



North Carolina Health and Wellness Trust Fund

Tobacco-Free Colleges Initiative

**Phase II Six Month Report
January – June 2008**



Prepared for:
North Carolina Health & Wellness Trust Fund



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A. Summary and Recommendations

A.1. Overview

The North Carolina (NC) Health and Wellness Trust Fund (HWTF) Tobacco-Free Colleges Initiative was first launched in January 2006. The purpose of this initiative is to support efforts that prevent and reduce tobacco use among NC college students, age 18-24, through the promotion of tobacco-free policy adoption and cessation services on campus.

After two successful years (Phase I report available at: <http://www.tpep.unc.edu>), the HWTF expanded the Initiative with \$1.4 million in Phase II grant funding beginning in January 2008. Phase II grants were awarded to 14 organizations working with 50 campuses in 33 counties across NC. Additional technical assistance services not covered in this evaluation expand the campaign state-wide. A special contract was also awarded to one Phase I grantee, extending their work through a portion of Phase II.

This report highlights grantee outcomes and activities for the first six months of Phase II (Q1, January-March 2008, and Q2, April-June 2008). General findings for this period are as follows:

- Grantees achieved several substantial outcomes in the first six months of Phase II, including the adoption of several tobacco-related policies limiting the use, sale, and distribution of tobacco products on campus. The initial groundwork for many of these policies was established prior to Phase II funding.
- Grantees made significant progress in building support for campus policy adoption and compliance, coalition development, and QuitlineNC promotion, despite time needed for Phase II grant start-up activities and the academic calendar limiting campus events.

A.2. Key Outcomes and Program Accomplishments

Policy Adoption

- Eighteen new tobacco-related policy adoptions occurred on seven campuses with the support of Phase II grantees. Key policy adoptions include two 100% Tobacco-Free Campus Policies adopted at Montreat College and Wingate University. As of June 2008, 18 campuses across NC have now adopted 100% Tobacco-Free Policies or Comprehensive Campus Tobacco Policies (i.e., 100' perimeter policies). Fourteen (78%) of these policies received assistance in adoption through the direct or indirect support of HWTF Tobacco-Free Colleges Initiative grantees since the beginning of Phase I.
- Two perimeter policies were adopted at Appalachian State University (50ft.) and Sandhills Community College (25ft.) in the first six months of Phase II. Surry Community College also adopted policies that substantially limited tobacco use, sales, and advertising on campus.
- Seven campus organizations on two campuses (Wilkes Community College and Western Piedmont Community College) adopted written tobacco-free policies. These organizations included a human services club, student government associations, nursing clubs, a dental club, and a respiratory therapy club.

Building Support

- Ten new tobacco-related campus policies underwent formal consideration by college officials during the first six months of Phase II. Key Phase II policies under consideration include Comprehensive Campus Tobacco Policies currently under consideration at Elizabeth City State University and Western Carolina University. In total, 69 new policies have undergone formal consideration by college officials since the beginning of Phase I.
- Over 170 college officials, campus organizations, and individuals (i.e., staff, faculty, student leaders) offered formal support for campus policy initiatives in Phase II. Four grantees also collected 241 petition signatures showing support for campus policies.
- Grantees reported a total of 184 meetings/presentations and 45 earned media messages to build support for policy adoption. Over half (55%) of the messages were in newspapers.
- Grantees reported a total of 126 meetings/presentations, 37 earned media messages, and 10 paid media messages building support for policy compliance. Seventy-seven percent of the messages were published in newspapers, mainly campus-based.

Quitline Promotion

- All 15 grantees promoted QuitlineNC on one or more of their campuses during the first six months of Phase II. At the beginning of Phase II, only 41% of the campuses completing the baseline survey reported promoting QuitlineNC on campus in the past six months. In total, 165 QuitlineNC promotions (e.g., campus-wide events, presentations at meetings) were reported in Phase II, 58% of which occurred at campus-wide events.
- Grantees reported a total of 64 media messages (80% earned) to promote QuitlineNC. Just over half were published in newspapers, 66% of which were campus-based.
- Eight grantees reported 22 meetings with campus-based health providers to promote QuitlineNC fax referral service utilization. In addition, seven grantees reported 22 meetings to promote 5As and other related cessation services.

Coalition Development

- Four grantees (Alamance Community College, Rowan-Cabarrus Community College, First Health of the Carolinas, Guilford County Health Dept.) established new tobacco use prevention coalitions for 11 campuses. At the end of June 2008, only four (8%) of the 50 HWTF Phase II grantee-supported campuses did not have coalitions.
- Grantees recruited 186 new coalition members in the first six months of Phase II, 64% of whom were upper level administrators, faculty, or staff members on campus.

A.3. Key Barriers to Program Activities

- Barriers differed by quarter, with more grantees reporting difficulty with administrative procedures in Q1 (6) and difficulty scheduling due to holidays in Q2 (12).
- The most commonly cited barrier in this report period was difficulty scheduling around the academic calendar, which was reported by 93% of grantees (14).
- Sixty percent (9) of all grantees reported a lack of interest or resistance to policy adoption and/or compliance on campus.
- Forty-seven percent (7) of grantees reported that staffing changes and hiring were barriers to program activities.
- Other commonly reported barriers include issues related to administrative or approval processes (47%), difficulty scheduling meetings due to schedule conflicts (40%), and lack of administration support and/or interest in policy change (40%)

A.4. Recommendations

- Continue to publicize multiple policy successes of the Tobacco-Free Colleges Initiative, including new 100% Tobacco-Free Policies and Comprehensive Campus Tobacco Policies adopted statewide, and the relationships to Phase I and Phase II funding. This may have added interest and impact, particularly following recent media coverage of Tobacco-Free Schools in NC.
- Encourage grantees to meet with an elected local or state government official to promote the HWTF and share successes of tobacco-free campus initiatives. (Only three grantees reported a total of ten meetings for this purpose in Q1 and Q2.)
- Encourage grantees to focus policy and cessation promotion efforts on campus around the beginning of the school year. This may include participating in freshman events with fraternities and sororities, scheduling meetings with college officials setting policy agendas for the upcoming year, and working with athletics officials and teams (e.g., soccer, football). Planning and preparation could occur during summer months when student activity is lower.
- Work with four remaining campuses to establish tobacco use prevention coalitions.
- Provide training and resources on efficient approaches to scheduling group meetings (for example, internet-based meeting schedulers such as Meeting Wizard). (Six [40%] grantees reporting difficulty scheduling throughout the course of the six month period, and 14 [93%] of the grantees reporting difficulty scheduling around the academic year.)
- Review composition of coalitions during technical assistance provision to encourage student representation on coalitions among those with few or no students.

