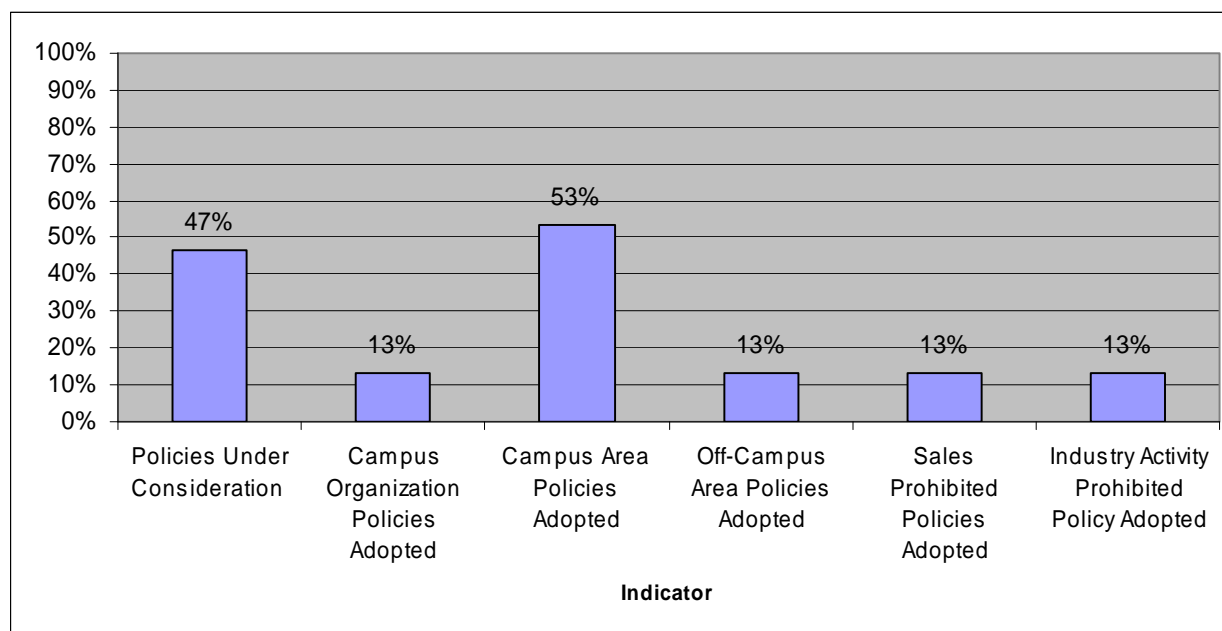
Number of campuses with <u>written</u> policy that regulates or controls the use of tobacco	29 (78%)
Table 1, continued	
Number of campuses with no tobacco use at least 20 feet from an entrance	16 (43%)
Number of campuses that prohibit the sale of tobacco products on campus	33 (89%)
Number of campuses that prohibit tobacco industry advertising on campus	22 (59%)
Number of campuses that prohibit free distribution of sample tobacco products on campus	19 (51%)
Number of campuses that prohibit tobacco industry sponsored events on campus	20 (54%)
Number of campuses that offer cessation counseling for students who wish to quit	16 (43%)
Number of campuses that have promoted Quitline NC on campus in the past six months to completing the survey	22 (59%)
Number of campuses that have at least one college official offering formal support for tobacco use prevention policy initiatives on campus	21 (57%)

* Baseline summary does not include Phase I continuation grantee ESCU

D. CUMULATIVE PROGRESS FOR PHASE II POLICY ADOPTION

The percentages of grantees reporting new policy indicator changes during Phase II are shown below in Figure 1. By the end of September 2008, approximately half of grantees had reported new policies under consideration and the adoption of campus area policies. Only 13% of grantees have reported changes in the other indicators: campus organization policies, off-campus area policies, prohibition of sales, and prohibition of industry activities.

Figure 1: Percentage of Phase II Grantees Reporting New Policy Indicator Changes, January – September 2008 (n=15)



Figures 2a and 2b show the percentage of grantees who reported new activity indicator changes during Phase II. Grantees remained very active in a number of areas. Where fewer grantees report activity, some activities may not be a part of grantee annual action plans.

Every grantee held meetings to promote policy compliance and held Quitline NC promotions. Virtually all grantees have held meetings to promote policy adoption, recruited new coalition members, earned media for policy compliance, attended trainings, and completed surveys for use

in advocacy and planning. Fewer grantees reported other activities. No grantees reported paid media to promote policy adoption, and only one grantee reported paid media to promote policy compliance.

Figure 2a: Percentage of Phase II Grantees Reporting New Activity Indicator Changes, January – September 2008 (n=15)

