



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

## Year 1 Outcomes Evaluation January - December 2006

Prepared for:  
North Carolina Health and Wellness Trust Fund



Prepared by:  
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## A. Executive Summary

### A.1. Overview

In January 2006, the Health and Wellness Trust Fund Commission (HWTF) launched the first Tobacco-Free Colleges Initiative in North Carolina (NC). 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.

Tobacco-Free Colleges Initiative grants were awarded to 20 organizations working on over 50 campuses across the state. Grantees work to establish tobacco use prevention coalitions, advance tobacco-free policies, and promote the use of Quitline NC by young adults on NC campuses.

The UNC School of Medicine, Tobacco Prevention and Evaluation Program (UNC TPEP) was contracted by the HWTF to conduct the outcomes evaluation for Year 1 of the Tobacco-Free Colleges Initiative. The evaluation was guided by two logic models developed for the initiative by UNC TPEP in collaboration with the HWTF.

Overall, the HWTF Tobacco-Free Colleges Initiative completed a highly successful first year of operation as evidenced by advancement in all key program and outcome areas. In total, grantees worked on 58 different campuses in 44 counties across the state. The number of new policies, campus coalitions, college officials offering formal support, and Quitline NC promotions to young adults all increased substantially since the start of the initiative.

Three NC colleges supported by HWTF grantees successfully adopted 100% tobacco-free campus policies during Year 1 (See Figure 1). An additional three colleges adopted 100% tobacco-free policies at the beginning of Year 2 as a result of grantee efforts in Year 1. Several other campuses made significant steps towards similar policy adoptions. With continued grantee efforts and media promotion, the momentum achieved by Year 1 policy adoptions should increase the number of 100% tobacco-free and comprehensive campus policies in NC during Year 2.

In addition to advancing policies, grantees promoted Quitline NC to young adults on over 50 campuses across the state. Promotions occurred via campus-wide events, class presentations, and campus-based media. Of the 352 young adults that called Quitline NC during Year 1, 26% were college students, many of which lived in counties with campuses supported by grantees.

The following two sections summarize key outcomes and program accomplishments of the HWTF Tobacco-Free Colleges Initiative during Year 1, as well as recommendations for program improvement in Year 2. These include communicating the success of the initiative to key stakeholders, continuing to advocate for 100% tobacco-free or comprehensive policy adoption and compliance, and integrating the new Quitline NC media campaign into coalition activities.

## **A.2. Key Outcomes and Program Accomplishments**

### **Policy Adoption**

- In total, 16 tobacco-related policy adoptions occurred during Year 1, including three 100% tobacco-free campus policies adopted at Barber Scotia University, Gardner-Webb University, and College of the Albemarle. Prior to this initiative, only one college in NC (Bennett College) was known to have a 100% tobacco-free campus policy.
- Three additional colleges (Asheville-Buncombe Technical Community College, Cleveland Community College, and Stanly Community College) adopted 100% tobacco-free policies in the first three months of Year 2 as a direct result of grantee efforts in Year 1.
- Other Year 1 policies adopted with the direct or indirect assistance of grantees during Year 1 include five tobacco-free policies adopted by campus organizations, four designated area/perimeter policies, two 100% tobacco-free policies adopted by healthcare systems affecting three campuses, one policy prohibiting tobacco sales on campus, and one tobacco-free policy adopted by an off-campus restaurant frequented by young adults.

### **Building Support for Policy Change**

- More campuses are considering adopting new tobacco-related policies as a result of the initiative. Fifteen grantees reported 47 policies that went under consideration by college officials during Year 1. This is more than double the number of campuses that reported policies under consideration at the start of the initiative.
- Most campuses where grantees are working now have the support of at least some college officials for campus policy initiatives. At the end of Year 1, 17 grantees reported 201 college officials offering formal support. This represents a 116% increase in the number of college officials offering support on campuses assessed prior to the initiative.
- Grantees conducted 65 petition drives in Year 1, gathering a total of 5,588 signatures from individuals who support campus policy initiatives. This represents a 313% increase in the number of signatures collected on campuses assessed before the initiative started.
- Grantees participated in over 300 meetings with key decision makers, organizations, and students to advance tobacco-related policies on campus.
- As a result of grantee efforts, approximately 160 earned media messages and 17 paid media messages promoting support for campus policy initiatives were disseminated on and around college campuses during Year 1. The majority of messages were from campus-based media outlets.

### **Coalition Development**

- In total, 22 colleges established new tobacco use prevention campus coalitions during Year 1, representing a 129% increase in the total number of HWTF-supported campuses with coalitions since the beginning of the initiative. One additional campus established a new coalition in the first month of Year 2 as a result of grantee coalition building efforts in Year 1.

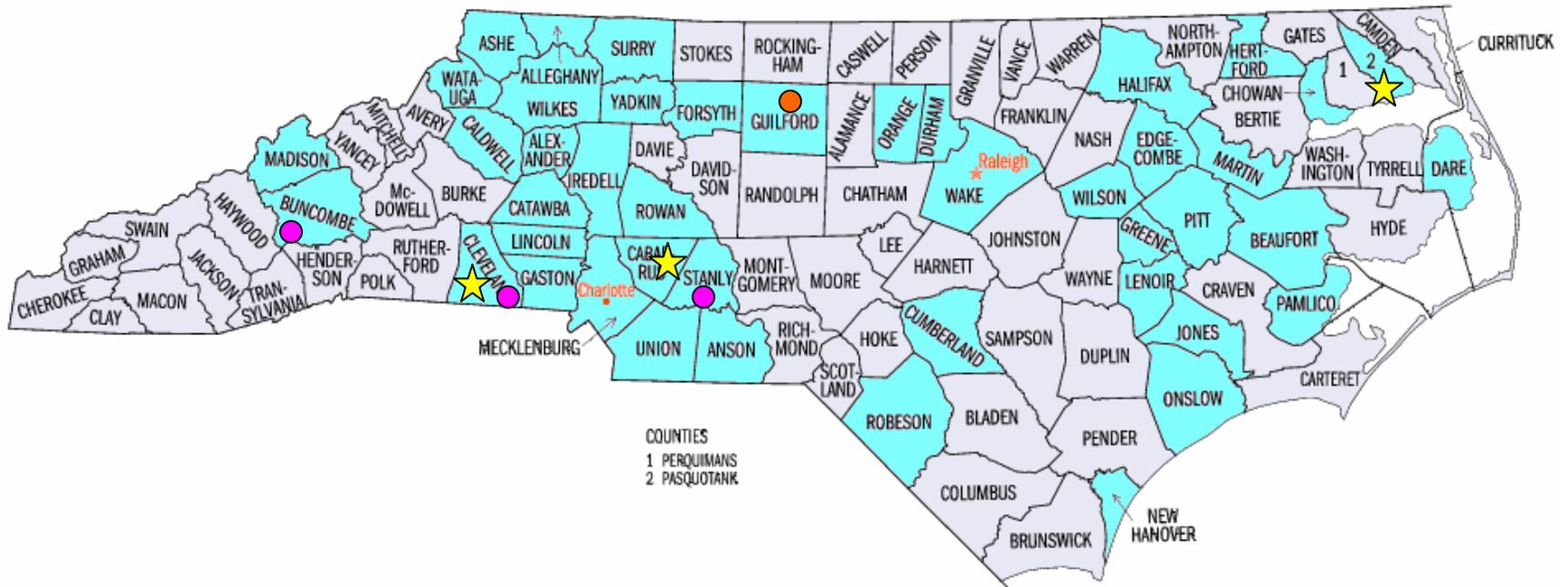
## Quitline NC Promotion

- Grantees conducted over 620 Quitline NC promotions (e.g., campus-wide events, presentations at meetings) to young adults on over 50 NC campuses during Year 1. Prior to the initiative, only 35 Quitline NC promotions were reported on 22 campuses.
- Of the total 352 young adults that called Quitline NC between January-December 2006, 26% (92) were college students. The majority of college student callers were from counties with campuses supported by HWTF Tobacco-Free Colleges Initiative grantees.
- Thirty-five percent of all grantee Quitline NC promotions specifically targeted a priority population on campus (e.g., fraternity/sorority members, freshmen, African Americans).
- Grantees reported over 200 earned radio, TV, and newspaper media messages promoting Quitline NC during Year 1, the majority of which were from campus-based media outlets.
- Eleven grantees reported 55 meetings with campus-based health providers to promote Quitline NC fax referral service utilization.