B. Background

Young adults, aged 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 2007.¹ 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.² Additionally, certain subpopulations (e.g., fraternities, sororities, athletes, freshmen) deemed “priority populations” are at additional risk for tobacco initiation and face barriers to cessation services.³

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 campus. Twenty community and campus-based organizations received Phase I grants from the HWTF to carry out this work on 62 campuses. Prior to this initiative, only two campuses statewide were known to be 100% tobacco free (John Wesley College and Bennett College).

Phase I of the initiative demonstrated several successful outcomes, including the adoption of 15 100% Tobacco-Free Policies and Comprehensive Campus Tobacco Policies. 100% 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 ft. 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 ft. perimeter policy.

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 for list of Phase II grantees). Six (43%) of these organizations also received Phase I grants. One additional grantee (Elizabeth State City University) received a special contract to extend their Phase I work through a portion of Phase II.

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 50 different campuses across NC. Three grantees work with multiple campuses (i.e., 39 campuses, or 78% of all campuses supported by Phase II grantees).

In addition to Phase II grantee efforts on these 50 campuses, the HWTF offers technical assistance to non-funded campuses across the state through a newly appointed 100% Tobacco-Free Campuses Director. The 100% Tobacco-Free Campuses Director supports Phase II grantees, as well as leaders on non-funded campuses seeking assistance with tobacco-related campus policy and cessation initiatives. This position and service to non-funded campuses is a new component of the HWTF Tobacco-Free Colleges Initiative offered in Phase II.

The UNC Tobacco Prevention and Evaluation Program (TPEP) conducts outcomes evaluation for the grantee-funded portion of the HWTF Tobacco-Free Colleges Initiative. The purpose of this

¹ North Carolina State Center for Health Statistics. BRFSS 2007. Available from: <http://www.schs.state.nc.us/SCHS/brfss/2007/index.html>

² Rigotti NA, Moran SE, Wechsler H. US college students' exposure to tobacco promotions: prevalence and association with tobacco use. *Am J Public Health*. 2005 Jan;95(1):138-44.

³ American Legacy Foundation. Priority Populations. [Internet site.] Available from: <http://www.americanlegacy.org/2165.aspx>

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.

C. Methods

The following report highlights the outcomes and program activities of Phase II grantees during the six month period of January to June 2008, including data from quarter one (Q1, January-March 2008) and quarter two (Q2, April-July 2008). The new fiscal year (FY 08-09) for the HWTF Tobacco-Free Colleges Initiative will officially begin in July 2008. This shift will change the previous January-December Colleges Initiative fiscal year to a July-June fiscal year schedule, allowing the Initiative to be consistent with the fiscal years of other HWTF Tobacco Programs.

Outcome and program-oriented data were collected from all grantees on a monthly basis using the Colleges Online Reporting and Evaluation System (CORES) developed by UNC TPEP. Data from one Phase I contract grantee (ECSU) were also collected and included in this report, as they received a continuation of funds for Phase II. 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 for a list of Phase II indicators collected monthly using CORES). Indicators are divided into two areas:

- Outcome indicators include policy change and progress towards policy change indicators.
- Program indicators include building support for adoption and compliance with campus policies, QuitlineNC promotion, coalition development, 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 Model for Phase II Tobacco-Free Colleges Initiative Grants (See Appendix 3).

Grantees report their data using established indicator change criteria and reporting procedures outlined for all grantees in a CORES Codebook. Indicator definitions are also 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. Individual CORES training was also provided to grantees by phone, as required. Upon final receipt and compilation of grantee CORES data, all policy changes (i.e., primary outcome indicators) and key program indicator changes are verified with grantees by UNC TPEP staff via phone or email. Additional data cleaning is also conducted to improve data quality.

Baseline data were collected from all Tobacco-Free Colleges Initiative grantees at the beginning of Phase I and Phase II using an online survey. The Phase II baseline survey was designed to assess existing tobacco-related campus policies, coalitions, and cessation services on all grantee-supported campuses as of December 31, 2007, (i.e., prior to start of Phase II). Baseline data collection was included in the evaluation methodology to compare and assess grantee outcome achievement over time. Thirty-seven Phase II grantee-supported campuses (74%) had submitted Phase II baseline data at the time of this report.

A summary of key baseline data for Phase II campuses are highlighted in Table 1. Phase II baseline data include several policies that were achieved by Phase II grantees in Phase I (e.g., seven of the nine 100% tobacco-free campus policies reported at Phase II baseline were adopted with the support of grantees in Phase I).