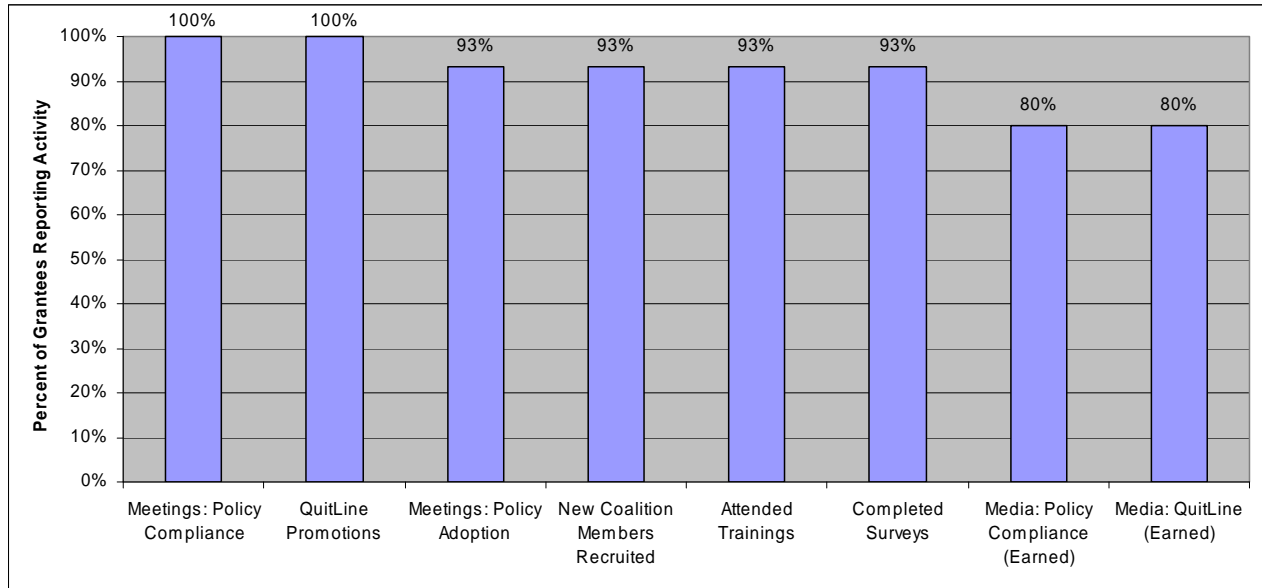
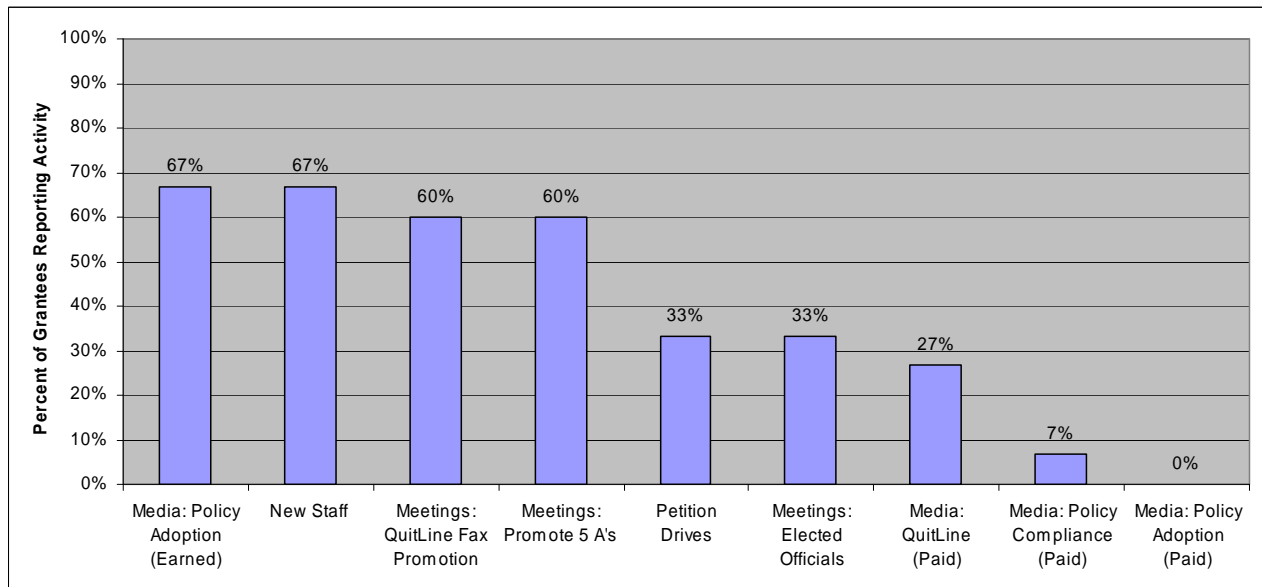


Figure 2b: Percentage of Phase II Grantees Reporting New Activity Indicator Changes, January – September 2008 (n=15)



E. SUMMARY OF QUARTERLY ACTIVITIES

Sections E.1 and E.2 summarize this quarter's outcome and program indicator data reported by 14 Phase II Colleges Initiative grantees and one Phase I grantee (Elizabeth City State University) (n=15).

E.1. Outcomes

E.1.a. Policy Adoption

Table 2 includes a detailed list of policies, campuses, and grantees involved. Three grantees reported a total of four tobacco-related policy changes on four campuses in this quarter, including 100% Tobacco-Free Policies adopted at Elizabeth City State University, Highpoint University, and UNC-Pembroke as well as one 50 ft. perimeter policy adopted at Rockingham Community College (with designated area exceptions).

Table 2. Tobacco-related policies newly adopted in this quarter (n=4)

Type of Policy Adopted	Month Adopted	Campus	Grantee	Type of Involvement
Comprehensive Campus Policy	July 2008	Elizabeth City State University*	Elizabeth City State University	Direct
Comprehensive Campus Policy	July 2008	University of North Carolina at Pembroke*	University of North Carolina at Pembroke	Indirect
50 ft. Perimeter Policy (with designated areas)	August 2008	Rockingham Community College	Guildford County Department of Public Health	Direct
100% Tobacco-Free Campus Policy**	September 2008	High Point University*	Guilford County Department of Public Health	Direct

* Also received Phase I grant, or was supported by grantee that received Phase I grant.

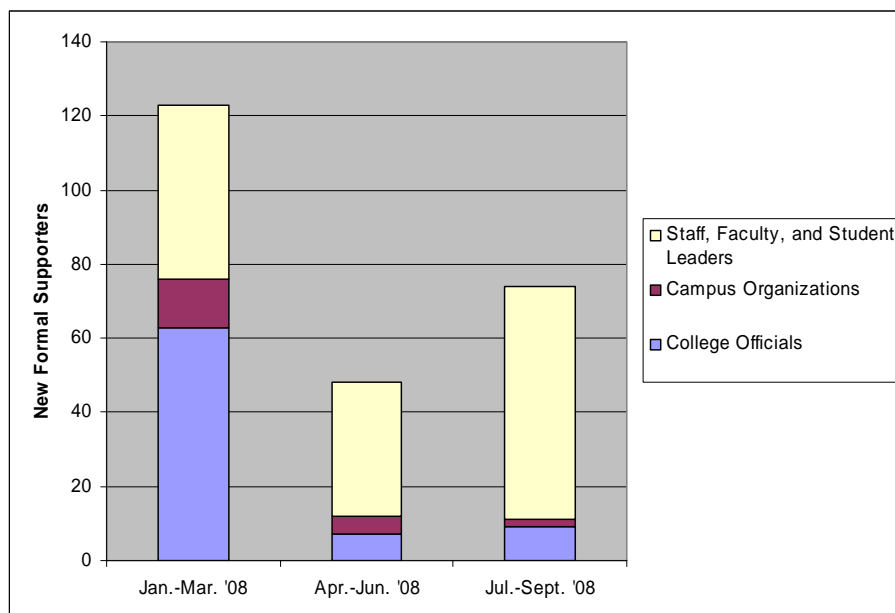
** This policy has not been verified.