## A.3. Recommendations

- Communicate the successes of the HWTF Tobacco-Free Colleges Initiative in Year 1 to the media, key stakeholders, and policy makers.
- Continue to promote 100% tobacco-free policies on all community college and private college/university campuses.
- Continue to promote comprehensive campus policies on all four-year, public college and university campuses until 100% tobacco-free policy limitations are removed.
- Assess and promote compliance of recently adopted and existing campus policies.
- Encourage grantee follow-up with policies under consideration, college officials offering support, and dissemination of petition results for policy advocacy.
- Continue to support coalition development on the 11 campuses without established coalitions, and strengthen coalitions on campuses with existing coalitions.
- Integrate new Quitline NC media campaign targeting young adults with grantee activities.
- Continue to encourage grantees working on campuses with Student Health Services to establish relationships with providers and promote utilization of Quitline NC fax referral service.
- Reassess work of Special grants and additional support that may be required to help them expand work in gap counties.
- Consider eliminating Planning and Implementation grant designations in future Requests for Applications (RFA).

**Figure 1. Map of HWTF Tobacco-Free Colleges Initiative  
Year 1 Counties Covered and 100% Tobacco-Free Campus Policies Adopted in NC**



COUNTIES  
1 PERQUIMANS  
2 PASQUOTANK

**LEGEND**

- Counties with campuses supported by HWTF Tobacco-Free Colleges Initiative grantees in Year 1 (n=44)
- ★ Campuses with 100% tobacco-free policies adopted as a result of direct grantee efforts in Year 1 (n=3)
- Campuses with 100% tobacco-free policies adopted in Year 2 as a result of direct grantee efforts in Year 1 (n=3)
- Campus with 100% tobacco-free policy adopted prior to HWTF Tobacco-Free Colleges Initiative (n=1)

## B. Background

In the past, statewide efforts to address tobacco use and exposure to secondhand smoke have primarily been focused on youth ages 12-17 and older adults, creating a significant gap in resources available to young adults, ages 18-24. Nationally, 27% of 18-24-year-olds smoke, representing the highest smoking rates among all age groups.<sup>1</sup>

Recent data show that 28% of 18-to-24-year-olds in NC smoke.<sup>1</sup> With over 300,000 young adults currently enrolled in 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 grant funding to promote tobacco use prevention and cessation among young adults on NC college campuses. In particular, this statewide 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 summarized below:

- 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, including 11 Planning and 9 Implementation grants. Three of these grantees work on multiple campuses (i.e., three grantees work with 36 campuses, or 71% of all campuses covered by Planning and Implementation grantees). Two of the original Planning and Implementation grants (i.e., SAVE and ALA) were later re-categorized as “Special” grants, since their statewide activities differed substantially from other grants (See Section D.2., page 23).

HWTF Tobacco-Free Colleges Initiative grantees currently work on 58 campuses across NC including 24 community colleges, 21 four and two-year private colleges, and 13 four-year public colleges/universities. These include 11 Historically Black Colleges and Universities (HCBUs). See Appendix 1 for list of colleges and counties covered by grantees. Technical assistance and training for all grantees are provided by the UNC School of Medicine EnTER Program (UNC EnTER).

At the beginning of this initiative, preemptive statewide legislation limited 100% tobacco-free policy adoption on public campuses in NC. The Community Colleges Bill (HB 448), passed in July 2006, enabled NC community colleges to adopt 100% tobacco-free campus policies approved by college officials. Other public, four-year colleges and universities work within the limits of the existing law to adopt comprehensive tobacco-free campus policies, as outlined in the American College Health Association position statement on campus tobacco use (Appendix 2).

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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 Year 1 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 at the start of the initiative (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, UNC EnTER, and the HWTF to help document grantee activities and demonstrate program outcomes (See Appendix 3). 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.

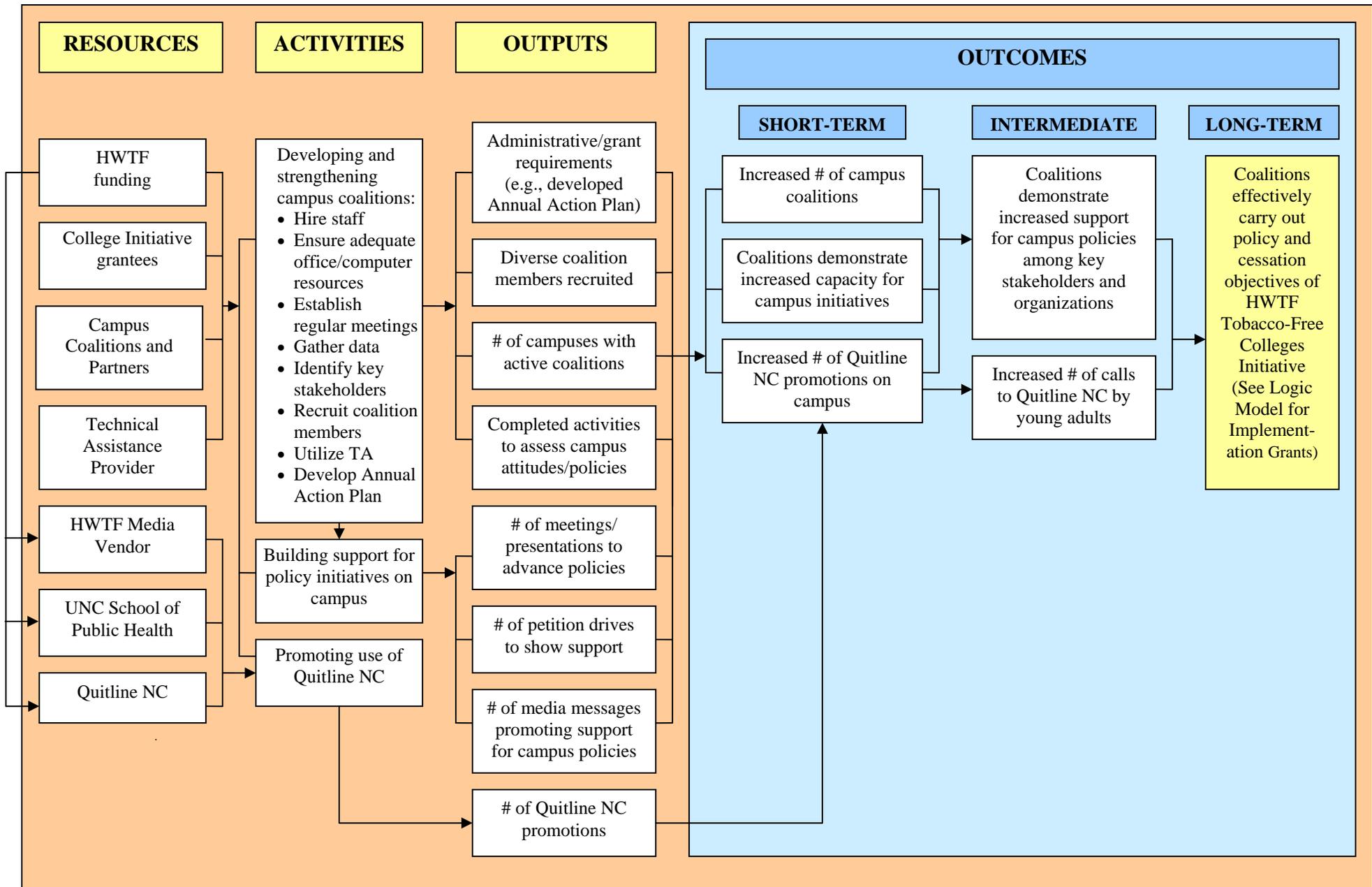
Baseline data were collected in the first month of the initiative (January 2006) using an online survey developed by UNC TPEP called the College Initiative Grantee Assessment. This survey collected information about grantee campuses (e.g., existing policies, cessation services, training needs) at the start of the initiative. In total, 39 NC campuses supported by 18 Planning and Implementation grantees completed the baseline survey (i.e., 76% of all campuses covered by Planning and Implementation grantees in Year 1). Comparisons of baseline and Year 1 data are included throughout this report.

