



# North Carolina Health and Wellness Trust Fund

## Teen Tobacco Use Prevention and Cessation Initiative

### Teen Outcomes Evaluation

*Annual Report*  
*2007 - 2008*

Prepared for:  
North Carolina Health and Wellness Trust Fund



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



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**For more information about the Outcomes Evaluation of the  
North Carolina Health and Wellness Trust Fund's  
Teen Tobacco Use Prevention and Cessation Initiative,  
please contact:**

**Tobacco Prevention and Evaluation Program**

**University of North Carolina at Chapel Hill**

**School of Medicine**

**Department of Family Medicine**

**CB #7595, Manning Drive**

**Chapel Hill, NC 27599**

**T: 919-843-9751**

**F: 919-966-9435**

**Web: [www.tpep.unc.edu](http://www.tpep.unc.edu)**

**Email: [tpep@med.unc.edu](mailto:tpep@med.unc.edu)**

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## A. EXECUTIVE SUMMARY

### A.1. Overview

The North Carolina Health and Wellness Trust Fund (HWTF) works to reduce and prevent tobacco use among youth and young adults in North Carolina. The HWTF Teen Tobacco Use Prevention and Cessation Initiative (Teen Initiative) was established in 2003 and continues to grow both in the number of policy outcomes and in the number of individuals and groups involved. Since the Teen Initiative began, the number of grantees increased from 30 in 2003 to 46 in 2006. Substantial activity, progress, and program outcomes continued to occur statewide across the Teen Initiative program goal areas during 2007-2008, with almost all grantees working in most focus areas. Data show continued declines in middle and high school youth tobacco use, with the rate of decline higher from 2003-2007 (during HWTF funding of the Teen Initiative) than from 1999-2003.

To prevent youth initiation of tobacco use, grantees successfully promoted adoption and compliance with 100% tobacco-free school policies. Ten new school districts adopted 100% tobacco-free school policies. Students reported decreased personal use and awareness of others' use of tobacco products on school grounds. Other policy strategies to decrease initiation continued, with a greater number of indicator changes for increasing compliance with underage tobacco sales laws and for presentations on increased product pricing.

Youth empowerment activities (e.g., skill building trainings and youth recruitment for online TRU campaign) took on an even greater emphasis in 2007-08 compared to previous years. Youth empowerment activities accounted for 55% of programmatic indicator changes, an all time high for the Initiative. Grantees reported the highest ever number of contacts to educate government officials about the Teen Initiative and the largest number of earned media messages since the program's inception.

The TRU (Tobacco.Reality.Unfiltered) media campaign and brand has established strong identity among North Carolina youth with specific ads recognized by over 80% of all youth and brand awareness increasing significantly from 2005 to 2007. TRU is now the primary source of anti-tobacco media exposure for North Carolina youth.

Adoption of 100% smoke-free policies in venues frequented by youth continued to occur with 161 new policy adoptions in 2007-08, and over 700 since the Initiative began. The number of smoke-free policy adoptions, meetings to promote policy adoption, surveys, and media messages about youth exposure to secondhand smoke declined relative to the previous year.

Policy outcomes related to tobacco cessation among youth include institutionalizing best practices for cessation in school and community settings. While it is difficult, given current limitations in data collection, to compare policy outcomes in cessation between years, it is clear that grantees increased their activities targeted toward cessation in 2007-08.

Grantees reported some barriers to program success, but at rates no higher than in previous years. Some of these barriers may be overcome with dedicated training and improved communication.

Specific recommendations for program improvement include ensuring program funding for continuation of current media campaigns and community/ school interventions, renewing a focus on policy measures to reduce secondhand smoke exposure among youth, and facilitating increased evidence-based tobacco prevention curricula in schools.

## A.2. Key Outcomes and Program Accomplishments

Grantees reported 6,410 programmatic indicator changes (not including administrative measures) in 2007-08, a 49% increase in total activity relative to 2006-07.

### **Prevent youth initiation of tobacco use**

2007 North Carolina Youth Tobacco Survey (YTS) data indicate a decline in youth tobacco use. Middle school cigarette use is at 4.5%, down from 5.8% in 2005 (2007 YTS). Nineteen percent of high school students smoke cigarettes, a decrease from 20.3% in 2005. The number of students who report ever having used tobacco also decreased.

These declines in use have occurred more rapidly since 2003 when HWTF-funded grantees began working in local communities and schools. From 1999-2003, middle school smoking decreased by 38% and during 2003-07 it decreased by 51.6%. Similarly, from 1999-2003, high school smoking decreased by 13.6% and from 2003-07 by 30.4%

#### *Youth empowerment*

Youth empowerment remains an important component of the Teen Initiative, reaching an all time high in numbers of youth involved and trained. The number of youth actively involved and trained in tobacco prevention activities has slowly increased since the inception of the Teen Initiative. Possible reasons for this include an increase in the number of grantees, the greater number of trainings provided, and the Initiative's campaign in 2007-08 to recruit 5,000 youth to the online Tobacco.Reality.Unfiltered. campaign.

- Fifty-five percent (3,511 of 6,410) of all programmatic indicator changes (not including administrative measures) were youth-led this year, compared to 47% in 2006-07 and 30% in 2005-06.
- Grantees reported a total of 535 skill-building trainings for youth in 2007-08, more than twice the 232 trainings reported in 2006-07.
- The number of active youth groups has stabilized, with approximately 150 youth groups across the state. Over half of the youth in these groups continue to represent populations historically experiencing tobacco-related health disparities (i.e. African American; Latino; American Indian; lesbian, gay, bisexual, and transgender [LGBT]; low socioeconomic status [SES], etc.)

#### *100% Tobacco-Free School (TFS) policies*

In accordance with best practice guidelines, grantees worked to promote adoption of and compliance with 100% Tobacco-Free School (TFS) policies. The number of school districts passing 100% TFS policies continued to increase, with a marked increase after HWTF implemented the Teen Initiative. 2007 YTS data indicated tobacco use on school property has decreased since 2003, though there is still not full policy compliance. Only 1.3% of middle school youth and 7.6% of high school youth reported smoking on school property in the past 30 days, down from 2.7% of middle school youth and 12.3% of high school youth in 2003.

