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

Quarterly Report
October 1 – December 31, 2006

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 involves 20 grantees in activities to promote tobacco-free policy adoption and cessation on over 50 campuses across North Carolina. Grantees made several notable gains during Quarter 4 (Q4, October – December 2006) as they concluded the first fiscal year of the initiative (Year 1). General findings for Q4 are as follows:

- Ten Planning grantees, eight Implementation grantees, and two Special grantees worked on 53 college campuses across the state.
- Grantee planning and programmatic efforts over the year are culminating in an increase in policy advancement, coalitions established, and quitline promotions at the end of the year.
- Grantee achievements this quarter pave the way for future 100% tobacco-free campus policy adoptions, particularly on community college and private, four-year campuses.

A.2. Key Outcomes and Program Accomplishments

Policy Adoption

- Ten tobacco-related policy adoptions occurred on five campuses, including three 100% tobacco-free campus policies adopted at three HWTF-supported campuses: Gardner-Webb University, Roanoke-Chowan Community College, and College of the Albemarle.

Building Support

- Six campuses formally began to consider adopting 100% tobacco-free or comprehensive policies (within the limits of the law) during this quarter including five community colleges (Asheville-Buncombe Tech, Cleveland, Edgecombe, Stanly, Wilkes), and UNC-Wilmington.
- Three hundred and fifty-seven college officials, campus organizations, and individuals (i.e., staff, faculty, student leaders) offered formal support for campus policy initiatives.
- The number of surveys, paid media messages to promote campus policies, and petitions reported by grantees in Q2 and Q3 increased by 100% or more in Q4.

Coalition Development

- Nine campuses (i.e., five community colleges and four four-year campuses) established new tobacco prevention coalitions during Q4 bringing the total number of HWTF-supported campuses with coalitions from 17 to 39 (a 129% increase since the beginning of the initiative).

Quitline Promotion

- Grantees conducted 286 Quitline NC promotions (e.g., campus-wide events, presentations at meetings) in Q4, representing almost half of all promotions reported during Year 1. This increase coincides with Great American Smokeout Activities in November 2006.

- 25% of all Quitline NC promotions specifically targeted a priority population on campus (e.g., fraternity/sorority members, freshman, African American, GLBT, baseball team).

- Earned media messages (i.e., radio, TV, newspaper) promoting Quitline NC on HWTF-supported campuses increased by 92% from the past two quarters.

- Eight grantees reported 23 meetings with campus-based health providers to promote Quitline NC fax referral service utilization.

A.3. Key Barriers to Program Activities

- More than half of the grantees reported lack of staff and student availability due to timing in the school year (i.e., end-of-the-semester exams, holidays) and lack of staff time/ challenges hiring new staff as barriers during Q4.

A.4. Recommendations for Program Development and Improvement

- Use the momentum achieved by the first 100% tobacco-free campus policies passed to encourage other grantees in their own campus policy adoptions.

- Continue to support coalition development on the 12 Planning grant campuses that do not have an established tobacco prevention coalition.

- Encourage grantees working on campuses with Student Health Services to establish relationships with providers and promote utilization of the Quitline NC fax referral service.

- Continue to disseminate Quarterly Evaluation Reports to grantees via the Colleges listserv.

- Discuss whether the HWTF Tobacco-Free Colleges Initiative should expand beyond Year 2 in recognition of the strong interest in and success of the program in Year 1.

B. Background

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

The UNC Tobacco Prevention and Evaluation Program (TPEP) conducts the outcomes evaluation for the HWTF Tobacco-Free Colleges Initiative. The purpose of this evaluation is to demonstrate the effectiveness of the initiative at reaching its desired outcomes, and to make recommendations for program improvement. The evaluation team is responsible for collecting baseline and monthly progress data from grantees using a web-based tracking system, as well as analyzing and disseminating results.

C. Methods

The following quarterly report summarizes the outcomes, progress, and activities of Tobacco-Free College Initiative grantees during the period of October 1 to December 31, 2006 (Year 1, Q4).

