North Carolina
Health and Wellness Trust Fund

Tobacco-Free Colleges Initiative
Phase II

Second Quarter, Fiscal Year 2009-2010
October-December 2009

Prepared for:
North Carolina Health & Wellness Trust Fund

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I. Summary and Recommendations

A. Overview

The North Carolina Health and Wellness Trust Fund (HWTF) launched the Tobacco-Free Colleges Initiative in January 2006 to support efforts that prevent and reduce the high rates of tobacco use among NC college students, age 18-24, through the promotion of tobacco-free policy adoption and cessation services for college campuses and communities.

After two successful years in Phase I (report available at: http://www.tpep.unc.edu), the HWTF expanded the Initiative in Phase II granting an additional $1.4 million in funding beginning January 2008. Phase II grants were awarded to 14 grantees working with 50 campuses (44 of which are accredited) in 33 counties across NC. One additional campus was added in July 2009. Technical assistance services expand the campaign state-wide. Evaluation of the technical assistance services is not covered in this evaluation..
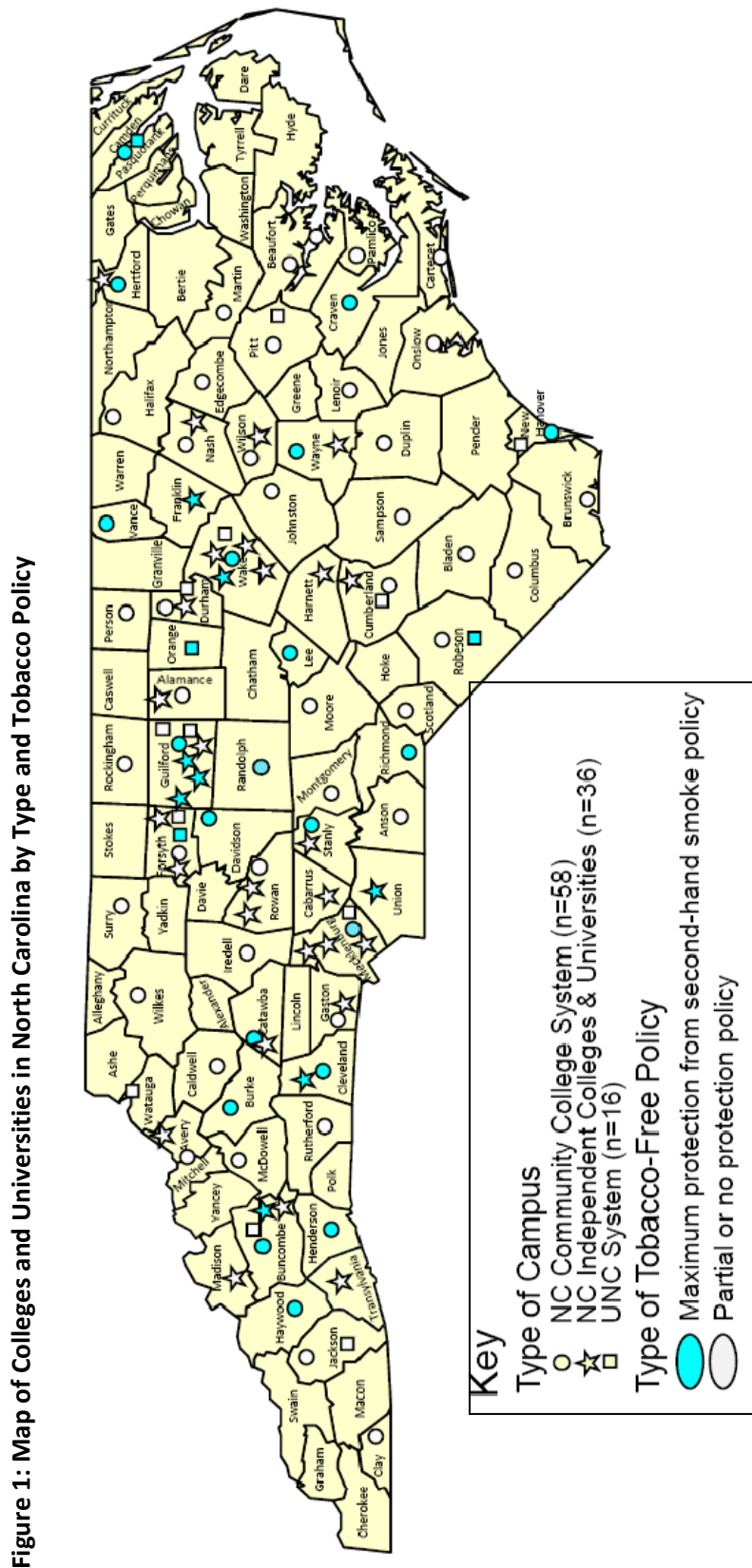
North Carolina leads the nation in voluntary adoptions of comprehensive or 100% tobacco-free policies at college and university campuses[1,2] with 33 such policies passed by the end of this quarter (Figure 1). This report shows cumulative data across Phase II, highlighting the ongoing successes of the program in the current quarter. Key findings from this fiscal quarter include:

- Twenty-three of the 65 campuses (35%) participating in Phases I or II now provide the most protective policy allowed by law. Ten (22%) of the 45 campuses that are not directly funded by the Initiative also provide the most protective policy allowed by law. Combined, these policies protect over 159,300 NC college students from the effects of secondhand smoke.[3]

- During this quarter, Randolph Community College (which does not participate in the Initiative) adopted a 100% tobacco-free policy.

- Consistent with a second-year of programming, this quarter saw sustained progress in building capacity for tobacco-free policy adoption and promoting compliance. Grantees have increased campus-wide QuitlineNC promotions over previous quarters and the previous calendar year.

B. Recommendations

1. Increase the frequency of cross-collaboration (grantee-to-grantee communication) to share information, build momentum, and celebrate successes.

2. Develop a mechanism to transform verbal support for policy change from student organizations into the adoption of student organization policies.

3. Enhance program reach to priority population through technical assistance and the use of appropriate methods such as cultural tailoring of media messages for advocacy, compliance, and Quitline promotion.

C. Map of Tobacco-Free Policy Adoption

Figure 1: Map of Colleges and Universities in North Carolina by Type and Tobacco Policy

Key

Type of Campus
○ NC Community College System (n=58)
☆ NC Independent Colleges & Universities (n=36)
□ UNC System (n=16)

Type of Tobacco-Free Policy
⬭ Maximum protection from second-hand smoke policy
⬭ Partial or no protection policy

D.   Diffusion of Tobacco-Free Policy Adoption

Prior to the Initiative, only one college in North Carolina had a 100% tobacco-free policy. Figure 2 shows how the Initiative accelerated the diffusion of policy adoption among funded and, more recently, among non-funded campuses for which the HWTF provides additional technical assistance.

Figure 2:   **Percent of North Carolina campuses adopting tobacco-free or comprehensive policies from Phase I baseline, December 2009**
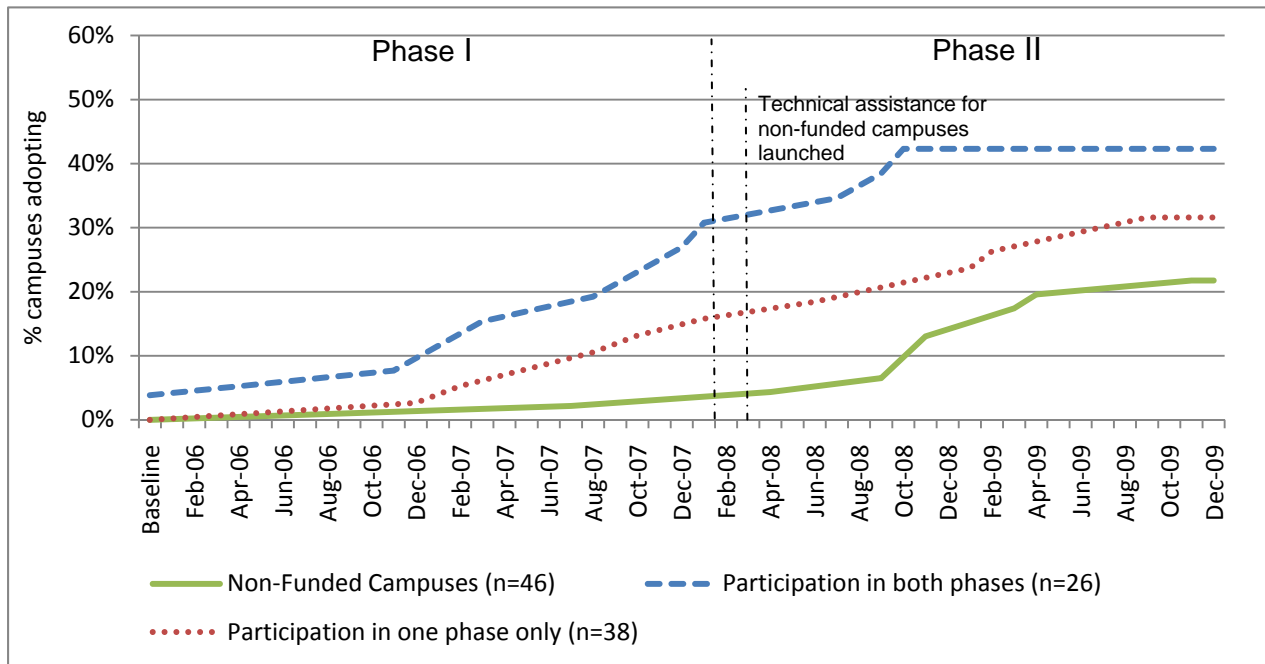
Note: flattened lines indicate no change in adoption.

