



# **North Carolina Health and Wellness Trust Fund**

## **Tobacco-Free Colleges Initiative**

**Outcomes Evaluation Phase I  
January 2006 - December 2007**

**Prepared for:  
North Carolina Health & Wellness Trust Fund**



**Prepared by:  
UNC School of Medicine  
Tobacco Prevention and Evaluation Program**



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## A. Executive Summary

### A.1. Overview

The North Carolina (NC) Health and Wellness Trust Fund (HWTF) Tobacco-Free Colleges Initiative completed its first phase of grant funding between January 2006 and December 2007 (Phase I). The purpose of this initiative is to support efforts that prevent and reduce tobacco use among NC college students between the ages of 18 and 24. This report summarizes the activities and impact of this initiative.

Approximately \$1.6 million in Phase I grants were awarded to 20 organizations working on over 60 campuses across NC. Phase I grantees worked to establish campus coalitions, advance tobacco-free policies, and promote the use of Quitline NC by young adults.

The UNC School of Medicine Tobacco Prevention and Evaluation Program (UNC TPEP) conducts the outcomes evaluation for the HWTF Tobacco-Free Colleges Initiative. The evaluation was guided by two logic models developed for the initiative by UNC TPEP in collaboration with the HWTF.

Phase I of the initiative proved to be highly successful as evidenced by advancement in all key program and outcome areas during Year 1 (January to December 2006) and Year 2 (January to December 2007). In total, HWTF grantees supported 62 diverse campuses in 45 counties across the state. The number of new policies, campus coalitions, college officials offering formal support, and Quitline NC promotions all increased substantially since the start of the initiative.

With the support of this initiative and new state legislation, 12 campuses associated with Phase I grantees successfully adopted ten 100% Tobacco-Free Campus Policies and two Comprehensive Tobacco-Free Campus Policies (i.e., 100 ft. perimeter policies adopted within the limits of the law for UNC system schools) (Figure 1). Forty-one additional partial policies (e.g., perimeter policies, tobacco-free dorm policies) were adopted on 22 campuses as steps toward 100% Tobacco-Free/Comprehensive Campus Policies, making North Carolina a national leader in the advancement of tobacco-free campus environments. The level of grantee involvement in each of these policy changes varied greatly. With continued HWTF funding and support for media advocacy, this momentum is expected to continue yielding results in Phase II of the initiative.

The following two sections summarize key outcomes and program accomplishments of the HWTF Tobacco-Free Colleges Initiative during Phase I, as well as recommendations for program improvement in Phase II. These include communicating the success of the initiative to key stakeholders and media outlets, continuing to advocate for 100% Tobacco-Free/Comprehensive Campus Policy adoption and policy compliance on all campuses (both funded as well as non-funded campuses), and integrating the statewide Quitline NC media campaign into local grantee activities.

## A.2. Key Outcomes and Program Accomplishments

### Policy Adoption

- In total, 53 tobacco-related policy adoptions occurred on 30 HWTF-supported campuses during Phase I, including ten 100% Tobacco-Free Campus Policies and two Comprehensive Tobacco-Free Campus Policies. Prior to this initiative, only one private campus in NC was known to have a 100% Tobacco-Free Policy.
- Other significant partial policies adopted with the assistance of grantees include ten policies designating smoke-free campus areas (e.g., no smoking in building interiors, building entrances, or dorms) and seven perimeter policies (e.g., no tobacco use within 25ft to 50ft of all campus buildings).

### Building Support for Policy Change

- More campuses are considering adopting new tobacco-related policies as a result of the initiative. Seventeen grantees reported 59 policies that went under consideration by college officials for the first time during Phase I, including 18 100% Tobacco-Free Campus Policies and two Comprehensive Tobacco-Free Campus Policies.
- Most campuses where grantees are working now have the support of at least some college officials for campus policy initiatives. At the end of Phase I, Planning and Implementation grantees reported a total of 386 college officials offering formal support. This is more than three times the number of college officials offering support for policy initiatives compared to those reported before the initiative began.
- Grantees gathered a total of 9,897 signatures from individuals who support campus policy initiatives through over 100 petition drives. This represents a more than six fold increase in the number of signatures collected on campuses assessed before the initiative started.
- Grantees participated in over 1,000 meetings with key decision makers, organizations, and students to advance tobacco-related policies on campus.
- Approximately 346 earned media messages and 39 paid messages promoting support for campus policy initiatives were disseminated on and around college campuses during Phase 1. Sixty-six percent of these messages were from campus-based media outlets. Grantee media efforts to promote policies decreased in the last three quarters of Year 2 compared to previous quarters, despite increases in policy adoptions during this time.

## **Coalition Development**

- In total, 29 colleges established new tobacco use prevention campus coalitions during Phase I, representing a 153% increase in the number of HWTF-supported campuses with coalitions since the beginning of the initiative. Most of these coalitions (76%) were established in Year 1. Coalitions assist grant coordinators in carrying out their scope of work (e.g., implementing petitions) and building support for policies on campus.

## **Quitline NC Promotion**

- Grantees conducted over 1,200 Quitline NC promotions (e.g., campus-wide events, presentations at meetings) to young adults on over 60 NC campuses during Phase I. Approximately one third of these promotions specifically targeted a priority population on campus (e.g., Greek students, African Americans). Prior to the initiative, only 35 Quitline NC promotions were reported on 22 campuses.
- Approximately 1,721 tobacco-using young adults called Quitline NC during Phase I. Twenty-six percent (225) of all young adults who called in the quitline's first 20 months of operation (November 2005- June 2007) were currently attending college.
- Grantees reported 322 earned and 34 paid radio, TV, and newspaper media messages promoting Quitline NC, 83% of which were campus-based. Grantee efforts to promote Quitline NC in the media decreased substantially in Year 2 compared to Year 1.
- Twelve grantees reported 92 meetings with campus-based health providers to promote Quitline NC fax referral utilization with young adults interested in quitting their tobacco use.

## **A.3. Recommendations**

### **Policy Adoption**

- Communicate successes of the HWTF Tobacco-Free Colleges Initiative in Phase I to the media, key stakeholders, and policy makers in North Carolina and nationally via press releases, meetings, annual reports, listservs, website, etc.
- Continue to promote 100% Tobacco-Free Campus Policies on all community college and private college/university campuses.
- Continue to promote Comprehensive Tobacco-Free Policies (i.e., 100 ft. perimeter policy) on all UNC system campuses until 100% Tobacco-Free Policy limitations are removed.
- Consider special study to assess policy adoption process and varying level of grantee involvement on campuses with new 100% Tobacco-Free/Comprehensive Campus Policies.
- Acknowledge successes and challenges of campuses adopting significant partial policies and support steps towards 100% Tobacco-Free/Comprehensive Campus Policy adoption.
- Emphasize grantee efforts to promote tobacco-free policies in off-campus areas frequented by young adults, as policy adoptions on campuses increase.

## **Policy Compliance**

- Consider special study on policy compliance across campuses with new 100% Tobacco-Free/Comprehensive Campus Policies (e.g., assessing transition, barriers, effective strategies).

## **Building Support for Campus Policies**

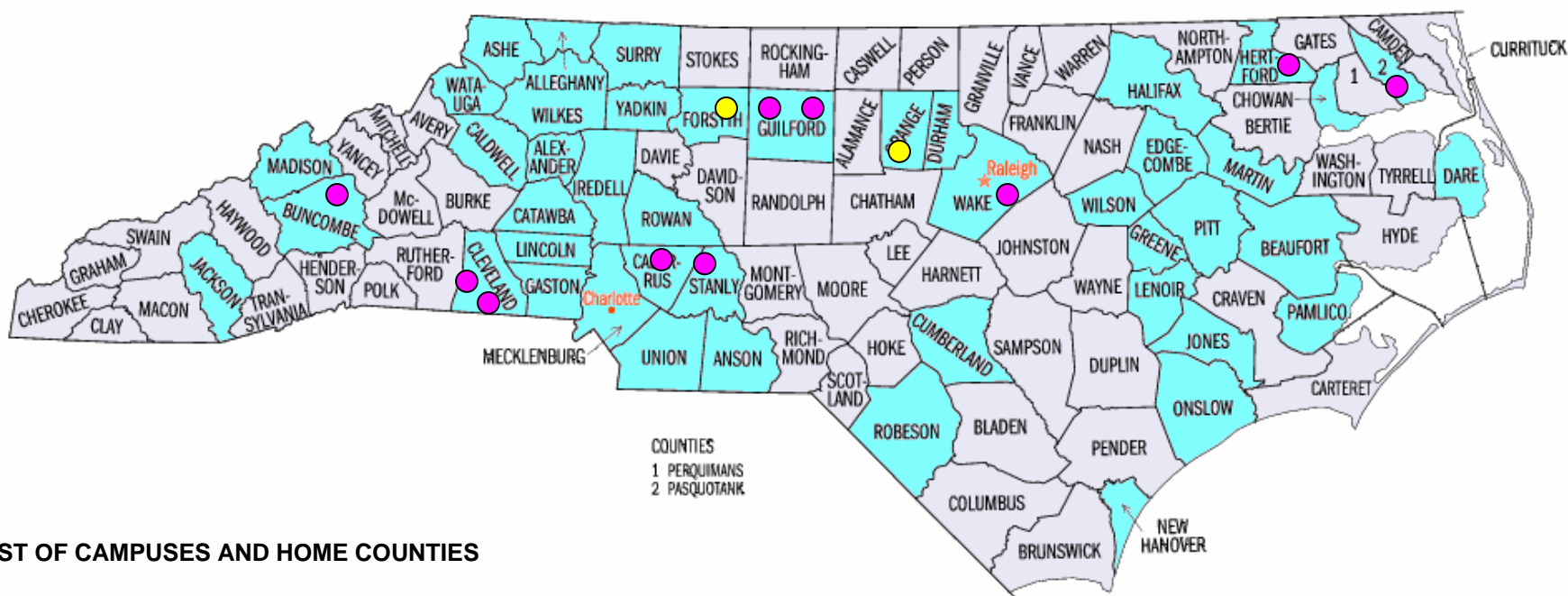
- Allocate staff time to support College grantees in earned and paid media advocacy, using campus and off-campus based media outlets, when campus policies are adopted.
- Emphasize to grantees that meetings and presentations on campus should always incorporate advocacy for policy change. In particular, attempt to increase the number of meetings with college officials.
- Consider a special study on the impact of coalition activities in building support for campus policy adoption.

## **Quitline Promotion**

- Increase integration of statewide media campaign with local grantee efforts. This may include support from HWTF staff for Quitline media advocacy, distributing promotional materials that match campaign themes, or timing statewide radio/TV ads to coincide with grantee activities around campus events (e.g., Great American Smokeout, exams, freshman orientation, holidays).
- Provide additional technical assistance to promote the Quitline NC fax referral service and other evidence-based cessation services for young adults among campus health services providers and students in health professional programs.



**Figure 1. Map of 100% Tobacco-Free and Comprehensive Campus Policies adopted on HWTF-supported campuses during Phase I (January 2006 – December 2007)**



**LIST OF CAMPUSES AND HOME COUNTIES**

1. Barber-Scotia College (Cabarrus)
2. Gardner-Webb University (Cleveland)
3. College of the Albemarle (Pasquotank)
4. Stanly Community College (Stanly)
5. Asheville-Buncombe Technical Community College (Buncombe)
6. Cleveland Community College (Cleveland)
7. Roanoke-Chowan Community College (Hertford)
8. Greensboro College (Guilford)
9. Wake Technical Community College (Wake)
10. The University of North Carolina at Chapel Hill (Orange)
11. Guilford Technical Community College (Guilford)
12. Winston-Salem State University (Forsyth)

**LEGEND**

- Campuses with 100% Tobacco-Free Campus Policies (n=10)
- Campuses with Comprehensive Tobacco-Free Campus Policies (UNC system schools only, 100ft perimeter policy) (n=2)
- Counties with campuses supported by Phase I HWTF Tobacco-Free Colleges Initiative grantees (n=45)

## B. Background

Recent data show that 28% of 18-to-24-year-olds in North Carolina (NC) smoke, representing the highest smoking rates among all age groups.<sup>1</sup> With over 300,000 young adults currently enrolled in colleges, community colleges, and universities across the state, the campus setting provides a unique opportunity for policy and cessation interventions targeted to this age group.

In January 2006, the NC Health and Wellness Trust Fund Commission (HWTF) awarded \$1.6 million in two-year, Phase I grant funding to promote tobacco use prevention and cessation among young adults on NC college campuses. In particular, this program, called the HWTF Tobacco-Free Colleges Initiative, aims to develop campus coalitions, advocate for tobacco-free campus policies (within limits of the law), and promote the use of Quitline NC by young adults.