HWTF was instrumental in working with the NC General Assembly in passing legislation in July 2007 requiring all NC public school districts to adopt 100% tobacco-free school (TFS) policies by August 2008. Grantees began shifting focus from policy adoption to policy compliance.

- Ten additional schools adopted 100% TFS policies in 2007-08.
- Grantees reported 115 presentations promoting cessation resources, 285 media messages, and 186 meetings with school/community agencies to encourage implementation and compliance with 100% TFS policies.
- Thirty-nine schools adopted Alternative to Suspension (ATS) programs (part of a 100% TFS),
  - Over 140 schools offer ATS programs across North Carolina.

### *Media campaign*

North Carolina's multi-media tobacco prevention's televised media campaign, Tobacco.Reality.Unfiltered. or TRU, continued to air during the 2007-08 year. The campaign targets youth aged 11 to 17 with television ads featuring real North Carolinians describing their personal experiences with the serious health consequences of tobacco use.

2007 YTS data showed that awareness of the TRU ads and brand remains high among North Carolina youth.

- 84.7% of middle school students and 88.8% of high school students reported having seen ads that were part of the TRU campaign.
- 54.6% of middle school students and 62.5% of high school students reported seeing television ads with the TRU brand at least once during the previous month.
- 61.8% of middle school and 68.3% of high school students reported awareness of the Tobacco.Reality.Unfiltered brand.

In the spring of 2008, HWTF launched a new media campaign, "TRU Teens of the Month," featuring NC teens who had entered and won local contests with entries highlighting the importance of being tobacco-free.

In addition to the activities noted for youth empowerment, tobacco-free schools, and the media campaign, grantees reported:

- 512 activities to increase compliance with underage tobacco sales laws.
- Two stores removing tobacco ads completely from their buildings.
- A nearly five-fold increase in product pricing indicator changes in 2007-08 relative to 2006-07, including 69 presentations to school and community members on the link between tobacco pricing and youth initiation.

## **Eliminate youth exposure to secondhand smoke**

All 46 grantees reported working in the secondhand smoke exposure focus area, and they reported 161 100% smoke-free policy adoptions in 2007-08. While youth continued to have increased access to smoke-free venues, policy outcomes for secondhand smoke decreased in number relative to previous years (from the 252 smoke-free policy adoptions reported in 2006-07). Seventeen grantees did not report any 100% smoke-free policy adoptions in 2007-08. Since the start of the Initiative, grantees reported more than 700 smoke-free policy adoptions statewide.

- Forty-one places of worship adopted 100% smoke-free policies in 2007-08 (compared to 35 in 2006-07).
- Grantees held 224 meetings with key business leaders to promote adoption of smoke-free policies, compared to 396 meetings during 2006-07.
- Grantees conducted 79 patron survey campaigns/petition drives during 2007-08, compared to 93 patron surveys campaigns/petition drives in 2006-07.
- Grantees reported 325 media messages addressing youth exposure to secondhand smoke this year, compared to 348 in 2006-07.

## **Provide tobacco cessation resources for youth**

Grantee reports on promoting cessation resources for youth indicate that grantees have increased their efforts in this focus area in 2007-08 compared to 2006-07. Grantees reported 609 cessation media messages in 2007-08, almost a three-fold increase from the 207 media messages reported in 2006-07. Other findings include:

- Grantees reported 412 presentations/meetings promoting youth cessation resources in 2007-08. In 2006-07, grantees reported 147 such presentations.
- Grantees reported 350 schools and community settings have implemented best practices for cessation targeting North Carolina teenagers.

## **Reduce health disparities among youth attributable to tobacco use**

Grantee reports show that 14% of all programmatic indicator changes reported in 2007-08 were uniquely designed for youth from populations experiencing disparities, similar to the 15% reported in 2006-07. Approximately two-thirds of this work was done by grantees specifically tasked with addressing disparities in identified populations. Data also show that 28 of 40 Community/School grantees reported at least one activity or policy change that was uniquely designed to address tobacco-related health disparities. Twenty-five percent of indicator changes were designed for African-American youth, and 22% were designed for American Indian youth. Youth from low literacy and/or low socioeconomic populations were targeted in 22% of reported activities. Community/School grantees reported the majority of work addressing low literacy and low SES populations, while Priority Population grantees reported the majority of work addressing African American, American Indian, pregnant, and LGBT youth.

## **Infrastructure- Administrative Activity**

Grantee reports on education of government leaders about the Teen Initiative increased significantly in 2007-08 compared to previous years, consistent with recommendations. Twenty-seven grantees reported having 1,493 contacts for educational purposes with elected state or local government leaders during 2007-08, compared to only 118 contacts with these leaders in 2006-07.

- Grantees reported attending 579 training events this year, similar to the 621 such events reported in 2006-07.
- While grantees reported forming 684 new partnerships to advance a tobacco prevention initiative, four-fifths of grantees reported that they rarely partner with grantees working with identified populations statewide (Priority Population grantees).

Grantees reported using an average of 4.3 technical assistance (TA) providers this period, down from 7.1 in spring 2007. The decrease may be attributable to either a decreased need for TA because of the increased experience and maturity of the grantees within the Initiative or a more complex process required for grantees to access TA providers and resources.

### **A.3. Key Barriers to Program Activities**

All 46 grantees (100%) reported at least one barrier to their progress during the 2007-08 year. The most common barriers reported by HWTF grantees are similar to those reported in previous years and include the following:

- Communication or scheduling difficulties with community partners
- Scheduling conflicts including holiday break and weather-based cancellations
- Difficulties getting youth involved or committed
- Staff turnover
- Communication issues with HWTF
- Limited resources
- Resistance to policy change within the community
- Budgetary issues

### **A.4. Recommendations for Program Development and Improvement**

The following are recommendations for future program development and improvement (based on all data sources):

- Establish a specific, shared statewide policy outcome for youth empowerment activities across all grantees;
- Renew efforts to reduce secondhand smoke exposure through smoke-free policy adoptions;
- Pilot new efforts, such as a media campaign, to further reduce youth exposure to secondhand smoke;
- Engage the State's Department of Public Instruction in discussions about the tobacco prevention curriculum in North Carolina schools;
- Provide focused training on each of the commonly recurring barriers presented in these evaluation reports (e.g. communication issues with community partners, transportation and scheduling, getting youth involved);
- Conduct a special study to determine how youth who sign up for the TRU campaign online become actively involved in their local tobacco use prevention movement;



- Investigate methods to regularly track the number of schools implementing ATS programs to ensure a more accurate and up-to-date communication of 100% TFS compliance and ATS information;
- Consider examining to what extent grantees' needs for TA and training continue to be fully met and to be linked to program outcomes;
- Begin tracking tobacco industry promotions that affect youth and young adults; and
- Disseminate program successes to the public and policymakers, statewide and nationally.

