



North Carolina Health and Wellness Trust Fund Teen Tobacco Use Prevention and Cessation Initiative

Independent Outcomes Evaluation 2006—2007

Prepared for
North Carolina Health and Wellness Trust Fund



Prepared by
UNC School of Medicine
Tobacco Prevention and Evaluation Program



Table of Contents

A.	Executive Summary	1
i.	Program Goal Accomplishments and Challenges.....	2
ii.	Program Administrative Accomplishments.....	3
iii.	Assessment and Recommendations.....	3
B.	Introduction	6
C.	Running Programs Effectively.....	11
D.	Preventing Youth from Starting to Use Tobacco	14
E.	Reducing Secondhand Smoke Exposure among NC Youth.....	21
F.	Helping Youth Quit Using Tobacco.....	25
G.	Addressing Disparities	27
H.	Future Directions	29
I.	References	29

Executive Summary

Introduction

Tobacco use remains the single most preventable cause of death and disability in the United States (Armour et al. 2005, CDC 2002). Tobacco use is still prevalent in North Carolina (NC), with 20% of NC high school students and 5.8% of middle school students being current smokers, and about 40% of youth live in homes where others smoke. (National Center for Health Statistics 2005). Reductions in youth tobacco use nationwide have begun to occur, led by states with comprehensive tobacco programs (Dilley et al. 2007, Levy et al. 2007, Wakefield & Chaloupka 2000). Comprehensive programs also result in a substantial savings in health care costs (Al-Delaimy et al. 2007). With the steady expansion of North Carolina Health and Wellness Trust Fund's (HWTF) tobacco programs, positive impacts on the health of North Carolina youth have recently occurred (TPEP 2006).

In 2006-07, the fourth year of the HWTF Teen Tobacco Use Prevention and Cessation Initiative (the Teen Initiative), the Initiative continued to meet its goal of decreasing the harmful effects of tobacco use among youth and those in contact with youth. This year, the HWTF welcomed 11 new grantees to the Teen Initiative, expanding its total reach to 75 counties through 42 Community and School grantees across North Carolina. In addition, HWTF continued funding for four Priority Population grantees who address tobacco use issues among teens from populations experiencing disparities statewide.

In 2006-07, accomplishments occurred across all four Teen Initiative program goals as a result of grantee activities, administrative and technical support, and media activities. A growing tobacco-free movement is active among teens. Youth are gaining greater access to smoke-free recreation sites, restaurants, and places of worship, as hundreds of venues across the state that are frequented by youth are now 100% smoke free. Teens have increased access to effective cessation resources, such as the NC Tobacco Quitline (Quitline NC). The TRU media campaign has high awareness and receptivity rates among youth.

Teen Initiative goals include: preventing youth initiation of tobacco use, eliminating youth exposure to secondhand smoke (SHS), providing tobacco cessation resources for youth, and reducing health disparities attributable to tobacco use. This executive summary highlights the Initiative's successes and challenges in 2006-07, along with recommendations for 2007-08.



Program Goal Accomplishments and Challenges 2006-07

The Teen Initiative and its grantees generated many important outcomes in NC in 2006-07. Overall, grantees achieved 85% of their target goals across five outcome indicators. A major accomplishment included ongoing strides to promote, adopt and comply with 100% tobacco-free school (TFS) policies. This success parallels the accomplishments of other programs funded by HWTF that led to the adoption of tobacco-free policies on college campuses and in a variety of other indoor and outdoor areas frequented by youth and young adults. The combination of policy changes throughout the state has a synergistic effect, as the tobacco free movement in NC gains strength. Specific accomplishments and challenges in 2006-07 include:

Prevent Youth Initiation of Tobacco Use

- The tobacco use prevention movement among North Carolina youth is growing, with over 100 youth groups across the state and more than 1,000 teens involved in planning and implementing activities.
- Over two-thirds of North Carolina students now attend 100% tobacco-free schools. The Initiative saw a natural shift in activity toward compliance with these policies, rather than adoption of policies, as more school districts became 100% tobacco free.
- Over 500,000 youth across the state are aware of the Tobacco.Reality. Unfiltered. (TRU) media campaign, and youth are responding positively to the ad campaign.
- North Carolina youth remain exposed (and therefore susceptible) to tobacco industry marketing and advertising, with 90% of youth surveyed recently seeing advertisements for cigarette brands in stores.

Eliminate Youth Exposure to Secondhand Smoke (SHS)

- Due to grantee and youth empowerment activities, over 250 additional areas frequented by youth are smoke free at the end of 2006-07. These include restaurants, places of worship, and policies that affect multiple locations (i.e., recreation sites).
- Since the Initiative's inception, grantees have reported over 540 new SHS policies being adopted in areas frequented by youth.

Providing Tobacco Cessation Resources for Youth

- In its first twenty months of operation, Quitline NC provided free, telephone-based cessation support to 165 North Carolina youth seeking assistance with quitting their tobacco use.
- Grantees reported institutionalizing best practices for cessation in 61 community and school settings across the state.

Reduce Health Disparities among Youth Attributable to Tobacco Use

- HWTF currently funds four grantees that serve largely American Indian populations, two grantees that serve Hispanic populations and several grantees that serve largely African American populations.
- Approximately 15% (671 of 4,357) of all activities reported by Community/School and Priority Population grantees were uniquely designed for populations experiencing tobacco-related disparities.
- An increase in uniquely-designed activities for American Indian youth occurred in 2006-07 compared to previous years.

Program Administrative Accomplishments 2006-07

- HWTF has steadily increased its overall funding for youth and young adult tobacco prevention and cessation programs, and it now spends approximately \$17.1 million annually. North Carolina has moved from one of the last in the country (in terms of per capita spending) to 21st, largely due to HWTF funding efforts.
- Increased funding allowed for the addition of 11 new grants, bringing the total number of grantees of the Teen Initiative to 46 and further broadening the impact of the Initiative across North Carolina.
- Outcome data demonstrate the effectiveness of technical assistance resource and training in meeting the needs of grantees. HWTF instituted new procedures for tracking the use of training providers to determine overall usage of these resources.
- Outcome data indicate a need to adopt continuous quality improvement measures for optimal and effective communication with grantees.