Monthly data were collected from Planning and Implementation grantees using a customized, online reporting system developed by UNC TPEP. An interim system was used by grantees for the majority of Year 1 while a more comprehensive system, called the Colleges Online Reporting and Evaluation System (CORES), was being developed for Year 2. CORES has been used as a model online reporting system for other NC tobacco use prevention and cessation initiatives funded by the HWTF.

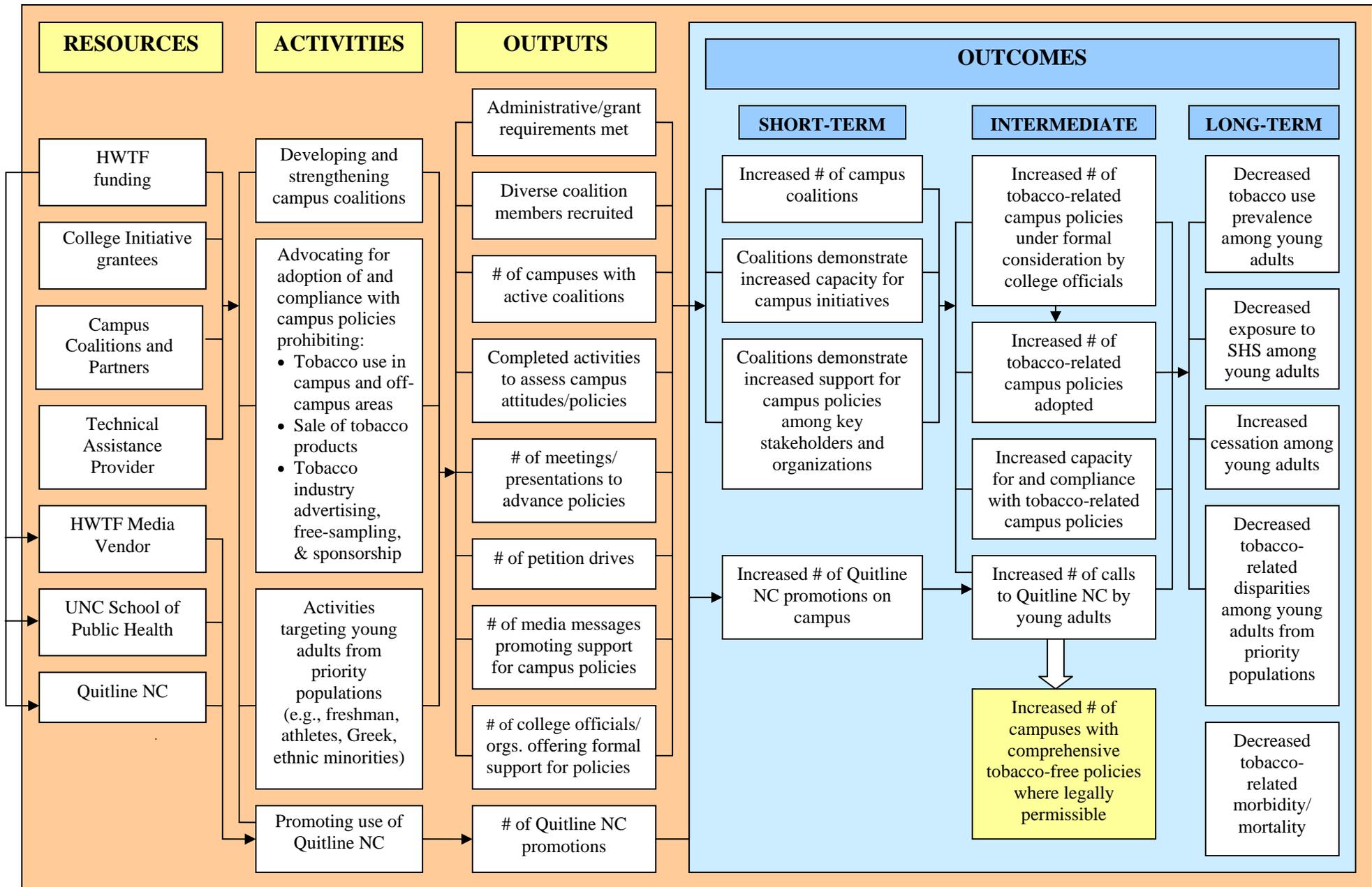
Using this system, Colleges Initiative grantees report their monthly activities and outcomes based on established focus areas and indicators for the initiative. The system also incorporates a variety of Likert-type scale questions to assess grantee efforts in other program development areas (e.g., scheduling meetings, developing media). These data are primarily used 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 another individualized reporting system. Monthly reporting officially began for all grantees in April 2006.

In order to ensure data quality, definitions for each indicator and reporting procedures were provided to grantees in a codebook developed by UNC TPEP. Training and technical assistance related to evaluation were also provided to grantees by UNC TPEP, as required. This included support provided throughout the year via email, phone, and one grantee conference call. All policy changes (i.e., primary outcome indicators) were verified with grantees by UNC TPEP staff via phone or email. The majority of this report is based on monthly, self-report grantee data. 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

The following two sections summarize the outcomes of HWTF Tobacco-Free Colleges Initiative grantee activities during the period of January 1 to December 31, 2006 (Year 1). Section D.1. highlights the outcomes of Planning grantees (n=10) and Implementation grantees (n=8) working on 51 campuses. 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 (n=2) who provided services to an additional seven campuses.

### D.1. Planning and Implementation Grants

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

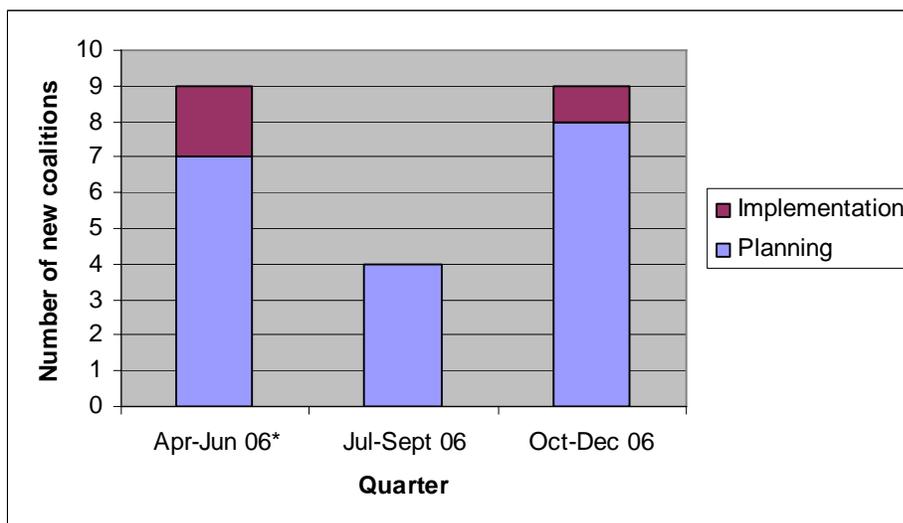
**Yes** — With 22 new coalitions, grantees increased the number of campus coalitions by 129% (17 to 39) since the beginning of the initiative (See Figure 4). At the end of Year 1, 76% of all campuses covered by Planning and Implementation grants have established tobacco use prevention coalitions.

In total, Planning grantees cover 38 campuses and Implementation grantees cover 13 campuses. During Year 1, Planning grantees increased their number of campus coalitions by 271% (7 to 26), and Implementation grantees increased their number of campus coalitions by 30% (10 to 13).

At the end of Year 1, four Planning grantees were still working to establish coalitions on 12 campuses (five community college and seven four-year campuses). As a result of grantee efforts in Year 1, one of these campuses established a new coalition in the first month of Year 2.