Grants were awarded to college and non-college based organizations (e.g., health departments) using a Request for Application process. Organizations could apply for one of two types of grants: Planning or Implementation grants. In addition to promoting Quitline NC (required by both types of grants), the primary objectives associated with each type of grant are as follows:

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

In total, 20 grants were awarded by the HWTF in Phase I, including 11 Planning and 9 Implementation grants. Three of these grantees work with multiple campuses. Two of the original Planning and Implementation grants (i.e., Survivors and Victims of Tobacco Empowerment [SAVE] and American Lung Association of NC [ALA]) were later re-categorized as “Special” grants, since their statewide activities differed substantially from other grants (See Section D.2., page 29). Technical assistance and training for all grantees were provided by the UNC School of Medicine EnTER Program (UNC EnTER) during Phase I.

At the beginning of this initiative, private colleges and universities were the only campuses in NC that were legally able to adopt 100% Tobacco-Free Policies. This was due to preemptive statewide legislation that required a minimum percentage of campus areas to be designated for tobacco use.

During Phase I, new legislation gave all public campuses greater freedom to enact tobacco-free campus policies. The Community Colleges Bill (HB 448), passed in July 2006, gave all NC community colleges the ability to adopt 100% Tobacco-Free Campus Policies. Senate Bill 862, passed in June 2007, permitted UNC Health Care System and ECU School of Medicine to adopt 100% Tobacco-Free Policies, and allowed all other constituent UNC system institutions to regulate smoking inside all campus buildings and within 100 feet of building grounds. For the purposes of this evaluation, UNC system policies adopted to the maximum extent of the law are referred to as Comprehensive Tobacco-Free Campus Policies. An assessment of the impact of these legislative changes on grantee achievement is not within the scope of this evaluation.

Key factors contributing to model tobacco-free campus policies are outlined in the American College Health Association position statement on campus tobacco use (Appendix 1).

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<sup>1</sup> Behavioral Risk Factor Surveillance System (BRFSS), 2006.

## C. Methods

The UNC School of Medicine Tobacco Prevention and Evaluation Program (UNC TPEP) was contracted by the HWTF to conduct the outcomes evaluation for the Tobacco-Free Colleges Initiative. The purpose of this evaluation is to examine the effectiveness of the initiative at reaching its desired outcomes in Phase I and to make recommendations for program improvement.

The overall evaluation was guided by logic models developed by UNC TPEP in collaboration with the HWTF and UNC EnTER in January 2006 (See Figures 2 and 3). These models outline the desired short-term, intermediate, and long-term outcomes for Planning and Implementation grants.

Measurable indicators were also developed by UNC TPEP and HWTF to help document grantee activities and demonstrate program outcomes (See Appendix 2). Indicator development prior to program implementation is ideal, as it provides the foundation for grantee program planning (e.g., action plans) and implementation. Indicators were divided into two areas:

1. Outcome indicators include policy change and progress towards policy change indicators.
2. Program indicators include coalition development, building support for campus policies, quitline promotion, and administrative measures.

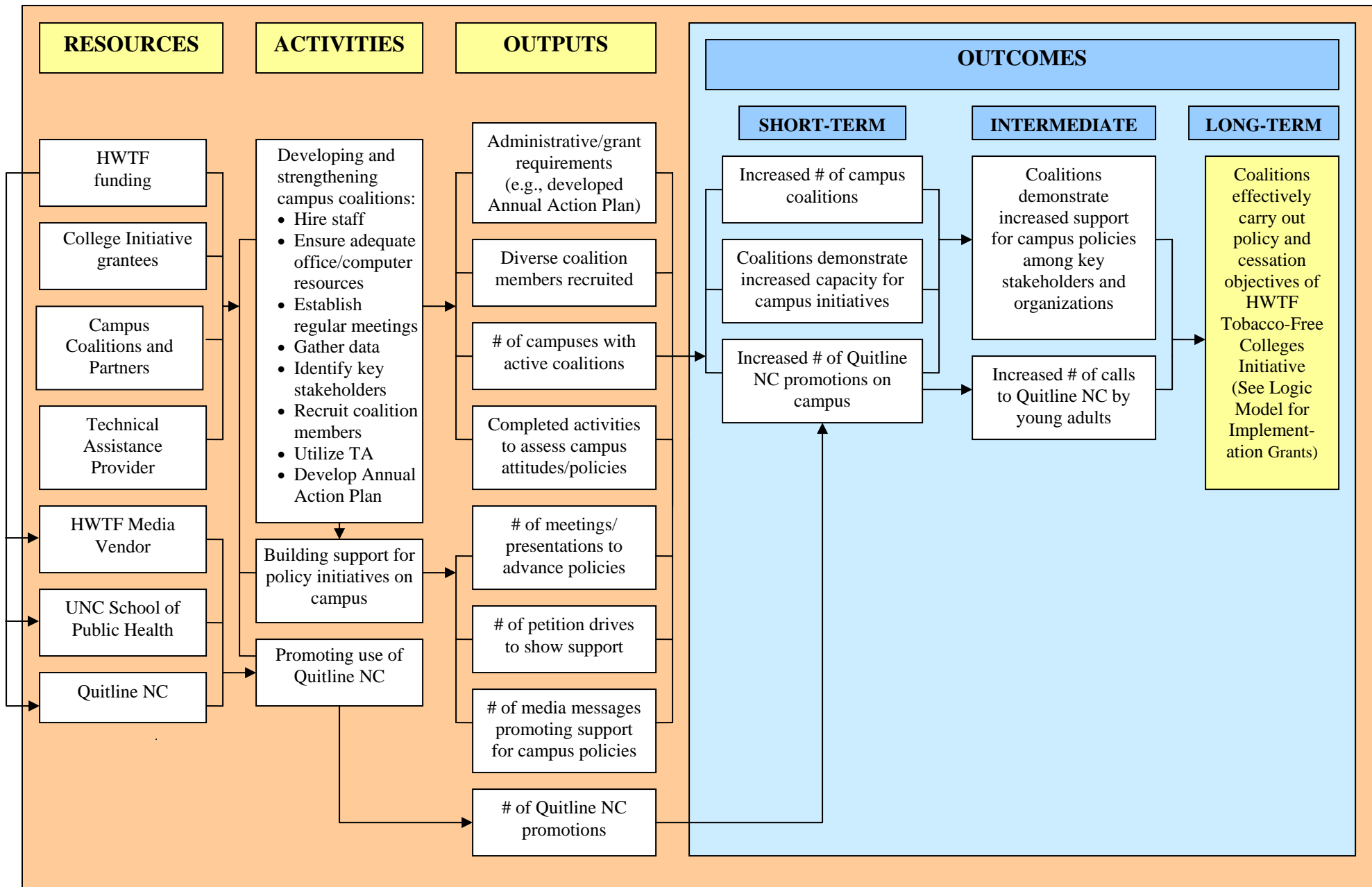
Baseline data were collected in the first month of the initiative (January 2006) using an online survey developed by UNC TPEP called the Colleges Initiative Grantee Assessment. This survey collected information about grantee campuses (e.g., existing policies, cessation services, training needs) at the start of the initiative. In total, 39 NC campuses supported by 18 Planning and Implementation grantees completed the baseline survey (i.e., 74% of all campuses supported by Planning and Implementation grantees). UNC TPEP is currently re-administering this survey with Phase I grantees to collect additional post-Phase I data, for comparison to baseline data.

TPEP collected monthly data from Planning and Implementation grantees using a customized, online reporting system. Grantees used an interim reporting system for the majority of Year 1, and a more comprehensive system, called the Colleges Online Reporting and Evaluation System (CORES), for all of Year 2. Both systems were developed by UNC TPEP.

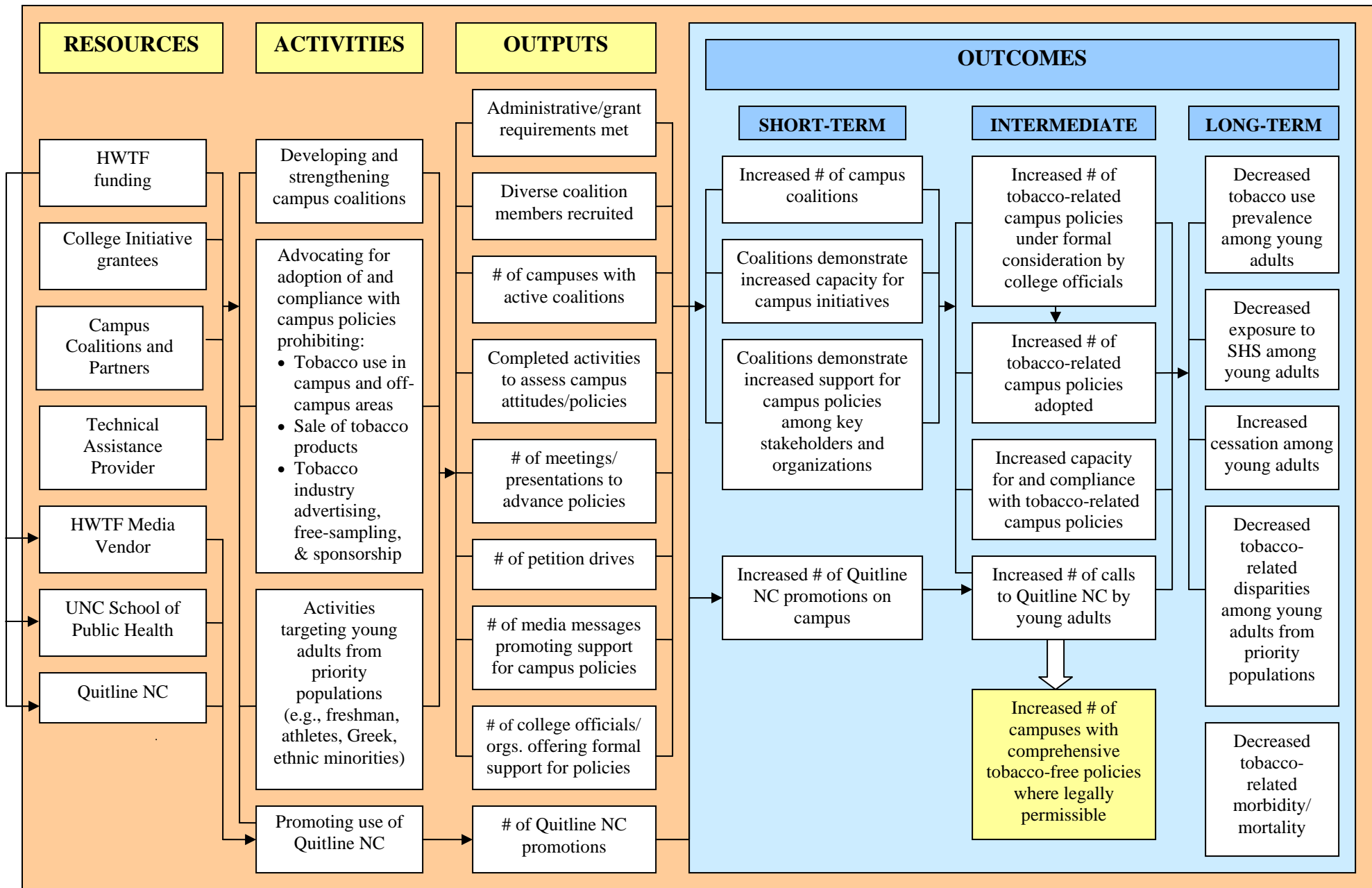
Using CORES, Colleges Initiative grantees report their monthly activities and outcomes based on established focus areas and indicators for the initiative. The system also incorporates a variety of Likert-type scale questions to assess grantee efforts in other program development areas (e.g., scheduling meetings, developing media). Such data are useful to assist with individual grantee level assessment, technical assistance and training. Special grantees (i.e., SAVE and ALA) report directly to UNC TPEP on a quarterly basis using a separate individualized reporting system. Monthly reporting officially began for all grantees in April 2006.

In order to ensure data quality, TPEP provided all grantees with definitions for each indicator and specific reporting procedures outlined in a codebook. TPEP also provided evaluation-related training and technical assistance to grantees through email, phone, and grantee conference calls. TPEP verified all reported policy changes (i.e., primary outcome indicators) via phone or email with grantees. The majority of this report is based on monthly, self-report grantee data. Call data provided by the Quitline NC vendor were analyzed to assess outcomes related to the quitline's use by young adults. This report does not include an evaluation of technical assistance and training provided by UNC EnTER.

**Figure 2. Logic Model for Tobacco-Free Colleges Initiative Planning Grants**



**Figure 3. Logic Model for Tobacco-Free Colleges Initiative Implementation Grants**



## **D. Outcomes**

HWTF Tobacco-Free Colleges Initiative grantees supported 62 campuses across NC during Phase I, including 24 (39%) community colleges, 24 (39%) private colleges/universities, and 14 (23%) public UNC system universities. These campuses include 11 (18%) historically Black colleges and universities (HBCUs).

Ten Planning grantees and eight Implementation grantees supported a total of 53 campuses (85% of all HWTF-supported campuses). Three multi-campus Planning/Implementation grantees supported 68% (36 of 53) of all of the campuses supported by Planning/Implementation grantees. Two Special grantees (i.e., SAVE and ALA) provided additional technical assistance to 23 (45%) of the 53 campuses supported by Planning/Implementation grantees, as well as nine other campuses.