## B. METHODS

This section of the report summarizes the progress and activities of HWTF Teen Tobacco Use Prevention and Cessation Initiative (Teen Initiative) grantees during the period July 1, 2007 - June 30, 2008.

As a requirement of their grant, progress reports are submitted by all Community/School and Priority Population grantees on the 5th of each month using a customized, Web-based, Indicator Progress Tracking System (WiPTS). WiPTS collects data based on seven focus areas and 28 performance indicators developed and approved by the HWTF, Tobacco Prevention and Control Branch (TPCB), and the UNC Tobacco Prevention and Evaluation Program (UNC TPEP) (See Appendix A). Annual action plans for the 2007-08 fiscal year were developed by grantees based on these indicators and focus areas. In addition, every six months grantees complete the Semi-Annual Survey, designed to look more broadly at their perceived progress in meeting their goals, their community's views regarding issues of tobacco use, their use of HWTF technical assistance providers, and their progress toward semi-annual indicators. The survey includes Likert-type scales and open-ended questions addressing various program assessment areas, such as indicators, program progress, and community views, as well as resources, support, and technical assistance. Revisions to the Semi-Annual Survey were made for the January-June 2008 reporting period including its administration through an internet-based survey provider (Zoomerang). This transition allowed for ease of use and analysis, as well as increased confidentiality for respondents.

Data for this report were compiled and analyzed by UNC TPEP, with an emphasis on data collected in policy areas (i.e., Tobacco-Free Schools and Secondhand Smoke). To ensure data quality, aggregate WiPTS data are reviewed by at least two UNC TPEP staff. Established criteria and reporting procedures are used to verify indicator changes.

The report also includes data from the 2007 North Carolina Youth Tobacco Survey (YTS), a school-based survey of students in grades 6 through 12. An explanation of methods for this survey can be found at <http://www.schs.state.nc.us/SCHS/pdf/SCHS158.pdf>

Regional analyses for outcomes were based on three regions used in the North Carolina YTS. Maps throughout the report indicate where outcomes (e.g. policy adoptions) have taken place.

Reported program activities are organized by the four goal areas of the Teen Initiative:

- Prevent youth initiation of tobacco use
- Eliminate youth exposure to secondhand smoke
- Promote tobacco use cessation among youth
- Eliminate health disparities among minority youth or other youth populations identified with tobacco-related health disparities

The final sections address the TRU Media Campaign and grantee media activity across all focus areas, description of barriers encountered this period, and a selection of highlighted accomplishments as provided by grantees in their monthly reports.

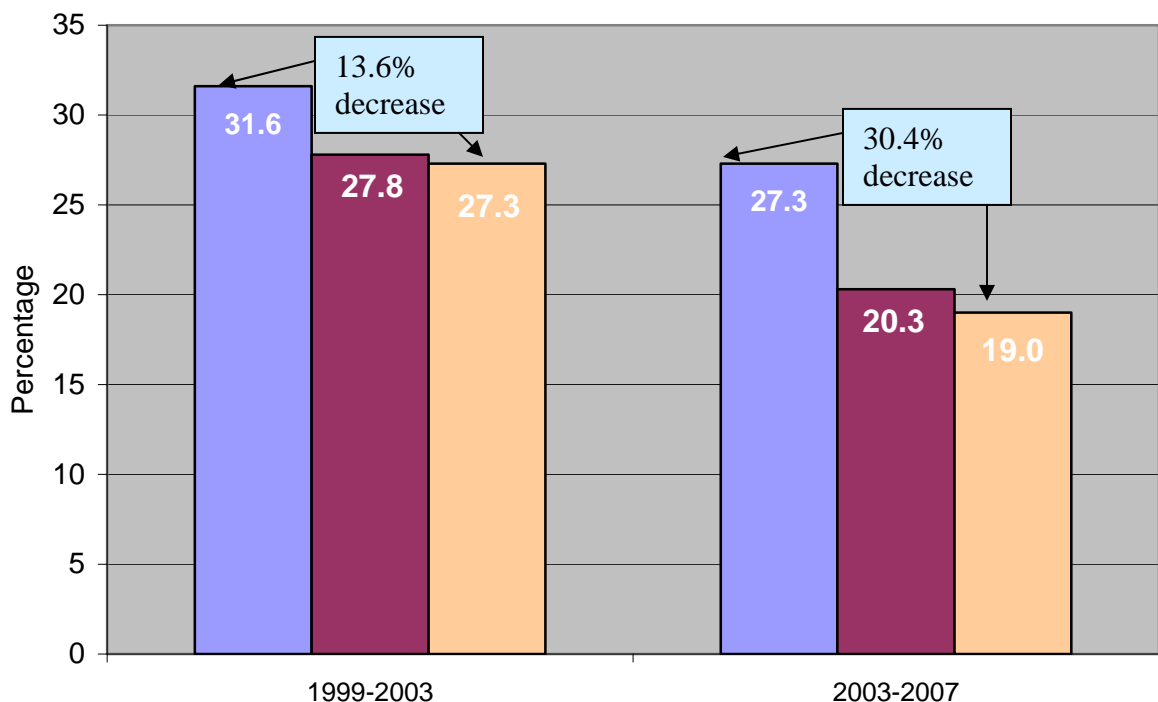
## C. SUMMARY OF PROGRAM ACTIVITIES AND OUTCOMES (2007-2008)