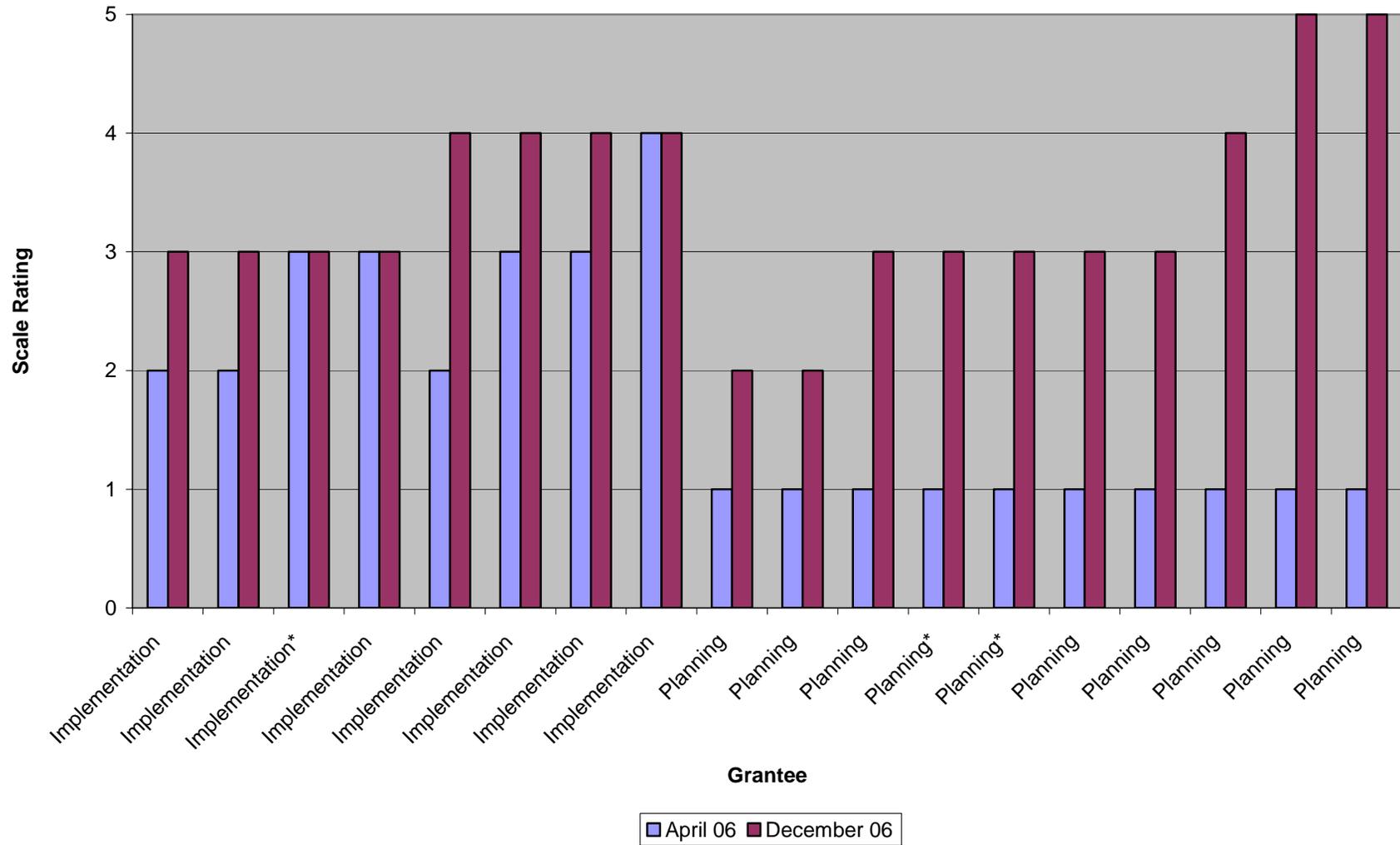
Every month, grantees were also asked to rate their stage of coalition development on a scale of 1-5, with 1=Very Early Stage and 5=Advanced Stage (See Figure 5). By the end of Year 1, all Planning grantees and most Implementation grantees reported an increase in their perceived stage of coalition development, with an average rating of 3.4 (Moderate Stage) in December 2006 compared to an average rating of 1.8 (Very Early to Early Stage) in April 2006.

**Figure 4. Number of new campus coalitions established in Year 1 (n=22)**



\* Includes some new coalitions established in Jan-Mar 06.

**Figure 5. On a scale of 1-5, how would you describe your current stage of coalition development on campus?  
(1 = Very Early Stage -- 3 = Moderate Stage -- 5 = Advanced Stage)**



\* Multi-campus grants

## B. Did coalitions demonstrate increased capacity for campus initiatives?

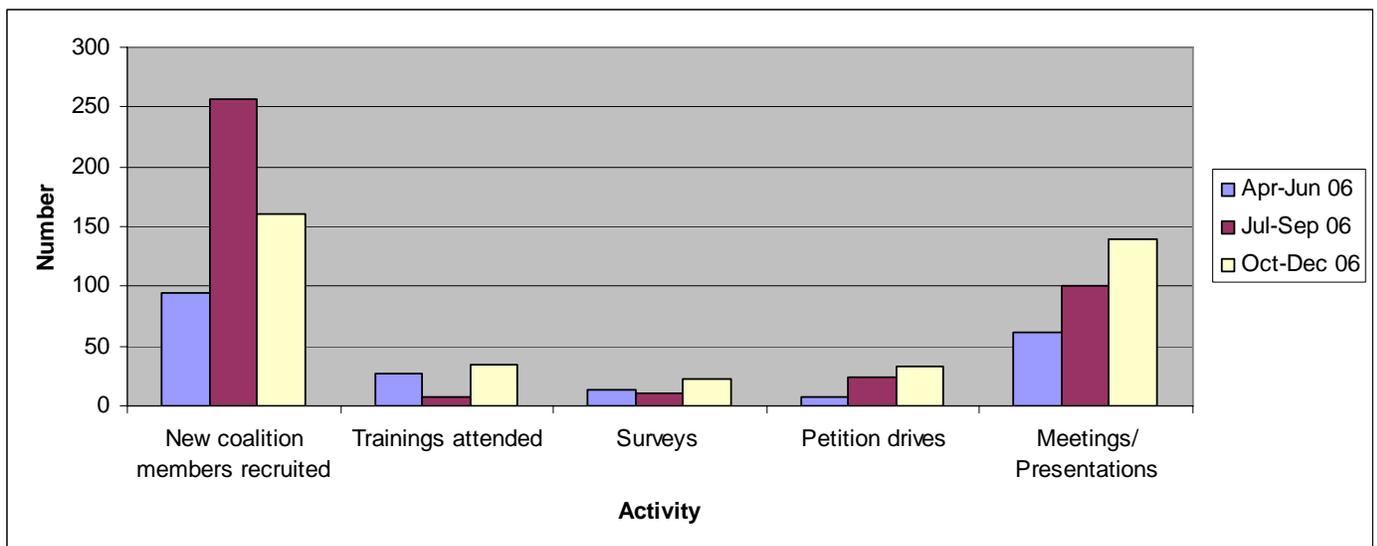
**Yes** — College Initiative grantees are required to complete Annual Action Plans (AAPs) outlining their campus activities and policy objectives for Year 1. The first three months of Year 1 (January-March 2006) were considered start-up months for the initiative. These months were primarily spent building initial campus capacity by planning grant activities, developing coalitions, hiring new staff, and completing the AAP process.

Eighty-nine percent of grantees (16 of 18) reported staff and/or partners that attended trainings to assist them with coalition development, advocacy, and cessation activities on campus. In addition to staff development and training, grantees also increased capacity by developing 22 new coalitions and strengthening existing coalitions on campus, including the addition of over 500 new coalition members.

Seventy-seven percent of grantees (14 of 18) conducted a total of 46 surveys to assess student tobacco use and attitudes on campuses during Year 1. Thirteen grantees also completed a total of 65 petition drives to show support for campus policy initiatives. Prior to the initiative, only two grantees had conducted petition drives on campus.

