

North Carolina Tobacco-Free Colleges Initiative

Dashboard Update: FY11-12, Quarter 2

Summary

Forty-seven of North Carolina's (NC's) 110 colleges and universities are now smoke- or tobacco-free indoors and outdoors, including 55% of community colleges, 31% of independent colleges and universities, and 25% of universities of the University of North Carolina system. These policies protect nearly 235,000 students each semester, or nearly 42% of the total NC student population. In addition, the policies protect over 26,600 faculty and staff at these institutions.¹ While the four grantees reported making 57 campus visits and providing 87 technical support sessions, overall support provided to campuses declined this quarter, and media efforts were few. Despite some declines in reported activity, new policy development continues to progress based on reports from the grantees regarding several new policies in the pipeline.

Quarter 2 Findings

- Three new 100% tobacco-free policies occurred: one at an independent college, one at a community college, and one at a trade/for-profit school. While the new policy at the trade/for-profit school is noted in this report, it is not calculated toward initiative outcomes since it is not among the defined eligible campuses (i.e., those in the UNC System, NC Community College System, and NC Independent Colleges and Universities). None of the newly reported policies were adopted this quarter and only one was adopted this fiscal year.
- One tobacco-free policy and one smoke-free policy went up for formal consideration this quarter.
- 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 all campus types declined.
- Media efforts were few.

Recommendations

- Review Phase III 2010-2011 Annual Report and Phase III 2011-2012 Quarter 1 Dashboard Report recommendations to focus efforts on four-year school policy adoption by implementing strategies to identify current barriers. Specifically:
 - Phase III 2010-2011 Annual Report, Recommendation 1: Organize a statewide meeting of leadership from all campuses in the University of North Carolina system to address barriers and diffuse and disseminate information regarding the adoption of smoke- and tobacco-free policies within these institutions.
 - Phase III 2010-2011 Annual Report, Recommendation 2: Get on an early 2012 agenda of a meeting of the UNC Board of Governors to inform them of the issue and make them aware that they lag behind the community college system in the adoption of smoke- and tobacco-free campus policies.

¹ 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.

- Phase III 2011-2012 Quarter 1 Dashboard Report Recommendation 2: 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.
- Work with campuses with existing, but minimal strength tobacco-free policies to further improve and strengthen their policies.
- Renew media efforts by working to resolve internal and external barriers.

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 quarter three 100% tobacco-free policies were reported by grantees as adopted by campuses, including one at an independent college (Lees-McRae College), one at a community college (Durham Technical Community College), and one at a trade/for-profit school (ECPI-Greensboro Campus; Table 1). ECPI is not among the defined eligible campuses by which initiative outcomes are measured, thus this policy is not included in outcome calculations. It should be noted that none of these policies were adopted this quarter and only one adopted this fiscal year.

In addition, a 100% tobacco-free policy went up for formal consideration at an independent college with multiple campuses and a smoke-free policy was under consideration at a community college (Table 2).

Table 1: Grantee-reported policy changes, October – December 2011

Grantee	Month Reported	Date Adopted	Date Implemented	Campus: Policy Details	Grantee Involvement	
					Type	Level
Mecklenburg County Health Department	10/2011	01/02/2011	06/01/2011	Lees-McRae: 100% Tobacco-free	Indirect	Minimal
Guilford County Department of Public Health	12/2011	07/01/2010	07/12/2010	ECPI (Greensboro Campus): 100% Tobacco-free	Unknown	No Involvement
Guilford County Department of Health	12/2011	08/01/2011	06/01/2012	Durham Technical Community College: 100% Tobacco-free	Direct	Moderate

Table 2: Grantee-reported policy changes reported as under formal consideration, October – December 2011