The level and type of support provided to each campus varied widely by grantee. For example, some grantees were significantly involved in policy and coalition development on campuses, while other grantees working on multiple campuses provided minimal technical assistance around cessation. This report does not distinguish between the level of accomplishment achieved by individual grantees on specific campuses, but highlights overall outcomes of the initiative based on aggregate grantee data. See Appendix 3 for list of colleges and counties supported by HWTF Tobacco-Free College Initiative grantees during Phase I.

The following two sections summarize the outcomes of HWTF Tobacco-Free Colleges Initiative grantee activities during Phase I. Section D.1. highlights the outcomes of Planning and Implementation grantees. The questions used to frame this section were derived from short-term and intermediate outcomes outlined in the program logic models (See Figures 2 and 3). Section D.2. highlights the outcomes and program activities of Special grantees (i.e., SAVE and ALA).

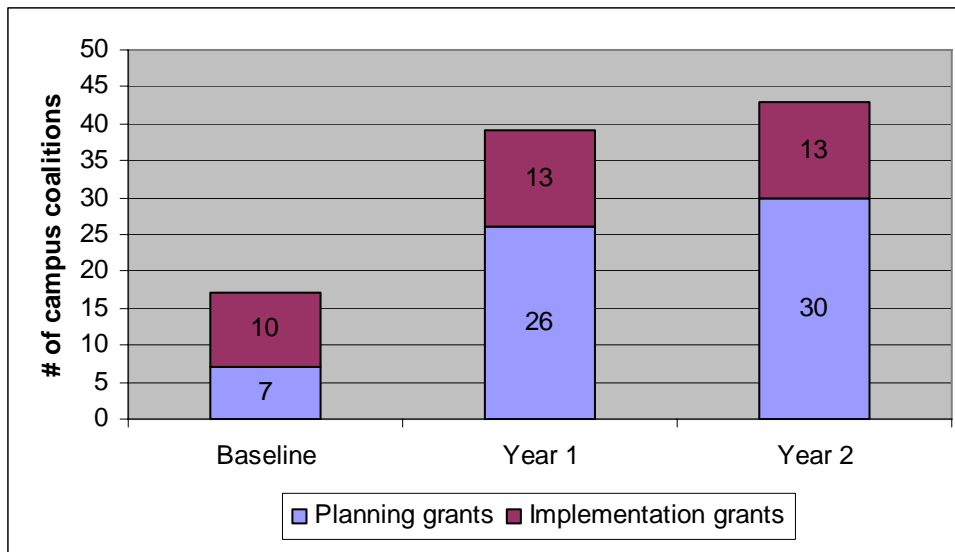
## D.1. Planning and Implementation Grants

### A. Did grantees increase the number of campus tobacco use prevention coalitions?

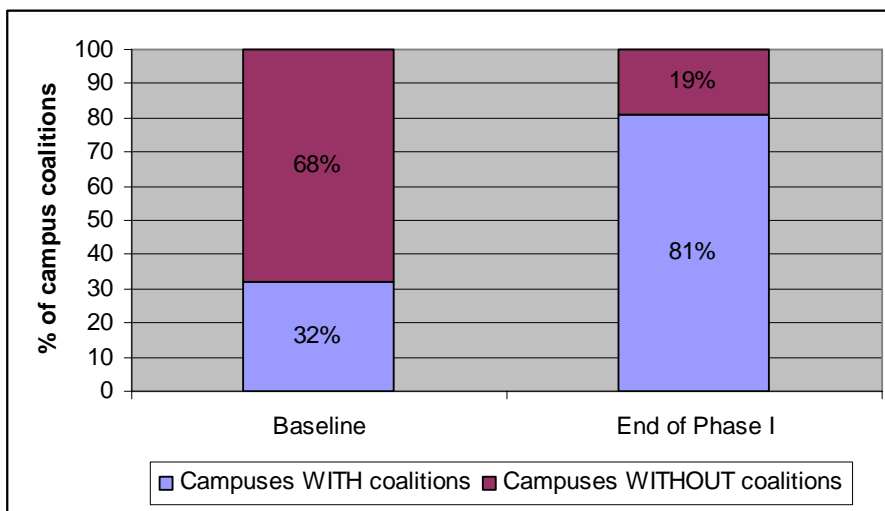
**Yes** — Grantees helped to establish 29 new campus coalitions during Phase 1. While three of these coalitions disbanded by the end of Year 2, the overall number of established coalitions increased by 153% (17 to 43) at the end of Phase 1 compared to the beginning of the initiative (Figure 4). The majority (76%) of these coalitions were established during Year 1.

In total, Planning grantees supported 39 campuses and Implementation grantees supported 14 campuses. During Phase I, Planning grantees increased their number of campus coalitions by 329% (7 to 30), and Implementation grantees increased their number of campus coalitions by 30% (10 to 13). At the end of Phase I, 81% (43 of 53) of all campuses supported by Planning and Implementation grantees had an established tobacco use prevention coalition (Figure 5).

**Figure 4. Number of campus coalitions over time**



**Figure 5. Percentage of HWTF-supported campuses with and without coalitions (n=53)**



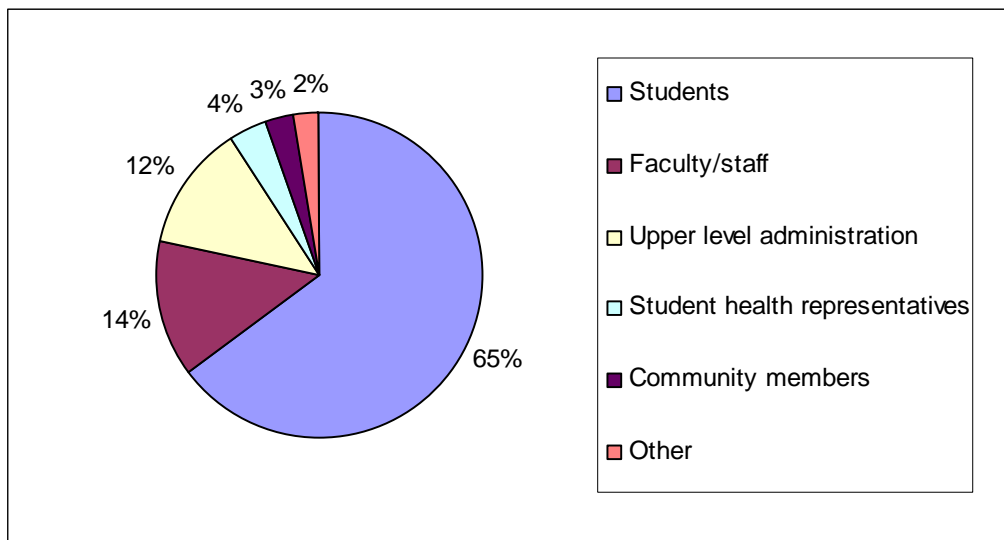
**B. Did coalitions demonstrate increased capacity for campus policy/cessation initiatives?**

**Yes** — Grantees completed two Annual Action Plans (AAP) during Phase I outlining their campus activities and policy objectives for Years 1 and 2. The first three months of Year 1 (January-March 2006) were considered start-up months for the initiative with a primary focus on planning grant activities, developing coalitions, hiring new staff, and completing the AAP process. Staffing, coalition development, and capacity building activities for the remainder of Years 1 and 2 varied by grantee.

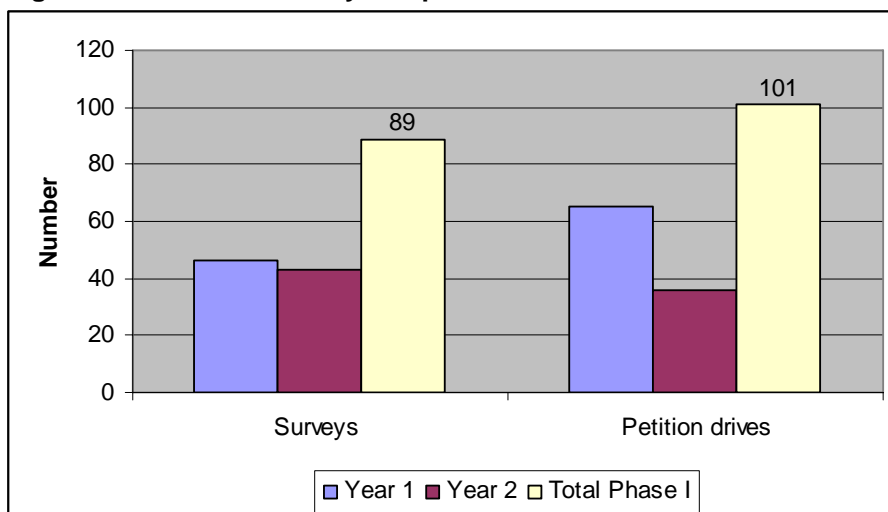
Grantees recruited close to 1,000 new coalition members to increase their capacity for campus initiatives. Forty-eight percent (482) were added in Year 2, 65% of which were students (Figure 6). All grantees had at least one staff/coalition member attend a skill-building training.

Seventeen grantees conducted a total of 89 surveys to assess student tobacco use and attitudes on campuses during Phase I. Seventy-eight percent (14 of 18) also completed 101 petition drives to show support for campus policy initiatives, with a total of 9,897 signatures collected. Prior to the initiative, only two grantees had completed petition drives on campus.

**Figure 6. Type of coalition members recruited in Year 2 (n=482)**



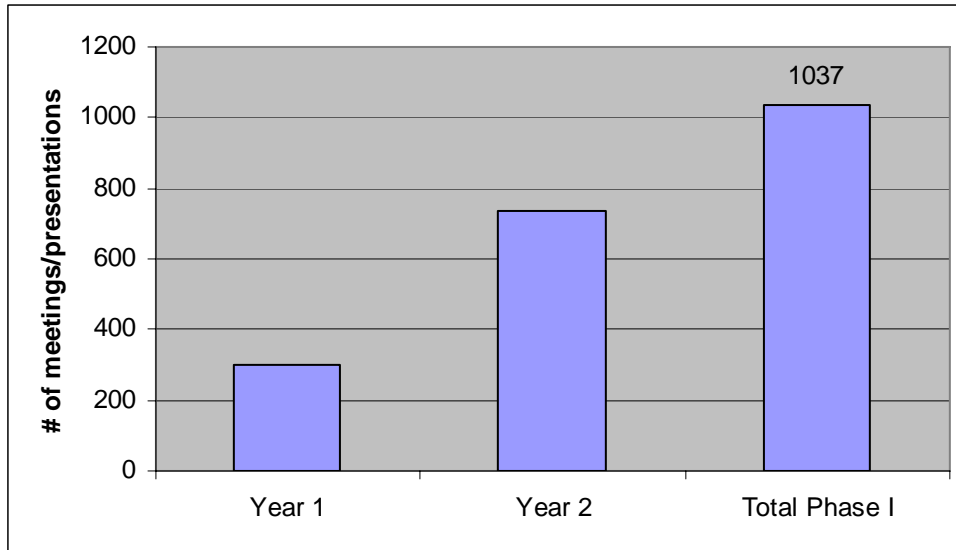
**Figure 7. Number of survey and petition drives conducted in Phase I**



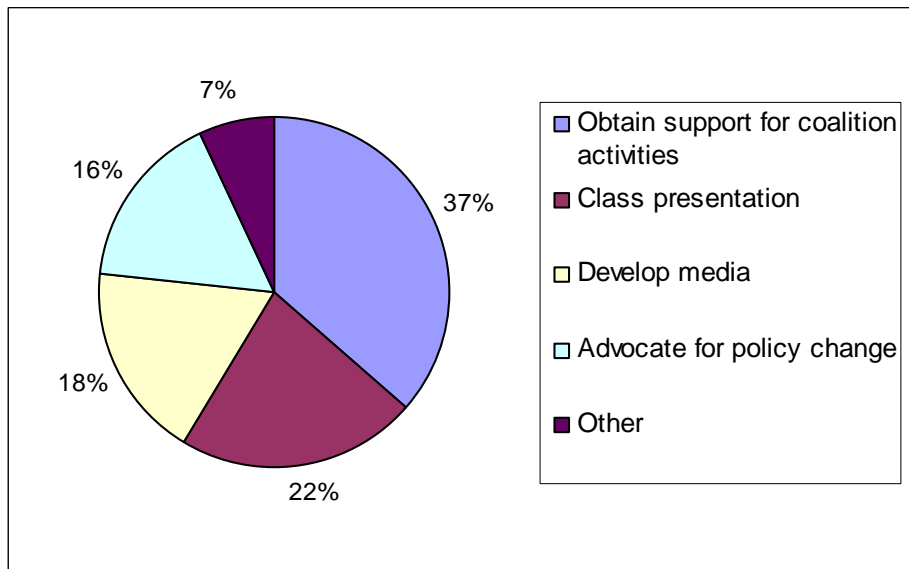


All grantees participated in meetings and/or presentations to advance tobacco-related policies on campus. In total, 1,037 meetings/presentations were reported during Phase I, 71% of which were conducted in Year 2 (Figure 8). Over half of the grantee meetings/presentations reported in Year 2 focused on obtaining support for coalition activities and class presentations (Figure 9).

