

# North Carolina Tobacco-Free Colleges Initiative

## *Dashboard Update: FY11-12, Quarter 1*

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### Summary

Forty-five of North Carolina's (NC's) 110 colleges and universities are now smoke- or tobacco-free indoors and outdoors. These policies protect over 228,000 students each semester, or nearly 41% of the total NC student population, including 53% of community colleges, 28% of independent colleges and universities, and 25% of universities of the University of North Carolina system. In addition, the policies protect over 26,000 faculty and staff at these institutions.<sup>1</sup> Despite a transition in funding of the College Initiative that caused a delay in grantees receiving critical grant funds until the last month of the first quarter, grantees continued to be active in their support of campuses. Support provided by grantees to four-year schools stabilized this quarter after a decline the prior quarter, appearing on track when compared to the first quarter of the prior fiscal year. Additionally, there appears to be a slight increase in support provided to trade, religious, and for-profit schools when compared to the first quarter of the prior fiscal year. While grantees described "frustration" associated with trying to re-establish communication with campuses after the near collapse of the College Initiative, they also highlighted positive progress toward new or stronger policies and "huge wins" in developing new relationships with campuses. The NC Tobacco-Free Colleges Initiative appears to have transitioned successfully to new funding sources and is poised for continued policy outcomes.

### Quarter 1 Findings

- Strong communication continued among grantees with a continued decline in reliance on the Tobacco-Free Colleges coordinator.
- The number of technical support sessions provided by grantees to four-year schools stabilized this quarter after a steep drop at the end of last fiscal year. While technical support sessions to community colleges continued to decline, this is likely due to the fact that 53% of these campuses are now tobacco-free, and a shift in focus is thus in order. In comparison to the first quarter of the prior fiscal year, there was an increase in support provided to trade, religious, and for-profit schools.
- Media efforts were negligible, likely a reflection of grant funds not being in place for grantees until the final month of the quarter.
- Grantees communicated frustration with the communication difficulties experienced during the changes in grant funding that occurred. They also expressed difficulties in re-establishing connections with campuses following the announcement that the initiative would be coming to a close. In phone conversations with TPEP staff, grantees stated they felt that they had lost some legitimacy.
- Grantees also communicated positive progress with establishing new relationships with campuses and work toward the adoption of stronger policies with others. This may be an indication that they continued to work aggressively toward the mission of the initiative despite their frustrations.

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<sup>1</sup> The number of faculty and staff covered by these policies does not include the number of staff employed at independent colleges and universities as this information was not available.

## Recommendations

- Now that funding is in place, grantees should flood campuses with media messages focused on policy adoption, compliance, and cessation.
- Since progress with four-year schools, especially those within the UNC system, remains relatively slow, conduct interviews with key informants on campuses where policies have been successfully adopted to determine vital strategies and processes leading up to those triumphs for replication purposes. Interviews with key informants on campuses where policies have yet to be adopted to identify barriers may also be warranted.

## 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. Grantees rate their type of involvement as being personally involved in the policy change (direct) or working with the campus but without “hands-on” involvement in the actual policy adoption (indirect). Grantees then rate their level of involvement with the campus in general on a three point scale: minimal, moderate, or maximum.

During this report period, one community college altered their 25’ perimeter smoking policy to one of designated smoking areas. No other changes in policy were reported.

**Table 1: Grantee-reported policy changes, July – September 2011**

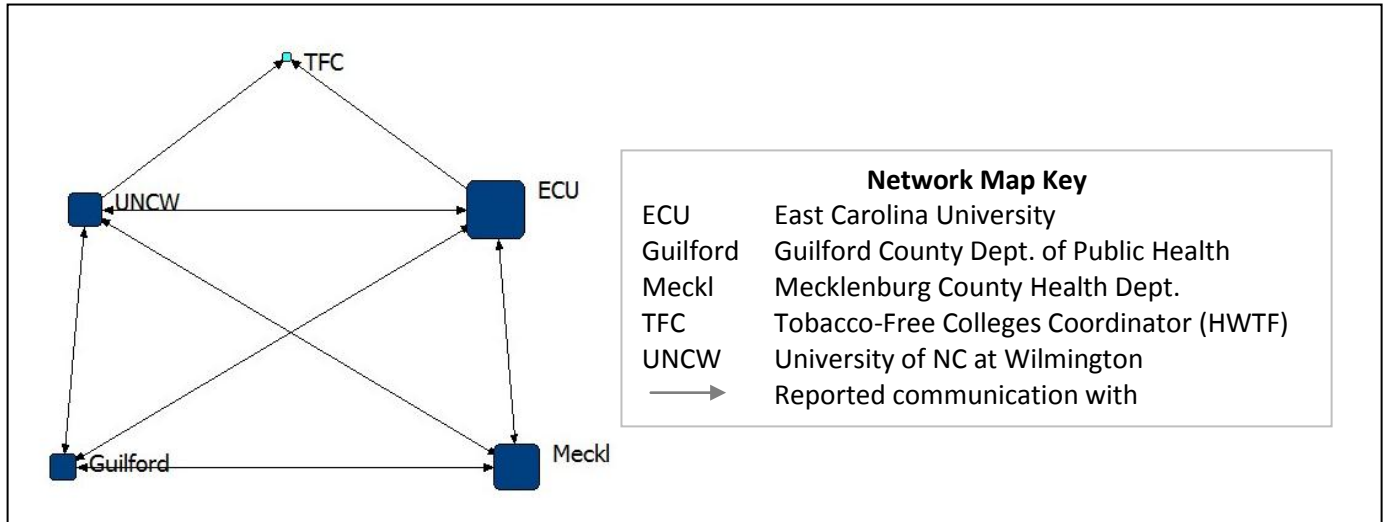
Grantee	Month Report	Date Adopted	Date Implemented	Campus: Policy Details	Type of Involvement	Level of Involvement
East Carolina University	08/2011	08/01/2011	08/01/2011	Pitt Community College: Designated smoking areas, versus 25’ perimeter policy	Direct	Minimal