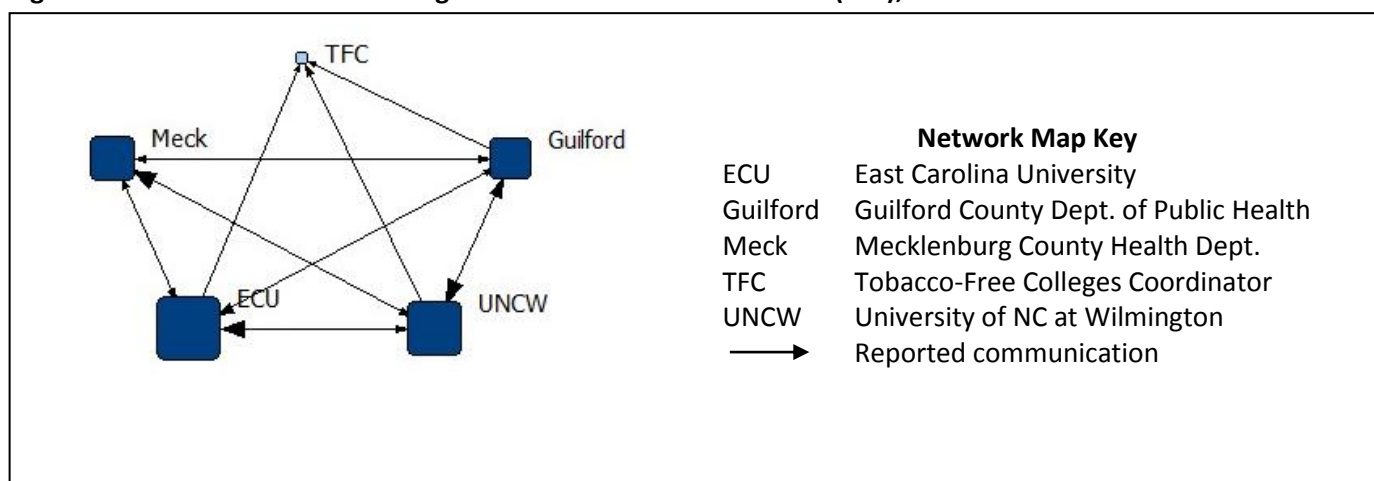
Grantee	Month Reported	Campus: Policy Details	Month Went Under Consideration
Mecklenburg County Health Department	10/2011	Southwestern Community College : 100% Smoke-free	09/2011
University of North Carolina at Wilmington	12/2011	Mt. Olive College: 100% Tobacco-free	11/2011

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 strong.

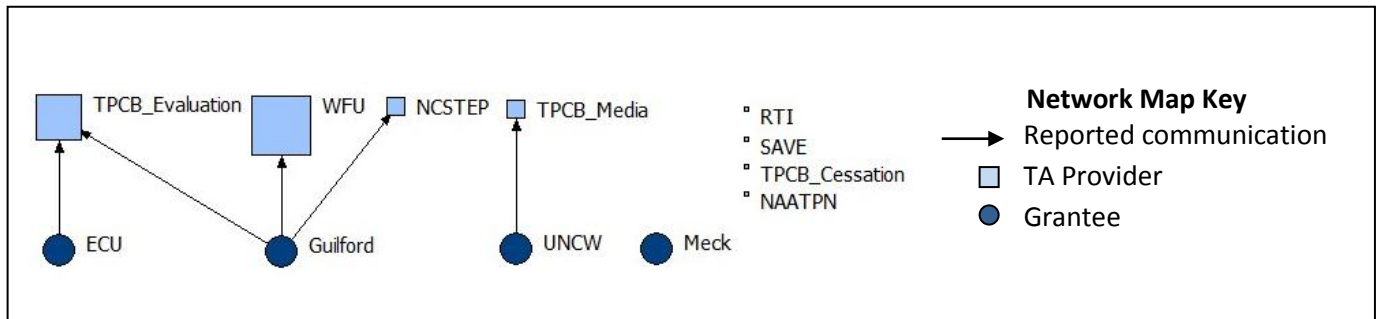
Figure 1: Communication between grantees and HWTF Coordinator (TFC), October – December 2011



Note: Data is only collected from grantees. 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. The size of the each arrow is reflective of the number of communications reported by a grantee toward another grantee or the TFC coordinator.

Technical assistance provider utilization remained low this quarter with the exception of Wake Forest University and Tobacco Prevention and Control Branch – Evaluation (Figure 2). In fact, no technical assistance provider utilization was reported by one grantee. When utilized, technical assistance received was reported to have fully or mostly met grantees’ needs. Grantees reported no direct one-on-one utilization of four technical assistance providers this quarter (RTI, SAVE, Tobacco Prevention and Control Branch – Cessation, National African American Tobacco Prevention Network). RTI and Tobacco Prevention and Control Branch – Cessation, however, have not been accessed this fiscal year. No utilization of SAVE has occurred in Phase III.