**Figure 8. Number of meetings/presentations to advance campus policies in Phase I**

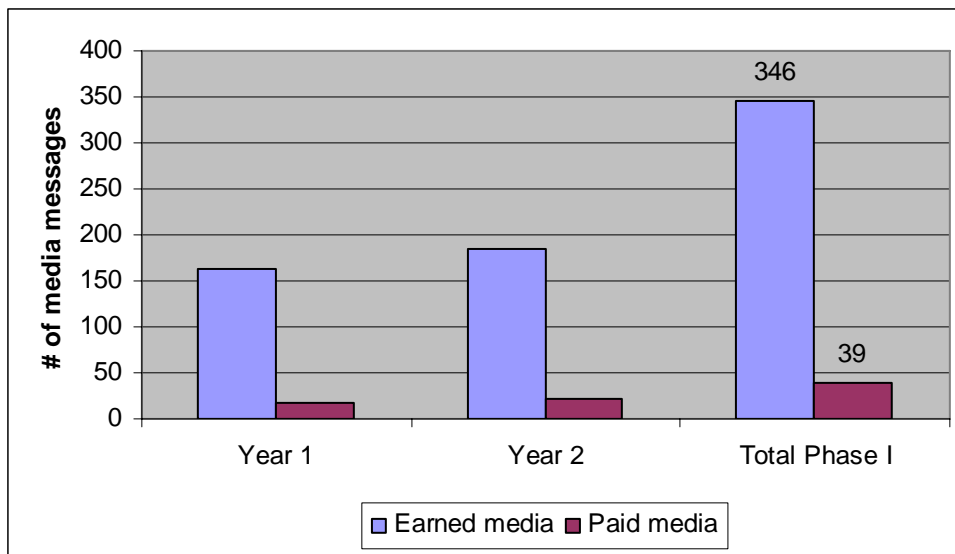


**Figure 9. Type of meetings/presentations to advance campus policies in Year 2**

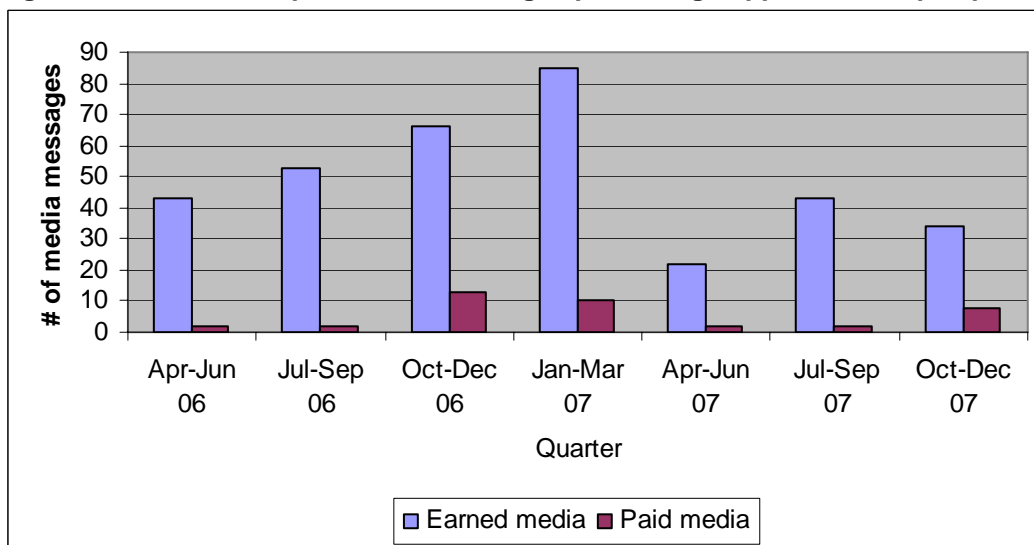


Grantees also used earned and paid media to promote support for campus policy initiatives. Of the total 385 radio, TV, or newspapers media messages reported by grantees to promote campus policy initiatives during Phase I, 90% were earned messages (Figure 10). Seventeen grantees reported a total of 346 earned messages and ten grantees reported a total of 39 paid messages. The highest number of messages was reported in Quarter 1 of Year 2 (January-March 2007). Three new 100% Tobacco-Free Campus Policies were adopted during this quarter (Figure 11). Sixty-six percent of all the policy media messages were from campus-based media outlets (e.g., campus newspaper). The number of non-campus based media messages (e.g., articles in local newspaper) increased during Year 2 (Figure 12). Additional data was collected in Year 2 about the specific type of media used (i.e., radio, TV, newspaper). Over 75% of the messages reported by grantees in Year 2 were published in campus and off-campus newspapers (Figure 13).

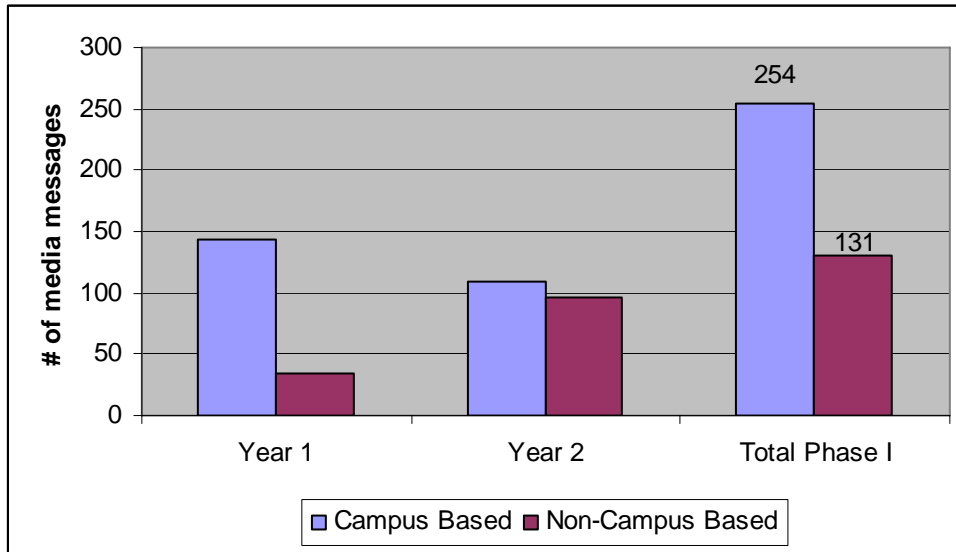
**Figure 10. Earned and paid media messages promoting support for campus policies by year (n=385)**



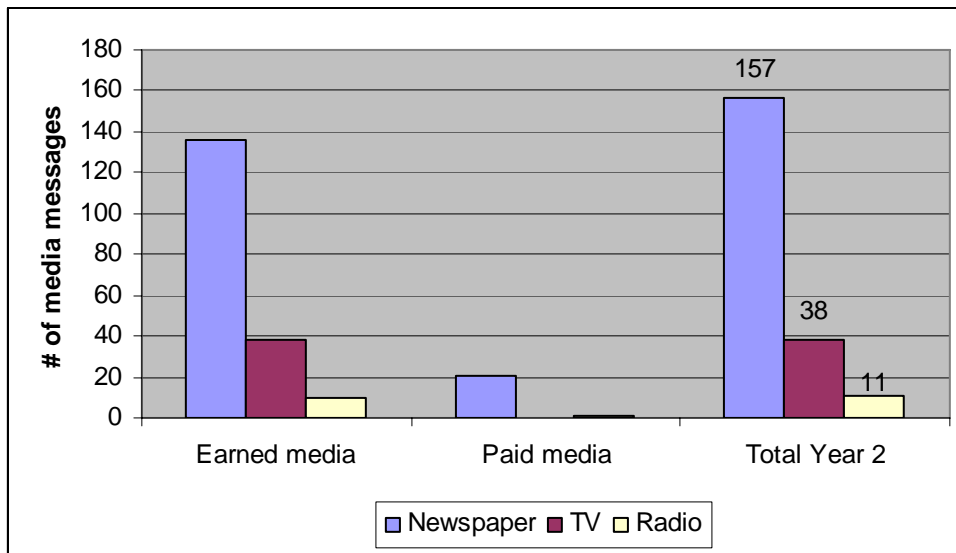
**Figure 11. Earned and paid media messages promoting support for campus policies by quarter (n=385)**



**Figure 12. Campus and non campus-based media messages promoting campus policies (n=385)**



**Figure 13. Type of media messages promoting campus policies in Year 2 (n=206)**



### C. Did coalitions demonstrate increased support for campus policies among key stakeholders and organizations?

**Yes** — Grantees garnered formal support for campus policy initiatives from close to 1,600 key decision makers, organizations, and campus community members during Phase I including:

- 386 college officials (e.g., Deans, Presidents, Chancellors, Board of Trustee members, Director of Housing, Director of Counseling, Director of Events and Hospitality);
- 174 campus organizations (e.g., fraternities, Student Government Association [SGA], nursing clubs, sports teams, campus newspapers, Department of Public Safety); and
- 1,032 staff, faculty, and/or student leaders (e.g., faculty, athletic team coaches, newspaper editors, housekeeping staff, student body presidents, SGA executive committee members).

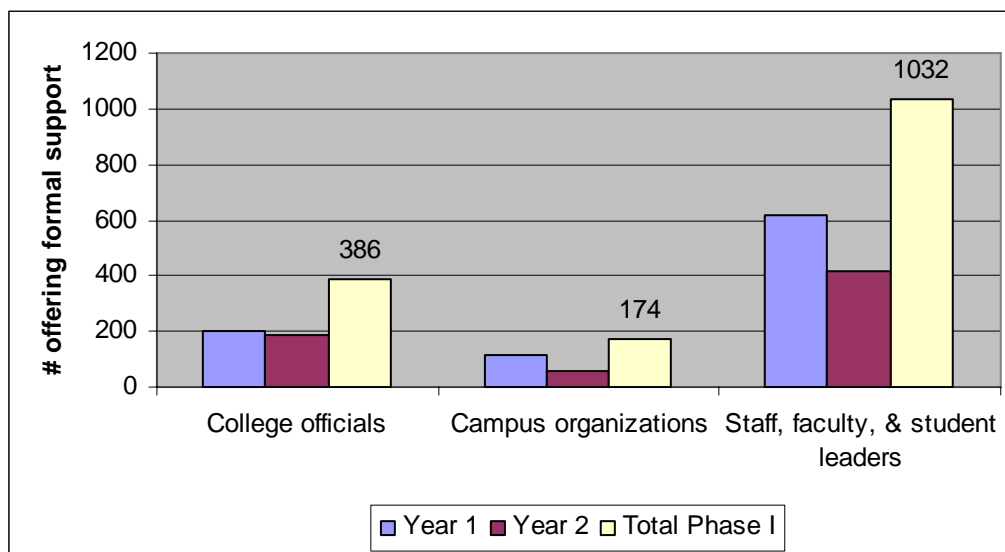
Figure 14 highlights changes in the number of college officials, campus organizations, and staff/faculty/student leaders offering formal support reported by grantees in Years 1 and 2.

All 18 grantees reported having support from at least one college official on campus. All but one grantee (17) reported support from at least one campus organization. At baseline, only 59% of campuses assessed reported having formal support from at least one college official, and 38% reported support from a campus organization.

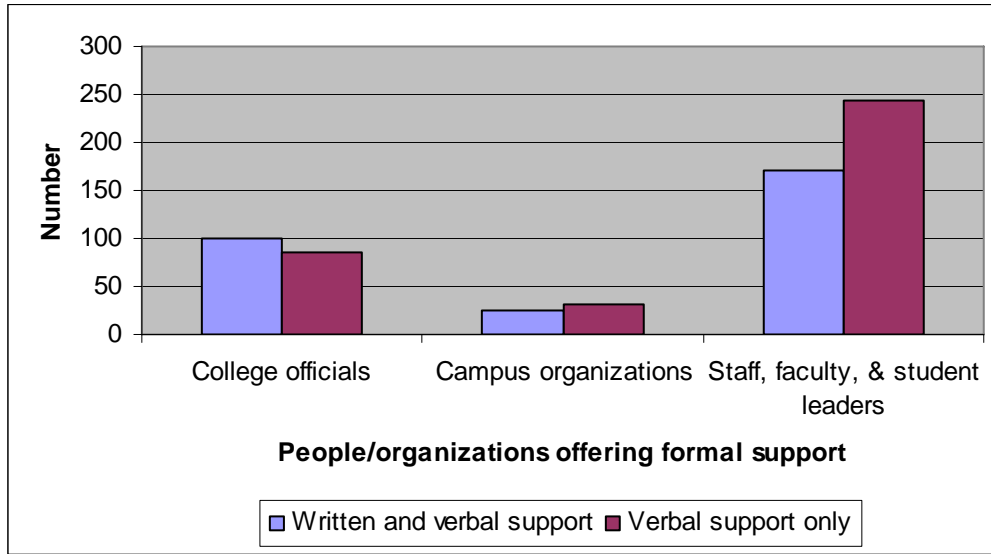
Additional data on the type of support offered (written and verbal support, or verbal support only) were collected during Year 2 (Figure 15). Just over half (54%) of college officials reported in Year 2 offered both written and verbal support for campus policy initiatives.