## Communication and Technical Assistance for Problem Solving between Grantees

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

Communication between grantees and the Tobacco-Free Colleges coordinator (TFC) continued to drop this quarter, while communication between grantees remained very strong.

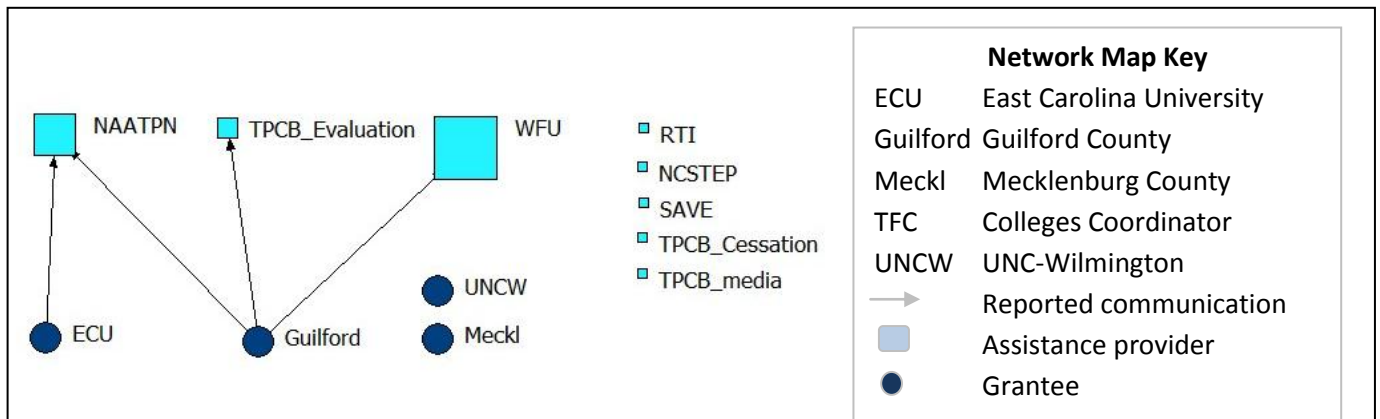
**Figure 1: Communication between grantees and HWTF Coordinator (TFC), July – September 2011**



Note: Data is only collected from grantees. HWTF TFC's coordinator does not report into CORES. The size of an entity's square is reflective of the number of communications reported by others directed toward them.

Technical assistance provider utilization remained low this quarter with the exception of Wake Forest University and the National African American Tobacco Prevention Network. In all cases, the technical assistance received was considered to fully meet the grantees' needs. Grantees reported no direct one-on-one utilization of five technical assistance providers.

**Figure 2: Technical assistance provided by HWTF technical assistance providers to grantees, July – September 2011**



Note: The size of a technical assistance provider's square is reflective of the number of communications reported by grantees to them.

## Services and Technical Support 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 trade/religious/for-profit).

Grantees coordinated few regional coalition activities this quarter (Table 3).

**Table 3: Regional coalition activities, July – September 2011**

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

The quantity of technical support sessions provided by grantees to four-year schools stabilized this quarter after a drop in the prior quarter (Table 4). The quantity of technical support sessions provided to community colleges continued to decline from prior quarters, however this is likely due to success in policy adoption at community colleges with 53% of these campuses now being tobacco-free (Table 5). Types of technical assistance provided during these sessions remained relatively balanced.