E.1.b. Building Support for Policy Adoption

Two grantees reported 6 new policies that formally were submitted for consideration by college officials for the first time during this quarter. These included one comprehensive campus tobacco policy (i.e., 100 ft. perimeter policy) at East Carolina University; three 100% tobacco free policies at Davidson County Community College, Guilford College, and High Point University; a 50 ft. perimeter policy at Rockingham Community College; and, a designated area at ECPI College of Technology.

Figure 3 highlights the number of new college officials, campus organizations, and staff/faculty/student leaders offering formal support for campus policy initiatives in this quarter. In total, 74 individuals and organizations on campus were reported offering support, including 9 college officials, 2 campus organizations, and 63 staff/faculty/student leaders. Thirty-nine percent of all individuals and groups provided both written and verbal support. In addition, four grantees collected 570 petition signatures showing support for campus policies.

Figure 3: Type of formal support offered



E.1.c. Coalition Development

Coalition members assist grant coordinators in implementing activities on campus. At Phase II baseline, 35 campuses (70%) of the 50 grantee-supported campuses had established tobacco use prevention coalitions. No campuses established new prevention coalitions during this quarter. Ninety-two percent (46) of all Phase II grantee-supported campuses now have tobacco use prevention coalitions.

Campuses without established tobacco use prevention coalitions include:

1. Catawba College
2. Gaston College
3. Livingstone College
4. Mitchell Community College

E.1.d. Summary of Outcome Indicators for Each Quarter of Phase II

The following table summarizes all outcome indicator changes reported in each quarter of the 2008 calendar year (Table 3).

Table 3: Summary of Phase II Outcome Indicator Changes, January – September 2008 (n=15)

Outcome Indicator	Grantees involved	Jan.-Mar. changes	Apr.-Jun. changes	Jul.-Sept. changes	Total changes
Building Support for Policy Adoption					
# of signatures on petitions showing support for campus policy initiatives	5 (33%)	116	125	570	811
# of <u>college officials</u> offering formal support for campus policy initiatives	10 (67%)	63	7	10	80
# of <u>organizations</u> offering formal support for campus policy initiatives	7 (47%)	13	5	6	24
# of <u>staff/faculty/student leaders</u> offering formal support for campus policy initiatives	11 (73%)	47	36	65	148
# of policy changes under consideration by college officials	7 (47%)	8	2	6	16
Policy Adoption					
# of tobacco-free policies adopted by campus organizations	2 (13%)	6	1	0	7
# of tobacco-free policies adopted in <u>campus areas</u>	8 (53%)	6	0	4	10
# of tobacco-free policies adopted in <u>off-campus areas</u> frequented by young adults	2 (13%)	1	0	0	1
# of policies adopted prohibiting the sale of tobacco products on campus	2 (13%)	1	1	0	2
# of policies adopted prohibiting tobacco industry advertising, free sampling, & sponsorship on campus	2 (13%)	1	1	0	2
Coalition Development					
# of new campus coalitions established	4 (27%)	11	0	0	11

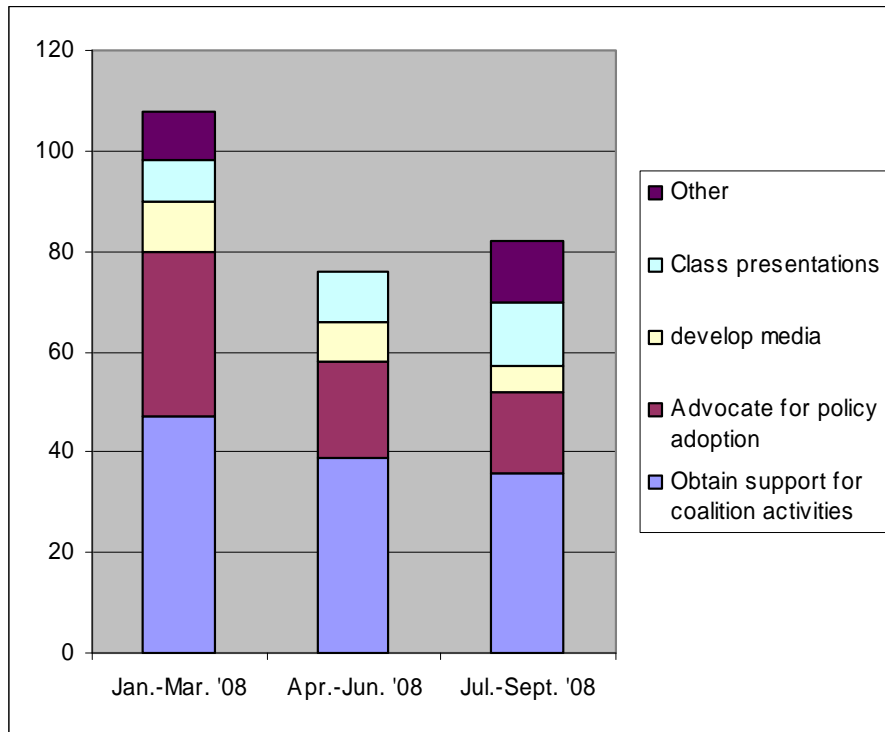
* Includes data from Phase I contract grantee (ESCU)