Assessment and Recommendations for 2007-08

1. Overall administrative successes in 2006-07 related to funding of the Teen Initiative and other HWTF tobacco programs years should receive wide dissemination to policy-makers and the public. Additional funding would move the state closer to the CDC recommended minimum of \$42.6 million annually for funding of comprehensive tobacco control programs.
2. New opportunities exist to build upon the success of the Teen Initiative, such as making available new funding for grants in gap counties/regions located in the central and eastern portions of the state.
3. The HWTF should consider piloting new projects that address tobacco use among adults, complementing cessation efforts currently underway via Quitline NC and existing approaches to reduce and prevent teen and young

adult tobacco use. Data show that broad statewide support, including support in counties with large tobacco production, exists for policies to reduce tobacco use among adults in North Carolina. Current Teen Initiative grantees also report that their communities do not regard adult tobacco use as seriously as teen tobacco use, despite the disproportionate economic and medical impact of adult tobacco use on North Carolina. Increased attention and funding of programs to address adult tobacco use should influence and augment the youth activities, programs, and outcomes.

4. The Teen Initiative can capitalize on its expanding, statewide youth empowerment programs by focusing and linking youth, adult coordinators, and their coalitions with specific statewide policy goals. As the Teen Initiative matures, a threat remains that activities and outcomes become too diffuse and focus on general prevention activities rather than more specific policy outcomes. This recommendation builds upon the success of the 100% tobacco-free school's movement in the state. With over 100 active youth groups statewide and over 1,000 active youth, future youth empowerment policy goals should focus on two to three highly visible policy outcomes relevant to youth, such as second-hand smoke exposure in restaurants, bowling alleys, parks, or state fairs.

5. As the Teen Initiative matures, specific efforts should be made to fund innovative projects that reach youth with the highest rates of tobacco use. Additionally, expanding definitions of disparate populations to include tobacco-related disparities related to education, economic conditions, gender, sexual orientation, age, mental illness, developmental disabilities, or geographic location may help to accomplish this recommendation.

6. HWTF should consider funding a statewide project to determine rates of tobacco use among American Indian youth in North Carolina.

7. Program planning should focus on increasing synergy between all elements of the TRU media campaign and the Teen Initiative. The more media outreach the TRU Campaign achieves, the higher the awareness the Campaign will achieve. Research consistently demonstrates that media campaigns achieve higher impact when coordinated efforts among programs occur statewide (i.e., multi-level, comprehensive strategies). Data from grantees demonstrate opportunities for increased synergy.

8. Given the progress occurring in North Carolina's Teen Initiative, and the new Youth Tobacco Survey data that will come out later in 2007-08, the Teen Initiative would benefit from convening a consensus group of experts to review existing outcome data from the Teen Initiative, discuss current Teen Initiative strategies, and explore emerging opportunities for policy change.

9. Given the policy successes in the North Carolina legislature in 2006-07 to eliminate tobacco use at all North Carolina schools by the end of 2007-08, increased attention to implementation of and compliance with 100% TFS policies will need to occur in 2007-08 and 2008-09.

10. The Teen Initiative should increase attention on the impacts of tobacco industry advertising and promotion efforts on North Carolina youth and explore effective ways to counter such advertising. This recommendation comes from 2006-07 data from the Teen Initiative iPTS quarterly outcomes reports and data from the 2007 Teen Initiative Media Tracking Survey. For instance, amending the indicator on the number of stores that remove tobacco ads to require youth involvement would provide youth with a focused goal for reducing the impact of tobacco advertising.

11. More focused and clearly-communicated direction regarding use of N-O-T and Quitline NC promotion and use for youth is warranted.

12. Opportunities exist to improve communication and networking among grantees across the state, steps that will result in improved program outcomes. Data from the Teen iPTS quarterly reports support this recommendation.



Introduction

For the last four years, the Health and Wellness Trust Fund (HWTF) invested a significant portion of the Master Settlement funds into the prevention and reduction of tobacco use among teens and young adults in North Carolina. The HWTF currently funds four statewide tobacco initiatives: Teen Tobacco Use Prevention and Cessation Initiative (Teen Initiative), Tobacco-Free Colleges, Tobacco Reality Unfiltered media campaign, and Quitline NC services. As of July, 2007, the Teen Initiative comprises approximately 60 programmatic, technical assistance, and media organizations across the state, as well as agencies for administration and evaluation.

With the steady expansion of HWTF-funded tobacco programs, North Carolina is now being seen as one of the top comprehensive tobacco control programs in the nation. Although HWTF is to be commended for this advancement and for the substantial investments to date in funding for North Carolina's comprehensive tobacco use prevention and cessation initiatives, the long term health benefits may not be as substantial as some other states, as spending remains well below the CDC recommended minimum level of \$42.6 million annually.

Evaluation of the HWTF tobacco initiatives comes from data collected by the Tobacco Prevention and Evaluation Program at the University of North Carolina School of Medicine and is guided by comprehensive evaluation frameworks (i.e., logic models). For more information about logic models for the Initiative, see <http://fammed.unc.edu/TPEP>.

The goals of the Initiative address scientifically-based outcomes adopted by tobacco control organizations across the United States, and include:

- (1) Preventing youth initiation of tobacco use;
- (2) Eliminating youth exposure to secondhand smoke;
- (3) Providing tobacco cessation resources for youth; and
- (4) Reducing health disparities among youth attributable to tobacco use.

This 2006-07 report uses multiple data sources including the monthly progress reports of Initiative grantees to highlight major accomplishments and outcomes of the Teen Initiative, which is in its fourth year of operation. A comprehensive report of the first three years of the Teen Initiative can be found at <http://fammed.unc.edu/TPEP/reports/outcomes%2006.pdf>.

A Comprehensive Approach

North Carolina's comprehensive statewide tobacco control program follows CDC guidelines and funds Teen Initiative grants under several categories as described in Table 1 below.

Table 1. Categories of HWTF Teen Initiative Programs

The 100% Tobacco Free Schools (TFS) Campaign promoted the adoption of and compliance with 100% TFS policies across the state through the maintenance of a comprehensive website, production of signs and compliance toolkits, trainings, policy briefings, and mini-grant awards.

Community/School prevention programs worked locally to address the four goal areas described previously.

Priority Population grantees worked on a statewide basis to reduce disparities related to tobacco use among African American, American Indian, and Hispanic youth.

The Tobacco.Reality.Unfiltered. (TRU) mass media campaign targeted teens across the state with prevention messages about cigarette and spit tobacco use through television ads and a youth-focused website.

Quitline NC allowed youth, young adults, and adults who work or live with youth to call for free assistance in quitting tobacco use.

The enforcement of underage tobacco sales law occurred through funding to the North Carolina Department of Health and Human Services and the Public Safety Division of Alcohol Law Enforcement (ALE).

Technical assistance and training took place through the North Carolina Department of Health and Human Services' Tobacco Prevention and Control Branch (TPCB) and regional Question Why Youth Empowerment Centers. The American Lung Association (N-O-T and TATU programs), NCSTEP (spit tobacco prevention), EnTER (secondhand smoke policy), ALE (youth access), and SAVE (speakers program for survivors of tobacco-related disease) offer specialized training and resources. In addition, Capstrat (the media vendor) developed a calendar and listserv.