As previously mentioned, 14 grantees collected 9,897 signatures from campus individuals during Phase I, demonstrating support for campus policy initiatives. This represents a 632% (1,352 to 9,897) increase in the number of signatures collected by two campuses at the start of the initiative.

**Figure 14. People/organizations offering formal support for policy initiatives in Phase I (n=1,592)**



**Figure 15. Type of formal support offered for policy initiatives in Year 2 (n=657)**

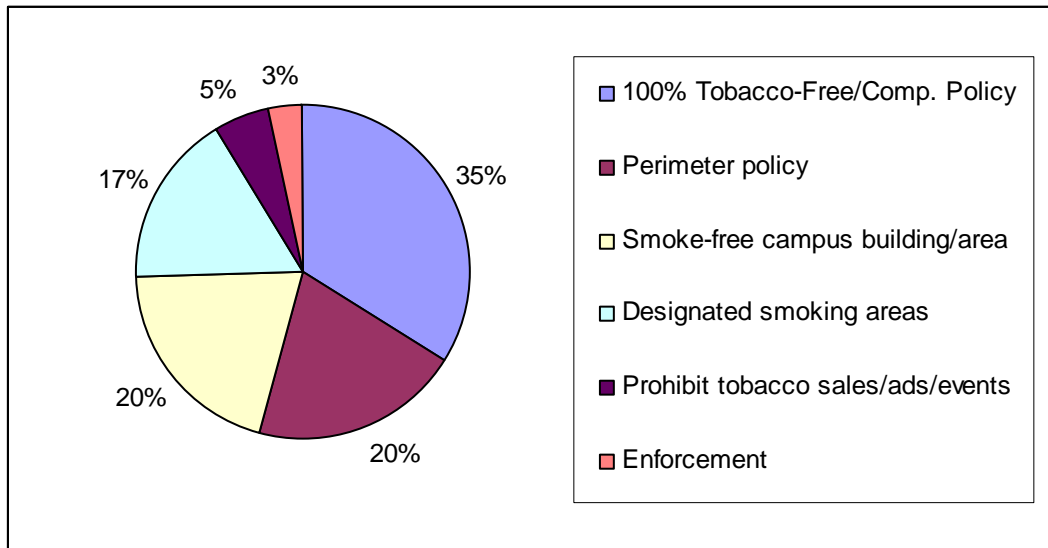


**D. Did grantees increase the number of tobacco-related campus policies *under formal consideration* by college officials?**

**Yes** — Seventeen grantees, including ten Planning grantees and seven Implementation grantees, reported 59 tobacco-related campus policies that went under consideration for adoption by college officials during Phase I. At the start of the initiative, only nine (23%) of the campuses assessed reported that they knew of any changes to existing tobacco-related policies under formal consideration for adoption by college officials.

Figure 16 highlights the types of policies that went *under consideration* for the first time in Phase I. Twenty (35%) of the policies reported were 100% Tobacco-Free or Comprehensive Campus Policies. Perimeter policies under consideration ranged from 20-50 feet. Examples of smoke-free campus building/ area policies under consideration include tobacco-free dorm policies, smoke-free building entrances and outdoor eating areas. Several of these policies were officially adopted in Phase I (See Section E).

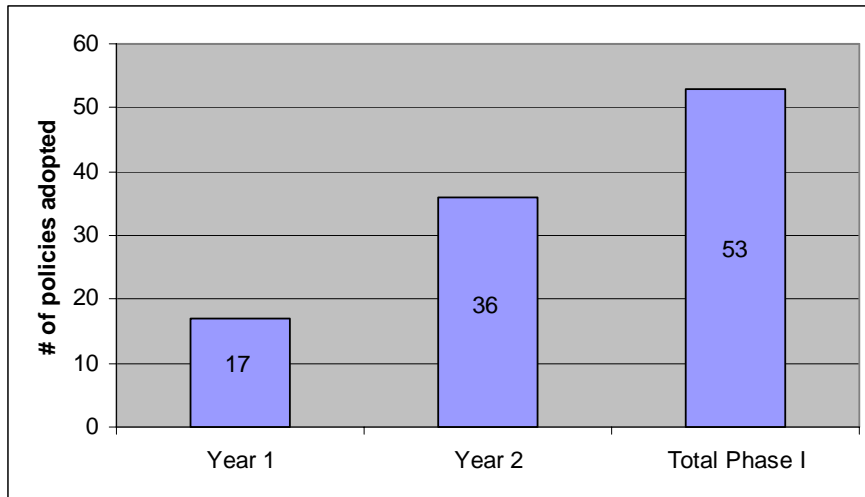
**Figure 16. Type of tobacco-related policies that went under consideration in Phase I (n=59)**



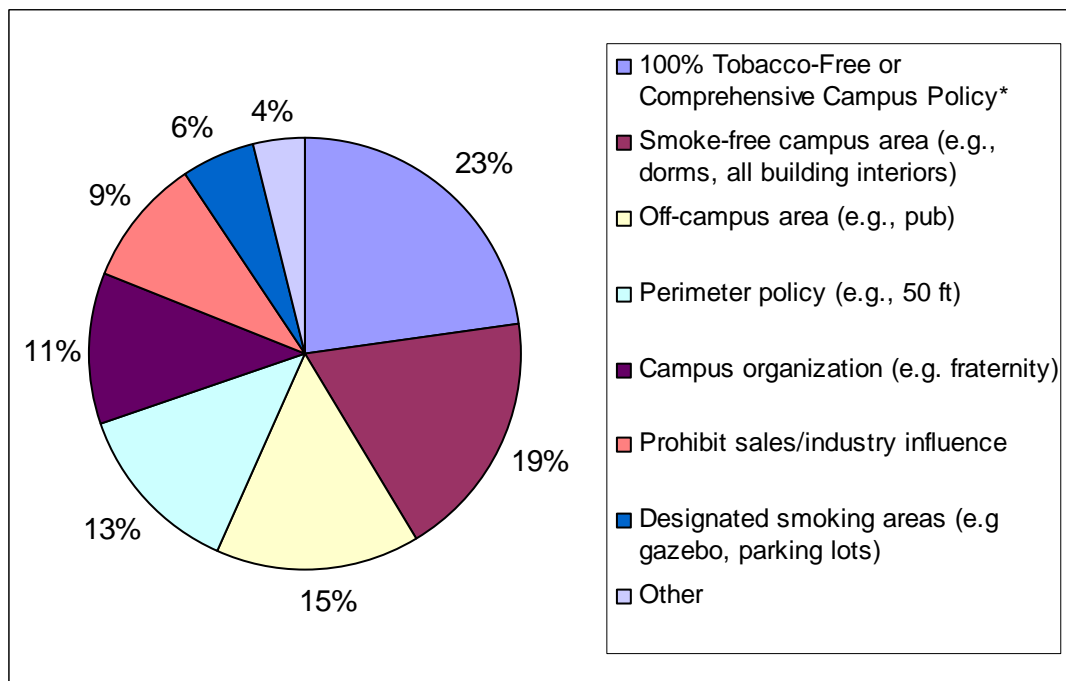
**E. Did grantees increase the number of tobacco-related campus policies adopted?**

**Yes** — Fourteen grantees, including seven Planning grantees, six Implementation grantees, and one Special grantee, reported direct or indirect involvement in 53 new tobacco-related campus policy adoptions during Phase I (Figure 17). The majority (68%) of these policies were adopted in Year 2. These policy adoptions, affecting 30 different campuses, varied substantially in level of restriction (e.g., smoke-free off-campus area versus 100% Tobacco-Free Campus Policy) and level of grantee involvement (e.g., substantial grantee involvement advocating for and drafting written policy versus minimal technical assistance provided on cessation). Figure 18 highlights the types of policies adopted.

**Figure 17. Number of tobacco-related policies adopted over time (n=53)**



**Figure 18. Types of tobacco-related policies adopted in Phase I (n=53)**



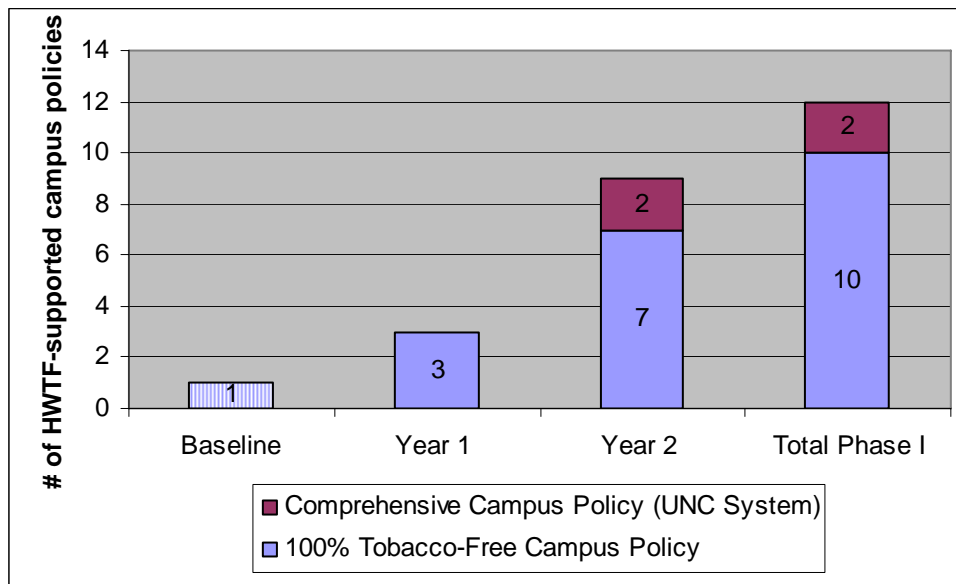
\* Includes one policy adopted with the support of a Special grantee (ALA).

**F. Did grantees increase the number of campuses with comprehensive tobacco-free policies where legally permissible?**

**Yes** — Ten 100% Tobacco-Free Campus Policies and two Comprehensive Tobacco-Free Campus Policies were adopted on 12 campuses supported directly and indirectly by seven HWTF grantees during Phase I (Figure 19). These include seven community colleges, three private college/universities, and two public UNC system schools. Eight (66%) of these policy adoptions were supported by three multi-campus grantees. The majority (75%) of these policies were adopted in Year 2. See Figure 1 (map on page 5) and Table 1 for a complete list of 100% Tobacco-Free/Comprehensive Campus Policies adopted on HWTF-supported campuses during Phase I.

Prior to this initiative, only one private college in NC (Bennett College) was known to have a 100% Tobacco-Free Campus Policy. Only one other non HWTF-supported campus (Haywood Community College) was known to have adopted a 100% Tobacco-Free Campus Policy in NC during Phase I. At the end of Phase I, a total of 14 campuses in NC were known to have 100% Tobacco-Free/Comprehensive Campus Policies, 86% of which were adopted on a HWTF-supported campus during Phase I.

**Figure 19. 100% Tobacco-Free/Comp. Policies adopted on HWTF-supported campuses in Phase I**





**Table 1. 100% Tobacco-Free/Comp. Policies adopted on HWTF-supported campuses in Phase I (n=12)**

#	Month Adopted	Campus	Grantee
1	Aug 2006	Barber-Scotia College	Mecklenburg County Health Department
2	Nov 2006	Gardner-Webb University	Mecklenburg County Health Department
3	Dec 2006	College of the Albemarle	Albemarle Regional Health Services
4	Jan 2007	Stanly Community College	Mecklenburg County Health Department
5	Feb 2007	Asheville-Buncombe Technical Community College	Asheville-Buncombe Technical Community College
6	Mar 2007	Cleveland Community College	Cleveland Community College
7	Jul 2007*	Roanoke-Chowan Community College	Albemarle Regional Health Services
8	Aug 2007	Greensboro College	Moses Cone–Wesley Long Community Health Foundation
9	Aug 2007	Wake Technical Community College	American Lung Association of NC (Special Grant: Cessation TA)
10	Oct 2007	University of North Carolina at Chapel Hill	University of North Carolina at Chapel Hill
11	Oct 2007	Guilford Technical Community College	Moses Cone–Wesley Long Community Health Foundation
12	Dec 2007	Winston-Salem State University	Moses Cone–Wesley Long Community Health Foundation

\* Month Implemented

## **G. Did grantees increase the capacity for and compliance with campus policies?**

**Yes/To be determined** — Increases in overall grantee involvement on campus, new campus coalitions established, college officials offering formal support, and tobacco-related policies adopted described previously are likely to have contributed to an increased capacity for and compliance with tobacco-related campus policies.

A more accurate measure of the initiative's ability to increase policy compliance will be determined when the College Initiative Grantee Assessment (i.e., baseline data collection survey) is re-administered with grantees. This assessment asks grantees to report whether there are "no smoking" signs posted throughout campus in areas where smoking is prohibited, as well as if there is a clearly designated department or official on campus who is responsible for compliance with all tobacco-related policies. At the start of the initiative, 64% of campuses assessed (25 of 39) reported that they had "no smoking" signs posted and 49% (19 of 39) reported that they had a designated official responsible for policy compliance.