Figure 2: Technical assistance provider to grantees, October – December 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 only a few regional coalition activities this quarter, however this type of activity has remained relatively low throughout Phase III (Table 3).

Table 3: Regional coalition activities, October – December 2011

Evaluation process measure	Total reported
Grantee organized in-person skill building trainings for regional campus staff and partners	2
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 (n=38; Table 4) was down slightly from the prior quarter (n=43) and significantly from quarter 2 of the prior fiscal year (n=65; Table 7). Likewise, the quantity of technical support sessions provided to community colleges (n=43; Table 5) continued to decline from prior quarters (e.g., n=58 in quarter 1), and was down significantly from the same quarter of the prior fiscal year (n=108; Table 7). While this is likely due to success in policy adoption at community colleges (i.e., 55% of these campuses are now tobacco-free), it would be expected that time and effort once devoted to community colleges would be switched to another campus type. As noted in Figure 3, this has not yet occurred. While not as dramatic, a similar pattern of decline can be seen in the number of campus visits reported by grantees (Table 8 and Figure 4). Types of technical assistance provided during these sessions remained relatively balanced.

Interviews with grantees yielded little information on why declines in this evaluation process measure were occurring. Two grantees perceived that instability in the initiative during the summer of 2011 continued to impact level of interest in the initiative and/or trust in continued support from the initiative. One grantee also noted the competing urgency of budget cuts taking priority over tobacco coalition initiatives on many campuses. As pointed out by one grantee, despite these barriers, tobacco-free policies are continuing to diffuse across the state.

Table 4: Services provided to four-year schools, October – December 2011

Evaluation process measure	Total reported
Number of campus visits	25
Number of technical support sessions provided by grantee to campuses	38
Percentage of sessions covering:	
Coalition development	16%
Assessment	29%
Media	13%
Policy development	39%
Policy compliance	16%
QuitlineNC and cessation services	58%
Number of presentations promoting policy adoption, compliance, or QuitlineNC to student clubs	6
Percentage of presentations to student clubs tailored to priority populations	0%
Priority populations tailored to:	-

Table 5: Services provided to community colleges, October – December 2011

Evaluation process measure	Total reported
Number of campus visits	28
Number of technical support sessions provided by grantee to campuses	43
Percentage of sessions covering:	
Coalition development	5%
Assessment	16%
Media	5%
Policy development	37%
Policy compliance	23%
QuitlineNC and cessation services	60%
Number of presentations promoting policy adoption, compliance, or QuitlineNC to student clubs	5
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, October – December 2011

Evaluation process measure	Total reported
Number of campus visits	4
Number of technical support sessions provided by grantee to campuses	6
Percentage of sessions covering:	
Coalition development	33%
Assessment	33%
Media	17%
Policy development	33%
Policy compliance	0%
QuitlineNC and cessation services	33%

Table 7: Quarter 2 comparison of technical support sessions provided by grantees, 2010-2011 and 2011-2012

Evaluation process measure	Quarter 2, 2010-2011	Quarter 2, 2011-2012
Number of technical support sessions provided to four-year schools	65	38
Number of technical support sessions provided to community colleges	108	43
Number of technical support sessions provided to trade, religious, and for-profit schools	4	6
Total number of technical support sessions provided	182	87

Figure 3: Technical support sessions provided by grantees to campuses per quarter, Phase III