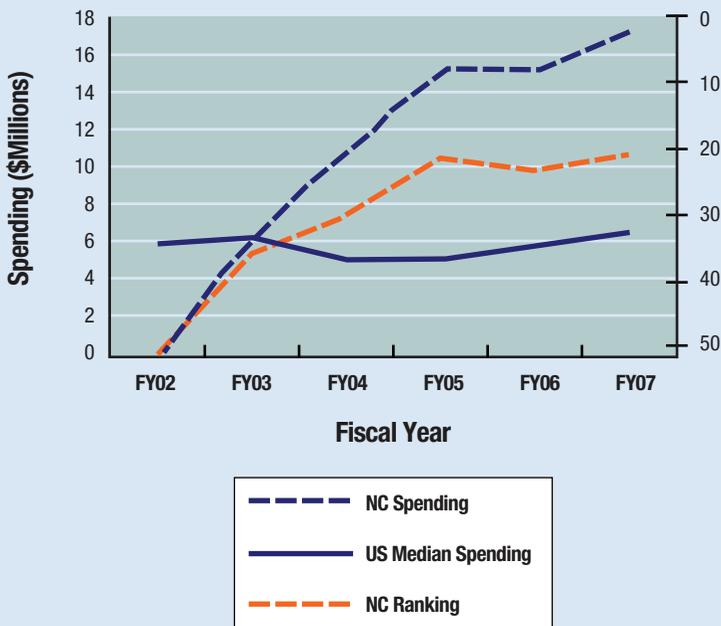
Outcomes evaluation of the Teen Initiative (excluding resources dedicated to enforcement of tobacco sales laws for minors) occurred via the Tobacco Prevention and Evaluation Program at the University of North Carolina School of Medicine (TPEP).

Funding

Funding by the HWTF for the state's comprehensive tobacco control program has steadily increased since its inception in 2002, when \$6.2 million was approved for the Teen Initiative. In 2003-04, the annual allocation for all tobacco initiatives increased to \$10.9 million, in 2004-05 to \$15 million, and in 2006-07 the funding increased further to \$17.1 million. A component of this is funding for media messages, and this has also increased since the TRU campaign began airing in 2004. The budget for TRU increased from \$1.1 million to approximately \$4.5 million annually. As seen in Figure 1, North Carolina has moved from one of the last in the country, before HWTF funding, in the percentage of state resources per capita going to tobacco use prevention and cessation, to 21st in the country¹. This increase has occurred during a time in which the funding levels for tobacco prevention have remained stable in the majority of states in the U.S. Such a commitment of resources makes North Carolina an emerging leader, along with several other states, in its commitment to teen and young adult tobacco issues. The HWTF's ability to gradually and continually increase funding for its tobacco initiatives is a major, ongoing accomplishment.

Since a substantial threat to the program success remains a potential loss of statewide funding, grantees have continued to communicate program successes to state and local government leaders as well as non-elected, but influential community leaders. Grantees conducted over 336 meetings and contacts for this purpose in 2006-07.

Figure 1. History of North Carolina Spending for Tobacco Prevention (FY02-FY07)



¹Campaign for Tobacco Free Kids (2007). A Broken Promise to Our Children: The 1998 State Tobacco Settlement Eight Years Later. Available at <http://netbnr.net/loc.html?http://tobaccofreekids.org/>

Where do the outcomes data come from?

The University of North Carolina Tobacco Prevention and Evaluation Program (TPEP) conducts research and evaluation for the Teen Initiative. Data to assess progress toward all outcomes comes from a variety of sources as described below in Table 2.

Table 2. Sources of Data for the HWTF Teen Initiative Outcomes Evaluation

Data Source	Description
iPTS (Indicator Progress Tracking System)	A monthly report generated by each Teen Initiative grantee, documenting progress in all areas of the Initiative.
Semi-annual (SA) surveys	Survey completed two times a year by all grantees. Includes questions relating to program accomplishments, technical assistance, and synergy between state and local programs.
Youth Tobacco Survey (YTS)	A statewide assessment of tobacco use among middle and high school students conducted every other year in the state. Jointly coordinated by the state Department of Public Instruction and the state Department of Health and Human Services, YTS will be conducted again in late 2007, with results available by early 2008.
The Behavioral Risk Factor Surveillance System survey (BRFSS)	A state-based system of health surveys established in 1984 by the CDC and carried out in all 50 states in the U.S. In North Carolina, the BRFSS is conducted by the Division of Public Health on a monthly basis, and data are analyzed annually.
The Child Health Assessment and Monitoring Program (CHAMP) survey	A survey that has taken place in North Carolina since 2005 with a sub-sector of BRFSS respondents. It measures health characteristics of children aged 0 to 17.
The N.C. Office of State Budget and Management State Demographics	A resource for state budgets, budget management, and socio-economic demographic data. The database also offers some state-by-state comparisons.
The Media Tracking Survey (MTS)	A survey that evaluates the TRU media campaign. It is carried out by TPEP and the UNC Survey Research Unit and funded by HWTF.
Quitline NC Call Data	Provide detailed information on all callers to Quitline NC. Intake and seven month follow-up survey data are collected and analyzed by the Quitline NC vendor, Free & Clear Inc. Additional data analysis and Quitline NC Evaluation Reports for the HWTF are completed by UNC TPEP.
N.C. Department of Public Instruction Statistical Profiles	Provide data on school system enrollment through the Education Statistics Access System, which can be found at: http://www.dpi.state.nc.us/data/reports/ .
The Policy Adoption for Local School Districts (PALS) Survey	Took place with a statewide sample of North Carolina adults and with a sample of Johnston County adults in the spring of 2007. The survey measured support for tobacco-free policies and legislation as well as knowledge about secondhand smoke.
The N.C. Department of Revenue	Provides data on taxes imposed under the Revenue Laws of North Carolina including the amount of taxes collected. Detailed information can be found at http://www.dorn.com/index.html .
N.C. Secondhand Smoke Verification Study	Special study conducted by TPEP in the spring of 2007. Researchers visited restaurants, parks, churches, and other areas where HWTF grantees reported adoption of 100% Tobacco-free policies to observe evidence of policy and signs of compliance.

The 2006-07 Year in Review

2006

January

HWTF adds 11 new grants to the Teen Initiative increasing the total number of North Carolina counties represented by Community/School grantees to 75.

North Carolina legislators pass bills making General Assembly buildings in North Carolina 100% smoke free and allowing North Carolina community colleges to adopt 100% smoke free policies.

Additional 5 cents added to excise tax on cigarettes brings total tax to 35 cents.

October

HWTF announces increased funding for the Tobacco.Reality.Unfiltered (TRU) media campaign to approximately \$4.5 million annually.