E. List of Tobacco-Free Policy Adoptions through September 2009

By the end of this quarter, 32 of North Carolina's 110 campuses had adopted 100% tobacco-free policies (or, in the case of UNC System schools, comprehensive policies restricting tobacco use within 100 feet of all buildings, which are the most protective policy allowed by law). Table 1 lists the campuses by date of adoption. Only one campus adopted a tobacco-free policy prior to the Initiative.

Table 1: List of 100% Tobacco-Free Policies and Responsible Grantees by Date

	#	Campus	Passed	Colleges Initiative Grantee Involved (Funded Phases)
Before	1.	Bennett College	Pre-grant 2004	Moses-Cone Wesley-Long CHF (1) and Guilford County Dept. of Public Health (2) provided support for compliance and Quitline
Phase I	2.	Gardner-Webb University	11/2006	Mecklenburg CHD (1-2)
	3.	College of the Albemarle	12/2006	Albemarle RHS (1)
	4.	Stanly Community College	01/2007	Mecklenburg CHD (1-2)
	5.	Asheville-Buncombe Technical CC	02/2007	Asheville-Buncombe Tech CC (1)
	6.	Cleveland Community College	03/2007	Cleveland CC (1-2)
	7.	Haywood Community College	07/2007	-
	8.	Greensboro College	08/2007	Moses-Cone Wesley-Long CHF (1) Guilford County Dept. of Public Health (2)
	9.	Wake Technical Community College	08/2007	Indirect support from Phase I special grantee
	10.	Roanoke-Chowan Community College	08/2007	Albemarle RHS (1)
	11.	UNC-Chapel Hill	10/2007	UNC-Chapel Hill (1)
	12.	Guilford Technical Community College	10/2007	Moses-Cone Wesley-Long CHF (1) Guilford County Dept. of Public Health (2)
	13.	Winston Salem State University	12/2007	Moses-Cone Wesley-Long CHF (1) Guilford County Dept. of Public Health (2)
Phase II	14.	Wingate University	01/2008	Mecklenburg CHD (1-2)
	15.	Montreat College	01/2008	Montreat College (2)
	16.	Louisburg College	04/2008	-
	17.	Elizabeth City State University	06/2008	Elizabeth City State University (1)
	18.	UNC-Pembroke	07/2008	UNC-Pembroke (1-2)
	19.	Peace College	09/2008	-
	20.	High Point University	09/2008	Guilford County DPH (1-2)
	21.	Catawba Valley Community College	10/2008	Mecklenburg CHD (1-2)
	22.	Blue Ridge Community College	11/2008	-
	23.	Central Carolina Community College	11/2008	-
	24.	Wayne Community College	11/2008	-
	25.	Davidson County Community College	01/2009	Guilford County DPH (2)
	26.	Cape Fear Community College	01/2009	-
	27.	Richmond Community College	01/2009	First Health of the Carolinas (2)
	28.	Western Piedmont Community College	02/2009	Western Piedmont Community College (2)
	29.	Vance-Granville Community College	03/2009	-
	30.	Craven Community College	04/2009	-
	31.	Central Piedmont Community College	09/2009	Mecklenburg CHD (2)
	32.	Forsyth Technical Community College	09/2009	Guilford County DPH (2)
	33.	Randolph Community College	11/2009	-

Summary and Recommendations

F.   Program Accomplishments

1.   Policy Adoption

- No new policies were adopted by Phase II participating campuses this quarter.

2.   Building Support for Policy Adoption

- One grantee reported submitting a 100% tobacco-free policy for formal consideration at Wilkes Community College.

- Grantees reported 46 college officials, campus organizations, and individuals (i.e., staff, faculty, student leaders) offered formal support for campus policy initiatives. Five grantees also reported collecting 887 petition signatures showing support for campus policies in 18 petition drives.

- Grantees reported a total of 85 meetings/presentations, 12 earned media messages, and 2 paid media messages to build support for policy adoption.

- Grantees reported a total of 45 meetings/presentations, 24 earned media messages, and 2 paid media messages building support for policy compliance.

3.   QuitlineNC Promotion

- All grantees promoted QuitlineNC on one or more of their campuses. In total, grantees held 127 QuitlineNC promotions (e.g., campus-wide events, presentations at meetings).

- Grantees reported a total of 36 media messages (98% earned) to promote QuitlineNC.

- Four grantees reported six meetings with campus-based health providers to promote QuitlineNC fax referral service utilization. In addition, three grantees reported four meetings to promote the 5A's and other related cessation services.

4.   Coalition Development

- Grantees reported recruiting 16 new coalition members, 19% of whom were upper level administrators, faculty, or staff members on campus.

G.   Key Barriers to Program Activities

Grantees reported barriers in this quarter that were similar to barriers reported over the course of Phase II.

- Seven grantees (50%) reported difficulties scheduling around the academic calendar year.

- Six grantees (43%) reported difficulty with policy compliance on campus.

- Six grantees (43%) reported challenges in completing campus administrative requirements on their campuses with approval for activities, signage, and/or purchases.

- Five grantees (36%) reported barriers to gaining student interest and support for policy change.

- Three grantees (21%) reported challenges due to changing campus leadership and staff.

- Three grantees (21%) reported barriers to gaining administration interest and support for policy change.

Summary and Recommendations

II. Background

Young adults, age 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.[4] 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.[5, 6] In 2006, over 80% of NC college students reported weekly exposure to secondhand smoke.[7] Additionally, certain subpopulations (e.g., fraternities, sororities, athletes, gays & lesbians, first-year students) deemed "priority populations" are at additional risk for tobacco initiation and/or face barriers to cessation services.[8]

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 QuitlineNC on NC campuses. The UNC System, NC Community College System, and NC Independent Colleges and Universities[*] are comprised of 110 different colleges and universities. These schools serve approximately 492,000 students annually.[3] Twenty community and campus-based organizations received Phase I grants from the HWTF to carry out this work on 53 campuses.[†] Prior to this initiative, only one campus in NC was 100% tobacco-free (Bennett College).

Phase I of the Initiative demonstrated several successful outcomes, including the adoption of twelve 100% tobacco-free policies and comprehensive campus tobacco policies. One-hundred percent 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' 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' perimeter policy. We include complete bans on smoking (i.e., smoke-free not tobacco-free policies) (n=6) in the analysis given the health impact of smoking.

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). Six (43%) of these organizations were Phase I grantees.

Phase II grantees promote tobacco-free policy adoption, policy compliance, QuitlineNC and other cessation services on public and private college, university, and community college campuses. In total, Phase II grantees work with 51 different campuses across NC. Central Piedmont Community College started participating through a multi-campus grantee in July 2009. Three grantees work with multiple campuses (i.e., 40 campuses, or 80% of all campuses supported by Phase II grantees). The HWTF 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 the independent outcomes evaluation for the <u>grantee-funded</u> portion of the HWTF Tobacco-Free Colleges Initiative. The purpose of

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[*] NC Independent Colleges and Universities is an association of 36 private colleges and universities that are accredited by the Southern Association of Colleges and Schools.
[†] This does not include campuses solely receiving technical assistance from SAVE and ALA-NC. It does include six campuses recommended by grantees for inclusion that are not members of the UNC System, NC Community College System, or NC Independent Colleges and Universities.

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.

III. Methods

The Colleges Online Reporting and Evaluation System (CORES) developed by TPEP collects outcome and program-oriented data from all grantees on a monthly basis. 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 into Phase II, until June 2009. 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). 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). TPEP collected baseline data at the beginning of Phase I and Phase II using an online survey. TPEP uses baseline data to compare and assess grantee achievement over time.