E.2. Program Activity

E.2.a. Building Support for Policy Adoption

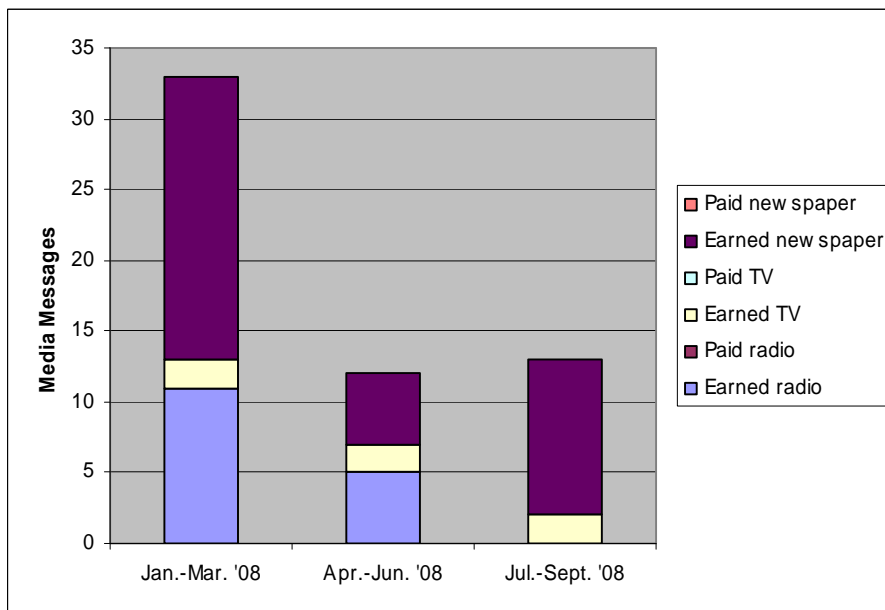
Sixty percent (9) of grantees participated in 82 meetings/presentations to build support for campus policy adoption in this quarter. Sixty-three percent of all the meetings/presentations were to obtain support for coalition activities and to advocate for policy adoption (Figure 4).

Figure 4: Type of meetings/presentations to promote campus policy adoption



Three grantees reported a total of 13 earned media messages (no paid media) to promote policy adoption in this quarter. Eighty-five percent of the messages were published in newspapers (Figure 5). Seventy-seven percent were published/aired via campus-based media outlets.

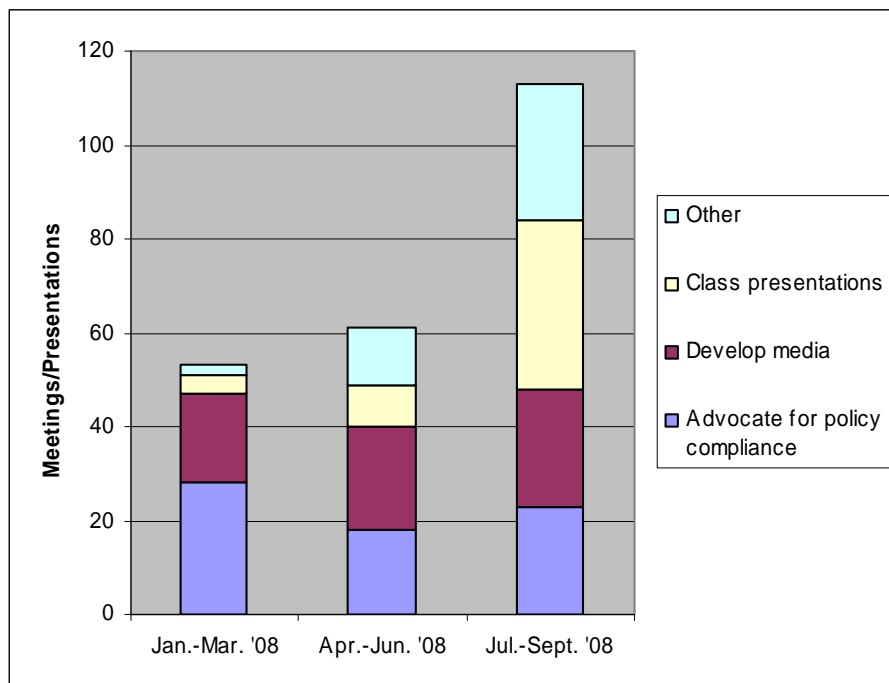
Figure 5: Type of earned media messages promoting campus policy adoption



E.2.b. Building Support for Policy Compliance

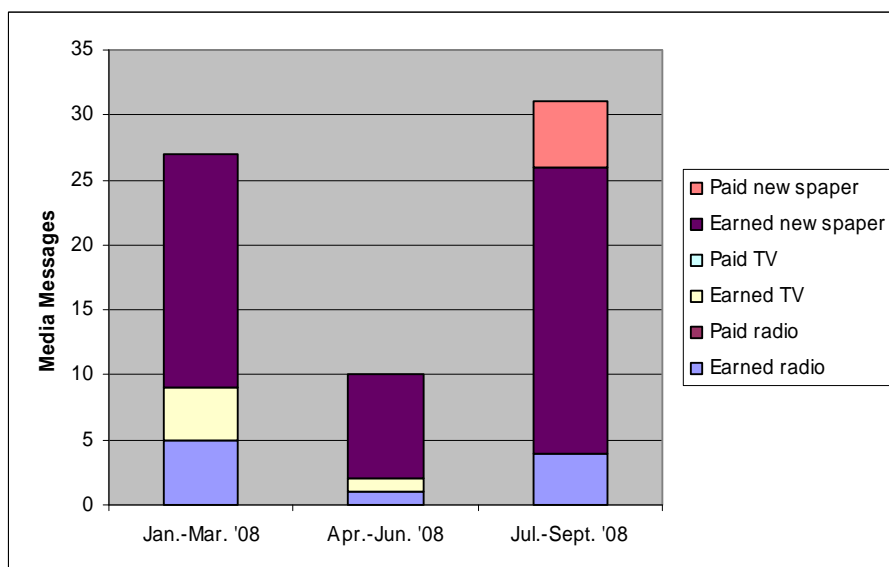
Eighty-seven percent (13) of grantees participated in 113 meetings/presentations to build support for campus policy compliance in this quarter. Twenty percent of the meetings specifically were to advocate for policy compliance on campus (Figure 6).

Figure 6: Type of meetings/presentations to promote campus policy compliance



Nine grantees reported a total of 26 earned media messages and one grantee reported five paid media messages to promote policy compliance. Eighty percent of the messages were published in newspapers (Figure 7). Sixty-nine percent were also published/aired via campus-based outlets.