This report includes data collected from eight Planning grantees, ten Implementation grantees, and two Special grantees [i.e., Survivors and Victims of Tobacco Empowerment (SAVE) and the American Lung Association of NC (ALA)]. See sections D.1 and D.3 for further description of Planning, Implementation, and Special grants.

Data were collected from Planning and Implementation grantees on a monthly basis using an online reporting system developed by UNC TPEP. Special grantees (i.e., SAVE and ALA) report directly to UNC TPEP on a quarterly basis using an individualized indicator and reporting system.

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

1. Outcome indicators include policy change and progress towards policy change indicators.

2. Program indicators include coalition development, building support for campus policies, Quitline promotion, and administrative measures.

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

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

D. Summary of Quarter Activities

D.1. Outcomes

The following section summarizes Q4 outcome data reported by Planning grantees (n=10) and Implementation grantees (n=8). Three of these grantees (2 Planning and 1 Implementation) work on multiple campuses (i.e., 36 campuses, 71% of all active Planning and Implementation grantee campuses during Q4). One Planning grantee did not submit data for the months of November and December 2006.

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

- Planning grants aim to establish coalitions and build support for campus policy initiatives.

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

Due to varying levels of coalition development and support for policy initiatives on Planning and Implementation grantee campuses, outcome goals for both types of grants frequently overlap (i.e., some Planning grantees are ready to advocate for policies, some Implementation grantees are still developing coalitions). See Tables 2 and 3 for indicator changes by type of grant.

Highlights of grantee outcome achievements are reported below:

D.1.a. Policy Change

Grantees reported several policy adoptions this quarter which have been described below. See Table 1 for a list of all Q4 policies adopted.

- In total, ten policies, including three 100% tobacco-free campus policies (i.e., no tobacco use in all buildings and on all grounds), were adopted on five HWTF-supported campuses with the direct or indirect assistance of two Planning grantees and 1 Implementation grantee.

- In November 2006, Stanly Community College adopted an improved campus policy with smoking only allowed in three designated areas. The policy was implemented on January 5, 2007 and will be in effect through the end of 2007. This policy was considered a step towards a future 100% tobacco-free campus policy.

- Coasters Restaurant and Bar in Elizabeth City adopted a 100% tobacco-free policy that will impact its many young adults patrons. This policy was an indirect result of the 100% tobacco-free policy adopted on the nearby Elizabeth City campus of College of the Albemarle.

- Five campus organizations (mini-grant recipients of the UNC-Chapel Hill grant) each verbally adopted tobacco-free policies for their organization that prohibit the use and promotion of tobacco use at all of their events and residences. Each organization also supports the initiative goals and assists the coalition in tobacco cessation efforts on campus. Two of these organizations specifically represent priority population groups on campus (i.e., Greek students, African Americans).

Table 1. Tobacco-Related Policies Adopted in Q4

#	Type of Policy Adopted	Month Adopted	Campus	Grantee
1	**100% tobacco-free campus policy**	**Dec**	**Gardner-Webb University**	**Mecklenburg Co. Health Dept.**
2	**100% tobacco-free campus policy**	**Nov**	**Roanoke-Chowan Community College**	**Albemarle Regional Health Services**
3	**100% tobacco-free campus policy**	**Oct**	**College of the Albemarle**	**Albemarle Regional Health Services**
4	Campus policy that prohibits smoking in all campus areas except a gazebo and parking lots	Nov	Stanly Community College	Mecklenburg Co. Health Dept.
5	100% tobacco-free policy for off-campus area: Coasters Restaurant and Bar (Elizabeth City)	Dec	College of the Albemarle	Albemarle Regional Health Services
6	Tobacco-free policy for campus organization: Kappa Alpha Psi (African American fraternity)*	Oct	UNC-Chapel Hill	UNC-Chapel Hill
7	Tobacco-free policy for campus organization: Kappa Psi (pharmacy student fraternity)*	Oct	UNC-Chapel Hill	UNC-Chapel Hill
8	Tobacco-free policy for campus organization: Carolina Cancer Focus*	Oct	UNC-Chapel Hill	UNC-Chapel Hill
9	Tobacco-free policy for campus organization: Campus Y*	Oct	UNC-Chapel Hill	UNC-Chapel Hill
10	Tobacco-free policy for campus organization: School of Public Health Student Government*	Oct	UNC-Chapel Hill	UNC-Chapel Hill