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, QuitlineNC promotion, coalition development, and administrative measures.

Grantees report their data using established indicator definitions and reporting procedures outlined for all grantees in the CORES indicator reference 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 and July 2009. Evaluators provided Individual CORES training to grantees by phone, as needed. Upon final receipt and compilation of grantee CORES data, TPEP staff verify policy changes and key program indicator changes via phone or email.

Throughout this report, outcomes are calculated based on eligible campuses in North Carolina (n=110), which are defined as members of the UNC System (n=16), NC Community College System (n=58), and NC Independent Colleges and Universities (n=36). Forty-five of NC's 110 campuses participate in Phase II of the Initiative. Six additional campuses which do not meet the definition for inclusion (e.g., bible colleges, business colleges, non-accredited colleges) participate through multi-campus grantees. While reported activities include the six additional campuses, outcomes are calculated based on the 45 accredited campuses.

Results of grantee activity are reported using a denominator of the 15 participating grantees for Phase II through June 2009 and of the 14 participating grantees from July 2009. However, not all grantees are expected conduct each type of activity due to individualized scopes of work and to differences between multi-campus grantees and single-campus grantees. Once policy changes are accomplished, for example, fewer grantees are expected to report work on policy advocacy activities. Care should thus be used when comparing overall levels of activity reported by grantees by quarter and especially by year.

IV. Outcomes and Activities

A. Outcomes

Throughout the outcomes and activities we differentiate by color graphs that illustrate the number of grantees conducting an activity (**blue**) versus graphs that show the actual count of activity units (**teal**). Both are reported by quarter. In the disparities section, orange is used to denote graphs showing a proportion of activities involved in disparities work.

1. Policy Adoption

This quarter, grantees did not report any policy adoptions.

Figure 3 shows the number of grantees who reported policy indicator changes since the start of Phase II. One grantee reported a new policy formally submitted for consideration by college officials during this quarter: Wilkes Community College reported a 100% tobacco-free campus policy is being considered by that campus's board of trustees.

Please note that four grantees achieved the most protective tobacco-free policy possible and thus no longer report efforts to advocate for tobacco-free policies. Each multi-campus grantee (n=3) has also reported campuses adopting the most protective policy available. As more campuses adopt policies, fewer policy-related activities are expected.

Figure 3: Number of Grantees within Each Phase II Quarter Reporting Policy Indicator Changes, 2008-2009 (n=15)
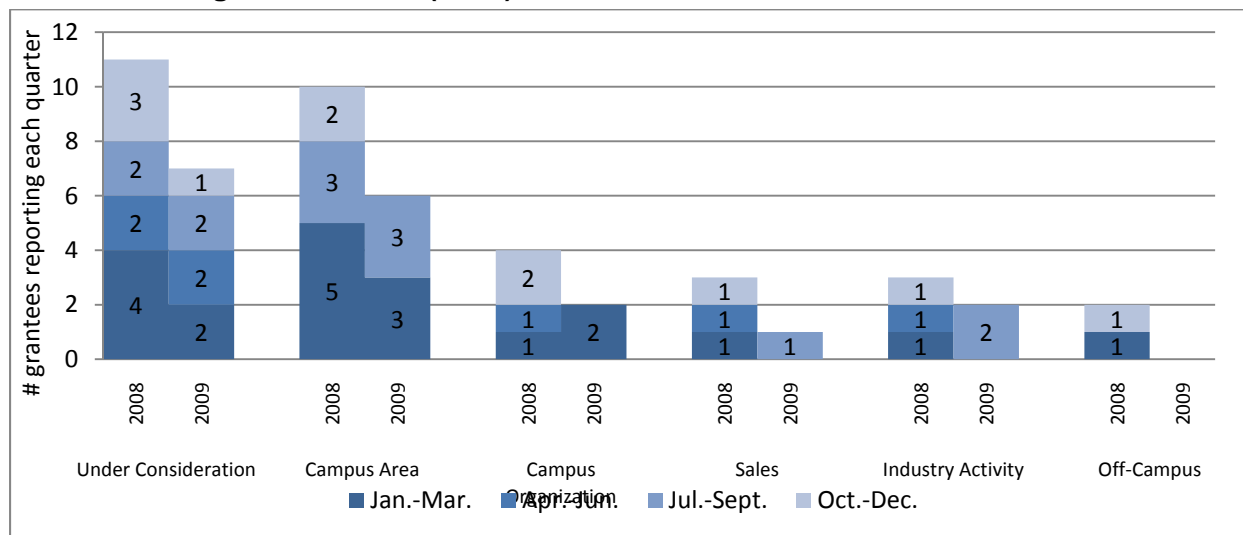
2. Cumulative Summary of Outcome Indicators for Each Quarter of Phase II

Table 2 summarizes all <u>outcome</u> indicator changes reported in each quarter. Of note, few grantees reported involvement in the adoption of campus organization, prohibition of sales or advertising, and off-campus area policies. As more campuses adopt policies, activity should increasingly shift away from policy advocacy and towards promoting policy compliance.

Table 2: Cumulative Summary Policy Adoption Indicators, Phase II, 2008-2009

Indicator	Year	Grantees involved	Jan.-Mar. changes	Apr.-Jun. changes	Jul.-Sept. changes	Oct.-Dec. changes	Total changes
# of policy changes under consideration by college officials	2008	9 (60%)	8	2	6	4	20
	2009	**6 (40%)**	**2**	**2**	**2**	**1**	**7**
# of tobacco-free policies adopted in <u>campus areas</u> (includes 100% TF Policies)	2008	9 (60%)	6	0	4	2	12
	2009	**3 (20%)**	**3**	**0**	**2**	**0**	**5**
# of tobacco-free policies adopted by campus organizations	2008	2 (13%)	6	1	0	3	10
	2009	**2 (13%)**	**3**	**0**	**0**	**0**	**3**
# of sales prohibition policies adopted	2008	3 (20%)	1	1	0	1	3
	2009	**1 (7%)**	**0**	**0**	**1**	**0**	**1**
# of policies adopted prohibiting tobacco industry advertising, free sampling, & sponsorship	2008	3 (20%)	1	1	0	1	3
	2009	**2 (13%)**	**0**	**0**	**2**	**0**	**2**
# of tobacco-free policies adopted in <u>off-campus areas</u>	2008	2 (13%)	1	0	0	1	2
	2009	**-**	**0**	**0**	**0**	**0**	**-**

3. Characteristics of Campuses with Comprehensive or 100% Tobacco-Free Policies

Of the 51 campuses funded in Phase II, 19 of the 45 eligible campuses (42%) now have comprehensive or 100% tobacco-free policies (Table 3).

Table 3: Policy Characteristics of Phase II Funded Campuses (n=51)

Type	Campuses	Campuses with policy prior to Phase I	Number *currently with* comprehensive or 100% policy	Number *currently without* comprehensive or 100% policy
Community College	21	-	10	11
UNC System	9	-	3	6
NC Independent Colleges & Universities	15	1	6	9
Other Type (6)	Policies at other types of institutions are not included in outcome calculations.			
Total	**45**	**1**	**19**	**26**

B. Program Activity

1. Cumulative Overview of Grantee Activities

Figures 4a-c show the number of grantees who reported activity indicator changes during Phase II by quarter. Grantees reported levels of activity similar to previous quarters. All grantees reported QuitlineNC promotions in this quarter. Grantees reported one new staff member during the quarter.