2007

May

North Carolina HB 259, “Prohibit Smoking in Public and Work Places,” fails to pass the North Carolina House by a few votes.

June

North Carolina legislators pass a bill prohibiting smoking in all state-owned buildings and authorizing local governments to regulate smoking in local government owned buildings and transportation systems.

North Carolina legislators pass a bill permitting the buildings of UNC system schools, along with UNC and ECU healthcare systems, to be designated smoke-free within 100 feet of a building.

North Carolina legislators prepare to pass a bill making all North Carolina public schools 100% tobacco free.

Running Programs Effectively

Implementing successful tobacco use prevention and cessation programs in North Carolina communities requires leadership, experience, and skills. In accordance with CDC best practices, effective, comprehensive tobacco control programs at the state level must provide technical assistance to community programs. Community programs should develop partnerships, maintain active youth programs, advance policy change, provide trainings, and manage resources. This section of the report examines how effectively the Teen Initiative's programs are meeting these outcomes.

Do HWTF grantees' action plans and activities continue to remain in line with proposed outcomes?

Grant coordinators continue to meet with technical assistance providers and HWTF staff annually to develop and modify action plans related to the Teen Initiative's goals and objectives. Action plans receive approval when community level activities are directly related to overall program goals. This year, grantee staff and their partners attended numerous trainings to improve their skills in working with youth in tobacco use prevention and cessation and secondhand smoke exposure reduction.

Do HWTF grantees continue to use TA providers and evaluation reports?

HWTF continues to contract with technical assistance providers who are available to serve all grantees. The vast majority of grantees being served reported that their specific TA needs were met. In addition, evaluation reports are posted on the TPEP website, and grantees can access that information as needed.

Do grantees continue to recruit diverse partners for coalition memberships?

Grantees continue to seek and receive the synergistic effect of forming partnerships with other grantees and community organizations. Partnerships allow grantees to share resources and network about innovative ways to implement best practices. To this end, grantees reported on TA surveys forming 182 new partnerships in their communities. Also of note is the formation of small networks (i.e., 3-5 grantees in close proximity geographically) who work together to implement program activities. This data is consistent with previous years, showing:

- Over 90% of grantees indicated that they collaborated extensively with existing partners;
- Seventy-two percent of grantees reported working extensively with new partners;



- More than 50% of grantees said they partnered extensively with Community/School grantees; and
- Eighteen percent of grantees reported partnering extensively with HWTF Priority Population grantees to address policy change objectives.

Is the Teen Initiative Program continuing to be implemented as planned?

Grantees perceive that their overall program objectives were met to a great extent (rating of 7.5 on a 10 point scale). During the annual action planning process, grantees set achievement goals for five outcome indicators, and they achieved 85% of their total target (375 of 442).

Reports showed that grantees:

- Exceeded their goal by approximately 24% for smoke-free policy adoption in areas frequented by youth;
- Met 89% of their goal for ATS policy adoption in schools with and without 100% TFS policy; and
- Met less than 30% of their goals for TFS policy votes² and school and community settings institutionalizing best practices for cessation.

²State legislation requiring all N.C. school districts to implement 100% TFS policy by August 2008 passed in July of 2007.

What else can the Initiative and grantees do to ensure programs are run effectively?

- The HWTF can help grantees focus youth empowerment activities on common statewide goals, such as smoke-free policies in restaurants where youth congregate or the removal of tobacco ads in stores.
- Grantees can expand the formation of small coalitions with 2 or 3 other grantees in order to accomplish program goals. Through these small groups, less-experienced grantees learn from more-experienced ones.
- Specific foci for coalitions could include youth recruitment through larger-scale, multi-county events or initiatives.
- Grantees should continue to strengthen their contacts with state and local government leaders by contacting them regularly about their program accomplishments. HWTF may consider urging each grantee to contact at least one elected government or tribal official.
- Grantees should take advantage of the recently expanded statewide TRU recruitment strategies to assist and accelerate local recruitment efforts.³
- HWTF should discuss with grantees a continuous quality improvement initiative as an ongoing basis of improving communication, streamlining processes, and resolving concerns.
- For more detailed descriptions of grantee accomplishments in this area, see Appendix A.

Do HWTF grantees continue to have active youth empowerment programs?

- Data show that 91% (42 of 46) of Community/School and Priority Population grantees reported activities and outcomes that were led by youth.
- At the end of the year, grantees reported 114 youth groups and 1,533 youth working actively in this capacity, using skills learned in trainings offered through the grantee network. This represents a slight increase in youth involvement relative to the number reported in 2005-06.
- Grantees offered 232 skill-building trainings to youth this year and an additional 50 trainings to their adult leaders.
- Data from the 2007 NC Media Tracking Survey demonstrate that 26% of North Carolina youth report participating in a school event and 13% in a community event in the previous year to decrease tobacco use.

Do grantees and youth continue to use knowledge and skills to advance policies?

Over the past several years, grantees recruited youth to participate in the Teen Initiative and trained them to provide education in the community and advance policies. The Teen Initiative is now beginning to see the benefits of its investment in youth, as demonstrated by the following:

- 47% (2,042 of 4,357) of all activities reported by Community/School and Priority Population grantees were youth led, compared to 30% in 2005-06; and
- 24% (442 of 1,816) of grantee activities related to TFS policies and smoke-free policies in areas frequented by youth were youth led.
- Over a quarter of the youth-led activities this year involved the creation or dissemination of media and promotional messages, and nearly 40% of youth-led activities involved tobacco use prevention activities (e.g., presentations to peers and younger students, participation in health fairs and activities for special events, such as Kick Butts Day or the Great American Smokeout).



³In September, 2007, HWTF launched a new TRU recruitment campaign aimed at enrolling 5,000 youth in the tobacco use prevention movement by the end of the 2007-08 school year.

Preventing Youth from Starting to Use Tobacco

Following best practices guidelines, HWTF teen grantees advocate for the adoption of and compliance with 100% Tobacco Free School (TFS) policies and implement activities to reduce youth access to tobacco, decrease youth susceptibility to tobacco industry advertising, and educate about product pricing.

Do North Carolina communities' attitudes against teen tobacco remain strong?

- The most recent Semi-Annual survey data show that 73% of grant coordinators for the Teen Initiative reported that their communities regarded youth tobacco use as a serious health issue, down from 91% during the previous six months.
- 2007 MTS data show that North Carolina youth continued to report very strong attitudes against tobacco use:
 - Over 80% of North Carolina youth reported that starting smoking would result in damage to their health; and
 - Over 90% stated that cigarettes are addictive.
- 2007 MTS data also show that while the great majority (85%) of youth expressed disapproval of their peers using cigarettes or spit tobacco, over 50% believed that their peers think it is okay to smoke.