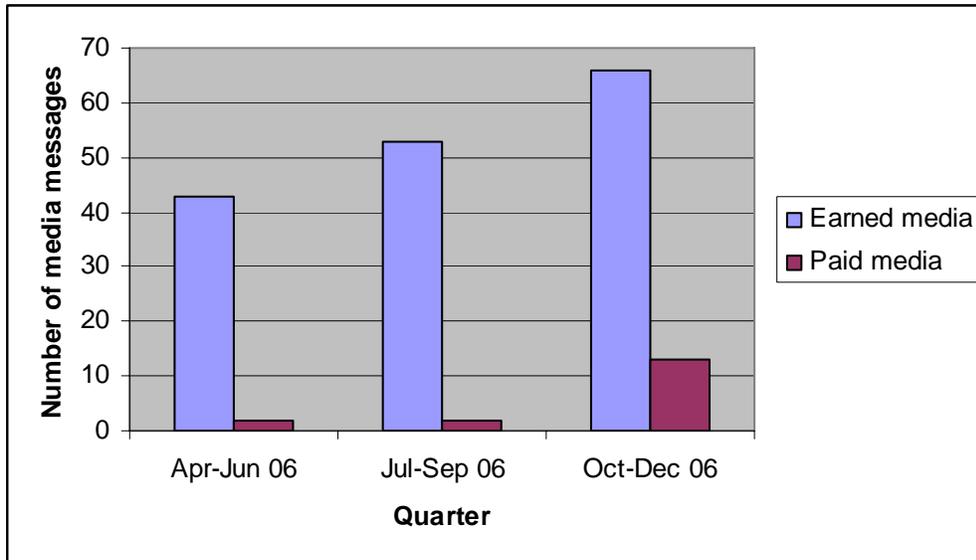
All grantees participated in meetings and/or presentations to advance tobacco-related policies on campus. In total, over 300 meetings/ presentations were reported during the year, with the number increasing each quarter. Figure 6 highlights changes in the number of new coalition members, surveys, petition drives, and meetings reported by grantees in Year 1.

**Figure 6. Grantee capacity building efforts in Year 1**

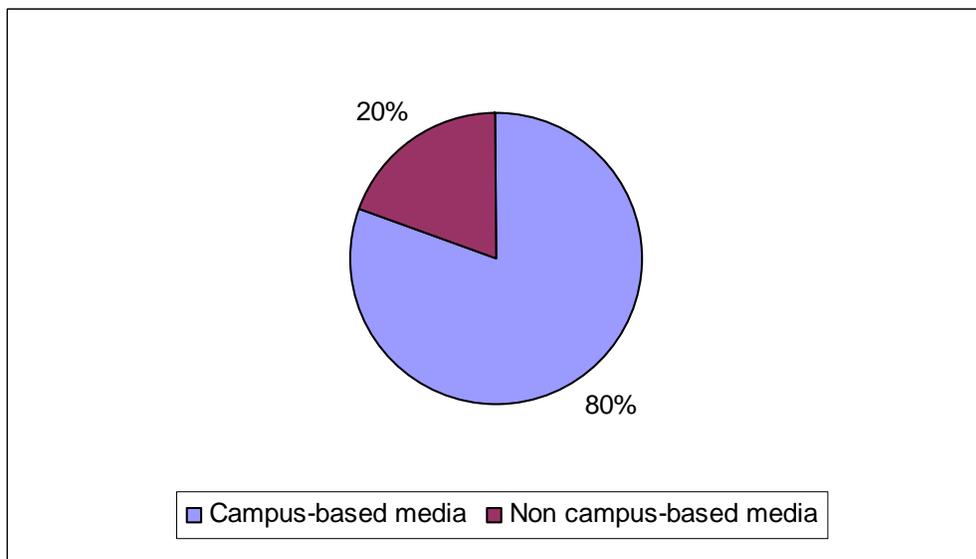


Grantees also used earned and paid media to help promote support for campus policy initiatives (See Figure 7). Sixteen grantees reported a total of 162 earned radio, TV, or newspaper media messages, 81% of which were from campus-based media outlets (e.g., campus newspaper). Five grantees reported 17 paid media messages, 76% of which were from campus-based media outlets. Figure 8 shows the total number of earned and paid media messages focused on promoting policies that were from campus-based and non campus-based media outlets.

**Figure 7. Earned and paid media messages promoting support for campus policies in Year 1 (n=179)**



**Figure 8. Campus-based versus non campus-based media messages promoting campus policies (n=179)**



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

**Yes** — Grantees garnered formal support for campus policy initiatives from over 900 key decision makers, organizations, and campus community members during Year 1 including:

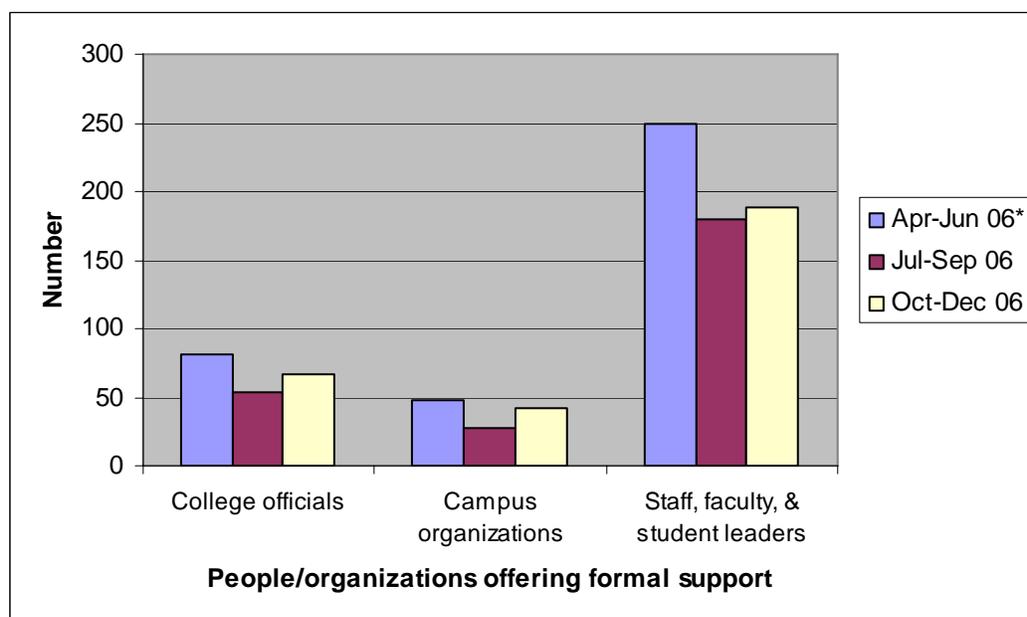
- 201 college officials (e.g., Deans, Presidents, Chancellors, Board of Trustee members, Director of Housing, Director of Counseling, Director of Events and Hospitality);
- 117 campus organizations (e.g., fraternities, Student Government Association [SGA], nursing clubs, sports teams, campus newspapers,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

Figure 9 highlights changes in the number of college officials, campus organizations, and staff/faculty/student leaders offering formal support reported by grantees in Year 1.

Most grantees reported having received at least some formal support (verbal or written) from key individuals on campus. Seventeen grantees (94%) reported having support from at least one college official. Sixteen grantees (84%) 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.

In addition, 11 grantees collected 5,588 signatures from campus individuals during Year 1, demonstrating support for campus policy initiatives. This represents a 313% increase in the number of collected signatures by two campuses at the start of the initiative (1,352).