A re-administration of this survey is currently in progress. Data are expected to be available in April 2008 and will be included in the next Colleges Initiative Outcomes Evaluation Report. Increases in the number of campuses reporting signage and designated officials reported in this survey will help determine Phase I grantee outcome achievement in this area. Further assessment of policy compliance on campuses with recently adopted 100% Tobacco-Free/Comprehensive Campus Policies is suggested for Phase II (i.e., special study).

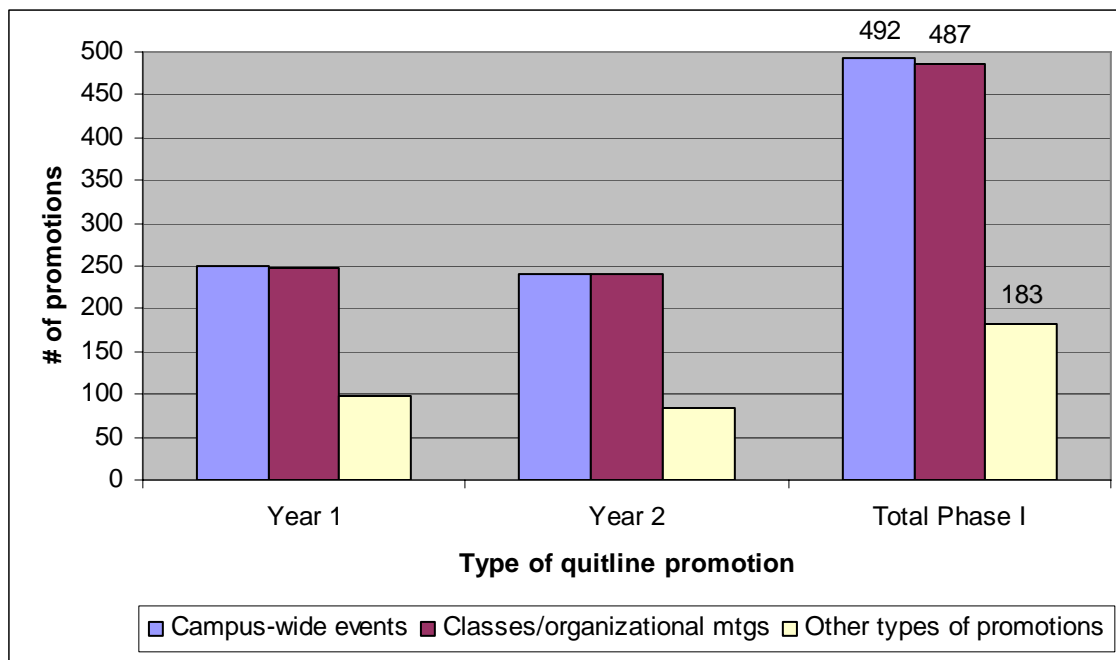
**H. Did grantees increase the number of Quitline NC promotions on campus?**

**Yes** — All 18 Planning and Implementation grantees reported work in the area of Quitline NC promotion during Phase I. In total, grantees reported 1,162 Quitline NC promotions including campus-wide events, presentations at non campus-wide organizational meetings/classes/events, or other types of promotions (e.g., displays, posters, campus websites) (Figure 20). The number of promotions was approximately the same in Years 1 and 2. At the start of the initiative, only 46% of the campuses assessed had promoted Quitline NC at campus-wide events and 13% had promoted Quitline NC at meetings, classes, or non-campus wide events.

Approximately 26% of all Phase I Quitline NC promotions were reported by grantees as specifically targeting a priority population on campus. Examples of targeted populations include fraternity/sorority members; freshmen; African Americans; gay, lesbian, bisexual, or transgender students; and athletes.

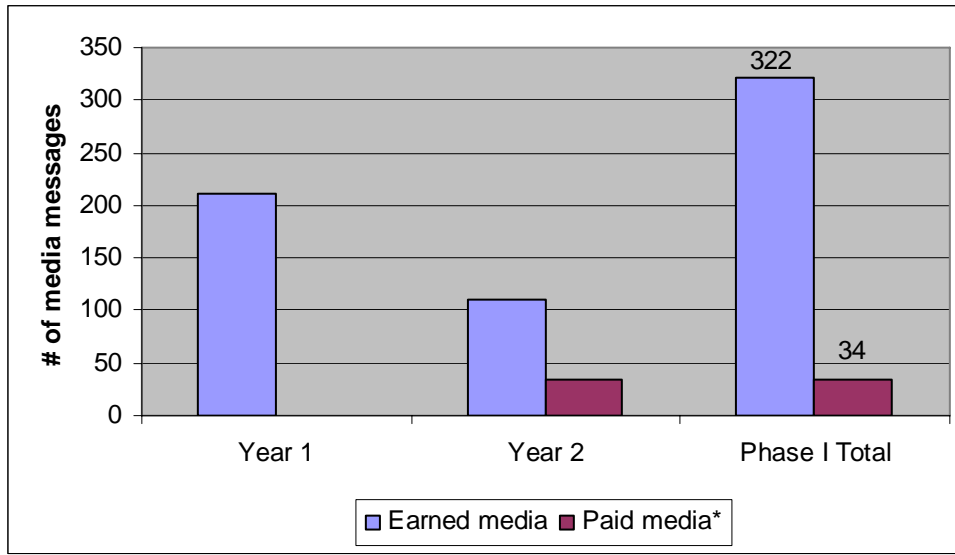
Twelve grantees, including three multi-campus grantees, worked on approximately 29 campuses with some type of student health service. During Phase I, all 12 grantees reported a total of 92 meetings with campus-based health providers to promote Quitline NC fax referral service utilization. Data on the number of college student callers to Quitline NC during Phase I who were referred by fax is currently unavailable.

**Figure 20. Type of Quitline NC promotions in Phase I (n=1,162)**



Grantees also used earned and paid media (in Year 2) to promote Quitline NC to young adults on campus. Grantees reported a total of 356 media messages (i.e., radio, TV, newspaper) promoting Quitline NC, 90% of which were earned (Figure 21). Approximately 6% of these messages targeted a priority population. The number of earned Quitline messages peaked in Quarter 4 of Year 1 (Oct-Dec 2006) around the time of the annual Great American Smokeout (GASO) (Figure 22). Grantee media efforts to promote Quitline NC decreased in Year 2, particularly in November 2007 when GASO media opportunities would be expected to increase.

**Figure 21. Earned and paid media messages promoting Quitline NC by year (n=356)**



\* Paid media to promote Quitline NC was only used in Year 2.

**Figure 22. Earned and paid media messages promoting support for Quitline NC by quarter (n=356)**

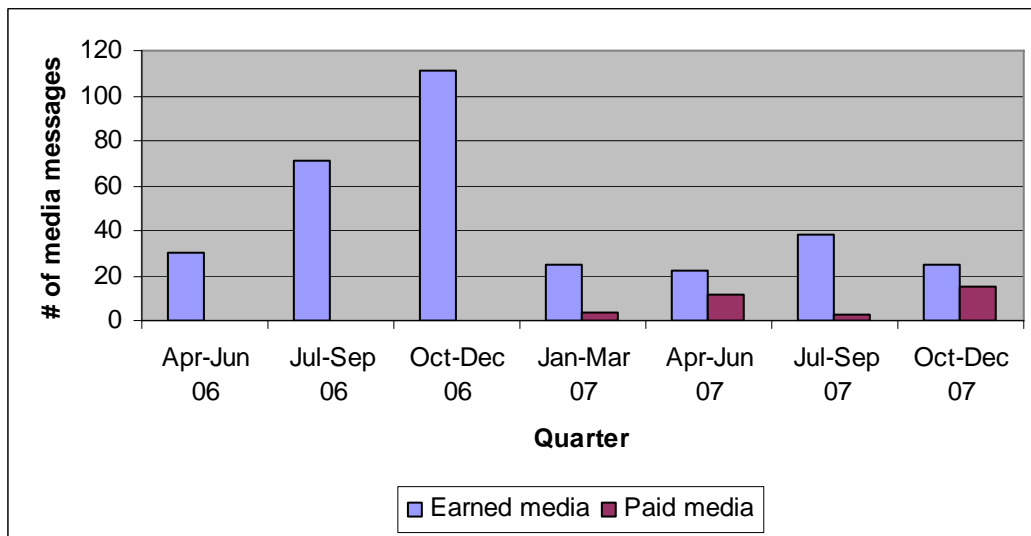
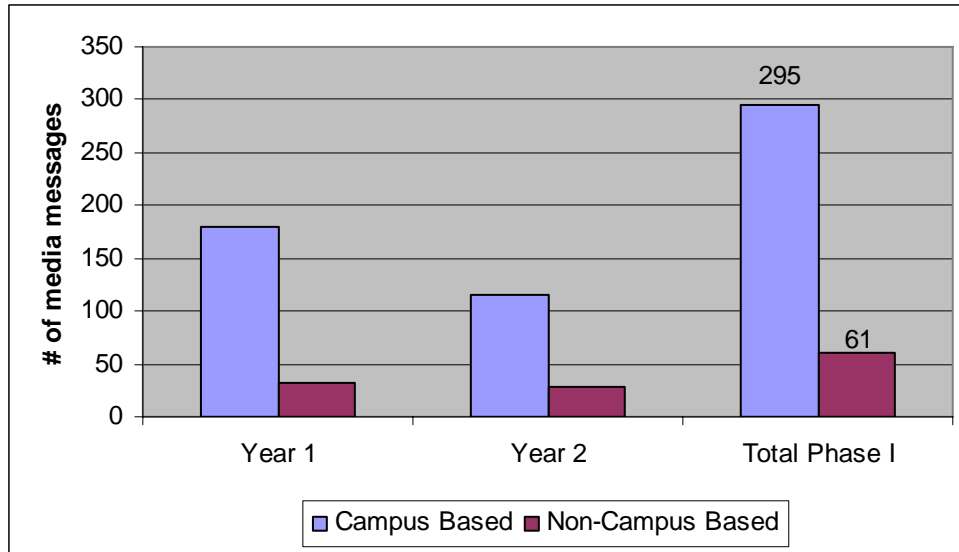
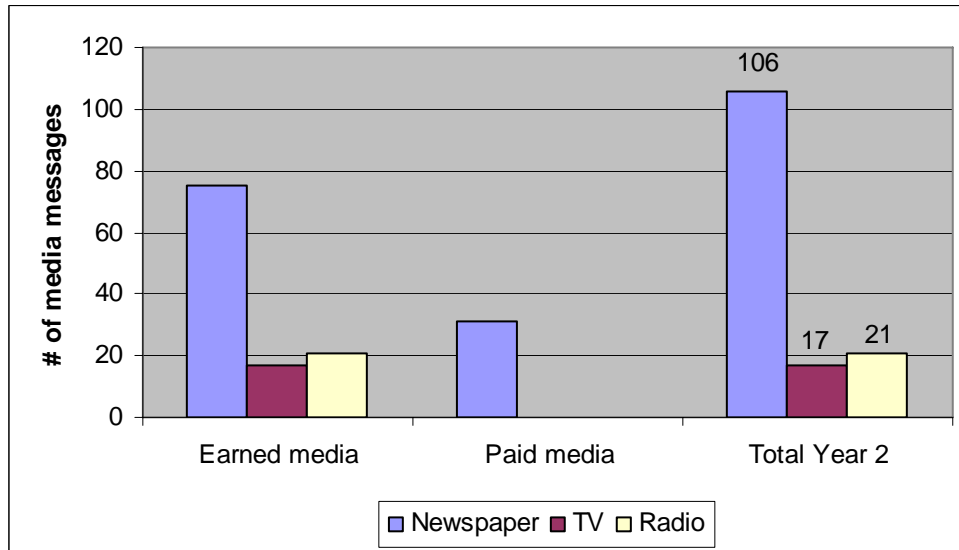


Figure 23 highlights the number of campus based and non-campus based media messages that were used to promote Quitline NC in Phase I. Unlike media messages focused on promoting campus policies initiatives (Figure 12, page 15), the use of non-campus based media outlets used to promote Quitline NC did not increase in Year 2 compared to Year 1 (Figure 23). During Year 2, additional data was collected in the specific type of media used (i.e., radio, TV, newspaper) to promote Quitline NC. Similar to policy-oriented media messages, the majority (74%) of Quitline messages reported in Year 2 were published in newspapers (Figure 24). Paid TV or radio media messages (e.g., ads) were not used in Phase I.

**Figure 23. Campus and non campus-based media messages promoting Quitline NC (n=356)**



**Figure 24. Type of media messages promoting Quitline NC in Year 2 (n=144)**



## I. Did grantees increase the number of calls to Quitline NC by young adults?

**Possibly** — Approximately 1,721 tobacco-using young adults (18-24 years old) called Quitline NC during Phase I of the Tobacco-Free Colleges Initiative (January 2006 to December 2007). Seventy-seven percent of these young adults called during Year 2 (January to December 2007).