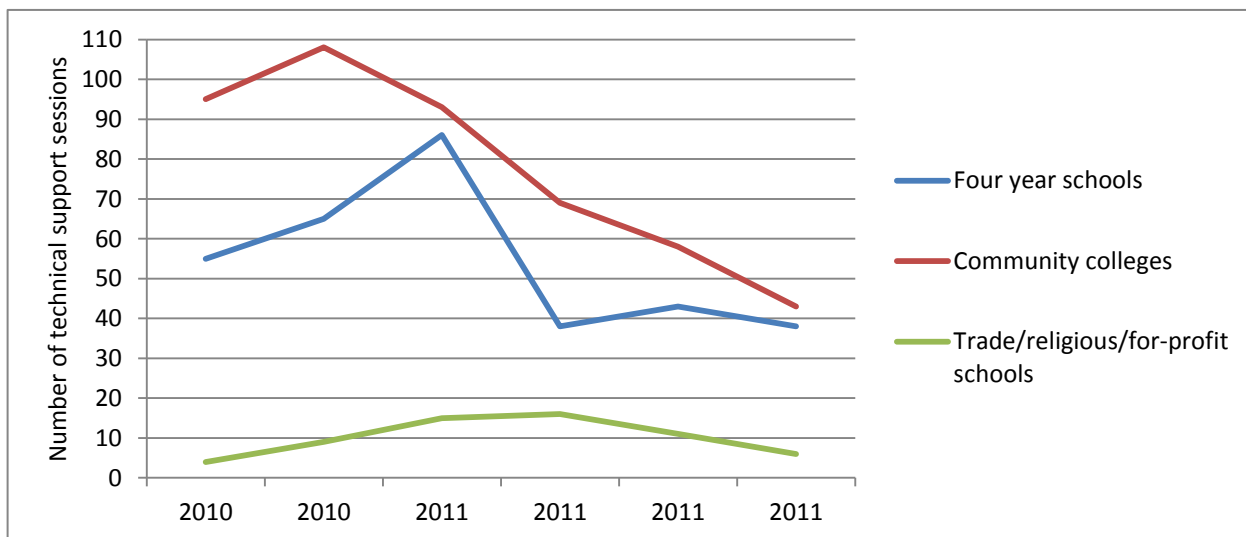
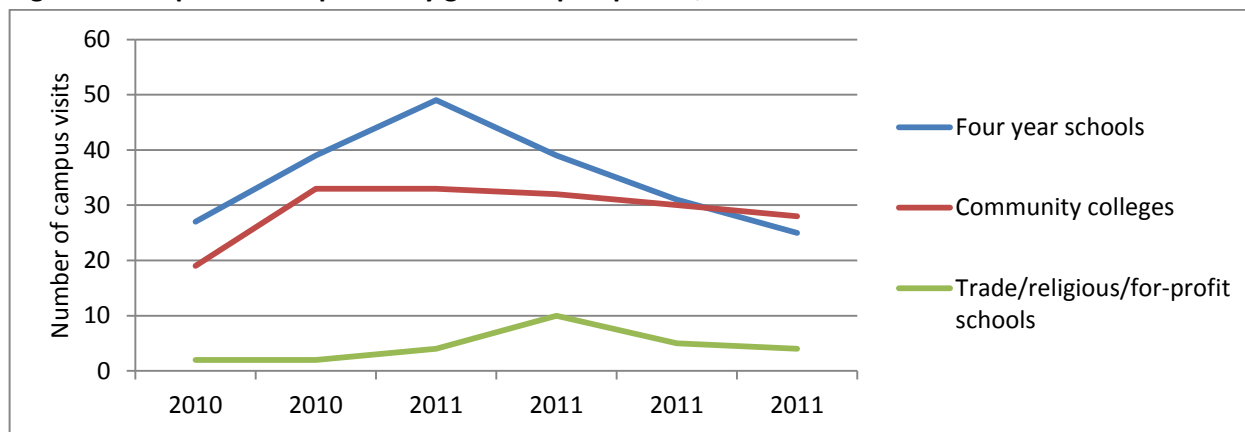


Table 8: Quarter 2 comparison of campus visits reported by grantees, 2010-2011 and 2011-2012

Evaluation process measure	Quarter 2, 2010-2011	Quarter 2, 2011-2012
Number of campus visits to four-year schools	39	25
Number of campus visits to community colleges	33	28
Number of campus visits to trade, religious, and for-profit schools	2	4
Total number of campus visits	74	57

Figure 4: Campus visits reported by grantees per quarter, Phase III



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. Furthermore, they developed no media messages this quarter. As can be seen in Figure 5, there has been a steady decline in media messages being developed and disseminated by the Tobacco Free Colleges Initiative throughout Phase III.

In interviews with grantees, a few potential reasons for these declines were revealed. One grantee indicated that low interest generated by past media efforts, coupled with barriers experienced in attempting to get media messages approved for use, had led to less desire to expend energies and resources within this goal area. Another grantee reported unanticipated internal barriers due to policies within their organization that they had been unaware of, but were now trying to work around. In the meantime, this grantee indicated that they had been relying on the re-running of media messages that had already been reported in prior CORES report and thus could not be reported again. A third grantee indicated that media evaluation process measures would increase on their behalf in the upcoming quarter based on efforts that had been ongoing, yet had not reached the point to where they could be reported in CORES.