**Figure 9. Types of people/organizations offering formal support for policy initiatives in Year 1 (n=935)**



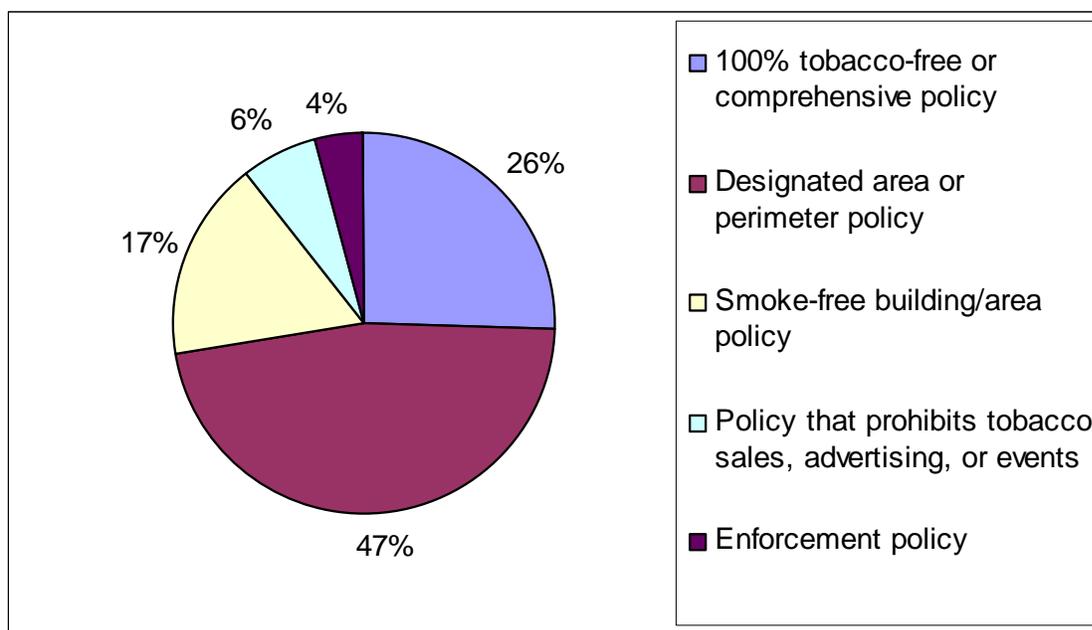
\* Includes some people/organizations offering formal support in Jan-Mar 06.

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

**Yes** — Fifteen (83%) grantees, including eight Planning grantees and seven Implementation grantees, reported 47 tobacco-related campus policies that went under consideration for adoption by college officials during Year 1. 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.

Twelve (26%) of the policies under consideration were 100% tobacco-free or comprehensive campus policies, three of which were officially adopted in Year 1 (See page 17). Figure 10 highlights the types of policies that went under consideration in Year 1. Specific examples include policies that limit smoking within 35 feet of all entrances (i.e., perimeter policy), smoke-free dorm policies, one policy to ban tobacco advertising on campus, and policies related to increased signage in non-smoking areas. Almost half of the policies reported were related to establishing designated smoking areas or perimeter policies on campus.

**Figure 10. Type of tobacco-related policies that went under consideration in Year 1 (n=47)**



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

**Yes** — In total, five grantees, including three Planning grantees and two Implementation grantees, reported 16 new tobacco-related campus policies that were adopted during Year 1. Three of these policies were 100% tobacco-free campus policies adopted with the direct assistance of two grantees. Figure 11 highlights the types of policies adopted in Year 1 (See Table 1 for more details).

**Figure 11. Types of policies adopted in Year 1 (n=16)**

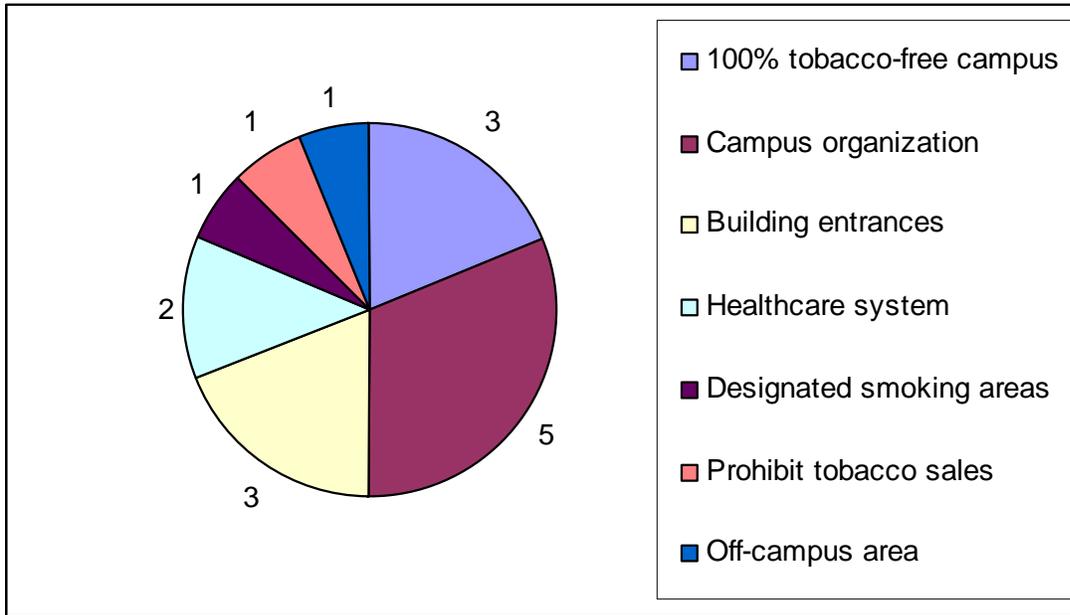


Table 1 lists the 13 policies adopted in Year 1 that were not 100% tobacco-free campus policies. These include policies that strengthened existing campus policies or worked towards 100% tobacco-free policies, as well as larger system policy changes that occurred with the indirect assistance of grantees. For more information about the three 100% tobacco-free campus policies adopted in Year 1, see Table 2, page 17.

**Table 1. Policies adopted with the direct or indirect assistance of grantees in Year 1 (n=13)**  
**(Note: This list does not include 100% tobacco-free campus policies adopted)**

Qtr.	Policy Adopted	Campus Affected	Grantee Involved
Q2	Smoking prohibited within reasonable distance of all main entrances	Surry Community College	Surry Community College
Q2	100% tobacco-free policy adopted by health care system: <u>Carolinas HealthCare System</u>	Carolinas College of Health Sciences and Mercy School of Nursing	Mecklenburg County Health Department
Q2	100% tobacco-free policy adopted by health care system: <u>UNC Hospitals</u>	UNC-Chapel Hill	UNC-Chapel Hill
Q3	Smoking prohibited within 35 ft. of all bldg. entrances	Stanly Community College	Mecklenburg County Health Department
Q3	Smoking prohibited within 35 ft. of all bldg. entrances	South Piedmont Community College	Mecklenburg County Health Department
Q3	Sale of tobacco products prohibited at all campus convenience stores	High Point University	Moses Cone-Wesley Long Community Health Foundation
Q4	Campus policy that prohibits smoking in all campus areas except a gazebo and parking lots	Stanly Community College	Mecklenburg County Health Department
Q4	Tobacco-free policy adopted by campus organization: <u>Kappa Alpha Psi</u> (African American fraternity)	UNC-Chapel Hill	UNC-Chapel Hill
Q4	Tobacco-free policy adopted by campus organization: <u>Kappa Psi</u> (Pharmacy student fraternity)	UNC-Chapel Hill	UNC-Chapel Hill
Q4	Tobacco-free policy adopted by campus organization: <u>Carolina Cancer Focus</u>	UNC-Chapel Hill	UNC-Chapel Hill
Q4	Tobacco-free policy adopted by campus organization: <u>Campus Y</u>	UNC-Chapel Hill	UNC-Chapel Hill
Q4	Tobacco-free policy adopted by campus organization: <u>School of Public Health Student Government</u>	UNC-Chapel Hill	UNC-Chapel Hill
Q4	100% tobacco-free policy adopted by off-campus area: <u>Coasters Restaurant and Bar</u> (Elizabeth City)	College of the Albemarle	Albemarle Regional Health Services

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

**Yes** — Perhaps one of the most significant achievements of the HWTF Tobacco-Free Colleges Initiative during Year 1 was the adoption of three 100% tobacco-free campus policies by three NC community colleges supported by two Planning grantees (Table 2). In the first three months of Year 2, an additional three campuses adopted 100% tobacco-free campus policies as a result of grantee policy advocacy efforts in Year 1 (Table 3). Prior to this initiative, only one private college in NC (Bennett College) was known to have a 100% tobacco-free campus policy. (See Figure 1 on page 4 for a map of all 100% tobacco-free colleges currently in NC.)