### C.1. Tobacco Use (Youth Tobacco Survey)

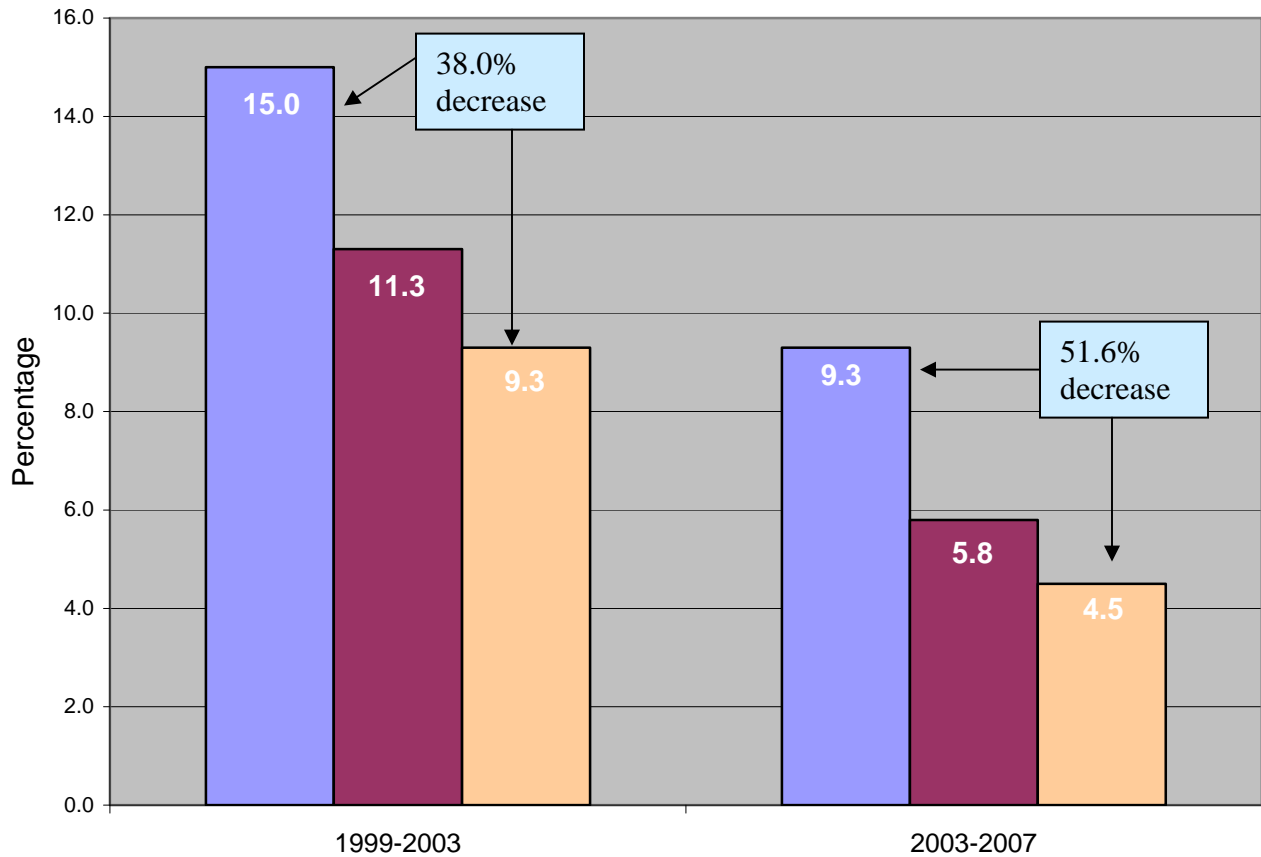
The 2007 Youth Tobacco Survey is a written survey conducted by the Department of Health and Human Services Tobacco Prevention and Control Branch and administered to middle and high school youth during school hours. The survey has been conducted every other year since 1999. Data for North Carolina show continued declines in middle and high school youth cigarette and tobacco use, with the rate of decline higher from 2003-2007 (during HWTF funding of the Teen Initiative) than from 1999-2003. From 1999-2003, middle school smoking decreased by 38%, and from 2003-07 by 51.6%. Similarly, from 1999-2003, high school smoking decreased by 13.6% and from 2003-07 by 30.4%. Middle school cigarette use is at 4.5%, down from 5.8% in 2005. Nineteen percent of high school students are smoking cigarettes, a decrease from 20.3% in 2005.

The number of students who reported ever having used tobacco is also decreasing. Twenty-eight percent of middle school students and 54.3% of high school students reported ever having used tobacco, compared to 32.8% of middle school students and 58.7% of high school students in 2005. Figures 1 and 2 show the declines in cigarette use from 1999 to 2007 among North Carolina middle school and high school youth.

**Figure 1. Declines in Cigarette Use among North Carolina High School Youth, Before and After HWTF Funding (NC YTS)**



**Figure 2. Declines in Cigarette Use among North Carolina Middle School Youth, Before and After HWTF Funding (NC YTS)**



Data indicate that, consistent with the increase in the number of 100% TFS policy adoptions, tobacco use on school property has decreased since 2003. Only 1.3% of middle school youth and 7.6% of high school youth reported smoking on school property in the past 30 days, down from 2.7% of middle school youth and 12.3% of high school youth in 2003. Similarly, youth reported seeing fewer adults (teachers, staff, volunteers) using tobacco products at school. In 2003, 21.1% of middle school students and 41% of high school students saw adults using tobacco, which declined to 14.8% of middle school youth and 30.6% of high school youth in 2007. Thus, while numbers are decreasing, youth are still seeing substantial adult tobacco use on school property.

While youth attitudes against tobacco remain strong (more than 85% of youth believe that tobacco is addictive, that cigarettes do not make young people look cool, and that young people risk harm to themselves by smoking), 2007 YTS data show that less than 40% of youth (39.7% of middle school youth and 30.5% of high school youth) reported learning about the dangers of tobacco use at school. In addition, only 13.6% of high school youth reported practicing ways to say “no” to tobacco in class. The percentage of middle school youth reporting that they practiced ways to say “no” to tobacco in class has declined significantly from 33.2% in 2003 to 23.2% in 2007. (HWTF grantees are not involved in development of classroom curricula.)

While the percentage of youth reporting that they bought or received anything with tobacco industry names or logos has decreased since 2003, 12.8% of middle school youth and 19.6% of high school youth still reported receiving or buying items with industry names or pictures. Youth who say they would buy or have received a tobacco industry item are 2.2 times more likely to have ever smoked a cigarette (2007 YTS).