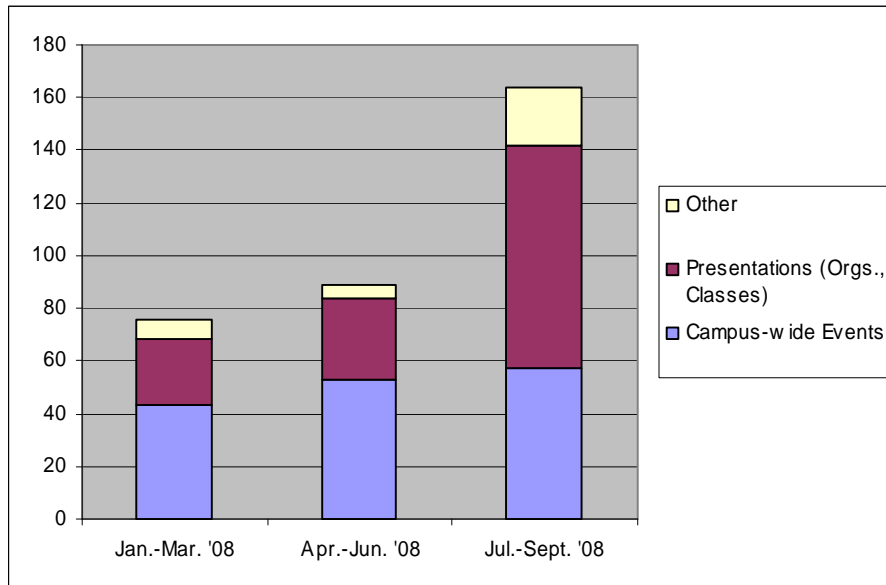
Figure 7: Type of media messages promoting campus policy compliance



E.2.c. Quitline NC Promotion

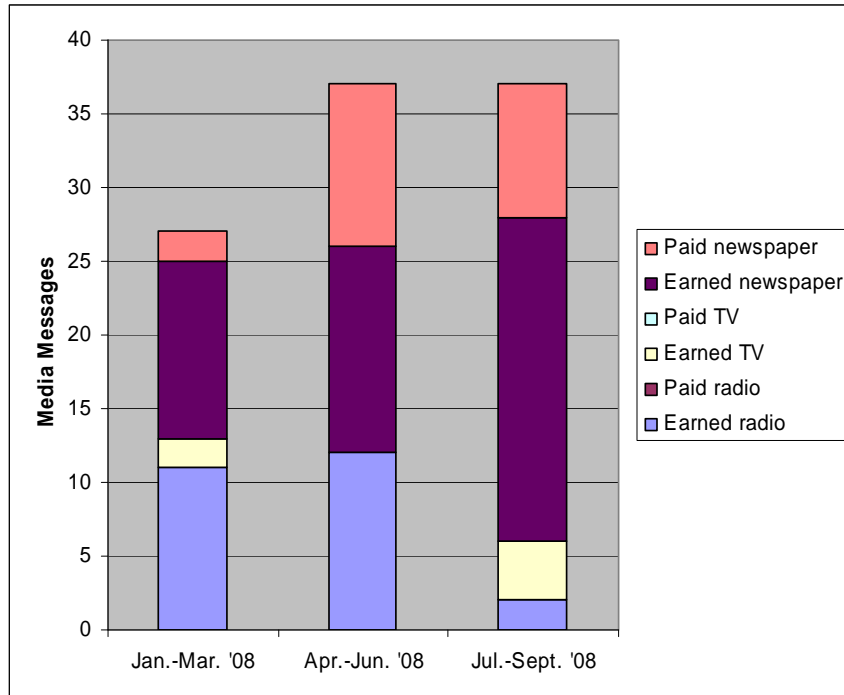
Thirteen grantees conducted a total of 164 Quitline NC promotions during this quarter including campus-wide events, organizations meetings/classes, and other types of promotions (e.g., bulletin boards) (Figure 8). Forty percent of all promotions specifically targeted a priority population on campus (e.g., freshmen, athletes, fraternity/sorority members). Eight grantees also reported 19 meetings with campus-based health providers to promote the Quitline NC fax referral service. Seven grantees reported 17 meetings to promote the 5As and other best practices.

Figure 8: Type of QuitlineNC promotions



Ten grantees reported 28 earned media messages, and two grantees reported nine paid media messages to promote Quitline NC in this quarter. Eighty-seven percent of the messages were published in newspapers (Figure 9). Ninety-three percent were published/aired via campus-based media outlets (e.g., campus newspaper).

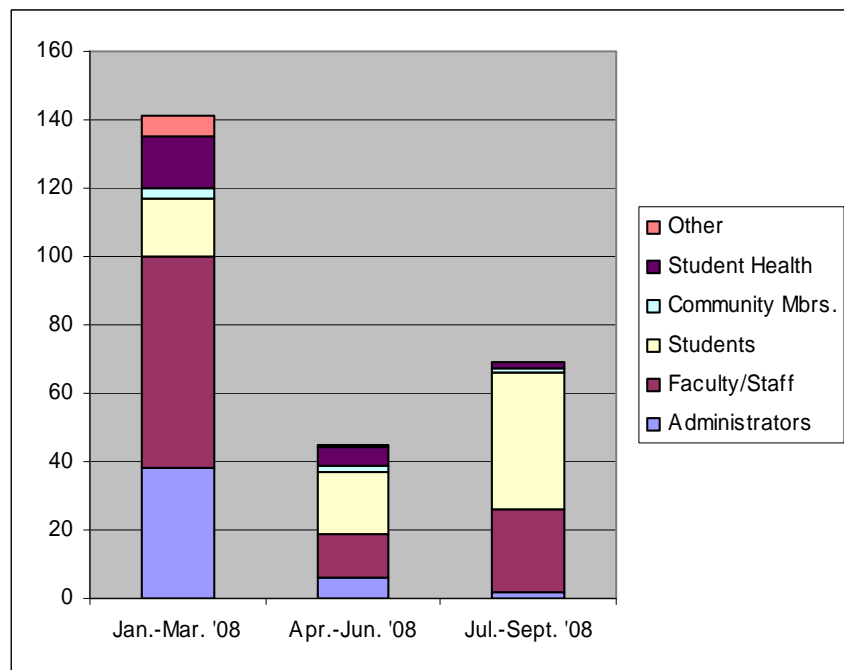
Figure 9: Type of media messages promoting Quitline NC



E.2.d. Coalition Development

Eleven grantees (73%) recruited 69 new coalition members during this quarter (Figure 10). The majority (58%) of new coalition members were students, which was an increase from 40% in quarter two. Thirty-five percent (24) of all new members represented priority population groups.