Policy adoption is a system-wide change that can affect tobacco use reduction and cessation, and have dramatic effects on public health for smokers and non-smokers through decreases in secondhand smoke. The adoption of 100% tobacco-free policies became possible for the first time on community college campuses in NC after the passing of the Community Colleges Bill (HB 448) in July 2006 which exempted community colleges from statewide preemptive legislation. The HWTF had significant involvement in educating policy makers about the benefits of, and need for, strong tobacco-free campus policies.

Other four-year, grantee-supported campuses belonging to the UNC system continue to face limitations in adopting 100% tobacco-free campus policies; however, these campuses are able to work on establishing comprehensive policies (as outlined in the American College Health Association position statement on tobacco use) that remain within the limits of NC law.

**Table 2. 100% tobacco-free campus policies adopted in Year 1 (n=3)**

#	Month Adopted	Campus	Grantee
1	Aug 2006	Barber Scotia College	Mecklenburg County Health Dept.
2	Nov 2006	Gardner-Webb University	Mecklenburg County Health Dept.
3	Dec 2006	College of the Albemarle	Albemarle Regional Health Services

Note: Roanoke-Chowan Community College was previously reported as adopting a 100% tobacco-free campus policy in Q4 (Nov 06). However, this campus is now considering implementing designated smoking areas.

**Table 3. 100% tobacco-free policies adopted in Year 2 as a result of advocacy efforts in Year 1 (n=3)**

#	Month Adopted	Campus	Grantee
1	Jan 2007	Stanly Community College	Mecklenburg County Health Dept.
2	Feb 2007	Asheville Buncombe Technical Community College	Asheville Buncombe Technical Community College
3	March 2007	Cleveland Community College	Cleveland Community College

## **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 number of tobacco-related campus policies adopted during Year 1 are likely to contribute to an increased capacity for and compliance with tobacco-related campus policies. Some grantees also reported efforts to increase signage on campus.

A more accurate measure of the initiative's ability to increase policy compliance will be determined when the UNC TPEP College Initiative Grantee Assessment (i.e., baseline data collection and needs assessment survey) is re-administered with grantees in January 2008. 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. Increases in the number of campuses reporting signage and designated officials reported in January 2008 will help determine grantee outcome achievement in this area.

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

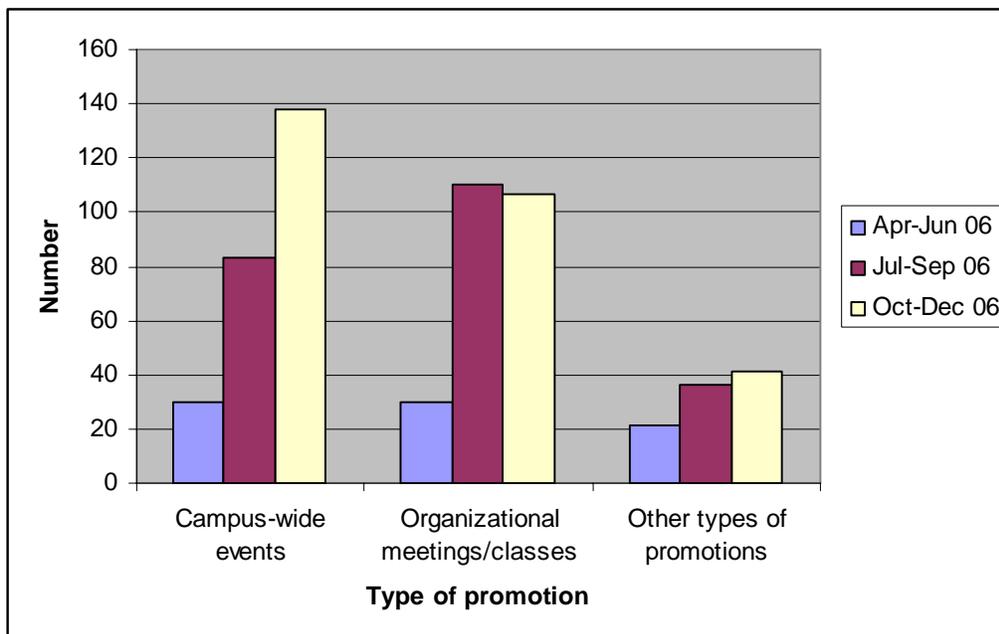
**Yes** — All 18 Planning and Implementation grantees reported work in the area of Quitline NC promotion during Year 1. In total, grantees reported 596 different Quitline NC promotions including campus-wide events, presentations at non campus-wide organizational meetings/classes/events, or other types of promotions (e.g., displays, posters, community health forums, campus websites, baseball games, SAVE presentations) (See Figure 12). 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.

Thirty-five percent of all Year 1 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.

Grantees also used earned media to promote Quitline NC to young adults on campus. Grantees reported a total of 212 earned media messages (i.e., radio, TV, newspaper messages) promoting Quitline NC, 84% of which were from campus-based media outlets. Six percent of these messages targeted a priority population. Paid media messages that were not produced by the HWTF were not used to promote Quitline NC during Year 1.

Twelve grantees currently work on a total of 29 campuses with student health services. During Year 1, ten grantees reported a total of 48 meetings with campus-based health providers to promote Quitline NC fax referral service utilization. According to Quitline NC data, only 3% (3 of 92) of all college students who called Quitline NC between January-December 2006 entered the quitline via fax referral. All three of these students reported that they heard about Quitline NC from a health professional. Information about which campuses these students attended, or if they were referred specifically by a student health services provider, is not available.

**Figure 12. Type of Quitline NC promotions in Year 1 (n=596)**



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

It is currently 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 quitline promotions on campus, it is likely that at least some young adult callers were influenced by grantee efforts.

According to Quitline NC data, 352 tobacco-using young adults called Quitline NC during Year 1 of the Tobacco-Free Colleges Initiative (January-December 2006). Ninety-two (26%) of these callers reported that they currently attend college. Most college student callers lived in counties with campuses supported by Tobacco-Free Colleges Initiative grantees.

Only six young adult callers (including four college students) reported that they heard about Quitline NC from a school or college event. These six callers represent 2% of all young adult callers and 4% of all college student callers in Year 1. It is possible that other young adult callers who reported that they heard about Quitline NC from another type of promotion (e.g., newspaper ad, health professional, friend) were also influenced by grantee quitline promotions. 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 4 and 5) summarize the total number of outcome and program indicator changes reported by Planning and Implementation grantees in Year 1. 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 4. Summary of Year 1 Outcome Indicators for Planning and Implementation Grantees**

Outcome Indicator	# of Planning grantees involved (n=10)*	# of Implem. grantees involved (n=8)	Total Year 1 indicator changes
<b>Policy Adoption</b>			
# of tobacco-free policies adopted by campus organizations	0	1	5
# of tobacco-free policies adopted in <u>campus areas</u> (Includes three 100% tobacco-free campus policies adopted)	3	1	9
# of tobacco-free policies adopted in <u>off-campus</u> areas frequented by young adults	1	0	1
# of policies adopted prohibiting the sale of tobacco products on campus	0	1	1**
# of policies adopted prohibiting tobacco industry advertising, free sampling, and sponsorship on campus	0	0	0**
<b>Building Support for Campus Policy Initiatives</b>			
# of signatures on petitions showing support for campus policy initiatives	7	4	5588
# of <u>college officials</u> offering formal support for campus policy initiatives	10	7	201
# of <u>organizations</u> offering formal support for campus policy initiatives	9	7	117
# of <u>staff/faculty/student leaders</u> offering formal support for campus policy initiatives	10	7	617
# of policy changes under consideration by college officials	8	7	47
<b>Coalition Development</b>			
# of new campus coalitions established	7	3	22

Note: Two Planning grantees and one Implementation grantee work on multiple campuses.

\* One Planning grantee did not submit data for November and December 2006.