## C.2. Grantee Activity

Grantee involvement by focus area for the 2007-08 fiscal year is highlighted in Figure 3. With the new WiPTS data collection system, grantees are required to report whether they have had any involvement in each of the focus areas. Involvement ranged from 96% to 100% across focus areas. In the past, reporting involvement outside of indicator changes has been voluntary.

**Figure 3. Number of grantees (n=46) reporting involvement by focus area, 2007-2008**

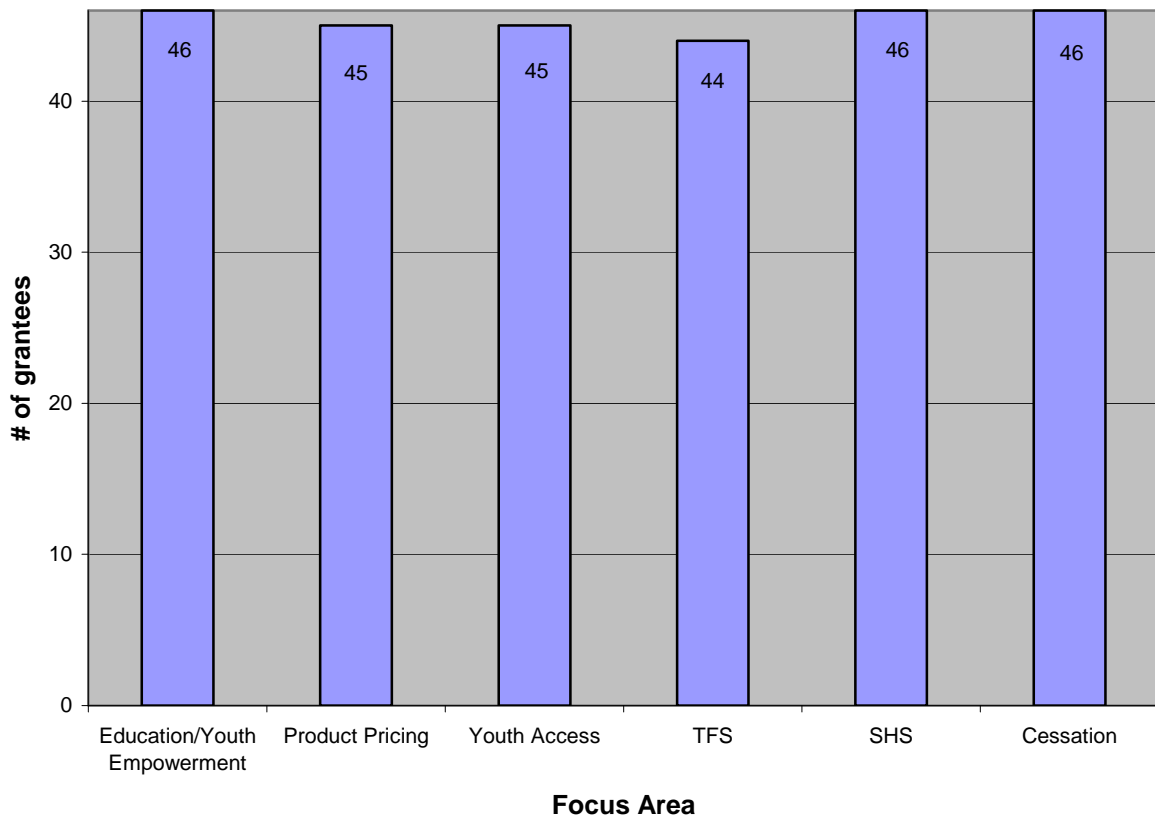
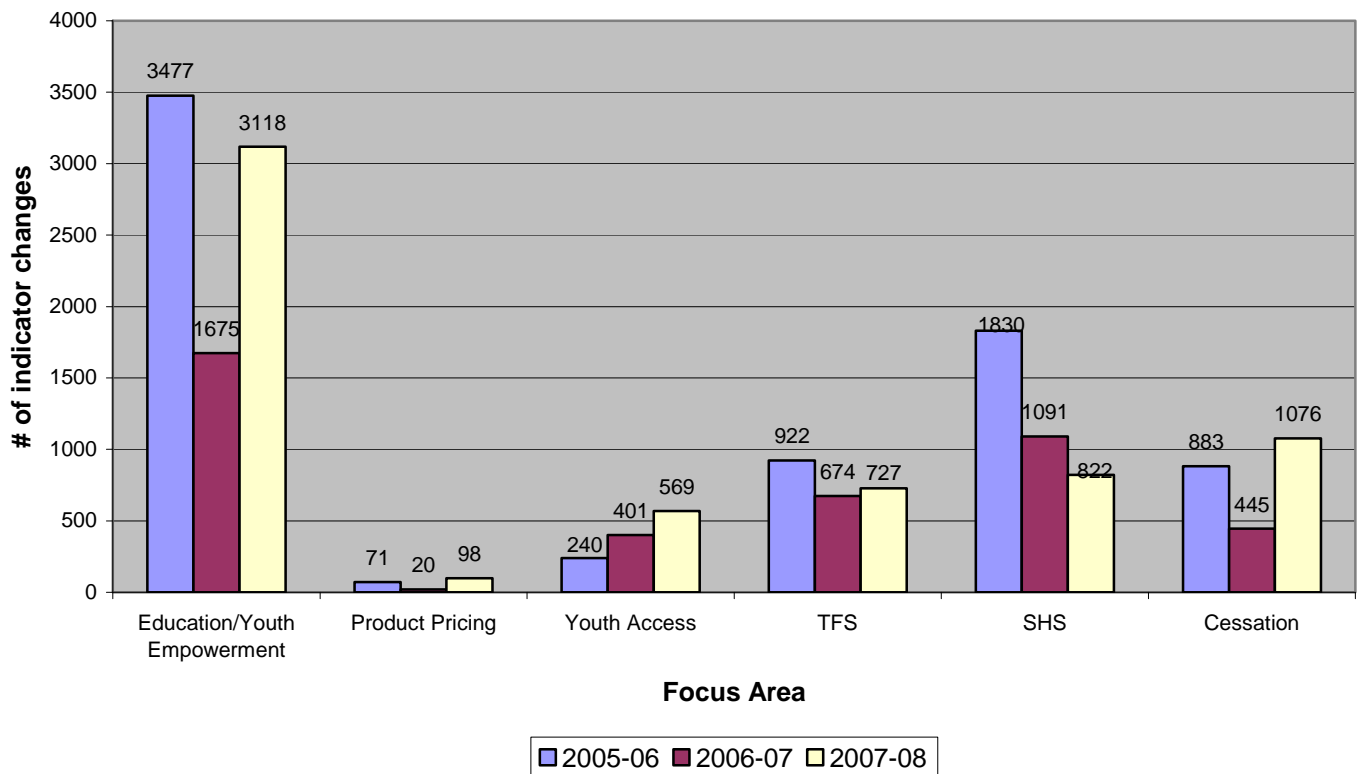