Table 9: Media messages developed, October – December 2011

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

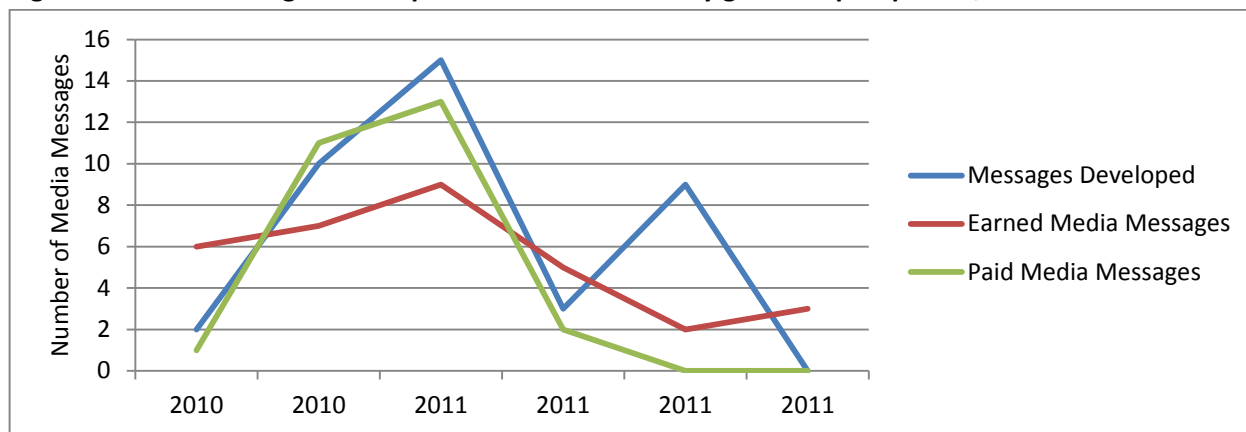
Table 10: Earned media messages disseminated, October – December 2011

Evaluation process measure	Total reported
Number of earned media messages disseminated	3
Percentage of messages covering:	
Policy adoption	67%
Policy compliance	67%
QuitlineNC and cessation services	67%
Tailored to a priority population	0
Priority population tailored for	-

Table 11: Paid media messages disseminated, October – December 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	-

Figure 5: Media messages developed and disseminated by grantees per quarter, Phase III



Grantee-Reported Barriers (Representative Selection)

- Some colleges are still not responding to my efforts to communicate.
- I was discouraged that only two of my community colleges participated in the webinar that Chandra [Green] organized. I sent multiple e-mails and personally called all contacts to promote the call.
- Time, I have no idea where it went to this month, but I felt with the traveling and prep work for the presentations, I was not able to work as much on re-establishing the contacts at the schools.
- The training on the 20th [Dec] was great, however, most of my schools were on break and the time was not conducive to them being able to attend.

Grantee-Reported Successes (Representative Selection)

- Got accepted to present at 2 conferences – ACPA and NCHO!
- Increased student and staff interest in tobacco through our Smoke-buster activity.
- Durham Tech is doing a lot of work to prepare the students and community for their upcoming tobacco free policy.
- Meeting Sally Herndon and being able to discuss our collaboration on our TRU Sustainability grant for a tobacco free UNC!
- I invited Jo Morgan from Mt Olive to the training on the 20th and was pleasantly surprised to find out their Executive Board voted to make MOC 100 TF! There is not [a] drafted policy and I will help Jo to do this.
- Lauren Lewis and Chandra Greene met with me to discuss a game plan to help James Sprunt CC to go 100% TF. I found a new contact there and have invited her to a NC STEP training hosted by Lauren.
- Presented at conferences to help publicize the great work we are doing and how we can work with other groups on campuses to do even more.
- I feel as though the 10/24/11 Coalition Meeting was very successful. Erin [Sutfin] did an awesome job and I feel that holding the meeting in Winston vs. Greensboro reached some schools that haven't participated much in the past and/or haven't considered a policy in the past.

Comments and Concerns

- I look forward to Sterling assisting with the process at Duke University. Sterling and I need to move forward with Duke while the iron is hot. I feel as though she needs to initially take the lead since she was contact directly.
- Many of my schools have already adopted policies and do not currently have an active coalition on site.