Table 1. Baseline Phase II grantee information*

General Information	#
Number of Phase II <u>grantees</u>	14
Number of Phase II <u>grantees</u> who also received funding in Phase I	6 (43%)
Number of <u>campuses</u> supported by Phase II grantees <ul style="list-style-type: none"> • Community Colleges • Public Colleges/Universities (UNC campuses) • Private Colleges/Universities • Historically Black Colleges/Universities 	50 19 (38%) 8 (16%) 23 (46%) 5 (10%)
Number of Phase II <u>campuses</u> who were also supported in Phase I	34 (68%)
Number of <u>counties</u> with campuses (home site) supported by Phase II grantees	33
Key Baseline Data for all Phase II grantee-supported campuses (n=50)	#
Number of campuses that have adopted 100% Tobacco-Free Campus Policies	9 (18%)
Number of UNC campuses that have adopted Comprehensive Campus Tobacco Policies	1 (2%)
Number of campuses with established campus coalitions	35 (70%)
Key Baseline Data for Phase II grantee-supported campuses completing baseline survey (n=37)	#
Number of campuses with <u>written</u> policy that regulates or controls the use of tobacco property on campus grounds and property	29 (78%)
Number of campuses with no tobacco use at least 25 feet from all buildings	16 (43%)
Number of campuses that prohibit the sale of tobacco products on campus	33 (89%)
Number of campuses that prohibit tobacco industry advertising on campus	22 (59%)
Number of campuses that prohibit free distribution of sample tobacco products on campus	19 (51%)
Number of campuses that prohibit tobacco industry sponsored events on campus	20 (54%)
Number of campuses that offer cessation counseling for students who wish to quit	16 (43%)
Number of campuses that have promoted QuitlineNC on campus in the past six months to completing the survey	22 (59%)
Number of campuses that have at least one college official offering formal support for tobacco use prevention policy initiatives on campus	21 (57%)

* Baseline summary does not include Phase I special contract grantee (ESCU)

D. Summary of Six Month Period Activities

Sections D.1 and D.2 summarize Q1 and Q2 outcome and program indicator data reported by 14 Phase II Colleges Initiative grantees and one Phase I special contract grantee (Elizabeth City State University) (n=15). See Tables 2 and 3 for a listing of cumulative indicator changes.

D.1. Outcomes

D.1.a. Policy Adoption

Seven grantees reported a total of 18 tobacco-related policy changes on seven campuses in Q1 and Q2, including 100% Tobacco-Free Policies adopted at Montreat College and Wingate University, one 50 ft. perimeter policy adopted at Appalachian State University, and one 25 ft. perimeter policy adopted at Sandhills Community College. Surry Community College also adopted a tobacco-related policy affecting several areas, including the prohibition of tobacco use in all campus buildings and vehicles, at all campus athletic events, and on all campus grounds except parking lots. Surry's policy is reported as four separate policy changes based on the four key areas targeted by the policy (i.e., campus areas, special events, tobacco sales, industry influence).

Since the beginning of Phase I, a total of 71 tobacco-related policies have been adopted on 33 campuses with the support of HWTF grantees. Three of the grantees who reported policies in Phase II (Wingate University, Surry County Health and Nutrition Center, Wilkes Community College) began building support and/or advocating for these policies during Phase I of the initiative.

Figure 1 shows the types of policies adopted in Q1 and Q2 with the direct or indirect support of Phase II grantees. Table 2 includes a detailed list of policies, campuses, and grantees involved.

Figure 1. Types of tobacco-related policies adopted in Q1 and Q2 (n=18)

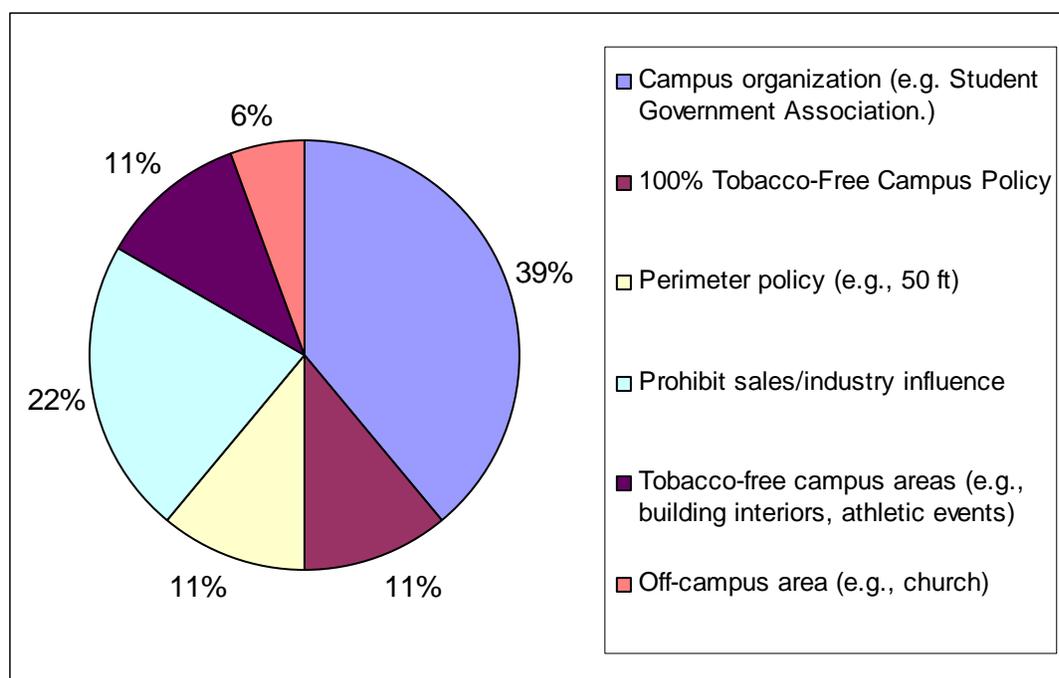


Table 2. List of tobacco-related policies adopted, campuses, and grantees involved in Q1 and Q2 (n=18)

