

# North Carolina Tobacco-Free Colleges Initiative

## *Dashboard Update: FY10-11, Quarter 1*

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

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

*Prepared by Tobacco Prevention and Evaluation Program, University of North Carolina at Chapel Hill*

### **Recommendations**

- Continue strong re-invigoration of the Initiative with material updates, monthly conference calls, and acquisition of new technical assistance providers.
- Ensure main Initiative web page is regularly updated.
- Develop additional strategies for sharing successes between campuses, such as viral marketing videos, case studies, and influential spokespeople.

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

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

The Tobacco-Free Colleges Coordinator has scheduled routine monthly calls to discuss and address barriers.

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

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

## Policy Change

Purpose: Policy change is a primary outcome of the Initiative, as they protect students/faculty/staff from secondhand smoke, reduce exposure to tobacco industry promotions, and help smokers quit.

**Table 1: Grantee-reported policy changes, July – September 2010**

Grantee	Month Report	Date Adopt	Date Implement	Campus: Policy Details	Type of Involvement	Level of Involvement
University of North Carolina at Wilmington	07/2010	07/24/2010	01/01/2011	Bladen Community College: Smoking only in 3 designated areas and student parking lot	indirect	Moderate
East Carolina University	07/2010	06/29/2010	08/01/2010	Beaufort County Community College: 100% tobacco-free	indirect	Minimal
Guilford County Department of Public Health	08/2010	07/01/2010	08/01/2010	Guilford College: Doorways and designated areas, central campus area tobacco-free	indirect	Moderate
Guilford County Department of Public Health	09/2010	09/14/2010	03/01/2011	Rockingham Community College: 100% tobacco-free policy	direct	Maximum
Mecklenburg County Health Department	09/2010	07/02/2010	09/13/2010	Davidson College: 20' perimeter policy from doors, windows; all outdoor athletic facilities, terraces, amphitheaters, patios, and balconies	Indirect	Minimal

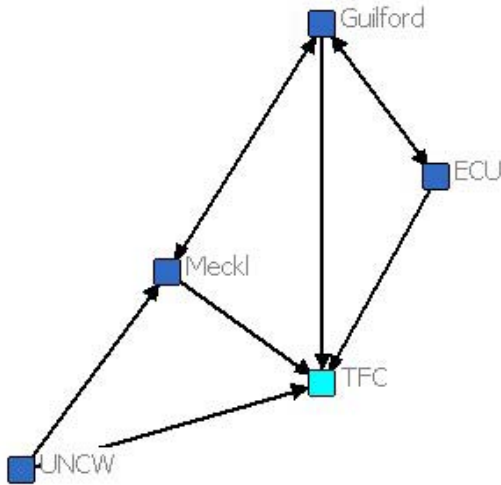
**Table 2: Smoke- or tobacco-free policy changes identified in non-participating campuses, July – September 2010**

Campus	Policy	Date
<i>None identified</i>		

## Communication and Technical Assistance for Problem Solving between Grantees

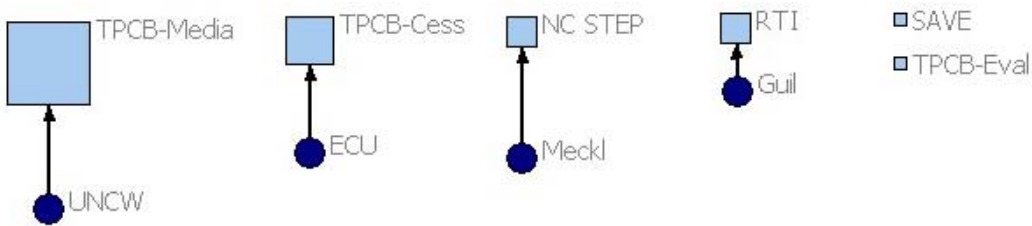
Purpose: The program relies on internal communication between grantees, the Tobacco-Free Colleges Coordinator, and technical assistance providers to identify and solve barriers to policy adoption, improve skills, and share information.

**Figure 1: Communication between grantees and HWTF Coordinator (TFC), July – September 2010**



Note: data is only collected from grantees. HWTF TFC’s coordinator does not report into CORES.