Figure 4 shows the total number of indicator changes within each focus area for the 2007-08 fiscal year. Grantees reported 6,410 programmatic indicator changes (not including administrative measures) in 2007-08, a 49% increase in total activity relative to 2006-07. This year, approximately 49% of all programmatic indicator changes (3,118 of 6,410) were in the tobacco prevention education and youth empowerment focus area. Tobacco cessation work accounted for 17% of all indicator changes (1,076 of 6,410). The distribution of activity differs from that of the previous years with a decrease in secondhand smoke work and an increase in cessation work. Changes in grantee activity over time may reflect both the variation in grantees funded during each phase (e.g. different geographic locations) and in program priorities as the Initiative has evolved.

**Figure 4. Number of indicator changes by focus area, 2005-2008**



### C.3. Grantee Outcomes

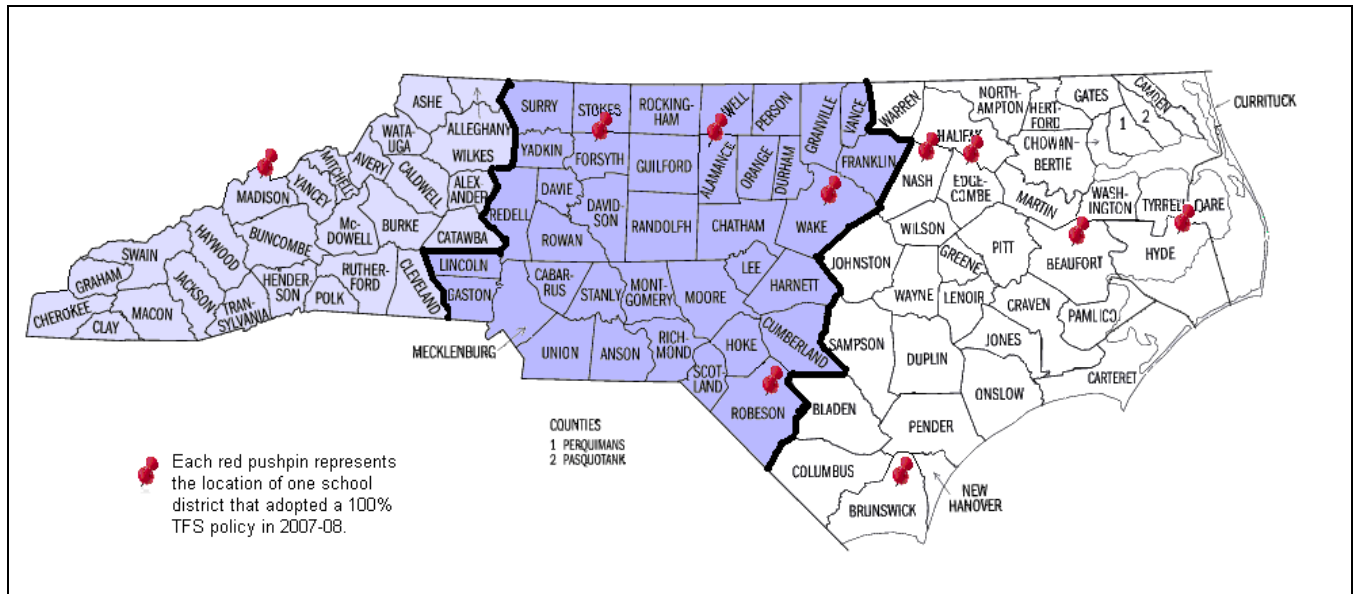
#### C.3.a. 100% Tobacco-Free School (TFS) Policy Adoptions

In accordance with best practice guidelines, grantees worked to promote adoption of and compliance with 100% Tobacco-Free School (TFS) policies. From 1990 to 2002, 15 of North Carolina's 115 school districts passed 100% TFS policies. HWTF grantees began to focus on TFS policy promotion in 2003, and by the summer of 2007, three-quarters of North Carolina school districts had adopted 100% TFS policies. Ten additional schools adopted 100% TFS policies in 2007-08.

In July 2007, the North Carolina General Assembly passed legislation that required all North Carolina public school districts to adopt 100% TFS policies by August 2008.

Figure 5 shows the location of schools adopting 100% TFS policies in 2007-08, as reported by HWTF grantees. Half of 100% TFS adoptions took place in the eastern region.

**Figure 5. 100% TFS policy adoptions (n=10) by region in North Carolina, 2007-2008**



### **C.3.b. Alternative to Suspension (ATS) Program Adoption in Schools**

During the Spring 2008 reporting period grantees estimated that 145 schools offered an ATS program. In addition, 87 ATS courses have been completed; 313 youth have attended an ATS course at least once for tobacco-related issues; and 203 youth have completed all sessions of an ATS course for tobacco-related issues. Two-thirds of participating youth represent populations experiencing tobacco-related disparities. Currently, there is no established methodology for grantees to be able to accurately track the number of schools implementing ATS programs.

In addition, grantees reported that 39 schools adopted an ATS program during 2007-08, compared to 54 in 2006-07. Twenty-nine grantees reported no new ATS adoptions in their districts.

Figure 6 shows the location of schools adopting ATS programs. The majority of ATS adoptions (n=18) took place in the western region.