Figure 4a: Number of Phase II Grantees within Each Quarter Reporting *Policy Adoption and Policy Compliance* Indicator Changes, 2008-2009 (n=15)
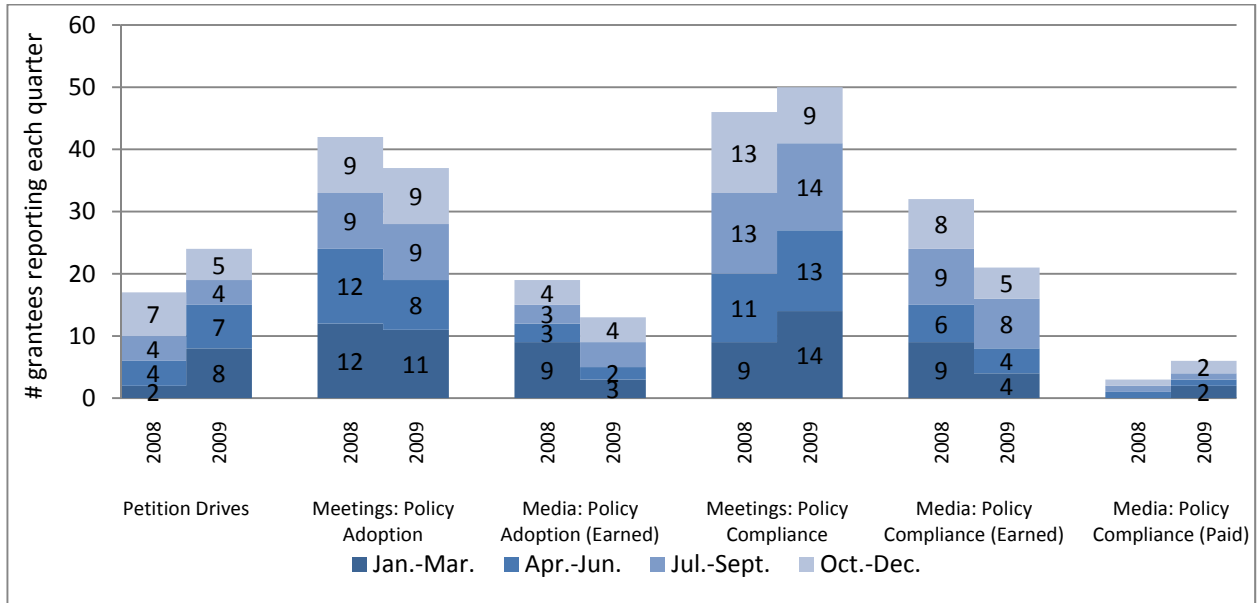
Figure 4b: Number of Phase II Grantees within Each Quarter Reporting *QuitlineNC Promotion* Indicator Changes, 2008-2009 (n=15)

Activities
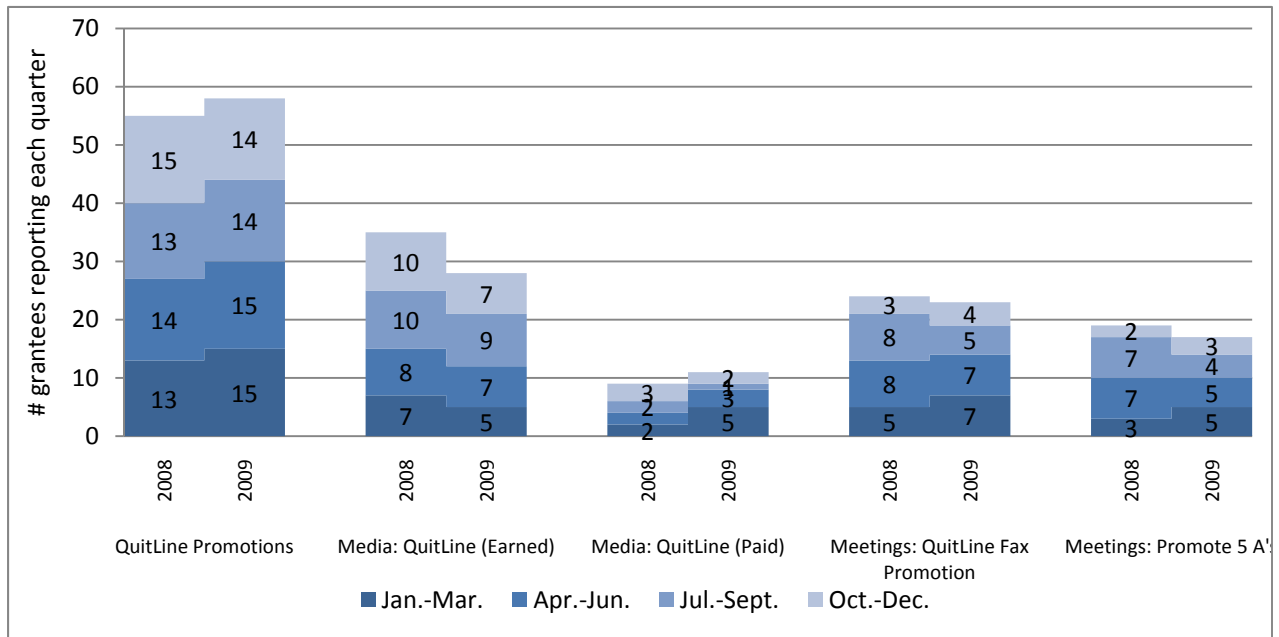
Figure 4c: Number of Phase II Grantees within Each Quarter Reporting *Administrative* Indicator Changes, 2008-2009 (n=15)
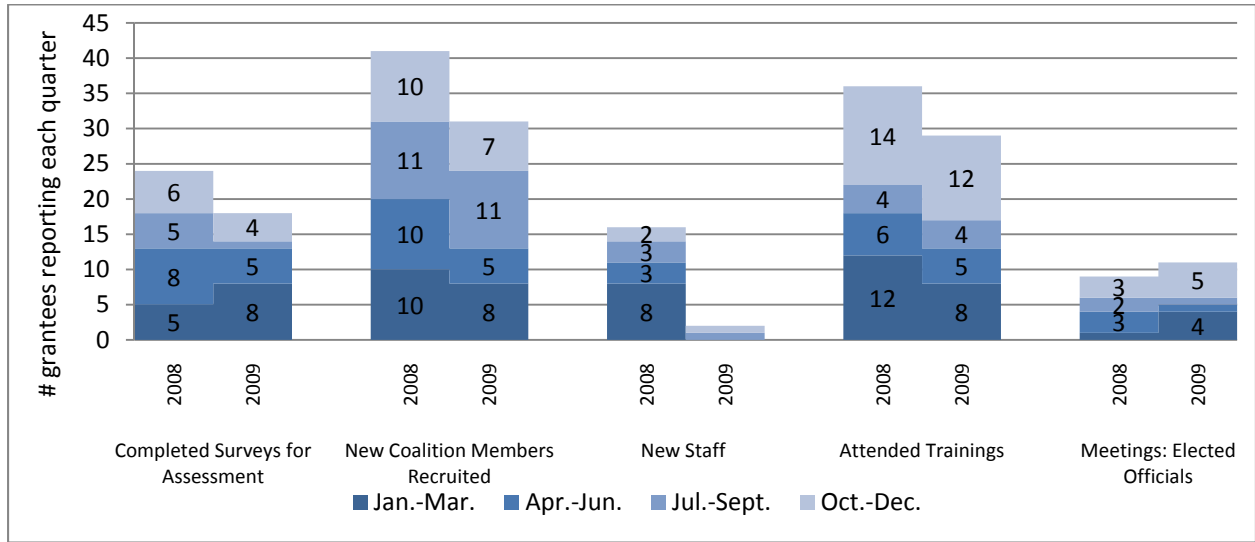
2. Building Support for Policy Adoption

In total, grantees reported 46 individuals and organizations on campus offering support during this quarter, including no college officials, 12 campus organizations, and 34 staff/faculty/student leaders. Offers of support fell from the previous quarter. Nine grantees (64%) reported participating in 85 meetings/presentations to build support for campus policy adoption in this quarter (Figure 5).

Figure 5: Type of Meetings/Presentations to Promote Campus Policy *Adoption* by Quarter, 2008-2009

Activities
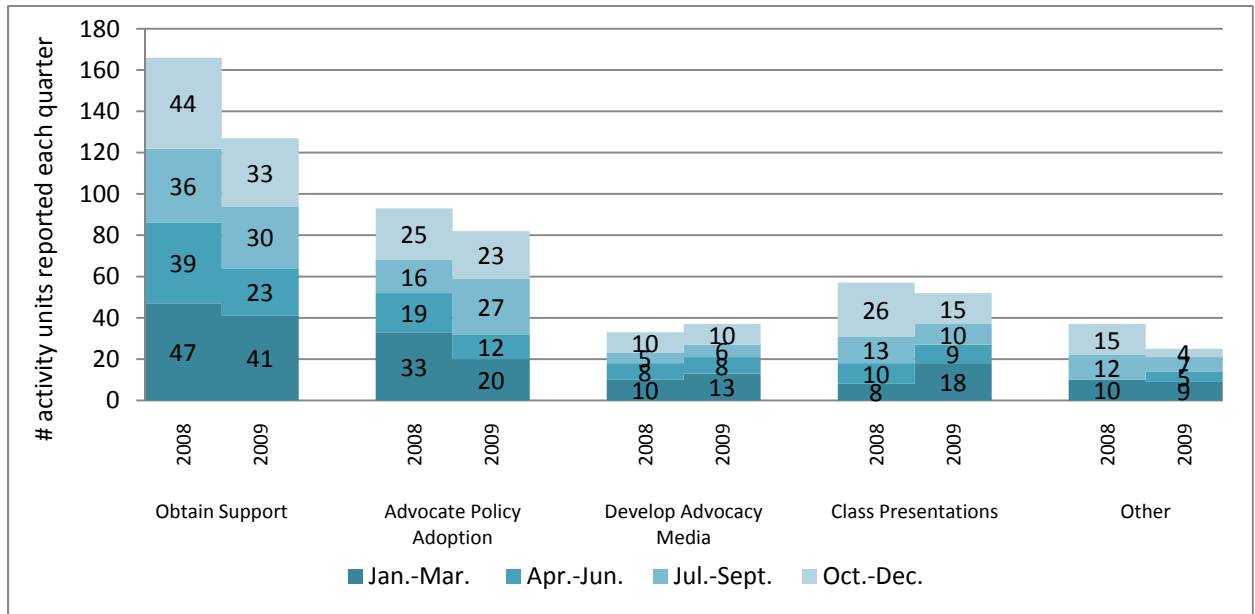
Four grantees reported earning a total of 14 media messages promoting policy adoption (Figure 6) during this quarter. For FY2009-2010, the evaluation team added an indicator to capture "other types" of media messages (e.g., internet-based messages, transportation system signage, etc.) that reach large portions of the campus.