***** Mini-grant recipients of the UNC-Chapel Hill Implementation grant.

D.1.b. Building Support for Policy Change

- Six grantees reported 11 new policies that formally underwent consideration by college officials for the first time during Q4. These include five 100% tobacco-free policies under consideration at the five community college campuses and one comprehensive tobacco policy (i.e., policy that follows American College Health Association guidelines and is within legal limits for UNC system campuses) at one four-year campus*:

    1. Asheville-Buncombe Technical Community College
    2. Cleveland Community College
    3. Edgecombe Community College
    4. Stanly Community College
    5. Wilkes Community College
    6. UNC-Wilmington*

- Grantees garnered formal support for campus policy initiatives from 357 key decision makers, organizations, and campus community members including:

    - 67 college officials (e.g., Dean, Board of Trustee members, Chancellor, Director of Human Services, President, Director of Counseling Services);

    - 42 campus organizations (e.g., Omega Psi Phi fraternity, Student Government Association, campus health education club, nursing club, sports teams); and

    - 248 staff, faculty, and/or student leaders (e.g., faculty, baseball coach, newspaper editors, housekeeping staff, SGA executive committee).

- Ten grantees collected 4025 signatures from students, staff, and faculty demonstrating support for campus policy initiatives (72% of all Year 1 signatures were collected in Q4).

D.1.c. Coalition Development

Planning and Implementation grantees are currently working actively on 51 college campuses across the state (this number does not include campuses covered by Special grants). Twenty (39%) of these campuses represent community colleges.

- Nine campuses (covered by four Planning grantees and one Implementation grantee) established new coalitions, including five community colleges and four four-year campuses:

    1. Barber-Scotia College
    2. East Carolina University
    3. Edgecombe Community College
    4. Lenoir-Rhyne College
    5. Martin Community College
    6. Pamlico Community College
    7. Roanoke-Chowan Community College
    8. Surry Community College
    9. UNC-Pembroke

- One campus, Johnson C. Smith University, disbanded their coalition in Q4 due to lack of member interest and involvement, despite efforts by Mecklenburg Grant Coordinator.

- As of the end of December 31, 2006 (i.e., end of Year 1), 76% of the campuses covered by Planning and Implementation grantees have established tobacco prevention coalitions. This represents a 129% increase in the number of campuses with coalitions since the beginning of the Initiative in January 2006.

- Four Planning grantees continue to work on developing coalitions on five community college and seven four-year campuses that currently do not have coalitions (24% of all campus covered by Planning and Implementation grantees).

D.1.d. Summary of Outcome Indicators

The following table summarizes all Q4 outcome indicators changes reported monthly by Planning and Implementation grantees.

Table 2: Summary of Q4 Outcome Indicator Changes

Outcome Indicator	# of Q4 Planning grantees involved (n=10)*	# of Q4 Implem. grantees involved (n=8)	Total # of Q4 indicator changes	Total YTD** indicator changes
Policy Adoption				
# of tobacco-free policies adopted by campus organizations • Two of the organizations represent priority populations	0	1	5	5
# of tobacco-free policies adopted in campus areas	2	0	4	11
# of tobacco-free policies adopted in off-campus areas frequented by young adults	1	0	1	1
# of policies adopted prohibiting the sale of tobacco products on campus	0	0	0	1
# of policies adopted prohibiting tobacco industry advertising, free sampling, & sponsorship on campus	0	0	0	0
Building Support for Campus Policy Initiatives				
# of signatures on petitions showing support for campus policy initiatives	7	3	4025	5588
# of college officials offering formal support for campus policy initiatives	5	7	67	210†
# of organizations offering formal support for campus policy initiatives	4	5	42	119†
# of staff/faculty/student leaders offering formal support for campus policy initiatives	6	4	248	616†
# of policy changes under consideration by college officials	3	3	11	57†
Coalition Development				
# of new campus coalitions established	4	1	9	23

* One Planning grantee did not submit data for the months of November and December 2006.
** Total year-to-date (YTD) indicator changes column includes Q2 + Q3 + Q4 indicator changes for each indicator
† Totals include adjusted Q2 and Q3 values following Year 1 data cleaning.