**Figure 2: Technical assistance provided by HWTF technical assistance providers to grantees, July – September 2010**



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

## Services and Assistance Provided to Campuses

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

**Table 3: Regional coalition activities, July – September, 2010**

Evaluation process measure	Total reported
In-person skill building trainings for regional campus staff and partners organized by grantees	2
Conference calls or in-person coalition meetings for regional campus staff and partners organized by grantees	0

**Table 4: Services provided to four-year schools, July-September, 2010**

Evaluation process measure	Total reported
Number of campus visits	27
Number of technical assistance sessions provided by grantee to campuses	55
Percentage of sessions covering:	
Coalition development	47%
Assessment	13%
Media	18%
Policy development	27%
Policy compliance	44%
QuitlineNC and cessation services	65%
Number of presentations promoting policy adoption, compliance, or QuitlineNC to student clubs	6
Percentage of presentations tailored to priority populations	83%
Priority populations tailored to	1 <sup>st</sup> yr. students

**Table 5: Services provided to community colleges, July-September, 2010**

Evaluation process measure	Total reported
Number of campus visits	19
Number of technical assistance sessions provided by grantee to campuses	95
Percentage of sessions covering:	
Coalition development	22%
Assessment	12%
Media	14%
Policy development	32%
Policy compliance	37%
QuitlineNC and cessation services	42%
Number of presentations promoting policy adoption, compliance, or QuitlineNC to student clubs	8
Percentage of presentations tailored to priority populations	100%
Priority populations tailored to	1 <sup>st</sup> yr. students

**Table 6: Services provided to trade, religious, and for-profit schools**

<b>Evaluation process measure</b>	<b>Total reported</b>
<b>Number of campus visits</b>	2
<b>Number of technical assistance sessions provided by grantee to campuses</b>	4
<b>Percentage of sessions covering:</b>	
<b>Coalition development</b>	25%
<b>Assessment</b>	25%
<b>Media</b>	25%
<b>Policy development</b>	25%
<b>Policy compliance</b>	50%
<b>QuitlineNC and cessation services</b>	75%

## Media

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

**Table 7: Media messages developed**

Evaluation process measure	Total reported
Number of media messages developed	2
Percentage of messages covering:	
Policy adoption	50%
Policy compliance	50%
QuitlineNC and cessation services	100%
Tailored to a priority population	-
Priority population tailored for	-

**Table 8: Earned media messages disseminated**

Evaluation process measure	Total reported
Number of earned media messages disseminated	6
Percentage of messages covering:	
Policy adoption	100%
Policy compliance	-
QuitlineNC and cessation services	-
Tailored to a priority population	-
Priority population tailored for	-

**Table 9: Paid media messages disseminated**

Evaluation process measure	Total reported
Number of paid media messages disseminated	1
Percentage of messages covering:	
Policy adoption	-
Policy compliance	-
QuitlineNC and cessation services	100%
Tailored to a priority population	100%
Priority population tailored for	1 <sup>st</sup> yr. students

## **Grantee-Reported Barriers (Representative Selection)**

- Not having the Tobacco Free College NC web site updated with the new colleges that have gone tobacco free, the new NRT cards, posters, and bookmarks, has made it difficult for colleges to gain access to this information.
- Many of the colleges are placing a link to the NC Tobacco-Free College web site on their college web site and the map and list of tobacco-free colleges are not up-to-date.
- August is always a difficult month because most colleges students return to campus and all the campuses are starting programming very very busy time.
- Getting a cookie cutter press release that we could give to colleges to use when announcing their Tobacco Free policy was very loaded with read tape and hard to accomplish.
- Hiring of Coordinator is still delayed although position is posted.
- Challenged a little to establish contact with some of our assigned sites.

## **Grantee-Reported Successes (Representative Selection)**

- Participated in a coalition building meeting with Elizabeth Montgomery and several colleges to strengthen collaboration among colleges.
- Hosted a regional meeting with TFC partners to discuss grant, coalition building, and tobacco cessation promotion.
- I have put out e-mail blasts about the Free NRT to colleges. Printed posters and cards about the Free NRT and distributed to the campuses.
- Contact with new schools going well.
- Hired full time Coordinator to take over day to day duties of the grant.
- 80% of our campuses are interested in promoting the quitline through health fairs and the Great American Smoke Out.