#	Type of Policy Adopted	Month Adopted	Campus	Grantee	Type of Involvement
1	100% Tobacco-Free Campus Policy	January 2008	Montreat College	Montreat College	Direct
2	100% Tobacco-Free Campus Policy	January 2008	Wingate University*	Mecklenburg Co. Health Department	Direct
3	50 ft. perimeter policy	January 2008	Appalachian State University	Appalachian State University	Indirect
4	Tobacco-free policy adopted by off-campus area: <u>Montreat Presbyterian Church</u>	January 2008	Montreat College	Montreat College	Direct
5	25 ft. perimeter policy	February 2008	Sandhills Community College	First Health of the Carolinas	Direct
6	Policy prohibiting sale of tobacco products on campus	February 2008	Surry Community College*	Surry County Health and Nutrition Center	Direct
7	Policy prohibiting tobacco advertising, industry sponsorship, and free sampling on campus	February 2008	Surry Community College*	Surry County Health and Nutrition Center	Direct
8	Policy prohibiting tobacco use at all college athletic tournaments, events, and contests	February 2008	Surry Community College*	Surry County Health and Nutrition Center	Direct
9	Policy prohibiting tobacco use in all campus building, campus vehicles, and on all grounds (except parking lots)	February 2008	Surry Community College*	Surry County Health and Nutrition Center	Direct
10	Tobacco-free policy adopted by campus organization: <u>Student Government Assoc.</u>	February 2008	Wilkes Community College*	Wilkes Community College	Direct
11	Tobacco-free policy adopted by campus organization: <u>1st Year Nursing Club</u>	March 2008	Wilkes Community College*	Wilkes Community College	Direct
12	Tobacco-free policy adopted by campus organization: <u>2nd Year Nursing Club</u>	March 2008	Wilkes Community College*	Wilkes Community College	Direct
13	Tobacco-free policy adopted by campus organization: <u>Dental Club</u>	March 2008	Wilkes Community College*	Wilkes Community College	Direct
14	Tobacco-free policy adopted by campus organization: <u>Human Services Club</u>	March 2008	Wilkes Community College*	Wilkes Community College	Direct
15	Tobacco-free policy adopted by campus organization: <u>Respiratory Therapy Club</u>	March 2008	Wilkes Community College*	Wilkes Community College	Direct
16	Policy prohibiting sale of tobacco products by campus entities	April 2008	Montreat College	Montreat College	Direct
17	Policy prohibiting tobacco advertising, industry sponsorship, and free sampling on campus	April 2008	Montreat College	Montreat College	Direct
18	Tobacco-free policy adopted by campus organization: <u>Student Government Assoc.</u>	June 2008	Western Piedmont Community College	Western Piedmont Community College	Direct

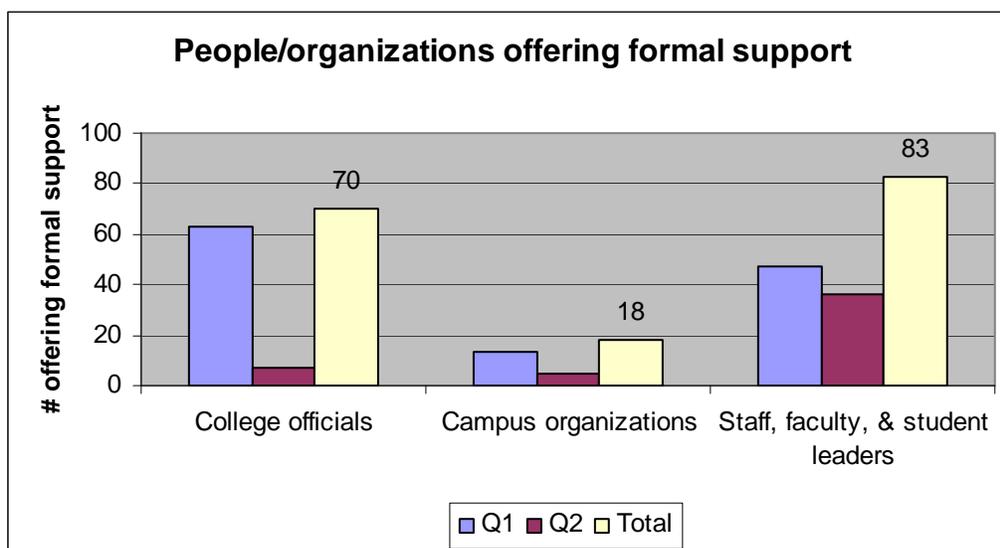
* Also received Phase I grant, or was supported by grantee that received Phase I grant.

D.1.b. Building Support for Policy Adoption

Six grantees reported 10 *new* policies that formally underwent consideration by college officials for the first time during Q1 and Q2. These include three Comprehensive Campus Tobacco Policies (i.e., 100 ft. perimeter policies) under consideration at Elizabeth City State University, Western Carolina University, and UNC-Pembroke. In April 2008, UNC-Pembroke changed their policy under consideration from a 100 ft. to a 25ft. perimeter policy.

Figure 2 highlights the number of *new* college officials, campus organizations, and staff/faculty/student leaders offering formal support for campus policy initiatives in Q1 and Q2. In total, 171 campus individuals and organizations were reported offering support, including 70 college officials, 18 campus organizations, and 83 staff/faculty/student leaders. Forty-nine percent of all campus individuals and groups provided both written and verbal support. In addition, four grantees collected 241 petition signatures showing support for campus policies.

Figure 2. Type of formal support offered in Q1 and Q2 (n=171)



D.1.c. Coalition Development

Phase II grantees are currently supporting 50 campuses across the state. (This does not include Phase I special contract grantee campus, ECSU.) At Phase II baseline, 35 campuses (70%) had established tobacco use prevention coalitions. Coalition members assist grant coordinators in implementing activities on campus.

During Q1 and Q2, an additional eleven campuses established new tobacco use prevention coalitions with the support of four Phase II grantees (Alamance Community College, First Health of the Carolinas, Rowan-Cabarrus Community College, and Guilford County Health Department). All campuses supported by Guilford County Health Department use one centralized tobacco use prevention coalition. At the end of Q2, 92% (46) of all Phase II grantee-supported campuses have tobacco use prevention coalitions.

Over the course of Q1 and Q2, ten grantees have conducted 23 surveys to assess social norms around tobacco use and/or the prevalence of tobacco use among campus students. Grantees reported plans to use surveys for media campaigns, policy compliance, and advocacy.

Campuses without established tobacco use prevention coalitions include:

1. Catawba College
2. Gaston College
3. King's College
4. Livingstone College

D.1.d. Summary of Outcome Indicators

The following table summarizes all outcome indicators changes reported monthly by Phase II grantees in Q1 and Q2 (Table 3).