D.2. Program Development

The following section describes program or process-orientated data reported by Planning and Implementation grantees during Q4. Quitline promotion is highlighted in section D.2.a. All other program indicators are summarized below in Table 3.

D.2.a. Quitline Promotion

Grantees reported increased activity in campus Quitline NC promotion during Q4. This is likely related to Great American Smokeout activities taking place on Nov. 16th.

- All 18 Planning and Implementation grantee reported work in the area of Quitline NC promotion. Grantees conducted 286 promotions on campuses in Q4 (48% all quitline promotions reported during Year 1), including:
    - 138 (48%) campus-wide events;
    - 107 (37%) presentations at organizational meetings/classes/events; and
    - 41 (14%) other types of events (e.g., Greek Smokeout Challenge, campus open house, Great American Smokeout booths/banner, paid media messages).
- 72 (25%) of these quitline promotions specifically targeted a priority population on campus (e.g., fraternity/sorority members, freshmen, African American, GLBT, baseball team).
- Grantees reported 11earned media messages (i.e., radio, TV, newspaper messages) promoting Quitline NC on campus (52% of all Quitline messages reported during Year 1).
- Seven grantees reported 21 meetings with campus-based health providers to promote Quitline NC fax referral service utilization. These grantees include Asheville-Buncombe Technical Community College, Caldwell Community College, UNC-Chapel Hill, Wilson Community College, Wilkes Community College, Mecklenburg Co. Health Dept., and Moses Cone-Wesley Long Community Health Foundation.

D.2.b. Summary of Program Indicators

The following table summarizes all Q4 program indicators changes reported by Planning and Implementation grantees. Activities focus on coalition development, building support for campus policy initiatives, Quitline NC promotion, and administrative functions.

Table 3. Summary of Q4 Program Indicators

Program Indicator	# of Q4 Planning grantees involved (n=10)*	# of Q4 Implem. grantees involved (n=8)	Total # of Q4 indicator changes	Total YTD** indicator changes
Coalition Development				
# of new coalition members recruited	7	8	161	512
# of trainings attended by staff/partners • Percent of total trainings conducted by EnTER: 56%	6	8	34	69
Building Support for Campus Policy Initiatives				
# of surveys completed to assess student tobacco use & attitudes	5	3	23	46
# of petition drives completed to show support for campus policy initiatives	7	3	33	65
# of meetings/presentations to advance tobacco-related policies	10	7	139	302
# of earned newspaper/radio/TV messages promoting support for campus policy initiatives • Percent of total messages from campus-based media outlets = 74%	8	5	66	162
# of paid newspaper/radio/TV messages promoting support for campus policy initiatives • Percent of total messages from campus-based media outlets = 69%	2	3	13	17
Quitline Promotion				
# of Quitline promotions Percent of total promotions (286): • Campus-wide events = 48% • Presentations at org. mtgs., classes, or events = 37% • Other types of promotional events = 14% • Quitline promotions targeting priority populations = 25%	10	8	286	596

Table 3 (continued). Summary of Q4 Program Indicators

Program Indicator	# of Planning grantees involved (n=10)*	# of Implem. grantees involved (n=8)	Total # of Q4 indicator changes	Total YTD** indicator changes
# of earned newspaper/radio/TV messages promoting Quitline Percent of total messages (111): • Earned messages from campus-based outlets = 77% • Earned messages from non-campus based outlets = 23% • Earned messages promoting Quitline targeting priority populations = 8%	7	7	111	212
# of meetings/presentations to promote Quitline fax referral system among health services providers	3	4	21	48
Administrative				
# of new staff hired with grant funds	2	0	3	32
# of meetings with elected state/government leaders to promote HWTF and coalition initiatives	1	1	4	11

* One Planning grantee did not submit data for the months of November and December 2006.
** Total year-to-date (YTD) indicator changes column includes Q2 + Q3 + Q4 indicator changes for each indicator

D.3. Special Grants

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

Highlights of Special grant activities during Q4 are summarized below:

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

- SAVE provided services to the following seven campuses during Q4: Asheville-Buncombe Technical Community College, Surry Community College, UNC-Greensboro, Wilkes Community College (Ashe Co. Campus), Wilson Community College, Wingate University, and Appalachian State University (the only campus not covered by a HWTF Planning or Implementation grant).