In the first 20 months of Quitline NC (November 2005 to June 2007), 26% of all tobacco-using young adult callers were currently attending college. Data on the total number of college students that called Quitline NC during Phase I of the Colleges Initiative are currently unavailable. This data will be reported in the next UNC TPEP Quitline NC Outcomes Evaluation Report.

Due to other Quitline NC promotions going on in the state during Phase I (e.g., statewide radio and TV media campaign), it is not possible to determine the exact number of young adults that called Quitline NC as a result of grantee quitline promotions. However, given the large number of grantee Quitline NC promotions on campus, it is likely that grantee efforts did influence some young adults to call the quitline.

The vast majority of young adult callers during Phase I reported that they heard about Quitline NC via the TV or radio. Approximately 11 (0.6%) of all tobacco-using young adult callers reported that they heard about Quitline NC specifically from a school/college event or student health service. It is possible that young adult callers who reported that they heard about Quitline NC from other types of promotion (e.g., newspaper ad, health professional, friend) were influenced by College Initiative grantee Quitline NC promotions on campus. For example, they may have learned about Quitline NC from a campus newspaper ad, student health service provider, or friend who attended a campus event.

## J. Summary

The following two tables (Tables 2 and 3) summarize the total number of outcome and program indicator changes reported by Planning and Implementation grantees in Phase I. The expectations for these two types of grantees, as outlined in the RFA, were originally very different. However, due to varying levels of coalition development and support for policy initiatives on Planning and Implementation grantee campuses, outcomes for both types of grants frequently overlapped (i.e., some Planning grantees were ready to advocate for policies while some Implementation grantees were still developing coalitions). Thus, further analysis by type of grant was not deemed necessary.

**Table 2. Summary of Phase I Outcome Indicators for Planning and Implementation Grantees**

Outcome Indicator	# of grantees involved (n=18)	Total Year 1 indicator changes	Total Year 2 indicator changes	Total Phase 1 indicator changes
<b>Policy Adoption</b>				
# of tobacco-free policies adopted by campus organizations	2	5	1	6
# of tobacco-free policies adopted in <u>campus areas</u> (Includes three 100% tobacco-free campus policies adopted)	13	9	24	33
# of tobacco-free policies adopted in <u>off-campus</u> areas frequented by young adults	4	1	7	8
# of policies adopted prohibiting the sale of tobacco products on campus	3	1	2	3*
# of policies adopted prohibiting tobacco industry advertising, free sampling, and sponsorship on campus	2	0	2	2*
<b>Building Support for Campus Policy Initiatives</b>				
# of signatures on petitions showing support for campus policy initiatives	14	5588	4309	9897
# of <u>college officials</u> offering formal support for campus policy initiatives	18	201	185	386
# of <u>organizations</u> offering formal support for campus policy initiatives	17	117	57	174
# of <u>staff/faculty/student leaders</u> offering formal support for campus policy initiatives	18	617	415	1032
# of policy changes under consideration by college officials	17	47	20	67
<b>Coalition Development</b>				
# of new campus coalitions established	12	22	9	31

\* 87% of campuses assessed at baseline already had policies prohibiting the sale of tobacco products on campus. Over 60% also had policies prohibiting tobacco industry advertising, free sampling, and sponsorship. This may explain few policy changes reported in these areas. Most 100% tobacco-free campus policies adopted (reported in indicator above) also prohibit tobacco sales and industry influence on campus.

**Table 3. Summary of Phase I Program Indicators for Planning and Implementation Grantees**

<b>Program Indicator</b>	<b># of grantees involved (n=18)</b>	<b>Total Year 1 indicator changes</b>	<b>Total Year 2 indicator changes</b>	<b>Total Phase 1 indicator changes</b>
<b>Coalition Development</b>				
# of new coalition members recruited	18	512	482	994
# of trainings attended by staff/partners	18	69	62	131
<b>Building Support for Policy Change</b>				
# of surveys completed to assess student tobacco use & attitudes	17	46	43	89
# of petition drives completed to show support for campus policy initiatives	14	65	36	101
# of meetings/presentations to advance tobacco-related policies	18	302	735	1037
# of <u>earned</u> newspaper/radio/TV messages promoting support for policy initiatives	17	162	184	346
# of <u>paid</u> newspaper/radio/TV messages promoting support for policy initiatives	10	17	22	39
<b>Quitline NC Promotion</b>				
# of Quitline NC promotions	18	596	566	1162
# of <u>earned</u> newspaper/radio/TV messages promoting Quitline NC	18	212	110	322
# of <u>paid</u> newspaper/radio/TV messages promoting Quitline NC	10	0	34	34
# of meetings/presentations to promote fax referral service among health providers	12	48	44	92
<b>Administrative</b>				
# of new staff hired with grant funds	14	32	15	47
# of meetings with elected state/government leaders to promote HWTF and coalition initiatives	9	11	12	23



## **D.2. Special Grants**

Two Planning and Implementation grants awarded in January 2006 were re-categorized as “Special” grants. Special grantees offer services to other Planning and Implementation grantees, HBCUs, and other campuses in gap counties across the state. Since their goals and objectives differ substantially from other Planning and Implementation grantees, these grantees report on a set of indicators tailored to their programs (See pages 31 and 34 for a list of these indicators). The following two sections highlight the outcomes and program accomplishments of Special grants in Phase I.

### **D.2.a. Survivors and Victims of Tobacco Empowerment (SAVE)**

The Survivors and Victims of Tobacco Empowerment (SAVE) program involves survivors of tobacco-related diseases in educating youth and young adults about the dangers of tobacco use, advocating for policy changes, and promoting cessation. Unlike other College Initiative grantees, SAVE has been contracted with the specific purpose of collaborating with other Planning and Implementation grantees in their campus initiatives, as well as providing services to colleges in “gap” counties across the state (i.e., counties without campuses receiving direct support from Planning and Implementation grantees).

SAVE worked with 20 NC colleges in 13 different counties during Phase I, including one gap county (Onslow County). See Table 4 for a list of colleges served by SAVE in Phase I and collaborations with other grantees. Eleven of the 13 colleges served by SAVE (85%) were supported by eight Planning and Implementation grantees. SAVE’s level of involvement with each campus varied based on the needs expressed and/or services requested by each college.

In total, SAVE conducted 22 educational presentations (e.g., class presentation) on campus, reaching approximately 690 young adults and staff. In addition, SAVE participated in 12 events involving informal talks with students (e.g., health fairs), four meetings/presentations focused on advocating for campus policy initiatives, five media messages promoting support for campus initiatives, and 37 Quitline NC promotions on campus. See Table 5 for a summary of total indicator changes reported by SAVE in Phase I.

**Table 4. Colleges served by SAVE in Phase I**

#	Colleges served	Campus location(s)	College supported by HWTF Planning or Implementation grantee?
1	Coastal Carolina Community College	Onslow	No
2	East Carolina University	Pitt	Yes -- East Carolina University
3	South Piedmont Community College	Union, Anson	Yes -- Mecklenburg County Health Dept.
4	Stanly Community College	Stanly	Yes -- Mecklenburg County Health Dept.
5	Surry Community College	Surry	Yes -- Surry County Health & Nutrition Center
6	Wilkes Community College	Ashe	Yes -- Wilkes Community College
7	UNC-Greensboro	Guilford	Yes -- Moses Cone-Wesley Long Community Health Foundation
8	Appalachian State University	Watauga	No
9	Wingate University	Union	Yes -- Mecklenburg County Health Dept.
10	Asheville-Buncombe Technical Community College	Buncombe	Yes -- Asheville-Buncombe Technical Community College
11	Wilson Technical Community College	Wilson	Yes -- Wilson Technical Community College
12	Bennett College	Guilford	Yes -- Moses Cone-Wesley Long Community Health Foundation
13	Greensboro College	Guilford	Yes -- Moses Cone-Wesley Long Community Health Foundation
14	Guilford College	Guilford	Yes -- Moses Cone-Wesley Long Community Health Foundation
15	High Point University	Guilford	Yes -- Moses Cone-Wesley Long Community Health Foundation
16	NC A & T University	Guilford	Yes -- NC A & T University
17	UNC-Charlotte	Mecklenburg	Yes -- Mecklenburg County Health Dept.
18	Johnson & Wales University	Mecklenburg	Yes -- Mecklenburg County Health Dept.
19	Catawba Valley Community College	Alexander	Yes -- Mecklenburg County Health Dept.
20	Queens University	Mecklenburg	Yes -- Mecklenburg County Health Dept.

**Table 5. Summary of Phase I Indicators for SAVE**

<b>Indicator</b>	<b>Total Year 1 indicator changes</b>	<b>Total Year 2 indicator changes</b>	<b>Total Phase I indicator changes</b>
<b>Campus Outreach</b>			
# of counties served	11	10	13*
# of campuses served	11	16	20*
<b>Education and Policy Advocacy</b>			
# of educational presentations (e.g., class presentation)	16	6	22
# reached by education presentations	526	164	690
# of events attended involving informal talks with students (e.g., health fair)	7	5	12
# of meetings/presentations focused on advocating for campus policy initiatives (e.g., coalition meeting with college officials)	2	4	6
# of campus policies adopted with involvement of survivor	0	1	1
# of newspaper, radio, and TV messages involving survivors that promote support for campus initiatives	3	2	5
<b>Quitline NC Promotion</b>			
# of Quitline NC promotions	24	13	37
# of meetings/presentations to promote fax referral service among health providers	0	0	0
<b>Administrative</b>			
# of new partnerships developed with campus coalitions	8	1	9
# of trainings attended by staff	3	3	6
# of meetings with local/state government leaders to promote HWTF and campus initiatives	2	0	2

\* Number of different counties/campuses served

## **D.2.b. American Lung Association of North Carolina (ALA)**

The American Lung Association (ALA) of NC provides expertise in the area of promoting cessation and training facilitators to conduct *Freedom from Smoking* (FFS) clinics on campus. In particular, ALA was contracted to assist three Planning and Implementation grantees in their cessation and policy efforts, all of which are Historically Black College and University campuses (HBCUs). ALA was also contracted to work with a select group of four-year campuses and community colleges with large minority populations.

During Phase I, ALA worked with 14 NC colleges, including five (36%) colleges supported by five Planning and Implementation grantees. Eight of the 14 campuses (57%) were HBCUs. See Table 6 for a list of colleges served by ALA in Phase I and collaborations with other grantees.

In total, ALA conducted five FFS workshops in Phase I, training a total of 57 people to be FFS facilitators. Three FFS clinics were held at Wake Technical Community College by ALA trained facilitators. The number of clinic participants was unavailable at the time of this report.

In addition, ALA reported participating in 45 meetings for provision of technical assistance, and 17 meetings/presentations to advance campus tobacco policies in Phase I. These activities include indirect involvement in Wake Technical Community College's adoption of a 100% Tobacco-Free Campus Policy (i.e., ALA served as cessation technical assistance advisors at committee meetings about the college's tobacco education and policy initiative). During Phase I, ALA also conducted 12 Quitline NC promotions and seven meetings to promote the fax referral service among health providers. See Table 7 for a summary of indicator changes reported by ALA in Phase I.

**Table 6. Colleges served by ALA in Phase I**

#	Colleges served	HBCU?	College supported by HWTF Planning or Implementation grantee?
1	Shaw University	Yes	No
2	Fayetteville State University	Yes	Yes -- Fayetteville State University
3	North Carolina Central University	Yes	Yes -- North Carolina Central University
4	Wake Technical Community College	No	No
5	Winston-Salem State University	Yes	No
6	Elizabeth City State University	Yes	Yes -- Elizabeth City State University
7	Fayetteville Technical Community College	No	No
8	Forsyth Technical Community College	No	No
9	NC A & T University	Yes	Yes -- NC A & T University
10	Shaw University	Yes	No
11	Wilson Technical Community College	No	Yes -- Wilson Technical Community College
12	St. Augustine's College	Yes	No
13	South College - Asheville	No	No
14	North Carolina School of Art	No	No

Note: Colleges are listed in the order that they were reported in Phase I.

**Table 7. Summary of Phase I Indicators for ALA**

<b>Indicator</b>	<b>Total Year 1 indicator changes</b>	<b>Total Year 2 indicator changes</b>	<b>Total Phase I indicator changes</b>
<b>Campus Outreach</b>			
# of campuses served	8	12	14*
# of meetings for provision of technical assistance	21	24	45
# of meetings/presentations to advance campus tobacco policies	10	7	17
<b>Freedom From Smoking Facilitator Trainings</b>			
# of <i>Freedom From Smoking</i> facilitator training workshops	3	2	5
# of facilitators trained in <i>Freedom From Smoking</i>	53	4	57
<b>Freedom From Smoking Clinics</b>			
# of <i>Freedom From Smoking</i> clinics held on campus	0	3	3
# of <i>Freedom From Smoking</i> clinic participants	0	N/A	N/A
<b>Freedom From Smoking Support</b>			
# of students (18-24) accessing <i>Freedom from Smoking</i> online	0	5	5
<b>Quitline NC Promotion</b>			
# of Quitline NC promotions	7	5	12
# of meetings/presentations to promote quitline fax referral service among health providers	7	0	7
<b>Administrative</b>			
# of trainings attended by staff	3	1	4
# of meetings with local/state government leaders to promote HWTF and campus initiatives	0	1	1

\* Number of different campuses served.  
 N/A: Data not available at the time of this report.