Table 3: Summary of Phase II Q1 and Q2 Outcome Indicator Changes

Outcome Indicator	# of grantees involved (n=15)*	Total Q1 indicator changes	Total Q2 indicator changes	Total Q1+Q2 indicator changes
Building Support for Policy Adoption				
# of signatures on petitions showing support for campus policy initiatives	4 (27%)	116	125	241
# of <u>college officials</u> offering formal support for campus policy initiatives	9 (60%)	63	7	70
# of <u>organizations</u> offering formal support for campus policy initiatives	6 (40%)	13	5	18
# of <u>staff/faculty/student leaders</u> offering formal support for campus policy initiatives	8 (53%)	47	36	83
# of policy changes under consideration by college officials	5 (33%)	8	2	10
Policy Adoption				
# of tobacco-free policies adopted by campus organizations	2 (13%)	6	1	7
# of tobacco-free policies adopted in <u>campus areas</u>	5 (33%)	6	0	6
# of tobacco-free policies adopted in <u>off-campus areas</u> frequented by young adults	1 (7%)	1	0	1
# of policies adopted prohibiting the sale of tobacco products on campus	2 (13%)	1	1	2
# of policies adopted prohibiting tobacco industry advertising, free sampling, & sponsorship on campus	2 (13%)	1	1	2
Coalition Development				
# of new campus coalitions established	4 (27%)	11	0	11

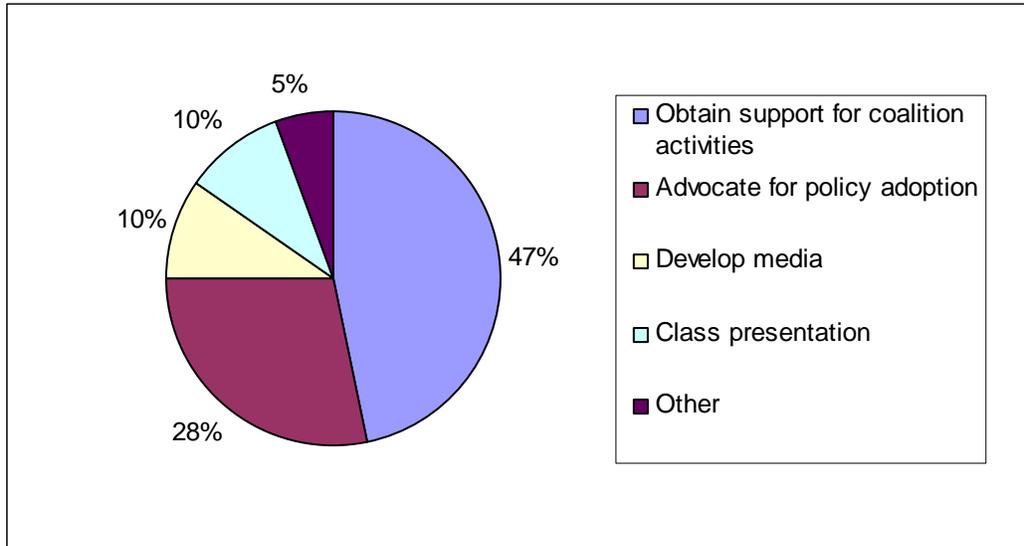
* Includes data from Phase I special contract grantee (ESCU)

D.2. Program Development

D.2.a. Building Support for Policy Adoption

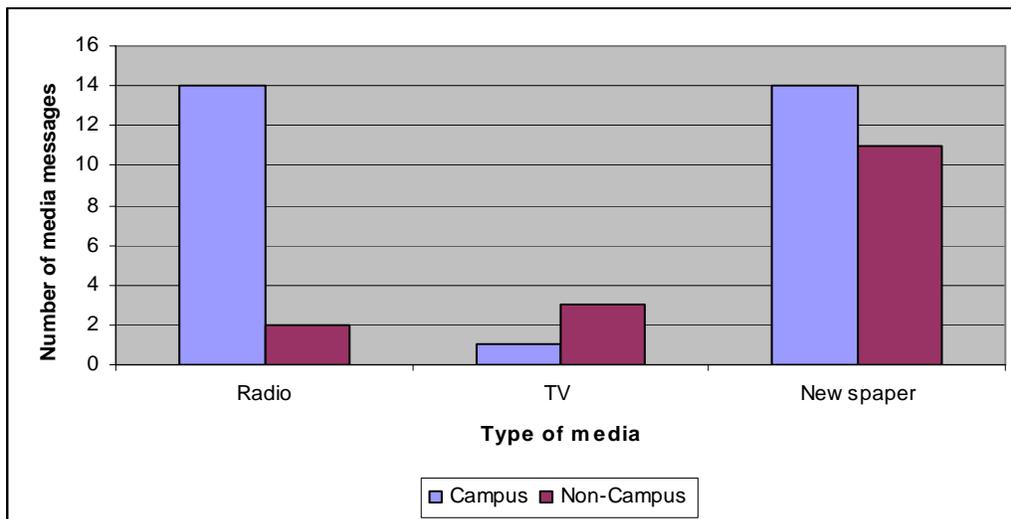
Ninety-three percent (14) of grantees participated in 184 meetings/presentations to build support for campus policy adoption in Q1 and Q2. Seventy-five percent of all the meetings/presentations were to obtain support for coalition activities and to advocate for policy adoption (Figure 3).

Figure 3. Type of meetings/presentations to promote campus policy adoption of Phase II (n=184)



Nine grantees reported a total of 45 earned media messages (no paid media) to promote policy adoption in Q1 and Q2. Fifty-six percent (25) of the messages were published in newspapers (Figure 4). Sixty-four percent were published/aired via campus-based media outlets.