- During Q4, SAVE conducted 12 educational presentations (75% of SAVE presentations reported in Year 1) reaching 340 students and staff. Volunteers also conducted 17 Quiltine NC promotions (71% of SAVE quitline promotions reported in Year 1).

- SAVE hired three student interns from Stanly Community College. Two students are working together to compile a booklet promoting tobacco-free campus policy and one is working with SAVE on website improvements.

- Seven SAVE volunteers attended the October HWTF Conference where they were able to network with other grantees and increase requests for their services.

- Barriers include difficulty scheduling SAVE presentations into college curriculums.

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

- ALA provided services to three campuses including Elizabeth City State University, Fayetteville Tech Community College, and Wake Tech Community College (the only campus not covered by a HWTF Planning or Implementation grant).

- ALA staff participated in five technical assistance meetings with campus contacts, and three meetings/presentations to advance campus tobacco policies (Wake Tech CC).

- One Freedom From Smoking (FFS) facilitator training was held with 16 people at Elizabeth City State University including students, university staff, and local hospital healthcare providers. Another FFS training for Wake Tech CC is scheduled for Feb. 07.

- ALA reported seven Quitline NC promotions and two meetings to promote the Quitline NC fax referral service. FFS kits and marketing materials were also distributed.

- Barriers include difficulty contacting trained FFS facilitators who are ready to conduct their first classes, scheduling during winter months, and delays in receiving FFS Kits.

D.4. Barriers

All Planning and Implementation grantees (n=18) are asked to report their top three barriers to effective program implementation. The following barriers were most frequently reported in Q4:

- 61% (11) of grantees reported lack of staff/student availability due to timing in school year (i.e., end-of-the semester exams, holidays);
- 56% (10) reported lack of staff time and/or challenges hiring new staff;
- 33% (6) reported difficulty scheduling meetings or establishing campus contacts;
- 33% (6) reported lack of campus support or some form of resistance to policy change;
- 28% (5) reported media-related issues (e.g., difficulty getting earned media from events, long wait time for media approval on brochures, posters, and Quitline ads);
- 22% (4) reported lack of student interest and/or difficulty with student recruitment; and
- 17% (3) reported some other type of barrier.

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

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

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

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

Appendix 2: Monthly Program and Outcome Indicators

1. Coalition Development
# of new coalitions established
# of new coalition members recruited
# of trainings attended by staff/partners
# of staff/partners attending one or more trainings
# of surveys completed to assess student tobacco use and attitudes
2. Building Support
# of petition drives completed to show support for campus policy initiatives
# of signatures on petitions showing support for campus policy initiatives
# of meetings/presentations to advance tobacco-related campus policies
# of earned newspaper/radio/TV messages promoting support for campus policy initiatives • Earned messages from campus-based media outlets • Earned messages from non-campus based media outlets
# of paid newspaper/radio/TV messages promoting support for campus policy initiatives • Paid messages from campus-based media outlets • Paid messages from non-campus based media outlets
# of college officials offering formal support for campus policy initiatives
# of organizations offering formal support for campus policy initiatives
# of staff/faculty/student leaders offering formal support for campus policy initiatives
# of policy changes under consideration by college officials
3. Policy Adoption
# of tobacco-free policies adopted by campus organizations • **Tobacco-free policies adopted by campus organizations representing priority populations**
# of tobacco-free policies adopted in campus areas
# of tobacco-free policies adopted in off-campus 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