Figure 10: Type of new coalition members recruited



E.2.e. Surveys and Assessments

During this quarter, five grantees conducted eight surveys to assess social norms around tobacco use and/or the prevalence of tobacco use among campus students. Grantees reported plans to use survey results for advocacy, program development, and message testing.

E.2.f. Summary of Program Activity Indicators for Three Quarters of Phase II

The following table summarizes all program activity indicators changes reported by grantees and the number of grantees involved in the changes (Table 4).

Table 4: Summary of Phase II Program Activity Indicator Changes (n=15)

Program Indicator	Grantees involved*	Jan.-Mar. Changes	Apr.-Jun. Changes	Jul.-Sept. Changes	Total changes
Building Support for Tobacco-Related Policy Adoption					
# of petition drives completed	5 (33%)	3	11	17	31
# of meetings/presentations	14 (93%)	108	76	82	226
# of <u>earned</u> newspaper/radio/TV messages	10 (67%)	33	12	13	58
# of <u>paid</u> newspaper/radio/TV messages	-	0	0	0	0
Building Support for Tobacco-Related Policy Compliance					
# of meetings/presentations	12 (80%)	53	73	113	227
# of <u>earned</u> newspaper/radio/TV messages	11 (73%)	27	10	26	63
# of <u>paid</u> newspaper/radio/TV messages	1 (7%)	0	10	5	15
Quitline Promotion					
# of Quitline promotions	15 (100%)	76	89	164	329
# of <u>earned</u> newspaper/radio/TV messages	12 (80%)	25	26	28	79
# of <u>paid</u> newspaper/radio/TV messages	4 (27%)	2	11	9	22
# of meetings/pres. to promote Quitline fax referral**	9 (60%)	7	15	19	41
# of meetings/pres. to promote 5As/cessation services**	9 (60%)	5	17	17	39
Coalition Development					
# of new coalition members recruited	14 (93%)	141	45	69	255
# of trainings attended by staff/partners	14 (93%)	26	32	7	10
# of surveys completed to assess tobacco use & attitudes	12 (80%)	6	14	57	77
Administrative Measures					
# of new staff hired with grant funds	10 (67%)	9	3	3	15
# of meetings with elected state/government leaders to promote HWTF and tobacco-free campus initiatives	5 (33%)	4	6	3	13

* Includes data from Phase I continuation contract (ECSU)

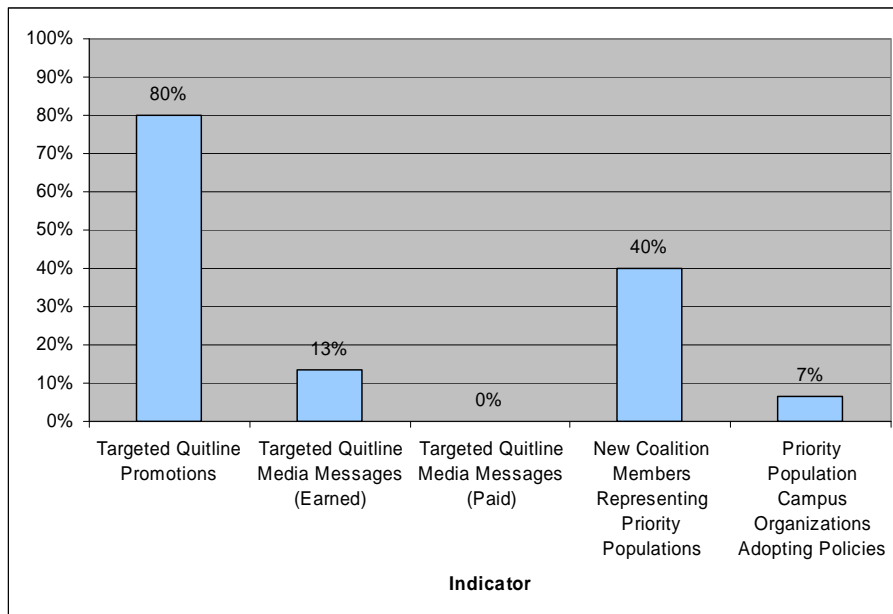
** Targeted to student health services providers

E.3. ADDRESSING DISPARITIES

Significant disparities exist in young adult tobacco use and initiation by gender, race/ethnicity, socio-economic status, and other demographic factors. As part of the Health and Wellness Trust Fund's broader goal of reducing and eliminating health disparities and to ensure inclusive, broad coalitions, the Tobacco-Free Colleges Initiative evaluation tracks progress on a number of indicators relating to priority populations. Based on evidence and best practices, nine priority populations have been identified, and a growing literature suggests that these populations may be at increased risk of tobacco initiation and/or face barriers to tobacco treatment.*

Cumulative data for all three quarters of Phase II show the percentage of grantees reporting targeted priority population indicator changes (Figure 11). To this point in Phase II, over three-quarters of grantees targeted Quitline NC promotions (e.g., campus events and campaigns) to priority populations; however, only two grantees have reported earned media messages promoting Quitline NC that targeted priority populations. Forty percent of grantees reported new coalition members who represented a priority population in their official role. No grantee reported targeted paid Quitline NC media messages. No grantee reported targeted paid Quitline NC media messages.

Figure 11: Grantees Reporting (%) Priority Population Indicator Changes, January – September 2008



In this quarter, activity addressing priority populations was seen in targeted Quitline NC promotions and in the recruitment of new coalition members. A little over half of grantees targeted Quitline NC promotions and just under a third of grantees added coalition members who represent priority populations (Figure 12).

* Priority populations for the Initiative are defined as students who are African American; American Indian; Athletes; First-year; Hispanic/Latino; lesbian, gay, bisexual, and/or transgender (LGBT); in fraternities or sororities; and/or, women.