Do North Carolina communities continue to support policies to reduce youth initiation?

Data increasingly show that both adults and youth in North Carolina strongly support policies to reduce youth initiation and second hand smoke exposure, as shown below:

- According to 2006 CHAMP survey data:
 - 90% of North Carolina parents thought it was very important for North Carolina to take additional actions to prevent and reduce youth tobacco use; and
 - 85% of parents strongly supported 100% TFS policies in their children's schools.
- The 2006 PALS survey data show that almost all North Carolina adults (90%) support statewide legislation mandating 100% TFS policies. Sup-

port for this law was high among both non-smokers (94%) and smokers (78%). Among adults who regularly attended school events, approximately five times as many indicated they would be more likely to attend if a 100% TFS policy were passed than those who indicated they would be less likely to attend.

- The 2007 MTS data indicate that over 95% of North Carolina youth supported 100% TFS policies. Ninety percent of youth supported making indoor dining areas in restaurants and other indoor recreation areas such as bowling alleys completely smoke free. Nearly three-fourths of North Carolina youth extended this support to outdoor seating in restaurants and outdoor recreation areas like parks.

Did the number of 100% TFS policies continue to increase?

- By the end of 2006-07, 76% (87 of 115) of North Carolina school districts had adopted 100% TFS policies, up from 67% in 2005-06 and 22% in 2003 when HWTF began funding local coalitions.
- Four grantees worked to help pass 100% TFS policies in four school districts this year, including one policy that passed with the help of a partnership between a Community/School grantee and a Priority Population grantee.
- HWTF technical assistance providers, including Question Why, successfully helped pass TFS policy adoptions in the remaining counties.

Do students, staff, and visitors continue to comply with existing 100% TFS policies?

- Overall, the program saw a natural shift in activity toward compliance with 100% TFS policies, rather than adoption of 100% TFS policies, as more school districts have become 100% Tobacco-Free.
- Grantees continue to work toward increasing compliance with existing policies by adding signage, increasing media messages, advancing Alternative to Suspension (ATS) adoption, and promoting cessation resources for school staff.
- Outcome data about compliance with 100% TFS policies in the 2005 YTS indicate that fewer students reported smoking on school property than in previous years. The 2007 YTS has additional questions to further assess compliance, and the 2007-08 HWTF Annual Report will contain these data.



Has there been an additional increase in the price of tobacco products?

- HWTF grantees continue to have a goal of educating communities on the relationship between the price of tobacco products and youth initiation. This year, grantees produced 9 media messages and 11 presentations addressing this issue.
- Data released in 2006 by the North Carolina Department of Revenue indicate that the increase in North Carolina's cigarette excise tax in 2005 significantly reduced cigarette sales in 2006. The impact of this excise tax increase will be assessed in the 2007 YTS, and reductions in youth smoking rates are expected.
- The recent tax increase in the 2007 North Carolina legislature for non-cigarette tobacco products should decrease youth tobacco use of cigars and smokeless tobacco.

How do grantees perceive their progress on educating their communities on the link between the price of tobacco products and youth initiation rates?

Grantees' perception of achievement in this area was the lowest it has been since the Initiative's inception. This perception may be due to a de-emphasis on policies related to pricing across the entire Initiative along with the recent statewide efforts that increased the excise tax. Ongoing grantee effort in this area supports evidenced-based policies clearly linked to reductions in youth tobacco use.

Do youth have reduced susceptibility to tobacco industry marketing?

- Data from the 2007 MTS survey indicate that North Carolina youth remain quite susceptible to tobacco industry marketing and promotion:
 - Over 90% of youth surveyed reported seeing advertisements for cigarette brands in nearby stores during the previous 60 days;
 - Approximately 70% of youth surveyed continued to report that cigarette advertising shows that smoking is okay or cool; and
 - Nearly two-thirds of youth expressed beliefs that cigarette companies try to convince young people to smoke.
- Conversely, grantees reported that nine convenience stores and gas stations removed all tobacco ads targeting youth, following merchant education activities.

How do grantees perceive their progress toward goals of educating merchants regarding tobacco sales laws and reducing tobacco advertising that appeals to youth?

- Grantees' perception of achievement in this area remains relatively low (4.8 on a ten-point scale), despite a 127% increase in the level of activity reported this year relative to 2005-06.

Has there been a reduced susceptibility to experimentation with tobacco products?

- The 2005 YTS data show a small downward trend in susceptibility, with more youth being classified as “never smokers who are not susceptible to tobacco use” (i.e., 59.7% of middle school and 38.0% of high school youth in 2005 compared to 58.0% of middle school and 31.9% of high school youth in 2003). The 2007 YTS data, to be reported in the 2007-08 HWTF Annual Report, will indicate whether this trend continues.

Are fewer youth currently using tobacco now than before?

Data from the 2007 YTS survey will be available in the 2007-08 HWTF Annual report. The last data reported from YTS in 2005 showed the following:

- The percentage of North Carolina middle school students who were current smokers decreased steadily from 18.4% in 1999 to 10.5% in 2005;
- The percentage of North Carolina high school students who were current smokers decreased steadily from 38.3% in 1999 to 28.5% in 2005;
- The rate of change from 2003 to 2005 appeared higher than the rate of change between 2001 and 2003; and
- Students attending high schools with established 100% TFS policies (defined as having the policy for at least four years) were 32% less likely to be tobacco users and 40% less likely to be smokers than students in schools without such policies.





TOBACCO. REALITY. UNFILTERED.

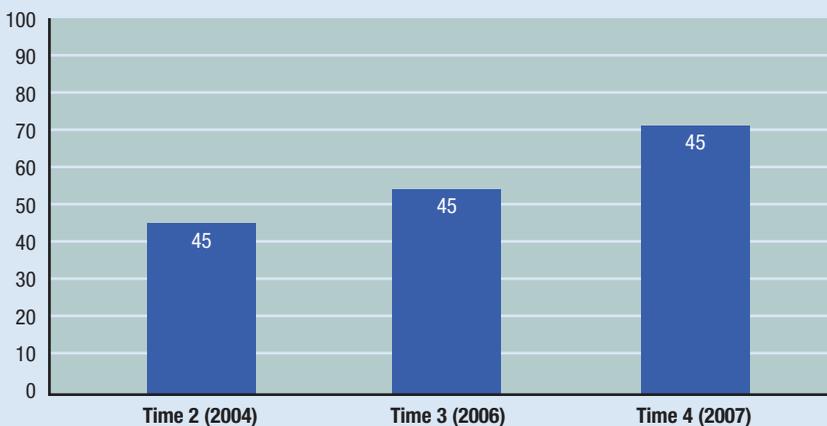
How is the TRU media campaign designed to prevent youth tobacco use?