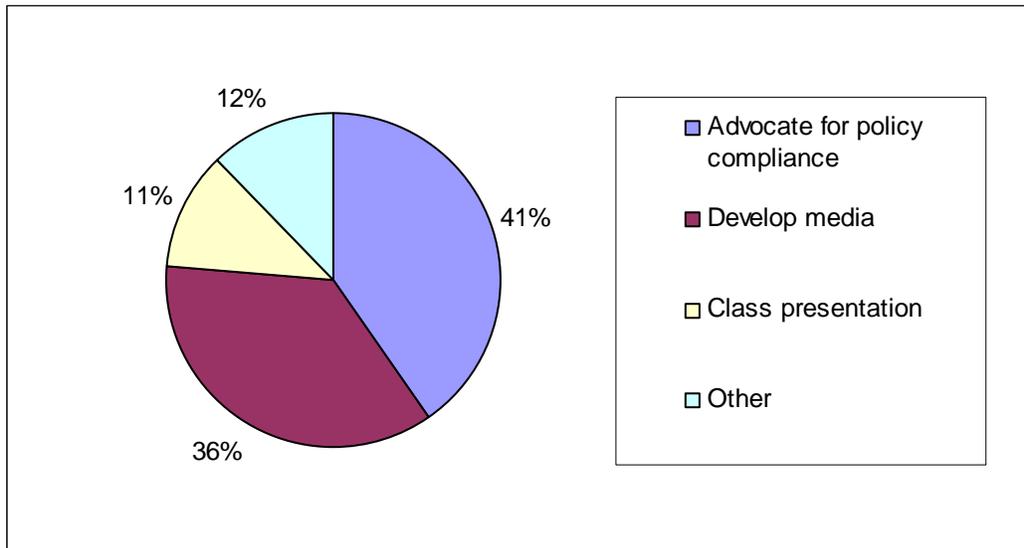
Figure 4. Type of earned media messages promoting campus policy adoption in Q1 and Q2 (n=45)



D.2.b. Building Support for Policy Compliance

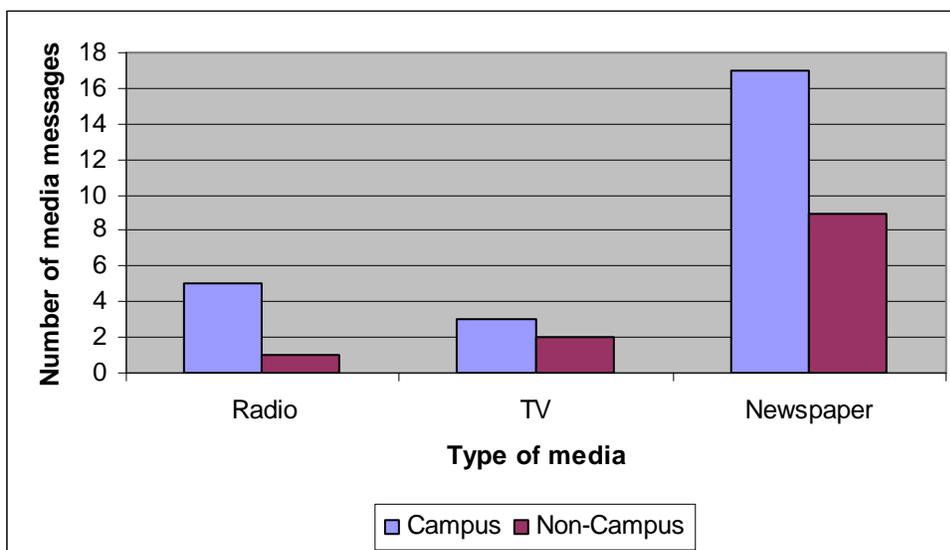
Eighty percent (12) of grantees participated in 114 meetings/presentations to build support for campus policy compliance in Q1 and Q2. Forty-one percent of the meetings were to specifically advocate for policy compliance on campus (Figure 5).

Figure 5. Type of meetings/presentations to promote campus policy compliance in Q1 and Q2 (n=114)



Eleven grantees reported a total of 37 earned media messages and 10 paid media messages to promote policy compliance. Seventy percent of the messages were published in newspapers (Figure 6). Sixty-eight percent were also published/aired via campus-based media outlets.

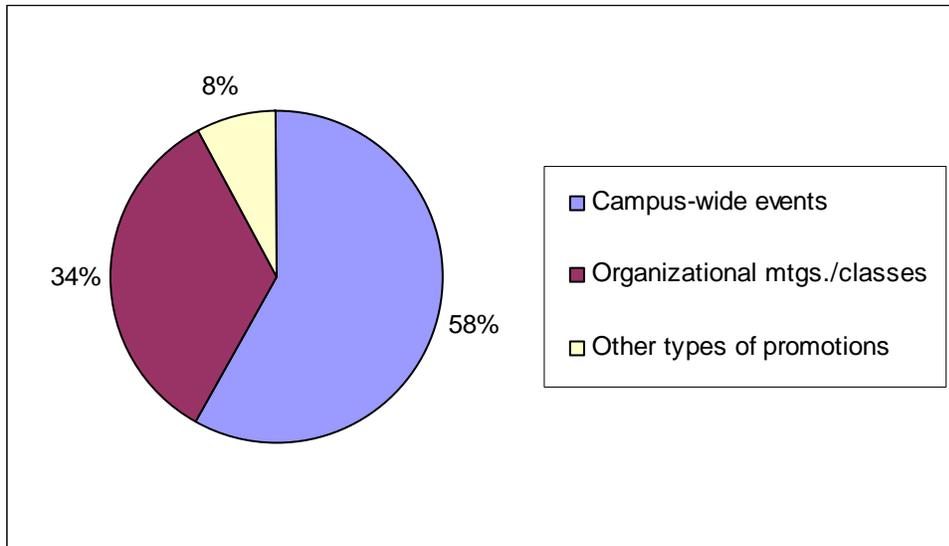
Figure 6. Type of earned media messages promoting campus policy compliance in Q1 and Q2 (n=37)