Figure 6: Type of Media Messages Promoting Campus Policy *Adoption* by Quarter, 2008-2009
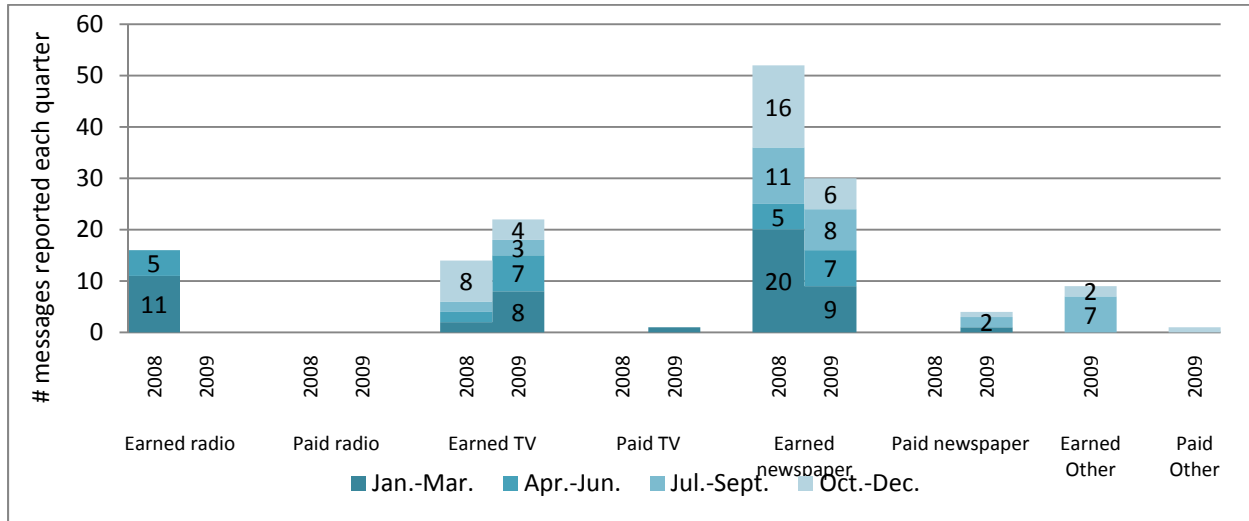
3.   Coalition Development

Coalition members assist grant coordinators in implementing activities on campus. While no campuses established new prevention coalitions during this quarter, 92% of all Phase II grantee-supported campuses report tobacco use prevention coalitions. Campuses without reports of established tobacco use prevention coalitions include: Catawba College, Gaston College, Livingstone College, and Mitchell Community College. Seven grantees (50%) reported recruiting 16 new coalition members during this quarter (Figure 7), 69% of whom were students.

Figure 7: Type of New Coalition Members Recruited by Quarter, 2008-2009

Activities
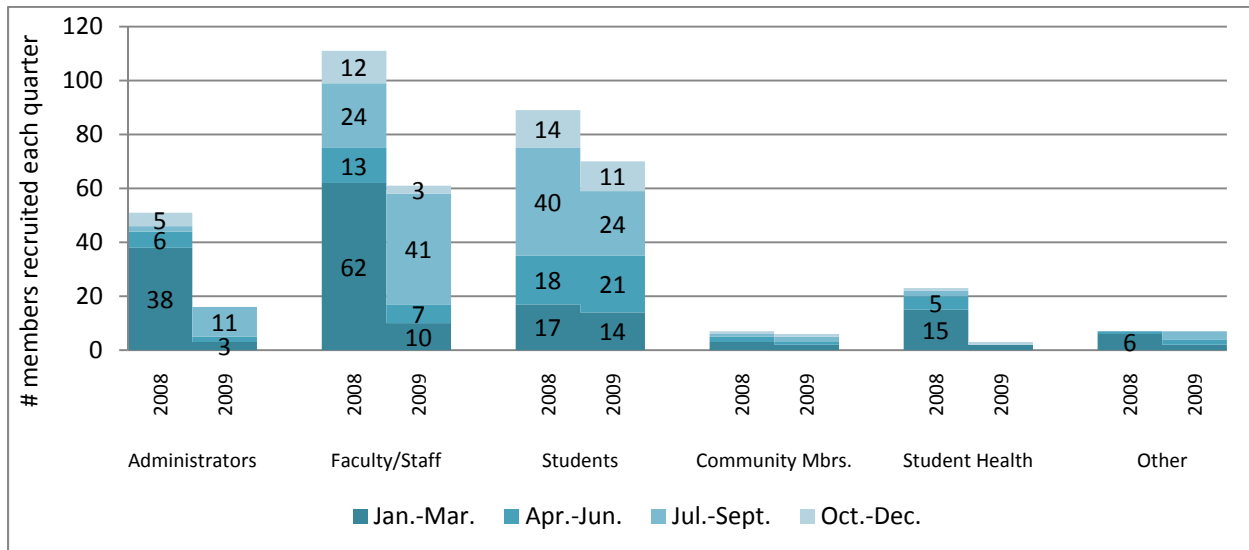
4.   Building Support for Policy Compliance

Nine grantees reported participating in 45 meetings/presentations to promote campus policy compliance in this quarter (Figure 8). Forty percent of the meetings specifically were to advocate for policy compliance on campus.

Figure 8: Type of Meetings/Presentations to Promote Campus Policy *Compliance* by Quarter, 2008-2009
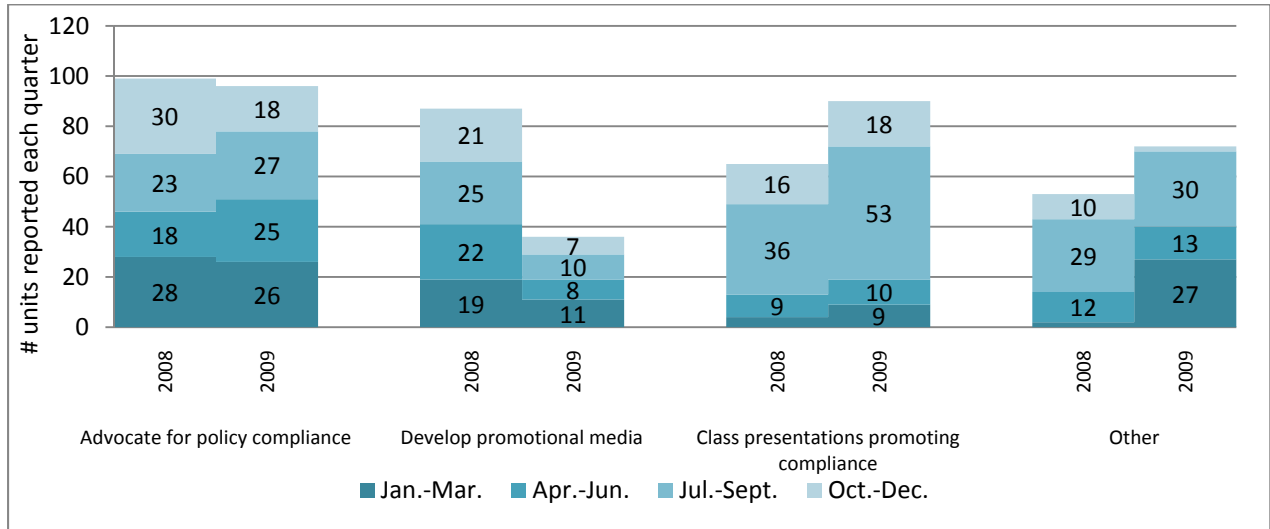
Five grantees reported a total of 24 earned media messages and two grantees reported two paid media messages to promote policy compliance this quarter (Figure 9).