The Tobacco.Reality.Unfiltered. (TRU) media campaign targets youth aged 11 to 17 with television ads designed to prevent youth from starting to smoke. The ads are based, in part, on a model demonstrating serious health consequences of tobacco use affecting real people in North Carolina. (See the ads at <http://www.healthwellnc.com/trustories/default.htm>)

Does the TRU campaign continue to reach North Carolina youth?

- The 2007 MTS data indicate:
 - o Youth awareness of the TRU campaign increased from 54% in 2006 to 71% (representing more than 500,000 youth) in 2007 (See Figure 2 below); and
 - o Youth awareness of the TRU brand increased from 42% in 2006 to 58% in 2007. Recognition of the Tobacco.Reality.Unfiltered. brand increased from 48% in 2006 to 55% in 2007 (See Figure 3 below).
- Grantees believed that youth in their communities have been exposed to the TRU campaign to a moderate extent (6.9 on a ten-point scale).
- Data from the 2006 PALS survey show that almost one-half of North Carolina adults also have confirmed awareness of the TRU campaign.

Figure 2: TRU Campaign Awareness (2004-07)



Does the TRU campaign continue to resonate with North Carolina youth?

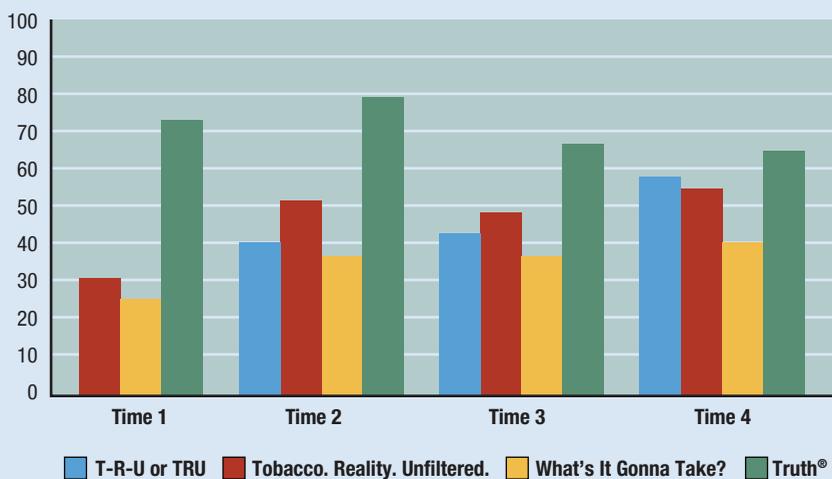
- The 2007 MTS data indicate that:
 - More than 95% of North Carolina youth who had seen the 2007 ads reported that they were convincing, attention-grabbing, and gave good reasons not to use tobacco; and
 - Over 25% of North Carolina youth reported that they talked to their friends about the ads, indicating high “chat value.”

What role did grantees play in achieving these outcomes in 2006-07?

- Grantees created and disseminated 373 media messages promoting the adoption of and compliance with 100% TFS policies.
- Grantees conducted 56 education presentations and 10 readiness assessments on the importance of adopting 100% TFS policies.
- Grantees held 123 meetings with school and community leaders to address the importance of compliance with existing 100% TFS policies.
- Grantees conducted 53 presentations demonstrating effective cessation resources for school staff.
- Grantees worked in 54 schools to promote the adoption of Alternative to Suspension programs;
- Grantees created and disseminated 638 prevention education media messages targeted to youth, as well as 47 messages to promote enforcement of underage tobacco sales law.



Figure 3: Youth Awareness of Tobacco Use Prevention Campaign Brands/Slogans (2004- 07)



- Grantees participated in 345 merchant education activities.
- For more detailed descriptions of grantee accomplishments in this area, see Appendix A.

What else can the Initiative and grantees do to further decrease youth initiation of tobacco?

- HWTF should consider making “# of stores that remove tobacco ads” an outcome indicator in 2007-08. This would provide youth and coordinators with a focused goal for addressing the area of reducing tobacco advertising that appeals to youth. Relevant trainings and technical assistance should be encouraged.
- Grantees may consider focusing on training in areas that increase youth confidence in speaking directly with store owners and other adults in positions of authority regarding tobacco use prevention issues (e.g. advocacy, public speaking, professionalism).
- Similar to the Venue Verification Study examining secondhand smoke policies, HWTF should consider conducting a special study for the next fiscal year that would verify the complete removal of tobacco ads in stores.
- Grants managers and TA providers should provide strategies and support to grantees in areas where 100% TFS policy adoption is difficult, but where room for improvement in ATS adoptions in individual schools still exists.
- Youth that are recruited to work on the initiative should have cohesive activities statewide to advance policies and compliance with those policies.

Reducing Secondhand Smoke Exposure Among North Carolina Youth

In 2006, the U.S. Surgeon General released a report called *The Health Consequences of Involuntary Exposure to Tobacco Smoke*, in which it was stated that there was no safe level of SHS exposure. This reinforced the need to continue activities to reduce youth's and young adults' exposure to SHS. Grantees continue their efforts to advance 100% smoke-free policy adoption in venues frequented by youth to reduce SHS exposure.

Do North Carolina communities continue to increase their awareness about the dangers of SHS, and do they continue to increase support for policies that reduce youth exposure to SHS?

- 2006-07 data show an overall high degree of community support for strong SHS reduction policies in places frequented by youth:
 - o 2006 CHAMP survey data show that 96% of parents supported tobacco free policies in indoor recreational areas and restaurants frequented by youth;
 - o 2006 North Carolina BRFSS data show that the majority of adults believed that smoking should not be allowed at all in indoor dining area of restaurants (67%), public buildings (77%), convenience stores (82%), and indoor sporting events or concerts (81%); and
 - o 2006 PALS data (see Table 3) show that:
 - In a statewide sample, more than two-thirds of adults supported State legislation to prohibit smoking in public, indoor places;
 - In Johnston County, a large tobacco producing county in North Carolina, almost 60% of adults supported the legislation; and
 - Approximately three-fourths (73.1% of the statewide sample and 78.5% of the Johnston County sample) of respondents believed that secondhand smoke could cause lung cancer or heart problems in non-smokers.