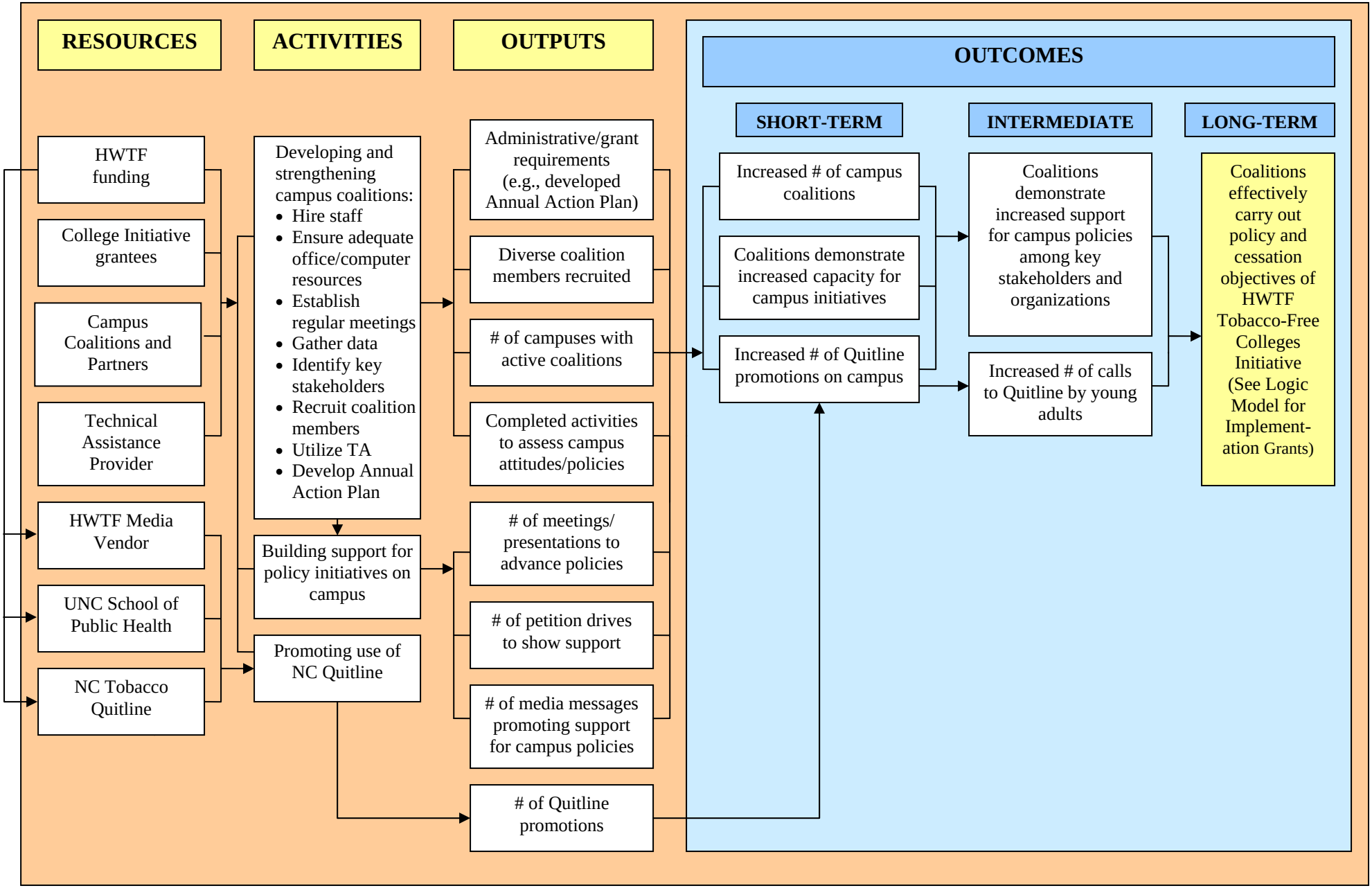
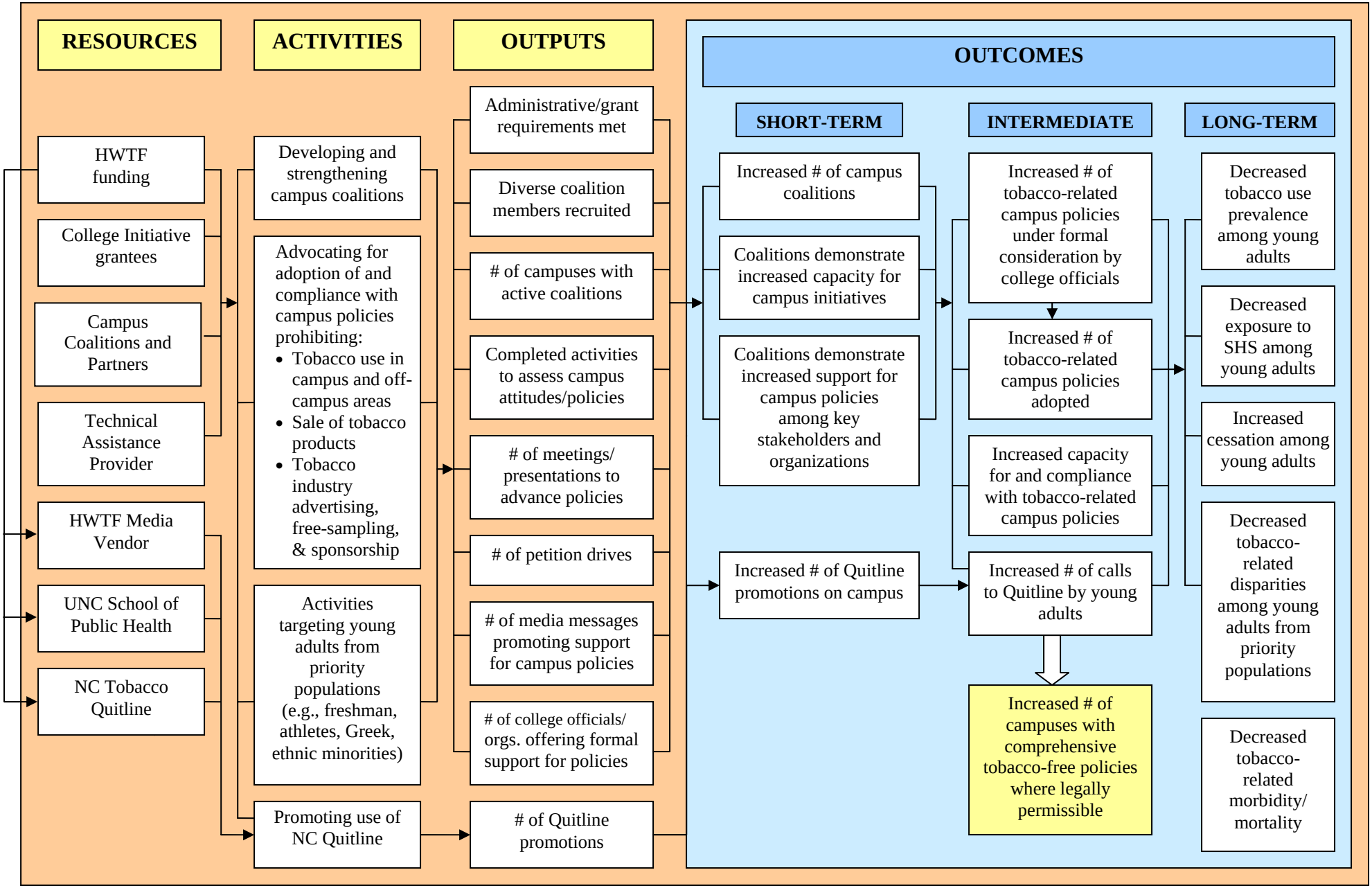
4. Quitline Promotion
# of Quitline promotions • Campus-wide events • Presentations at organizational meetings, classes, or events • Other types of promotional events • Quitline promotions targeting priority populations
# of earned newspaper/radio/TV messages promoting Quitline • Earned messages from campus-based media outlets • Earned messages from non-campus based media outlets • Earned messages promoting Quitline targeting priority populations
# of meetings/presentations to promote Quitline fax referral system among health services providers
5. Administrative Measures
# of new staff hired with grant funds
# of meetings with elected state/government leaders to promote HWTF and coalition initiatives

Notes:

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

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

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



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