D.2.c. Quitline Promotion

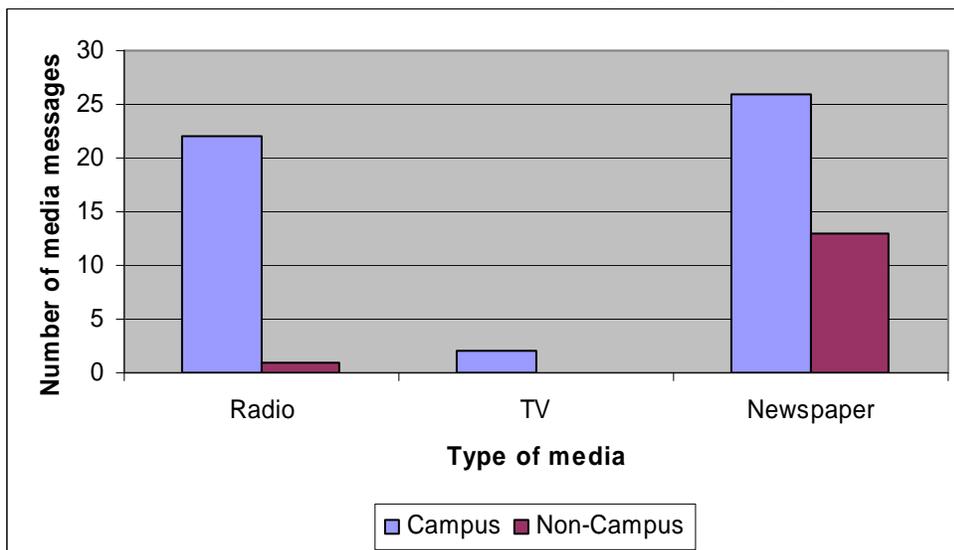
All 15 grantees conducted a total of 165 QuitlineNC promotions during Q1 and Q2 including campus-wide events, organizations meetings/classes, and other types of promotions (e.g., bulletin boards) (Figure 7). Nineteen percent of all promotions specifically targeted a priority population on campus (e.g., freshmen, athletes, fraternity/sorority members). Eight grantees also reported 22 meetings with campus-based health providers to promote the QuitlineNC fax referral service. Seven grantees reported 22 meetings to promote 5As and other related cessation services.

Figure 7. Type of QuitlineNC promotions in Q1 and Q2 (n=165)



Nine grantees reported 51 earned media messages and 13 paid media messages to promote QuitlineNC in Q1 and Q2. Just over 60% of the messages were published in newspapers (Figure 8). Most (78%) were published/aired via campus-based media outlets (e.g., campus newspaper).

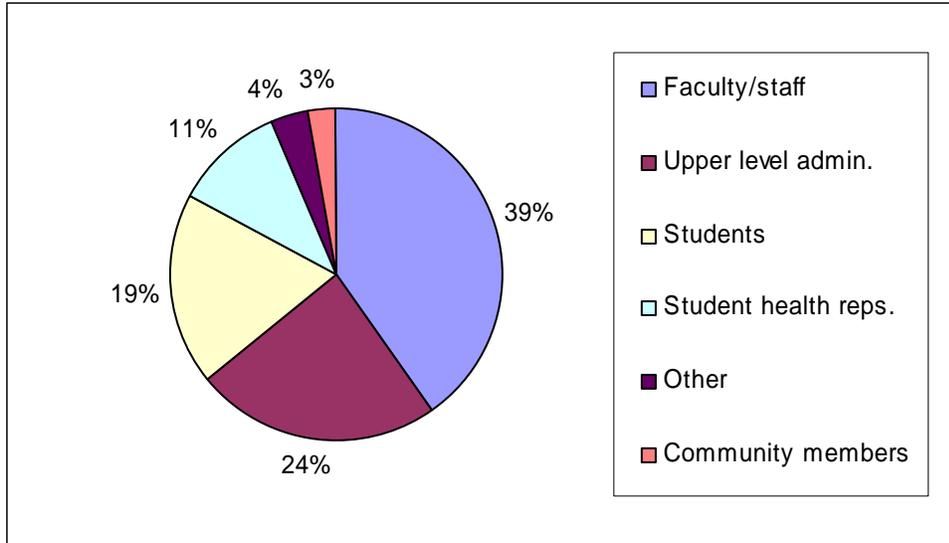
Figure 8. Type of earned and paid media messages promoting QuitlineNC in Q1 and Q2 (n=64)



D.2.d. Coalition Development

Thirteen grantees (87%) recruited 186 new coalition members during Q1 and Q2. The majority (63%) of new coalition members were upper level administrators, faculty, or staff. The proportion of new coalition members who are students declined from 65% in year two of Phase I to 19% in Q1 and Q2 of Phase II. Ten percent (19) of all new members represented priority population groups on campus (e.g., freshman, African Americans, Greek students, athletes).

Figure 9. Type of new coalition members recruited in Q1 and Q2 (n=186)



D.2.b. Summary of Program Indicators

The following table summarizes all program indicators changes reported by grantees in Q1 and Q2 (Table 3).

Table 3: Summary of Phase II Q1 and Q2 Program Indicator Changes

Program Indicator	# of grantees involved (n=15)*	Total Q1 indicator changes	Total Q2 indicator changes	Total Q1+Q2 indicator changes
Building Support for Policy Adoption				
# of petition drives completed to show support for campus policy adoption	4 (27%)	3	11	14
# of meetings/presentations to advance tobacco-related campus policy adoption	14 (93%)	108	76	184
# of <u>earned</u> newspaper/radio/TV messages promoting support for policy adoption	7 (47%)	33	12	45
# of <u>paid</u> newspaper/radio/TV messages promoting support for policy adoption	0	0	0	0
Building Support for Policy Compliance				
# of meetings/presentations to promote tobacco-related campus policy compliance	12 (80%)	53	73	126
# of <u>earned</u> newspaper/radio/TV messages promoting support for policy compliance	11 (73%)	27	10	37
# of <u>paid</u> newspaper/radio/TV messages promoting support for policy compliance	1 (7%)	0	10	10
Quitline Promotion				
# of Quitline promotions	15 (100%)	76	89	165
# of <u>earned</u> newspaper/radio/TV messages promoting Quitline	11 (73%)	25	26	51
# of <u>paid</u> newspaper/radio/TV messages promoting Quitline	3 (20%)	2	11	13
# of meetings/pres. to promote Quitline fax referral system among health providers	8 (53%)	7	15	22
# of meetings/pres to promote 5As/cessation services among health providers	7 (47%)	5	17	22
Coalition Development				
# of new coalition members recruited	13 (87%)	141	45	186
# of trainings attended by staff/partners	13 (87%)	26	32	58
# of surveys completed to assess student tobacco use and attitudes	10 (67%)	6	14	20