Figure 9: Type of Media Messages Promoting Campus Policy *Compliance* by Quarter, 2008-2009

Activities
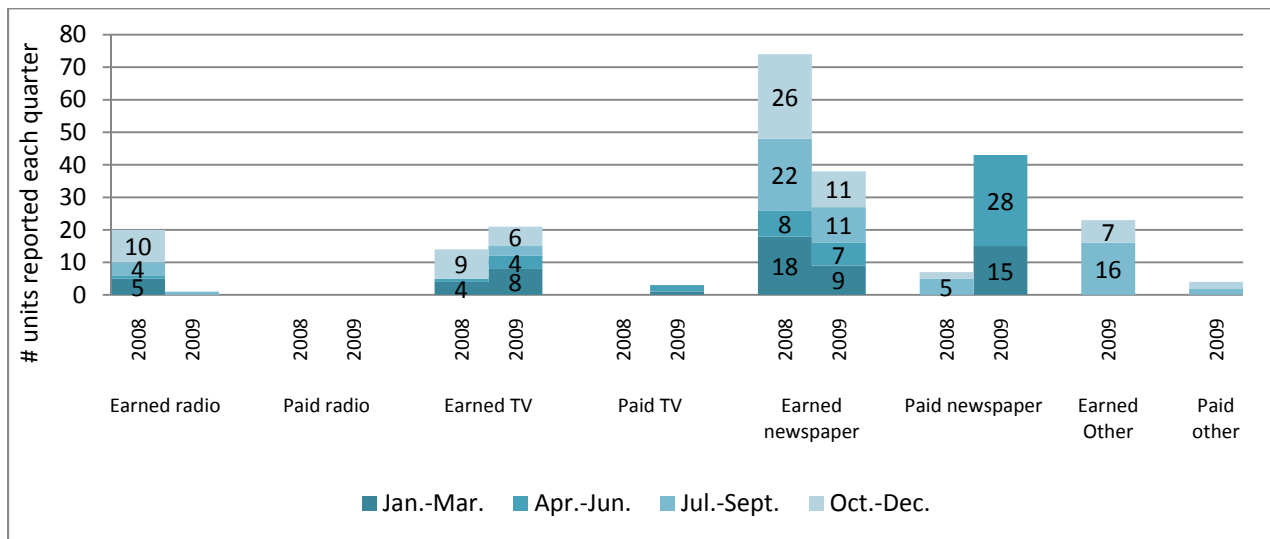
5. QuitlineNC Promotion

Grantees (100%) reported a total of 127 QuitlineNC promotions during this quarter including campus-wide events, organization meetings/classes, and other types of promotions (e.g., bulletin boards) (Figure 10). Four grantees also reported six meetings with campus-based health providers to promote the QuitlineNC fax referral service. Three grantees reported four meetings to promote the 5A's.

Figure 10: Type of QuitlineNC Promotions by Quarter, 2008-2009
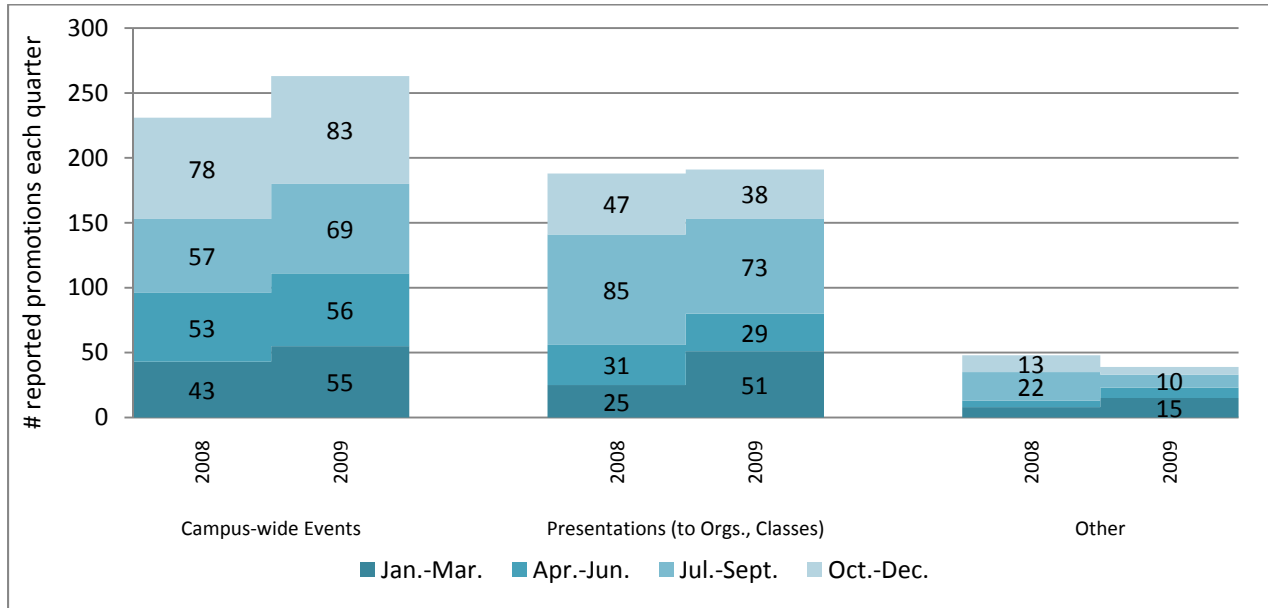
Seven grantees reported 33 earned media messages, and two grantees reported three paid media messages to promote QuitlineNC in this quarter (Figure 11).

Figure 11: Type of Media Messages Promoting QuitlineNC by Quarter, 2008-2009

Activities
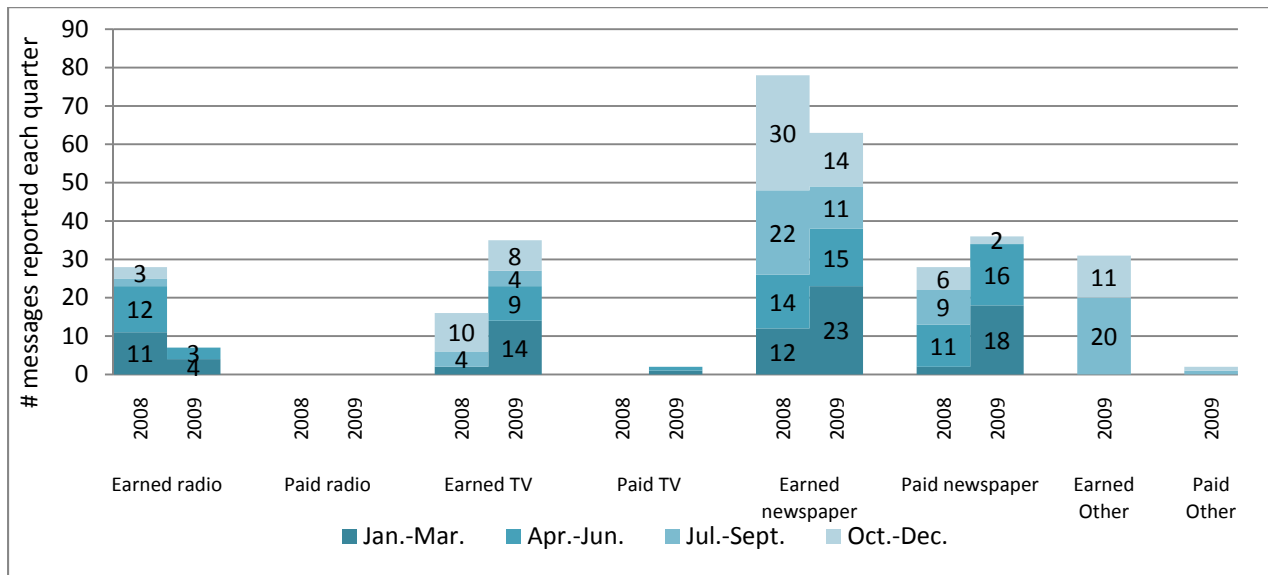
6. Surveys and Assessments

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

7. Cumulative Summary of Program Activity Indicators, Phase II

Tables 4 and 5 summarize all program activity indicator changes reported by grantees and the number of grantees involved in the changes.