Figure 12: Grantees Reporting (%) Priority Population Indicator Changes, July – September 2008

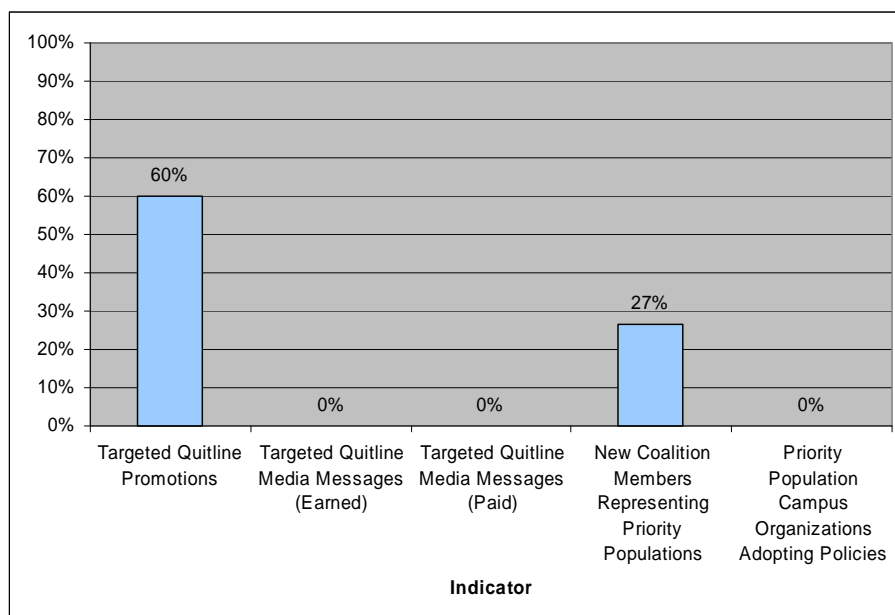
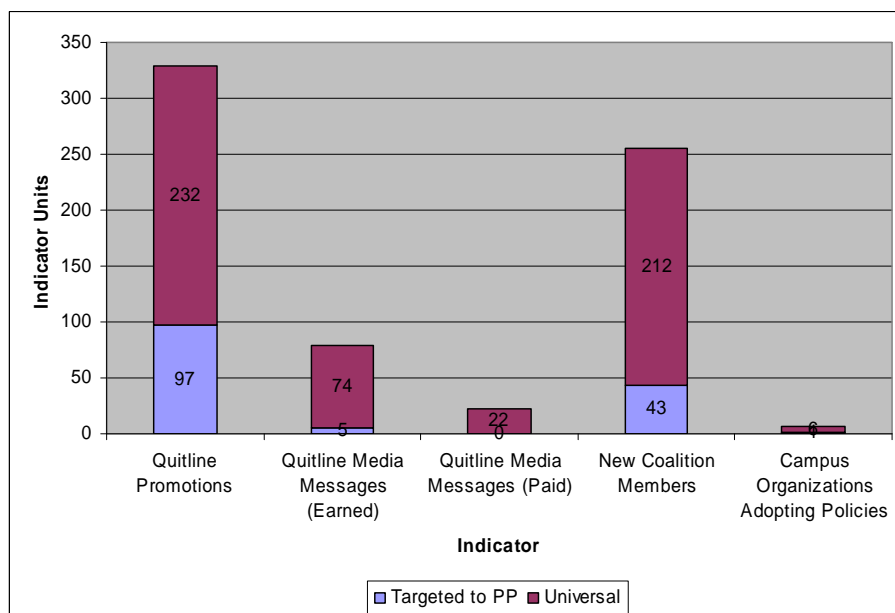


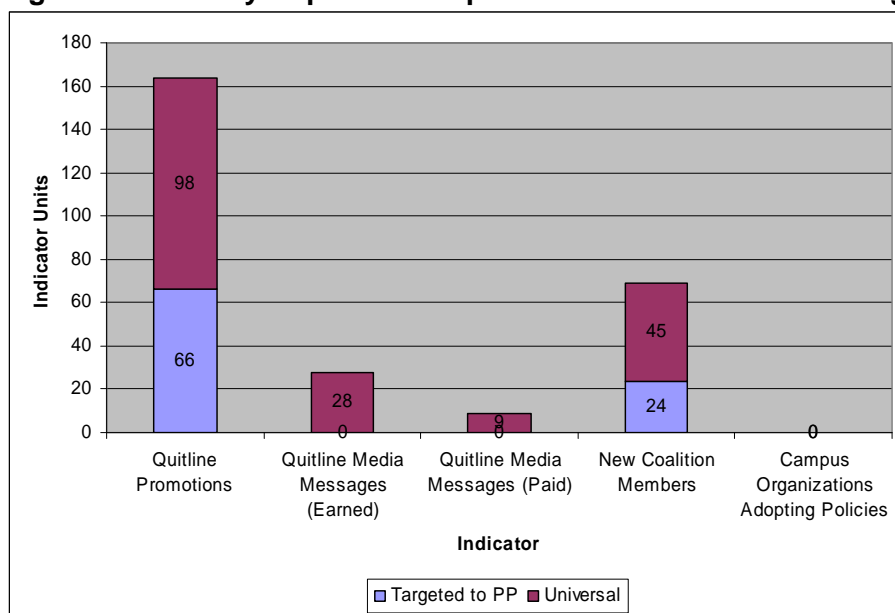
Figure 13 shows the proportion of indicator change units that represent priority populations. In Phase II, sixty percent of grantees added no coalition members who represent priority populations. One grantee reported a policy adopted by a campus organization that represents a priority population. As shown in Figure 14, however, few grantees have reported any campus organization policies, targeted or not.

Figure 13: Priority Population Representation in Indicator Changes, January – September 2008



In this quarter, as shown in Figure 14, priority populations were targeted via Quitline NC promotions and recruited as new coalition members. No priority populations were targeted through Quitline media messages.