Administrative Measures				
# of new staff hired with grant funds	9 (60%)	9	3	12
# of meetings with elected state/government leaders to promote HWTF and tobacco-free campus initiatives	3 (20%)	4	6	10

* Includes data from Phase I special contract (ESCU)

D.3. Barriers

All grantees are asked to report their top three barriers to effective program implementation each month. Table 4 summarizes the number of grantees who reported a particular type of barrier in Q1 and Q2

Table 4: Summary of Q1 and Q2 Barriers

Q1: January – March 2008	Q2: April – June 2008
9 (60%) reported difficulty scheduling meetings/events or establishing campus contact.	12 (80%) reported difficulty because of end of classes and summer vacation limited meetings and student participation.
8 (53%) reported resistance to policy adoption and/or compliance on campus (e.g., students not remaining in designated smoking areas, disagreement on need for signage, committee voting against policy change as an issue of individual rights).	7 (47%) reported issues related to administrative or approval processes (e.g., delays in finalizing grant contract, budget and Annual Action Plan revisions, media approvals).
7 (47%) reported issues related to administrative or approval processes (e.g., delays in finalizing grant contract, budget and Annual Action Plan revisions, media approvals).	7 (47%) reported that tobacco use prevention/policies are not viewed as a priority on campus (e.g., policy adoption not on people's "agendas") or interim administrators delayed decisions until new leadership arrives.
7 (47%) reported challenges hiring and/or training new staff.	3 (20%) reported difficulties because other policies conflicted with desired policies or had reduced interest in additional policy change;
4 (27%) reported low attendance at trainings and/or coalition meetings.	3 (20%) reported difficulty scheduling meetings/events or establishing campus contact.
3 (20%) reported that tobacco use prevention/policies are not viewed as a priority on campus (e.g., policy adoption not on people's "agendas").	2 (13%) reported challenges hiring and/or training new staff.
5 (33%) reported some other type of barrier (e.g., lack of student interest in cessation resources (2), challenges recruiting coalition members (2), difficulty getting phone line/office set up, requests for tobacco education presentation for younger age groups).	4 (27%) reported other barriers including campus problems with litter (1), overspecialization of trainers for tobacco interventions among athletes (1), difficulty receiving baseline data from schools in multi-campus grants (1), and a lack of media outlets on small campuses (1).

E. 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 NC School of the Arts Wake Forest University Winston-Salem State University	Forsyth	
	Rockingham Community College	Rockingham	Rockingham (home county)
	Elon University	Alamance	

GRANTEE	COLLEGE	COUNTY (campus locations)	COUNTY (populations served) Community Colleges Only
Guilford County Department of Public Health: <u>Technical Assistance Only</u>	North Carolina A & T University	Guilford	
	Davidson County Community College	Davidson, Davie	Davidson (home county), Davie
	Alamance Community College	Alamance	Alamance
Mecklenburg County Department of Public Health	Belmont Abbey College Davidson College Johnson and Wales University Kings College Queens University UNC-Charlotte	Mecklenburg	
	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	

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

Appendix 2: Monthly Program and Outcome Indicators

CORES Monthly Report Indicators HWTF Tobacco-Free Colleges Initiative (Phase II)	
1. Building Support For <u>Policy Adoption</u>	
# of petition drives completed to show support for campus policy adoption	
# of signatures on petitions showing support for campus policy adoption	
# of meetings/presentations to advance tobacco-related campus policy adoption <ul style="list-style-type: none"> • 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 	
# of <u>earned</u> newspaper/radio/TV messages promoting support for campus policy adoption <ul style="list-style-type: none"> • Earned messages from <u>campus-based</u> media outlets • Earned messages from <u>non-campus based</u> media outlets 	
# of <u>paid</u> newspaper/radio/TV messages promoting support for campus policy adoption <ul style="list-style-type: none"> • Paid messages from <u>campus-based</u> media outlets • Paid messages from <u>non-campus based</u> media outlets 	
# of <u>college officials</u> offering formal support for campus policy adoption <ul style="list-style-type: none"> • Written and verbal support • Verbal support only 	
# of <u>organizations</u> offering formal support for campus policy adoption <ul style="list-style-type: none"> • Written and verbal support • Verbal support only 	
# of <u>staff/faculty/student leaders</u> offering formal support for campus policy adoption <ul style="list-style-type: none"> • Written and verbal support • Verbal support only 	
# of policy changes under formal consideration by college officials	
2. Building Support For <u>Policy Compliance</u>	
# of meetings/presentations to promote tobacco-related campus policy compliance <ul style="list-style-type: none"> • Meetings with officials to advocate for policy compliance • Class presentations to promote policy compliance • Meetings to develop media promoting policy compliance 	
# of <u>earned</u> newspaper/radio/TV messages promoting support for policy compliance <ul style="list-style-type: none"> • Earned messages from <u>campus-based</u> media outlets • Earned messages from <u>non-campus based</u> media outlets 	
# of <u>paid</u> newspaper/radio/TV messages promoting support for policy compliance <ul style="list-style-type: none"> • Paid messages from <u>campus-based</u> media outlets • Paid messages from <u>non-campus based</u> media outlets 	

3. Policy Adoption
of tobacco-free policies adopted by campus organizations <ul style="list-style-type: none"> Tobacco-free policies adopted by campus organizations representing priority populations
of tobacco-free policies adopted in <u>campus areas</u>
of tobacco-free policies adopted in <u>off-campus</u> 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 <ul style="list-style-type: none"> 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 <ul style="list-style-type: none"> 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 <ul style="list-style-type: none"> 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 <ul style="list-style-type: none"> Upper level administration, faculty, staff, community members, student health services representatives, students
of trainings attended by staff/partners <ul style="list-style-type: none"> 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 <ul style="list-style-type: none"> Meetings with elected <u>local</u> representatives Meetings with elected <u>state</u> representatives

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

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