FEBRUARY 2005

## ACHA Guidelines

# Position Statement on Tobacco on College and University Campuses

The American College Health Association (ACHA) acknowledges and supports the findings of the Surgeon General that tobacco use in any form, active and/or passive, is a significant health hazard. ACHA further recognizes that environmental tobacco smoke has been classified as a Class-A carcinogen. In light of these health risks, ACHA has adopted a NO TOBACCO USE policy and encourages colleges and universities to be diligent in their efforts to achieve a campuswide tobacco-free environment.

ACHA joins with other professional health associations in promoting tobacco-free environments. According to the ACHA-National College Health Assessment (ACHA-NCHA) conducted in spring 2004, 79% of college students described themselves as non-smokers (never smoked or have not smoked in the last 30 days); 97% described themselves as non-users of smokeless tobacco (never used or have not used in the last 30 days). ACHA supports the health goals of the U.S. Public Health Service to reduce the proportion of adults who smoke to below 12% by the year 2010 and to positively influence America's college students to help them remain or become tobacco-free. Additionally, ACHA actively supports the Healthy Campus 2010 goals to reduce cigarette smoking by college students to below 10.5% and smokeless tobacco use to below 1.0% by the year 2010.

Efforts to promote tobacco-free environments have led to substantial reductions in the number of people who smoke, the amount of tobacco products consumed, and the number of people exposed to environmental tobacco hazards. ACHA acknowledges that achieving a tobacco-free environment requires strong leadership and support from all members of the

campus community. Because the improvements to health can be so significant, ACHA recommends the following steps be taken to address policy, prevention, and cessation as it pertains to tobacco issues:

1. Develop a strongly worded tobacco policy that reflects the best practices in tobacco prevention, cessation, and control.
2. Inform all members of the campus community by widely distributing the campus tobacco policy on an annual basis.
3. Offer and promote prevention and education initiatives that actively support non-use and address the risks of all forms of tobacco use.
4. Offer and promote programs and services that include practical, evidence-based approaches to end tobacco use.
5. Prohibit the campus-controlled advertising, sale, or free sampling of tobacco products on campus or in campus-controlled situations, properties, and environments.
6. Prohibit the sponsorship of campus events by tobacco-promoting organizations.
7. Prohibit tobacco use in all public areas of the campus, including but not limited to:
  - a. Classrooms, lecture halls, auditoriums, laboratories
  - b. Museums, libraries, gymnasiums, stadiums/coliseums
  - c. Building entrances, waiting areas, halls, restrooms, elevators, stairs

- d. Health facilities, counseling centers, child care centers
  - e. Buses, vans, all other campus vehicles
  - f. Within 20 feet of all campus buildings
  - g. Meeting rooms, private offices
  - h. Dining facilities
8. Prohibit tobacco use in all residence halls, dormitory facilities, and other campus-owned, affiliated, and sanctioned housing, including but

not limited to: lounges, hallways, stairwells, elevators, restrooms, laundry rooms, and shared and private rooms.

- 9. Clearly identify all tobacco-free areas with signs.
- 10. Prohibit the use of smokeless/spit tobacco in all facilities.
- 11. Support and provide a process for frequent and consistent enforcement of all tobacco-related policies, rules, and regulations.



## Appendix 2: Phase I Indicators for Evaluation of HWTF Tobacco-Free Colleges Initiative

<b>A. COALITION DEVELOPMENT</b>
<b>Outcome: Increased number of campus coalitions</b>
<b>Outcome: Coalitions demonstrate increased capacity for campus initiatives</b>
<b>Indicators:</b> <ul style="list-style-type: none"> <li>• # of coalition members</li> <li>• # of new coalition members recruited</li> <li>• Diversity of members</li> <li>• Activity level of coalition</li> <li>• Frequency of coalition meetings</li> <li>• # of trainings attended by staff//partners and knowledge/skills attained</li> <li>• # of staff/partners attending one or more trainings</li> <li>• Progress on Annual Action Plan</li> <li>• # of campuses with active coalitions</li> <li>• # of surveys completed to assess student tobacco use and attitudes</li> </ul>
<b>B. BUILDING SUPPORT</b>
<b>Outcome: Coalitions demonstrate increased support for campus policies among key stakeholders and organizations on campus</b>
<b>Indicators:</b> <ul style="list-style-type: none"> <li>• # of petition drives completed to show support for campus policy initiatives</li> <li>• # of signatures on petitions showing support for campus policy initiatives</li> <li>• # of meetings/presentations to advance tobacco-related campus policies</li> <li>• # of newspaper, radio, and TV messages promoting support for campus policy initiatives</li> <li>• # of <u>college officials</u> offering formal support for campus policy initiatives</li> <li>• # of <u>organizations</u> offering formal support for campus policy initiatives</li> <li>• # of <u>staff/faculty/student leaders</u> offering formal support for campus policy initiatives</li> <li>• # of policy changes under consideration by college officials</li> </ul>
<b>C. POLICY ADOPTION</b>
<b>Outcome: Increased number of tobacco-related campus policies adopted</b>
<b>Indicators:</b> <ul style="list-style-type: none"> <li>• # of tobacco-free policies adopted by campus organizations <ul style="list-style-type: none"> <li>- # of tobacco-free policies adopted by campus organizations representing priority populations</li> </ul> </li> <li>• # of tobacco-free policies adopted in <u>campus areas</u></li> <li>• # of tobacco-free policies adopted in <u>off-campus areas</u> frequented by young adults</li> <li>• # of policies adopted prohibiting the sale of tobacco products on campus</li> <li>• # of policies adopted prohibiting tobacco industry advertising, free sampling, &amp; sponsorship on campus</li> </ul>
<b>D. POLICY COMPLIANCE</b>
<b>Outcome: Increased capacity for and compliance with tobacco-related campus policies</b>
<b>Indicators:</b> <ul style="list-style-type: none"> <li>• # of campuses with "no smoking" signs posted in most areas where tobacco use is prohibited</li> <li>• # of campuses with a clearly designated department or official responsible for compliance issues</li> </ul>

\* See notes on following page regarding data collection.

<b>E. QUITLINE PROMOTION</b>
<b>Outcome: Increased number of Quitline NC promotions on campus</b>
<b>Outcome: Increased number of calls to Quitline NC by young adults</b>
<b>Indicators:</b> <ul style="list-style-type: none"> <li>• # of Quitline NC promotions <ul style="list-style-type: none"> <li>- Distribution of HWTF Quitline NC materials at promotion</li> <li>- # of Quitline NC promotions targeting priority populations</li> </ul> </li> <li>• # of earned newspaper, radio, and TV messages promoting the Quitline</li> <li>• # of paid newspaper, radio, and TV messages promoting the Quitline</li> <li>• # of meetings/presentations to promote quitline fax referral system among health services providers</li> <li>• # of calls to <i>Quitline NC by 18-24 year olds</i></li> <li>• # of calls to <i>Quitline NC by 18-24 year olds from priority populations</i></li> </ul>
<b>F. LONG-TERM OUTCOMES</b>
<b>Outcome: Long term, individual behavior change</b>
<b>Indicators:</b> <ul style="list-style-type: none"> <li>• <i>Decreased tobacco use prevalence among 18-24 year olds in NC</i> <ul style="list-style-type: none"> <li>- <i>Decreased tobacco use prevalence among 18-24 year olds in NC from priority populations.</i></li> </ul> </li> <li>• <i>Increased successful quit attempts among 18-24 year old callers to Quitline</i> <ul style="list-style-type: none"> <li>- <i>Increased successful quit attempts among 18-24 year old callers to Quitline from priority pops.</i></li> </ul> </li> <li>• <i>Increased proportion of former 18-24 year old smokers</i></li> </ul>
<b>Other administrative measures</b>
<b>Indicators:</b> <ul style="list-style-type: none"> <li>• Staff hired for grant</li> <li>• College Initiative Grantee Assessment completed</li> <li>• Annual Action Plan completed</li> <li>• Conference call participation</li> <li>• Use of web-based tracking system</li> <li>• # of meetings with local/state government leaders to promote HWTF/coalition initiatives</li> </ul>

Notes:

- Italicized outcome indicators will be measured using Quitline NC and BRFSS data sources. Other data will be collected using the web-based monthly report and other sources including annual grantee assessments (e.g., College Initiative Grantee Assessment).
- Refer to Codebook for instructions on how Monthly Report indicators are operationally defined

**Appendix 3: List of Phase I grantees, colleges, and counties covered by Tobacco-Free Colleges Initiative**

<b>GRANTEE</b>	<b>COLLEGE</b>	<b>COUNTY (campus locations)</b>	<b>COUNTY (populations served) Community Colleges Only</b>
<b>Albemarle Regional Health Services</b>	Beaufort County Community College	Beaufort	Beaufort (home county), Hyde, Tyrrell, Washington
	Chowan University	Hertford	
	College of the Albemarle	Pasquotank Chowan, Dare	Pasquotank (home county), Chowan, Dare, Camden, Currituck, Gates, Perquimans
	Edgecombe Community College	Edgecombe	Edgecombe
	Halifax Community College	Halifax	Halifax
	Martin Community College	Martin	Martin
	Pamlico Community College	Pamlico	Pamlico
	Roanoke-Chowan Community College	Hertford	Hertford (home county), Bertie, Northampton
<b>American Lung Association of North Carolina</b>	Elizabeth City State University	Pasquotank	
	Fayetteville State University	Cumberland	
	North Carolina Central University	Durham	
	Shaw University	Wake	
	Winston-Salem State University	Forsyth	
	<u>Other NC Community Colleges.</u> (See Table 6, page 33)	Statewide	Statewide: to be determined
<b>Asheville-Buncombe Technical Community College</b>	Asheville-Buncombe Technical Community College	Buncombe, Madison	Buncombe (home county), Madison
<b>Caldwell Community College and Technical Institute</b>	Caldwell Community College and Technical Institute	Caldwell, Watauga	Caldwell (home county), Watauga
<b>Cleveland Community College</b>	Cleveland Community College	Cleveland	Cleveland
<b>East Carolina University</b>	East Carolina University	Pitt	
<b>Elizabeth City State University</b>	Elizabeth City State University	Pasquotank	
<b>Fayetteville State University</b>	Fayetteville State University	Cumberland	
<b>Lenoir County Health Department</b>	Lenoir Community College	Lenoir, Greene, Jones	Lenoir (home county), Greene, Jones
<b>Mecklenburg County Health Department</b>	Belmont Abbey College Brookstone College of Business Carolinas College of Health Sciences	Mecklenburg	

<b>GRANTEE</b>	<b>COLLEGE</b>	<b>COUNTY (campus locations)</b>	<b>COUNTY (populations served) Community Colleges Only</b>
<b>Mecklenburg County Health Dept. Continued</b>	Davidson College Johnson and Wales University Johnson C. Smith University King's College Mercy School of Nursing Queens University UNC-Charlotte		
	Barber-Scotia College	Cabarrus	
	Catawba Valley Community College	Catawba, Alexander	Catawba (home county), Alexander
	Western Carolina University	Jackson	
	Catawba College Livingstone College	Rowan	
	Pfeiffer University	Stanly	
	Stanly Community College	Stanly	Stanly
	Gardner-Webb University	Cleveland	
	Gaston College	Gaston, Lincoln	Gaston (home county), Lincoln
	Lenoir-Rhyne College	Catawba	
	Mitchell Community College	Iredell	Iredell
	South Piedmont Community College	Union, Anson	Jointly chartered to Union & Anson
	Wingate University	Union	
<b>Moses Cone~Wesley Long Community Health Foundation</b>	Bennett College Greensboro College Guilford College High Point University UNC-Greensboro Winston-Salem State University	Guilford	
	Guilford Technical Community College	Guilford	Guilford
<b>North Carolina A&amp;T State University</b>	North Carolina A&T State University	Guilford	
<b>North Carolina Central University</b>	North Carolina Central University	Durham	
<b>SAVE (Survivors and Victims of Tobacco Empowerment) of NC GASP</b>	Statewide (See Table 4, page 30)	Statewide	Statewide: to be determined

<b>GRANTEE</b>	<b>COLLEGE</b>	<b>COUNTY (campus locations)</b>	<b>COUNTY (populations served) Community Colleges Only</b>
<b>Surry County Health and Nutrition Center</b>	Surry Community College	Surry, Yadkin	Surry (home county), Yadkin
<b>UNC-Chapel Hill</b>	UNC-Chapel Hill	Orange	
<b>UNC-Pembroke</b>	UNC-Pembroke	Robeson	
<b>UNC-Wilmington, CROSSROADS</b>	UNC-Wilmington	New Hanover	
<b>Wilkes Community College</b>	Wilkes Community College	Wilkes, Alleghany, Ashe	Wilkes (home county), Alleghany, Ashe
<b>Wilson Technical Community College</b>	Wilson Technical Community College	Wilson	Wilson