Table 3. Adult Support in North Carolina for State Legislation Prohibiting Smoking in Public, Indoor Places

	Statewide	Johnston County
Support Statewide Law	67.6%	59.7%
Do Not Support Statewide Law	31.6%	38.4%

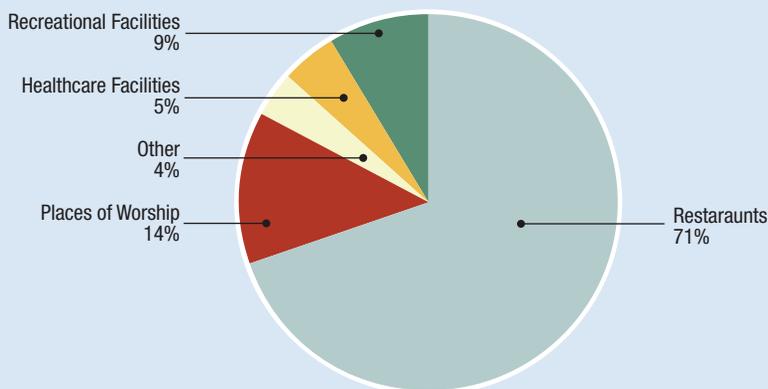
Does the number of tobacco-free policy adoptions in areas frequented by youth continue to increase?

- In 2006-07, grantees reported 252 new smoke-free policies adopted in venues frequented by youth, bringing the total number of policies reported by grantees since April of 2003 to 542. (See Figure 4 below) Just over 70% (179) of the venues were restaurants, and 14% were places of worship. (See Figure 5 below.)

Figure 4. Total Number of Smoke-Free Policies in Areas Frequented by Youth (2003-07)



Figure 5. 100% Smoke-free policies adopted (n=252) by type of venue

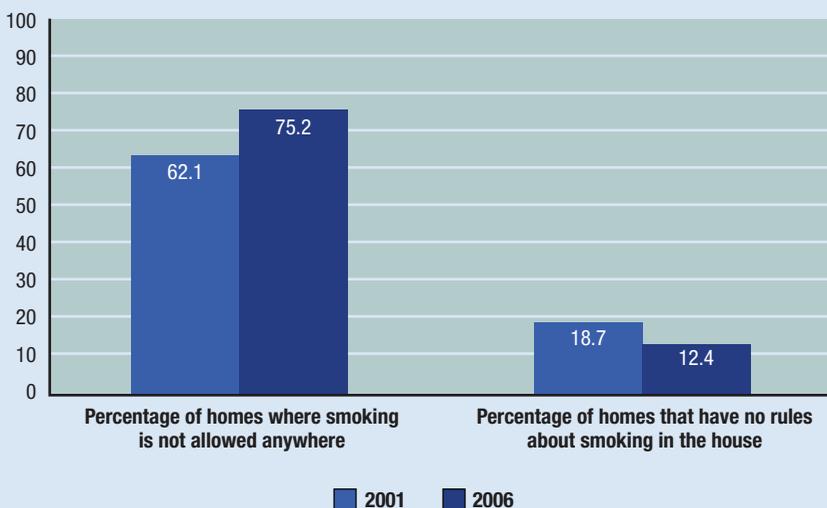


- Results from TPEP’s Venue Verification Study of smoke-free policy adoptions reported in the first half of the 2006-07 program year indicated that:
 - o 90% (37 of 41) of venues surveyed appeared to conform to the 100% smoke-free policy description; and
 - o Overall, observers noted high rates of policy compliance among venues. Policy signage was present in 60% of the venues visited.

Has there been a reduction in youth exposure to SHS?

- BRFSS data showed a steady five year increase in the number of homes in North Carolina where smoking is not allowed anywhere (from 62.1% in 2001 to 75.2% in 2006). Simultaneously, fewer homes in North Carolina are reported to have no rules about smoking in the house (18.7% in 2001 and 12.4% in 2006). See Figure 6.
- The 2007 MTS data showed that about one of every four youth reported that there is someone in their home who continued to smoke cigarettes, indicating continued high risk for second hand exposure.

Figure 6. Percentage of home where smoking is not allowed anywhere in the home and where there are no rules about smoking (2001-06)



Source: Centers for Disease Control and Prevention, Behavioral Risk Factor Surveillance System (BRFSS), 2001 and 2006.

NC youth and their caretakers can call **1-800-QUIT-NOW** or go to **www.quitline.com** to receive advice, support, and referrals to local cessation resources.



What role did grantees play in achieving these outcomes in 2006-07?

- Grantees created and disseminated 348 media messages to promote adoption of smoke-free policies.
- Grantees conducted 396 educational presentations and meetings in schools and communities or with business managers, owners, or community leaders to promote adoption of smoke-free policies.
- Grantees conducted 93 petition and survey drives with results disseminated to business owners this year, a 133% increase compared to 2005-06.
- Grantees encouraged 53 venues to adopt improved smoke-free policies as a stepping stone to 100% smoke-free policies.
- For more detailed descriptions of grantee accomplishments in this area, see Appendix A.

What else can the Initiative and grantees do to further decrease youth exposure to SHS?

- Use peer pressure in a positive way. As mentioned in the 3-year Outcomes Report, grantees should capitalize on previous successes by gaining press for their programs and the venues with whom they work.
- Similarly, HWTF should consider compiling accomplishments related to SHS policy adoption by county to disseminate on an ongoing basis.
- Grantees should continue to form new partnerships and use information gleaned from these networks to implement innovative strategies for encouraging SHS policy adoptions in venues frequented by youth.
- Grantees should continue to work with venues that have adopted improved SHS policies to create 100% smoke-free policies.

Helping Youth Quit Using Tobacco

With the help of HWTF grantees, N.C. youth are able to learn about and access a number of proven methods for quitting tobacco use. These methods include the Not-on-Tobacco (N-O-T) Program, the NCSTEP program for quitting spit tobacco, and the new NC Tobacco Quitline (Quitline NC), which launched in November 2005. Grantees also work in their communities to train health professionals on 5A counseling for youth.

Does the cessation quitline remain operational and is it utilized by youth?

Quitline NC continues to provide free, telephone-based support to youth who were interested in quitting their tobacco use. In Quitline NC's first twenty months of operation:

- 165 youth from across North Carolina called for help with cessation (70% of these youth called between July 2006–June 2007).
- Twenty-four percent of all youth callers were Black/African American and 7% were Hispanic.
- Nine youth callers were either breastfeeding, planning a pregnancy, or pregnant.
- Youth most frequently heard about Quitline NC via the radio, TV, and health professionals.
- The majority of youth callers (89%) requested to participate in Quitline NC's Multi-Call or One-Call Program.

Was there an increase in awareness, knowledge, intention to quit, and support for policies that support cessation?

YTS data to be released in 2007 will demonstrate whether progress is being made toward this important goal for improving cessation rates among youth.

Was there an increase in the number of health care providers and health care systems following Public Health Service (PHS) guidelines?

While this is an important goal for North Carolina's comprehensive tobacco control program, no data currently exist to document rates of compliance with PHS guidelines.