Table 4: Cumulative Summary of Phase II Administrative Activity Indicator Changes

Administrative Measures	Year	Grantees involved	Jan.-Mar. Changes	Apr.-Jun. Changes	Jul.-Sept. Changes	Oct.-Dec. Changes	Total changes
# of new staff hired with grant funds	2008	11 (73%)	9	3	3	2	17
	2009	**2 (13%)**	**0**	**0**	**1**	**1**	**2**
# of meetings with elected state/government leaders to promote HWTF and tobacco-free campus initiatives	2008	8 (53%)	4	6	3	3	16
	2009	**8 (53%)**	**5**	**2**	**1**	**5**	**13**

Table 5 is presented on the next page.

Activities

Table 5: Cumulative Summary of Phase II Program Activity Indicator Changes

Program Indicator	Year	Grantees involved	Jan.-Mar. Changes	Apr.-Jun. Changes	Jul.-Sept. Changes	Oct.-Dec. Changes	Total changes
Building Support for Tobacco-Related Policy Adoption							
# of petition drives completed	2008	8 (53%)	3	11	17	20	51
	2009	**9 (60%)**	**31**	**18**	**13**	**18**	**80**
# of signatures on petitions showing support for policy	2008	8 (53%)	116	125	570	1,369	2,180
	2009	**9 (60%)**	**886**	**522**	**271**	**887**	**2,566**
# of meetings/presentations	2008	14 (93%)	108	76	82	120	386
	2009	**11 (73%)**	**101**	**57**	**80**	**85**	**323**
# of college officials offering formal support for campus policy	2008	11 (73%)	63	7	10	20	100
	2009	**8 (53%)**	**8**	**5**	**8**	**0**	**21**
# of organizations offering formal support for campus policy initiatives	2008	9 (60%)	13	5	3	12	33
	2009	**9 (60%)**	**9**	**3**	**10**	**12**	**34**
# of staff/faculty/student leaders offering formal support for policy	2008	11 (73%)	47	36	65	64	212
	2009	**6 (40%)**	**15**	**7**	**12**	**34**	**68**
# of earned newspaper/radio/TV messages	2008	11 (73%)	33	12	13	24	82
	2009	**6 (40%)**	**21**	**14**	**18**	**12**	**65**
# of paid newspaper/radio/TV messages	2008	-	0	0	0	0	0
	2009	**3 (20%)**	**2**	**0**	**2**	**2**	**6**
Building Support for Tobacco-Related Policy Compliance							
# of meetings/presentations	2008	15 (100%)	53	73	113	77	304
	2009	**14 (93%)**	**73**	**56**	**120**	**45**	**294**
# of earned newspaper/radio/TV messages	2008	13 (87%)	27	10	26	45	108
	2009	**10 (67%)**	**17**	**11**	**34**	**24**	**86**
# of paid newspaper/radio/TV messages	2008	2 (13%)	0	10	5	2	17
	2009	**3 (20%)**	**16**	**30**	**2**	**2**	**50**
Quitline Promotion							
# of Quitline promotions	2008	15 (100%)	76	89	164	138	467
	2009	**15 (100%)**	**121**	**93**	**152**	**127**	**493**
# of earned newspaper/radio/TV messages	2008	14 (93%)	25	26	28	43	122
	2009	**11 (73%)**	**41**	**27**	**35**	**33**	**136**
# of paid newspaper/radio/TV messages	2008	5 (33%)	2	11	9	6	28
	2009	**6 (40%)**	**19**	**16**	**1**	**3**	**39**
# of meetings/pres. fax referral promotion	2008	9 (60%)	7	15	19	7	48
	2009	**13 (87%)**	**21**	**9**	**11**	**6**	**47**
# of meetings/pres 5A's/cessation	2008	9 (60%)	5	17	17	5	44
	2009	**8 (53%)**	**12**	**7**	**10**	**4**	**33**
Coalition Development							
# of new coalition members recruited	2008	15 (100%)	141	45	69	33	288
	2009	**13 (87%)**	**33**	**33**	**81**	**16**	**163**
# of trainings attended by staff/partners	2008	14 (93%)	3	0	7	14	24
	2009	**14 (93%)**	**22**	**16**	**8**	**20**	**66**
# of surveys completed to assess tobacco use & attitudes	2008	13 (87%)	6	14	57	15	92
	2009	**11 (73%)**	**22**	**8**	**5**	**8**	**43**
# of new campus coalitions established	2008	4 (27%)	11	0	0	0	11
	2009	**-**	**0**	**0**	**0**	**0**	**0**

C. Addressing Disparities

Significant disparities exist in young adult tobacco use and initiation by gender, race/ethnicity, sexual orientation, 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, eight priority populations (African American; American Indian; Athletes; first-year; Hispanic/Latino; lesbian, gay, bisexual, and/or transgender [LGBT]; in fraternities or sororities; and/or, women) 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 four quarters of Phase II show the number of grantees reporting priority population indicator changes by quarter (Figure 13). To this point in Phase II, 12 grantees targeted QuitlineNC promotions (e.g., campus events and campaigns) to priority populations; however, only three grantees have reported earned media messages promoting QuitlineNC that targeted priority populations. Six grantees reported new coalition members who represented a priority population in their official role this quarter.

Figure 13: Number of Grantees within Each Quarter Reporting Priority Population Indicator Changes, 2008-2009 (n=15)
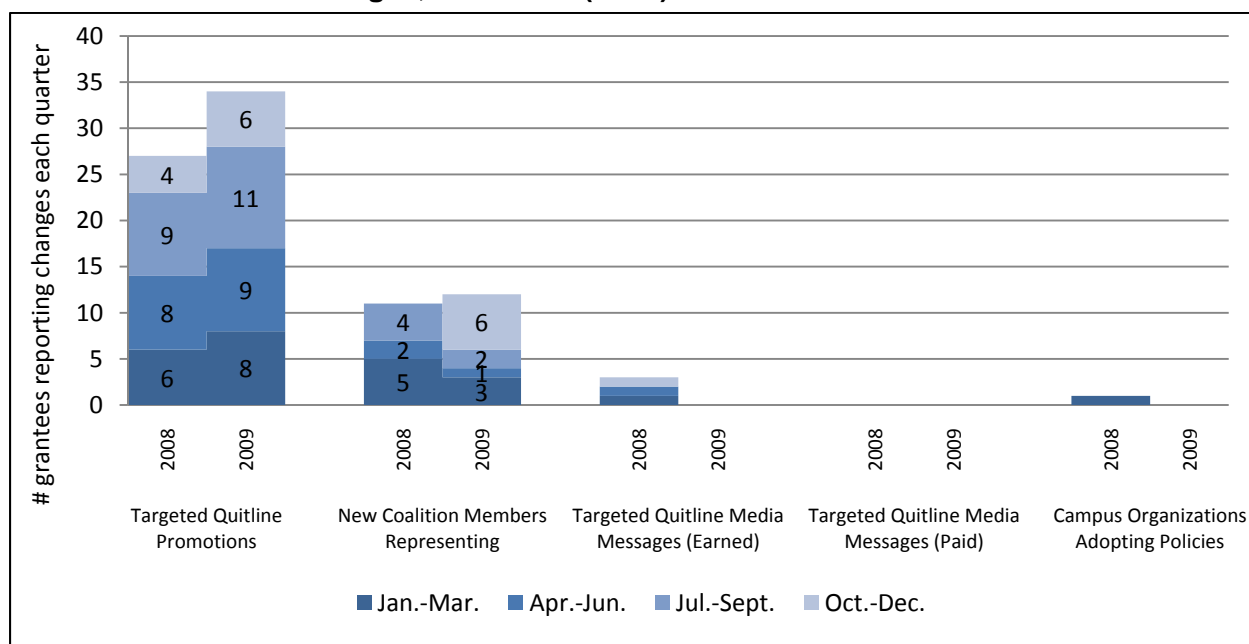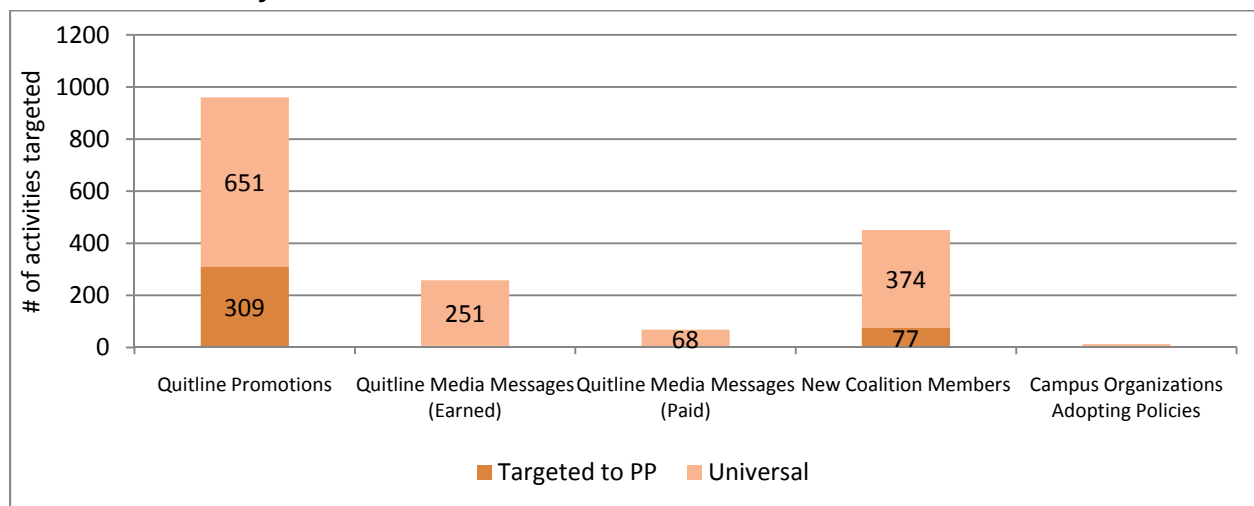