**Figure 6. ATS program adoptions (n=39) by region in North Carolina, 2007-2008**

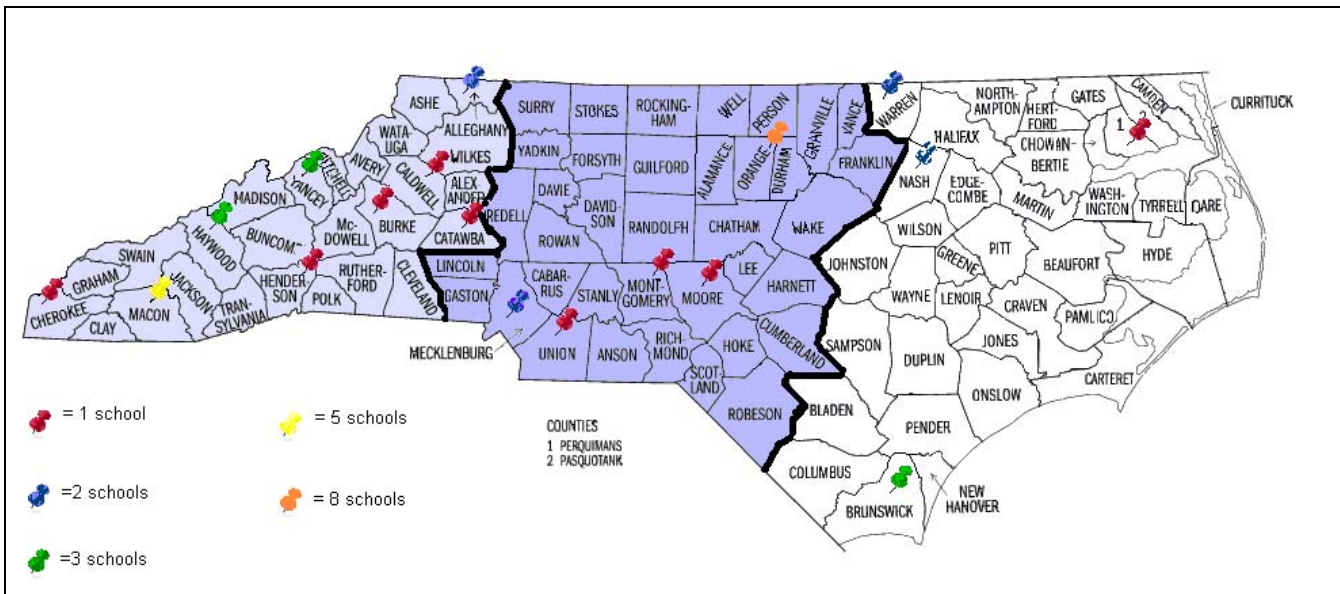
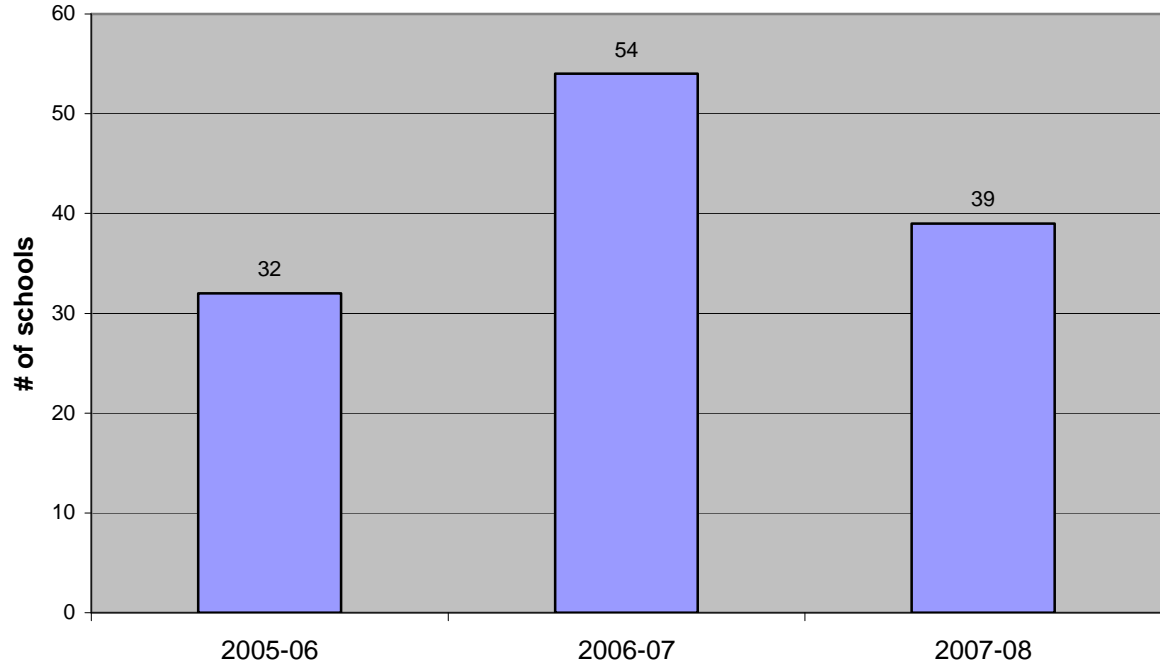


Figure 7 shows the progress of grantees in ATS program adoptions over the past three years. Note that the number of grantees working in 2006-08 was 46, and the number of grantees working in 2005-06 was 38.