Figure 14: Priority Population Representation in Indicator Changes, July – September 2008



E.4. Perceived Barriers to Program Implementation

All grantees are asked to report their top three barriers to effective program implementation each month. The following summarizes the number of grantees who reported a particular type of barrier in this quarter:

- 12 (80%) reported difficulty because the beginning of classes and summer limited meetings and participation.
- 10 (67%) reported that tobacco use prevention/policies are not viewed as a priority on campus (e.g., policy adoption not on people’s “agendas”) or interim/new administrators delayed decisions.
- 4 (27%) reported difficulty scheduling meetings/events or establishing campus contact.
- 4 (27%) reported issues related to administrative or approval processes (e.g., campus procurement, signage difficulties).
- 3 (20%) reported: Few or no barriers; a lack of knowledge or resources; changes in staffing and an associated learning curve; and, difficulties with policy compliance
- Two grantees (13%) reported difficulty accessing media outlets or had limited media options on or near campus
- 6 (27%) reported other barriers including printing errors (2), personal illness (1), difficulties with logistics in multi-campus grants (1), conflicts with other campus policies (1), and a delay in surveying the campus.

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

GRANTEE	COLLEGE	COUNTY (campus locations)	COUNTY (populations served) Community Colleges Only
Alamance Community College	Alamance Community College	Alamance	Alamance
Appalachian State University	Appalachian State University	Watauga	
East Carolina University	East Carolina University	Pitt	
First Health of the Carolinas	Montgomery County Community College	Montgomery	Montgomery
	Richmond County Community College	Richmond	Richmond (home county), Scotland
	Sandhills Community College	Moore	Moore (home county), Hoke
Guilford County Department of Public Health	Bennett College Greensboro College Guilford College Highpoint University John Wesley College Salem College	Guilford	
	Guilford Technical Community College	Guilford	Guilford
	UNC-Greensboro	Guilford, Cabarrus	
	ECPI College of Technology	Guilford, Cabarrus, Wake, Mecklenburg	
	Forsyth Technical Community College	Forsyth	Forsyth (home county), Guilford, Stokes
	Carolina Christian College UNC School of the Arts Wake Forest University Winston-Salem State University	Forsyth	
	Rockingham Community College	Rockingham	Rockingham (home county)
	Elon University	Alamance	

GRANTEE	COLLEGE	COUNTY (campus locations)	COUNTY (populations served) Community Colleges Only
Guilford County Department of Public Health: <u>Technical Assistance Only</u>	North Carolina A & T University	Guilford	
	Davidson County Community College	Davidson, Davie	Davidson (home county), Davie
	Alamance Community College	Alamance	Alamance
Mecklenburg County Department of Public Health	Belmont Abbey College Davidson College Johnson and Wales University Kings College Queens University UNC-Charlotte	Mecklenburg	
	Barber-Scotia College	Cabarrus	
	Catawba Valley Community College	Catawba, Alexander	Catawba (home county), Alexander
	Catawba College Livingstone College	Rowan	
	Gardner-Webb University	Cleveland	
	Gaston College	Gaston, Lincoln	
	Mitchell Community College	Iredell	Iredell
	South Piedmont Community College	Union, Anson	Jointly chartered to Union & Anson
	Western Carolina University	Jackson	
	Wingate University	Union	
	Stanly Community College	Stanly	Stanly
	Cleveland Community College	Cleveland	Cleveland
Montreat College	Montreat College	Buncombe, Mecklenburg	

GRANTEE	COLLEGE	COUNTY (campus locations)	COUNTY (populations served) Community Colleges Only
Pitt Community College	Pitt Community College	Pitt	Pitt
Rowan-Cabarrus Community College	Rowan-Cabarrus Community College	Cabarrus, Rowan	Cabarrus, Rowan
Surry County Health and Nutrition Center	Surry Community College	Surry, Yadkin	Surry (home county), Yadkin
UNC-Pembroke	UNC-Pembroke	Robeson	
Wake Technical Community College	Wake Technical Community College	Wake	Wake
West Piedmont Community College	Western Piedmont Community College	Burke	Burke
Wilkes Community College	Wilkes Community College	Wilkes, Ashe, Alleghany,	Wilkes (home county), Alleghany, Ashe

Appendix 2: Monthly Program and Outcome Indicators

CORES Monthly Report Indicators HWTF Tobacco-Free Colleges Initiative (Phase II)	
1. Building Support For <u>Policy Adoption</u>	
# of petition drives completed to show support for campus policy adoption	
# of signatures on petitions showing support for campus policy adoption	
# of meetings/presentations to advance tobacco-related campus policy adoption <ul style="list-style-type: none"> • Meetings/presentations to obtain support for coalition activities • Meetings with officials to advocate for policy adoption • Class presentations to promote policy adoption • Meetings to develop media promoting policy adoption 	
# of <u>earned</u> newspaper/radio/TV messages promoting support for campus policy adoption <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 adoption <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 adoption <ul style="list-style-type: none"> • Written and verbal support • Verbal support only 	
# of <u>organizations</u> offering formal support for campus policy adoption <ul style="list-style-type: none"> • Written and verbal support • Verbal support only 	
# of <u>staff/faculty/student leaders</u> offering formal support for campus policy adoption <ul style="list-style-type: none"> • Written and verbal support • Verbal support only 	
# of policy changes under formal consideration by college officials	
2. Building Support For <u>Policy Compliance</u>	
# of meetings/presentations to promote tobacco-related campus policy compliance	

<ul style="list-style-type: none"> • Meetings with officials to advocate for policy compliance • Class presentations to promote policy compliance • Meetings to develop media promoting policy compliance
of <u>earned</u> newspaper/radio/TV messages promoting support for policy compliance <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 policy compliance <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
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 activities • 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 Quitline media messages targeting priority populations
of <u>paid</u> newspaper/radio/TV messages promoting Quitline <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 • Paid Quitline media messages targeting priority populations
of meetings/presentations to promote Quitline fax referral system among health services providers

of meetings/presentations to promote 5As and related cessation services among health services providers
5. Coalition Development
of new coalitions established
of new coalition members recruited <ul style="list-style-type: none"> Upper level administration, faculty, staff, community members, student health services representatives, students
of trainings attended by staff/partners <ul style="list-style-type: none"> Number of staff/partners attending one or more trainings
of surveys completed to assess student tobacco use and attitudes
6. Administrative Measures
of new staff hired with grant funds
of meetings with elected state/government leaders to promote HWTF and tobacco-free campus initiatives <ul style="list-style-type: none"> Meetings with elected <u>local</u> representatives Meetings with elected <u>state</u> representatives

Bolded indicators are outcome-oriented. Non-bolded indicators are program-oriented.

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