*Table four and five are presented on the following page.*

**Table 4: Services provided to four-year schools, July – September 2011**

<b>Evaluation process measure</b>	<b>Total reported</b>
Number of campus visits	31
Number of technical support sessions provided by grantee to campuses	43
<b>Percentage of sessions covering:</b>	
Coalition development	16%
Assessment	53%
Media	12%
Policy development	33%
Policy compliance	33%
QuitlineNC and cessation services	47%
Number of presentations promoting policy adoption, compliance, or QuitlineNC to student clubs	4
Percentage of presentations to student clubs tailored to priority populations	0%
Priority populations tailored to:	-

**Table 5: Services provided to community colleges, July – September 2011**

<b>Evaluation process measure</b>	<b>Total reported</b>
Number of campus visits	30
Number of technical support sessions provided by grantee to campuses	58
<b>Percentage of sessions covering:</b>	
Coalition development	5%
Assessment	46%
Media	5%
Policy development	19%
Policy compliance	45%
QuitlineNC and cessation services	40%
Number of presentations promoting policy adoption, compliance, or QuitlineNC to student clubs	7
Percentage of presentations to student clubs tailored to priority populations	0%
Priority populations tailored to:	-

**Table 6: Services provided to trade, religious, and for-profit schools, July – September 2011**

<b>Evaluation process measure</b>	<b>Total reported</b>
<b>Number of campus visits</b>	5
<b>Number of technical support sessions provided by grantee to campuses</b>	11
<b>Percentage of sessions covering:</b>	
<b>Coalition development</b>	9%
<b>Assessment</b>	36%
<b>Media</b>	0%
<b>Policy development</b>	36%
<b>Policy compliance</b>	18%
<b>QuitlineNC and cessation services</b>	55%

When comparing the quantity of technical support services provided by grantees to campuses in the first quarter of this fiscal year to that of the prior year, services provided to four-year schools appeared on track considering the shift in funding that occurred at the beginning of the quarter. As stated earlier, the decline in services provided to community colleges likely reflected the high number of campuses with tobacco-free policies already in place. While the trend is small, there appeared to be increased attention being paid to trade, religious, and for-profit schools.

**Table 7: Quarter 1 comparison of technical support sessions provided by grantees, 2010 and 2011**

<b>Evaluation process measure</b>	<b>Quarter 1, 2010</b>	<b>Quarter 1, 2011</b>
<b>Number of technical support sessions provided to four-year schools</b>	55	43
<b>Number of technical support sessions provided to community colleges</b>	95	57
<b>Number of technical support sessions provided to trade, religious, and for-profit schools</b>	4	11
<b>Total number of technical support sessions provided</b>	154	111

## 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.

Grantees continued to report relatively few media messages with only two earned and no paid media messages. This was likely due to grantees not receiving funds until the final month of the quarter.

**Table 8: Media messages developed, July – September 2011**

Evaluation process measure	Total reported
Number of media messages developed	9
Percentage of messages covering:	
Policy adoption	56%
Policy compliance	44%
QuitlineNC and cessation services	0%
Tailored to a priority population	-
Priority population tailored for	-

**Table 9: Earned media messages disseminated, July - September 2011**

Evaluation process measure	Total reported
Number of earned media messages disseminated	2
Percentage of messages covering:	
Policy adoption	0%
Policy compliance	100%
QuitlineNC and cessation services	50%
Tailored to a priority population	-
Priority population tailored for	-

**Table 10: Paid media messages disseminated, July – September 2011**

Evaluation process measure	Total reported
Number of paid media messages disseminated	0
Percentage of messages covering:	
Policy adoption	-
Policy compliance	-
QuitlineNC and cessation services	-
Tailored to a priority population	-
Priority population tailored for	-

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

- Trying to communicate and get campuses "back on board."
- Trying to re-establish contact with some colleges. It seems that some are not as interested and are not replying back since the closing of HWTF.
- This has been hard because it seems like the schools are not motivated since we told them the grant was gone and then the grant is back.
- Lack of communication, not having clear answers or much knowledge to work with makes it difficult to plan any trainings or campus visits.
- Frustration with the communication issues. Hopefully, they are resolved.
- Not having a signed contract, no budget to travel, purchase incentives, etc.

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

- Early planning stage for UNCG students/staff to advocate for a stronger policy.
- Making contact with Alamance Community College and Elon are huge wins for the program.
- We need to add Tri County Community College to my list. I met with them last year and they are putting in a Smoke Free Policy to start in Jan 2012. (Note: per Rachell Grounds, no more information is available regarding this policy at this time, 11/3/2011)
- I sent a request to all my campuses asking [them] to fill out a brief survey to assure I had their current tobacco policy, coalition members, accomplishments, challenges for the last year, plans for this coming year, and if they wanted to conduct an assessment.
- We were selected to present at the NCHO conference in November in Asheville.
- All 4 coordinators set up a conference call that was very useful for us to see where each of us were and how we are doing with the current situation.
- Got contact names for people in Robeson Co to help push RCC to strengthen policy.