Figure 14 shows that grantees reported targeting QuitlineNC promotions to priority populations and recruited 77 of the 451 new coalition members who represented priority populations. Far fewer media messages are targeted to priority populations.

Figure 14: **Priority Population Representation in Indicator Changes in Phase II, January 2008 - December 2009**

V. Discussion of Recommendations

North Carolina leads the nation in voluntary 100% tobacco-free policy adoption on college and university campuses. To continue to enhance the Tobacco-Free College Initiative's successes, the independent evaluation team identifies recommendations on a quarterly and annual basis.

Recommendation 1: *Increase the frequency of cross-collaboration (grantee-to-grantee communication) to share information, build momentum, and celebrate successes.*

> While grantees face different campus situations, lessons learned on one campus may be helpful on other campuses. More frequent opportunities to share lessons learned and network with other grantees through e-mail discussions and more frequent teleconferences may help accelerate the use of effective activities and strategies.

Recommendation 2: *Develop a mechanism to transform verbal support for policy change from student organizations into the adoption of student organization policies.*

> Grantees frequently report that student organizations offer verbal support for policy change; yet, only two grantees have reported student organizations adopting tobacco-free policies for their own events and activities. Consider developing or improving mechanisms to harness student organization support for policy change into concrete policy changes, such as disseminating policy templates and promoting their use.

Recommendation 3: *Enhance program reach to priority population through technical assistance and the use of appropriate methods such as cultural tailoring of media messages for advocacy, compliance, and Quitline promotion.*

> Activities targeting priority populations are part of the Initiative's goal of reducing health disparities. While grantees report activities with priority populations, grantees report virtually no media messages that target priority populations (Figure 14). Additional technical assistance on

reaching priority populations could further the Initiative's goal of reducing health disparities. It is difficult to evaluate success in reducing disparities, however, because little data is available on some priority populations (e.g., American Indian, LGBT) in state surveys, limiting ability to track progress. Improving the quality of surveillance data would enhance disparity-related evaluation work across programs.

VI. References

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VII. 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	
	North Carolina A & T University	Guilford	
	Davidson County Community College	Davidson, Davie	Davidson (home county), Davie
Mecklenburg County Department of Public Health	Belmont Abbey College Central Piedmont Community College (starting July 2009) Davidson College Johnson and Wales University King's College Queens University	Mecklenburg	

GRANTEE	COLLEGE	COUNTY (campus locations)	COUNTY (populations served) Community Colleges Only
	UNC-Charlotte		
	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	
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
Western Piedmont Community College	Western Piedmont Community College	Burke	Burke
Wilkes Community College	Wilkes Community College	Wilkes, Ashe, Alleghany	Wilkes (home county), Alleghany, Ashe

VIII.   Appendix 2: Monthly Program and Outcome Indicators

<table>
<tr><td colspan="1">CORES Monthly Report Indicators
HWTF Tobacco-Free Colleges Initiative (Phase II)</td></tr>
<tr><td>1. Building Support For <u>Policy Adoption</u></td></tr>
<tr><td># of petition drives completed to show support for campus policy adoption</td></tr>
<tr><td># of signatures on petitions showing support for campus policy adoption</td></tr>
<tr><td># of meetings/presentations to advance tobacco-related campus policy adoption

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
</td></tr>
<tr><td># of <u>earned</u> newspaper/radio/TV messages promoting support for campus policy adoption

Earned messages from <u>campus-based</u> media outlets
Earned messages from <u>non-campus based</u> media outlets
</td></tr>
<tr><td># of <u>paid</u> newspaper/radio/TV messages promoting support for campus policy adoption

Paid messages from <u>campus-based</u> media outlets
Paid messages from <u>non-campus based</u> media outlets
</td></tr>
<tr><td># of <u>college officials</u> offering formal support for campus policy adoption

Written and verbal support
Verbal support only
</td></tr>
<tr><td># of <u>organizations</u> offering formal support for campus policy adoption

Written and verbal support
Verbal support only
</td></tr>
<tr><td># of <u>staff/faculty/student leaders</u> offering formal support for campus policy adoption

Written and verbal support
Verbal support only
</td></tr>
<tr><td># of policy changes under formal consideration by college officials</td></tr>
<tr><td>2. Building Support For <u>Policy Compliance</u></td></tr>
<tr><td># of meetings/presentations to promote tobacco-related campus policy compliance

Meetings with officials to advocate for policy compliance
Class presentations to promote policy compliance
Meetings to develop media promoting policy compliance
</td></tr>
<tr><td># of <u>earned</u> newspaper/radio/TV messages promoting support for policy compliance

Earned messages from <u>campus-based</u> media outlets
Earned messages from <u>non-campus based</u> media outlets
</td></tr>
<tr><td># of <u>paid</u> newspaper/radio/TV messages promoting support for policy compliance

Paid messages from <u>campus-based</u> media outlets
Paid messages from <u>non-campus based</u> media outlets
</td></tr>
<tr><td>3. Policy Adoption</td></tr>
<tr><td># of tobacco-free policies adopted by campus organizations

Tobacco-free policies adopted by campus organizations representing priority populations
</td></tr>
<tr><td># of tobacco-free policies adopted in <u>campus areas</u></td></tr>
<tr><td># of tobacco-free policies adopted in <u>off-campus</u> areas frequented by young adults</td></tr>
<tr><td># of policies adopted prohibiting the sale of tobacco products on campus</td></tr>
</table>

# 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 activities • Quitline promotions targeting priority populations
of <u>earned</u> newspaper/radio/TV messages promoting Quitline • 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 • 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 • Upper level administration, faculty, staff, community members, student health services representatives, students
# of trainings attended by staff/partners • 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 • Meetings with elected <u>local</u> representatives • Meetings with elected <u>state</u> representatives

<u>Bolded</u> indicators are outcome-oriented. <u>Non-bolded</u> indicators are program-oriented.

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

RESOURCES

- HWTF funding & Grant Managers
- Phase II Colleges Initiative grantees
- Campus coalitions and partners
- 100% Tobacco-Free Campuses Director
- HWTF Media Vendor
- QuitlineNC

ACTIVITIES

- Establishing and strengthening campus coalitions
- Advocating for adoption of and compliance with campus policies prohibiting:
  - Tobacco use in campus and off-campus areas
  - Sale of tobacco products
  - Tobacco industry advertising, free-sampling, & sponsorship
- Activities targeting young adults from priority populations (e.g., freshman, athletes, Greek, ethnic minorities)
- Promoting use of QuitlineNC by young adults
- Promoting use of 5 A's and fax referral service

OUTPUTS

- Increased # of active campus coalitions
- Completed activities to assess campus attitudes & policies
- # of meetings to advance policy adoption and/or policy compliance
- Formal support garnered for policy change (e.g., college officials, campus orgs, petition drives)
- # of media messages to advance policy adoption, policy compliance, and Quitline NC
- Increased # of QuitlineNC, 5 A's, and fax referral service promotions on campus

OUTCOMES

SHORT-TERM

- Increased capacity for tobacco-related campus policies
- Increased # of tobacco-related campus policies under formal consideration by college officials
- Increased # of tobacco-related campus policies adopted
- Increased # of calls to QuitlineNC by young adults

INTERMEDIATE

- Increased # of campuses with 100% tobacco-free policies or comprehensive policies

LONG-TERM

- Decreased tobacco use prevalence among young adults
- Decreased exposure to SHS among young adults
- Increased cessation among young adults
- Decreased tobacco-related disparities among young adults from priority populations
- Decreased tobacco-related morbidity/mortality