Are HWTF grantees continuing to increase the availability of cessation services to youth?

- Grantees increased the availability of cessation services in 61 school and community settings by assisting them in the institutionalization of best practices for cessation, such as N-O-T, 5A counseling for youth, Quitline NC, and NCSTEP services for spit tobacco cessation.
- A total of 132 youth completed the N-O-T curriculum for tobacco cessation.

How do grantees perceive their progress on increasing access to effective tobacco use cessation services for youth?

- This year, Teen Initiative grantees reported achieving their cessation-related program objectives to a large extent (7.3 on a ten-point scale).

Has there been an increase in the number of successful quit attempts by youth?

- According to recent Quitline NC data, 33% of youth callers who responded to a seven-month follow-up survey (n=9) reported that they had quit their tobacco use for 30 days or more.
- Since enrolling in Quitline NC, 14% of youth survey participants had made four or more serious quit attempts lasting more than 24 hours and 20% had reduced their tobacco use compared to their initial use reported at enrollment.

What role did grantees play in achieving these outcomes in 2006-07?

- Grantees created and disseminated 207 media messages to promote cessation resources.
- Grantees conducted 147 presentations or meetings promoting the North Carolina Quitline, N-O-T Program, and 5A counseling for youth.
- Grantees coordinated 29 trainings for 627 healthcare professionals on cessation resources.

What else can the Initiative and grantees do to advance the goal of helping youth quit using tobacco products?

- Grantees should increase activities promoting Quitline NC to improve utilization of the service and promote cessation among youth, particularly by using resources provided through the new Quitline NC media campaign.⁴
- As mentioned in the Three-Year Outcomes Report, an assessment of the N-O-T program should remain a priority among stakeholders to determine if the program needs to be modified or eliminated.
- Small coalitions of grantees could encourage youth to become involved in the promotion of Quitline NC through activities that reach a widespread youth audience. Such activities could also, when planned and implemented with youth participation, further social norms against smoking among their peers.

Addressing Disparities

Four statewide agencies are funded by HWTF to specifically address tobacco-related disparities among youth in African American, Hispanic, and Native American communities. There is also collaboration with medical and faith-based communities. All grantees are encouraged to tailor some program activities to reduce disparities, with the goal of reducing and ultimately eliminating disparities related to tobacco. Technical assistance is available to assist grantees in this endeavor.

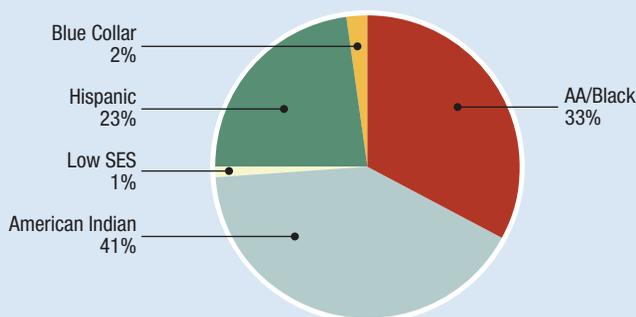
Do grantees continue to work with populations affected by tobacco-related disparities?

- Approximately 15% (671 of 4,357) of all activities reported by Community/School and Priority Population grantees were uniquely designed for populations experiencing tobacco-related disparities.
- Data show that grantee activities uniquely designed for populations experiencing tobacco-related disparities were somewhat evenly distributed with approximately one-third of activity being directed each to Hispanic, African American, and American Indian youth. (See Figure 7)
- Of note is the increase in activity designed for American Indian Youth (41% of all uniquely designed activity compared to 21% of all uniquely designed activities in 2005-06).

To what extent are grantees achieving their goals of addressing tobacco-related disparities?

- Data indicate that 43% of grantees reported achieving their objectives to a large extent related to decreasing the proportion of youth from identified populations who use tobacco products.

Figure 7. HWTF Teen Initiative grantees' uniquely designed activities, by population addressed, 2006-07



⁴In September 2007, HWTF launched a new Quitline NC media campaign designed specifically for 18-24 year olds but with recognized appeal for younger populations.

- Grantees reported partnering with HWTF Priority Population grantees to address policy change objectives to a low extent (3.1 on a ten-point scale).

What are the current rates of youth tobacco use among selected priority populations?

- There was a dramatic drop in the rate of cigarette use by African American high school youth from 2003 to 2005 (from 20.1% to 12.8%), as demonstrated in YTS data. The 2007 YTS data will be reported in the 2007-08 HWTF Annual Report and will hopefully show a continuation of this trend.
- The 2005 YTS show that the rate of current use of cigarettes among Hispanic high school youth in 2005 was 19.9% (the small sample size makes comparison to prior years difficult).
- No statewide data currently exist for rates of tobacco use among American Indian youth in North Carolina.

What else can the Initiative and grantees do to further decrease disparities related to tobacco use among North Carolina youth and young adults?

- All grantees should be encouraged (if they are not already doing so) to address the goal of reducing health disparities (more broadly defined) among youth attributable to tobacco use, to look for ways to reach out to populations experiencing disparities within their areas, and consult with their grants managers for TA on how best to accomplish this recommendation.
- Grantees should be encouraged to communicate with existing HWTF Priority Population grantees to determine whether new partnerships could be beneficial for helping both groups better reach their program objectives.
- A focused, statewide effort should extend to other populations, such as non-college, working young adults and youth affected by low SES.
- A concerted effort should be made to recruit youth to participate in the Teen Initiative who are from populations affected by tobacco-related disparities, as they can be effective role models for healthy behavior among their peers.
- HWTF should consider funding a statewide project to determine rates of tobacco use among American Indian youth in North Carolina.

Future Directions

Statewide comprehensive tobacco programs that are funded at levels close to CDC recommendations have demonstrated substantial decreases in tobacco consumption rates. In order to improve the health of North Carolinians, funding should continue to increase toward CDC minimum recommended dollars to support HWTF tobacco-free initiatives. At this important juncture in the Teen Initiative, when so many objectives are being realized, HWTF can continue to selectively increase their allocation of resources with input from national and state experts. Grantees have requested more opportunities to network with one another and desire consistent and timely communication from HWTF. In addition, HWTF should examine ways to effectively reach populations experiencing disparities, whether those are due to geography, socio-economic status, or culture. Another cornerstone of HWTF initiatives has been the incorporation of youth empowerment strategies. These strategies should be maximized in the future, with clear policy directives for youth activities.

Appendix – Grantees’ 2006-07 Major Accomplishment Reports

Every six months, the grantees of the HWTF Teen Initiative are asked to describe the major accomplishments of their programs. Full text of grantees’ major accomplishments reports (in their own words) are sorted into themes and can be found at http://fammed.unc.edu/TPEP/teen_use.htm.

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