\*\* 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 5. Summary of Year 1 Program Indicators for Planning and Implementation Grantees**

<b>Program Indicator</b>	<b># of Planning grantees involved (n=10)*</b>	<b># of Implem. grantees involved (n=8)</b>	<b>Total Year 1 indicator changes</b>
<b>Coalition Development</b>			
# of new coalition members recruited	10	8	512
# of trainings attended by staff/partners	8	8	69
# of surveys completed to assess student tobacco use & attitudes	8	6	46
# of petition drives completed to show support for campus policy initiatives	9	4	65
# of meetings/presentations to advance tobacco-related policies	10	8	302
# of <u>earned</u> newspaper/radio/TV messages promoting support for policy initiatives <ul style="list-style-type: none"> <li>Percent of total messages from <u>campus-based</u> media outlets = 81%</li> </ul>	9	7	162
# of <u>paid</u> newspaper/radio/TV messages promoting support for policy initiatives <ul style="list-style-type: none"> <li>Percent of total messages from <u>campus-based</u> media outlets = 76%</li> </ul>	2	3	17
<b>Quitline NC Promotion</b>			
# of Quitline NC promotions <ul style="list-style-type: none"> <li>Percent of total promotions (596): <ul style="list-style-type: none"> <li>Campus-wide events = 42%</li> <li>Presentations at org. mtgs., classes, or events = 41%</li> <li>Other types of promotional events = 16%</li> <li>Quitline promotions targeting priority populations = 35%</li> </ul> </li> </ul>	10	8	596
# of <u>earned</u> newspaper/radio/TV messages promoting Quitline <ul style="list-style-type: none"> <li>Percent of total messages from <u>campus-based</u> outlets = 84%</li> <li>Percent of total messages targeting priority populations = 6%</li> </ul>	9	8	212
# of meetings/presentations to promote fax referral service among health providers	6	4	48
<b>Administrative</b>			
# of new staff hired with grant funds	7	5	32
# of meetings with elected state/government leaders to promote HWTF and coalition initiatives	3	3	11

Note: Two Planning grantees and one Implementation grantee work on multiple-campus  
\* One Planning grantee did not submit data for November and December 2006.

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

Two Planning and Implementation grants awarded in January 2006 were re-categorized by UNC TPEP 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 that have been tailored to their programs (See pages 25 and 27 for a list of these indicators). The following two sections highlight the outcomes and program accomplishments of Special grants in Year 1.

### **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).

During Year 1, SAVE provided services to 11 NC colleges in 11 different counties, including one gap county (Onslow County). Nine of the 11 colleges served by SAVE (81%) were also supported by seven Planning and Implementation grantees. See Table 6 for a list of colleges served by SAVE in Year 1 and collaborations with other grantees.

In total, SAVE conducted 16 educational presentations (e.g., class presentation) on campus reaching approximately 526 young adults and staff. In addition, SAVE participated in seven events involving informal talks with students (e.g., health fairs), two meetings/presentations focused on advocating for campus policy initiatives, three media messages promoting support for campus initiatives, and 24 Quitline NC promotions on campus. See Table 7 for a summary of total indicator changes reported by SAVE in Year 1.

At the end of Year 1, four college student interns were working with SAVE to assist them in their grant activities and campus outreach. Student activities included compiling a booklet to promote tobacco-free campus policy, as well as revising the SAVE website to include Quitline NC and college-specific, tobacco use prevention information.

**Table 6. Colleges served by SAVE in Year 1**

#	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

Note: Colleges are listed in the order that they were reported during Year 1.

**Table 7. Summary of Year 1 Indicators for SAVE**

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

\* None specifically targeted to a priority population.

## 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 other four-year and community colleges with large minority populations.

During Year 1, ALA provided services to eight NC colleges in five different counties, including three colleges supported by three Planning and Implementation grantees. Five of the eight campuses (63%) were HBCUs, and three were community colleges. See Table 8 for a list of colleges served by ALA in Year 1 and collaborations with other grantees.

In total, ALA conducted three FFS workshops near the end of Year 1, training a total of 53 people to be FFS facilitators. No FFS clinics were held on campus by the trained facilitators during Year 1; however, some clinics were scheduled in the beginning of Year 2.

In addition, ALA reported participating in 21 meetings for provision of technical assistance, and 10 meetings/presentations to advance campus tobacco policies during Year 1. They conducted seven Quitline NC promotions and seven meetings to promote the fax referral service among health providers. See Table 9 for a summary of indicator changes reported by ALA in Year 1.

**Table 8. Colleges served by ALA in Year 1**

#	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

Note: Colleges are listed in the order that they were reported during Year 1.

**Table 9. Summary of Year 1 Indicators for ALA**

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

\* All targeted to priority populations.

**This concludes the UNC TPEP Year 1 Outcomes Evaluation Report for the HWTF Tobacco-Free Colleges Initiative. For a summary of the Initiative’s Year 1 outcomes and Year 2 recommendations, see page 1. Appendices are included in the following section.**

**Appendix 1: List of grantees, colleges, and counties covered by Tobacco-Free Colleges Initiative in Year 1**

<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> Year 1 campuses include: - Fayetteville Tech. Community College - Wake Technical Community College - Forsyth Technical Community College	Statewide: to be determined	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>GRANTEE</b>	<b>COLLEGE</b>	<b>COUNTY (campus locations)</b>	<b>COUNTY (populations served) Community Colleges Only</b>
<b>Mecklenburg County Health Department</b>	Belmont Abbey College Brookstone College of Business Carolinas College of Health Sciences Davidson College Johnson and Wales University Johnson C. Smith University King's College Mercy School of Nursing Queens University UNC-Charlotte	Mecklenburg	
	Barber-Scotia College	Cabarrus	
	Catawba Valley Community College	Catawba, Alexander	Catawba (home county), Alexander
	Catawba College Livingstone College	Rowan	
	Pfeiffer University	Stanly	
	Stanly Community College	Stanly	Stanly
	Gardner-Webb University	Cleveland	
	Gaston College	Gaston, Lincoln	Gaston (home county), Lincoln
	Lenoir-Rhyne College	Catawba	
	Mitchell Community College	Iredell	Iredell
	South Piedmont Community College	Union, Anson	Jointly chartered to Union & Anson
Wingate University	Union		
<b>Moses Cone~Wesley Long Community Health Foundation</b>	Bennett College Greensboro College Guilford College High Point University UNC-Greensboro	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>GRANTEE</b>	<b>COLLEGE</b>	<b>COUNTY (campus locations)</b>	<b>COUNTY (populations served) Community Colleges Only</b>
<b>SAVE (Survivors and Victims of Tobacco Empowerment) of NC GASP</b>	<u>Statewide</u> ; Year 1 campuses include: -Coastal Carolina Community College -East Carolina University -South Piedmont Community College -Stanly Community College -Surry Community College -Wilkes Community College -UNC-Greensboro -Appalachian State University -Wingate University -Asheville-Buncombe Technical Community College -Wilson Technical Community College	Statewide: to be determined (See Table 6, pg. 24 for Year 1 counties)	Statewide: to be determined
<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

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

- |  |  |
|--|--|
| <ul style="list-style-type: none"><li>d. Health facilities, counseling centers, child care centers</li><li>e. Buses, vans, all other campus vehicles</li><li>f. Within 20 feet of all campus buildings</li><li>g. Meeting rooms, private offices</li><li>h. Dining facilities</li></ul> <p>8. Prohibit tobacco use in all residence halls, dormitory facilities, and other campus-owned, affiliated, and sanctioned housing, including but</p> | <p>not limited to: lounges, hallways, stairwells, elevators, restrooms, laundry rooms, and shared and private rooms.</p> <ul style="list-style-type: none"><li>9. Clearly identify all tobacco-free areas with signs.</li><li>10. Prohibit the use of smokeless/spit tobacco in all facilities.</li><li>11. Support and provide a process for frequent and consistent enforcement of all tobacco-related policies, rules, and regulations.</li></ul> |
|--|--|

### Appendix 3: 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> </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 surveys completed to assess student tobacco use and attitudes</li> <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 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