**Figure 7. Number of schools that grantees report adopted ATS programs, 2005-2008**



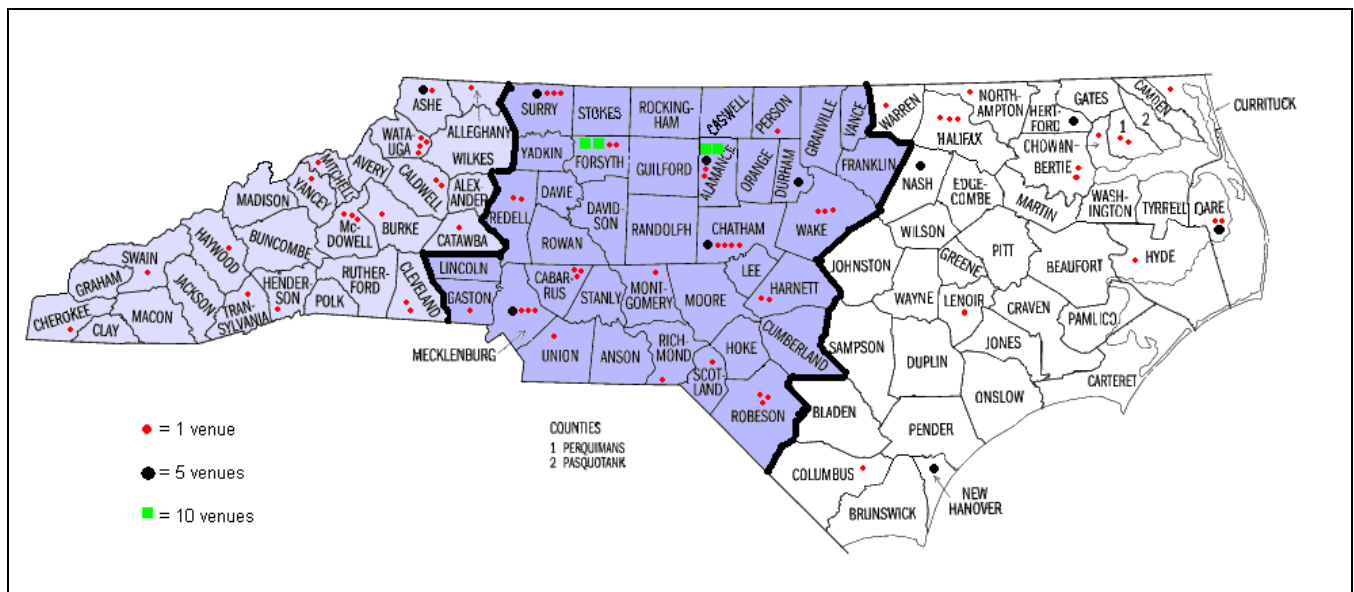


### C.3.c. Smoke-Free Policy Adoptions

Adoption of 100% smoke-free policies in venues frequented by youth continued to occur with 161 new policy adoptions in 2007-08, and over 700 since the Initiative began. The number of policy adoptions decreased, however, in 2007-08 compared to the previous year. Seventeen grantees reported no new smoke-free policy adoptions in 2007-08. Grantees held 224 meetings with key business leaders to promote adoption of smoke-free policies and 79 survey campaigns/petition drives, both activities at reduced rates compared to 2006-07. Declines in adoption and activities may reflect reduced programmatic emphasis on smoke-free policy adoption compared to other focus areas such as youth recruitment and youth empowerment.

Figure 8 shows the location of smoke-free policy adoptions in 2007-08, as reported by HWTF grantees. Regionally, the majority of reported smoke-free policy adoptions (n=99) took place in the central region.

**Figure 8. 100% Smoke-free policy adoptions (n=161) by region in North Carolina, 2007-2008**

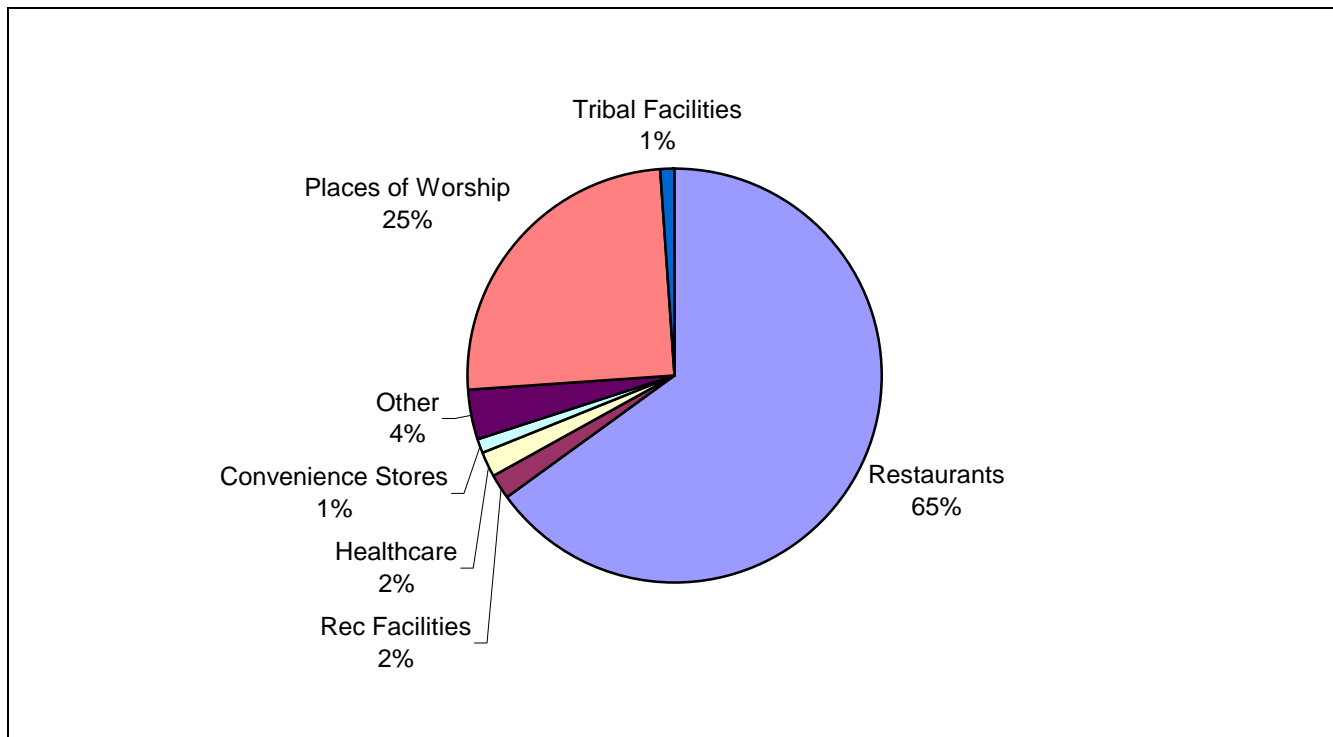


Data from YTS show that while youth exposure to SHS continues to decrease among high school students, little change has occurred in middle school students. From 2003 to 2007, the number of high school youth who reported spending no time in the same room with someone who was smoking during the past week increased from 28% to 36%. Reports of no exposure to secondhand smoke in cars also increased for high school youth from 46.6% in 2003 compared to 54.1% in 2007. There were no significant changes in secondhand smoke exposure for middle school students. Half of middle school students reported being in the same room with someone who was smoking, and 38.9% report being in a car with someone who was smoking, during the previous seven days.

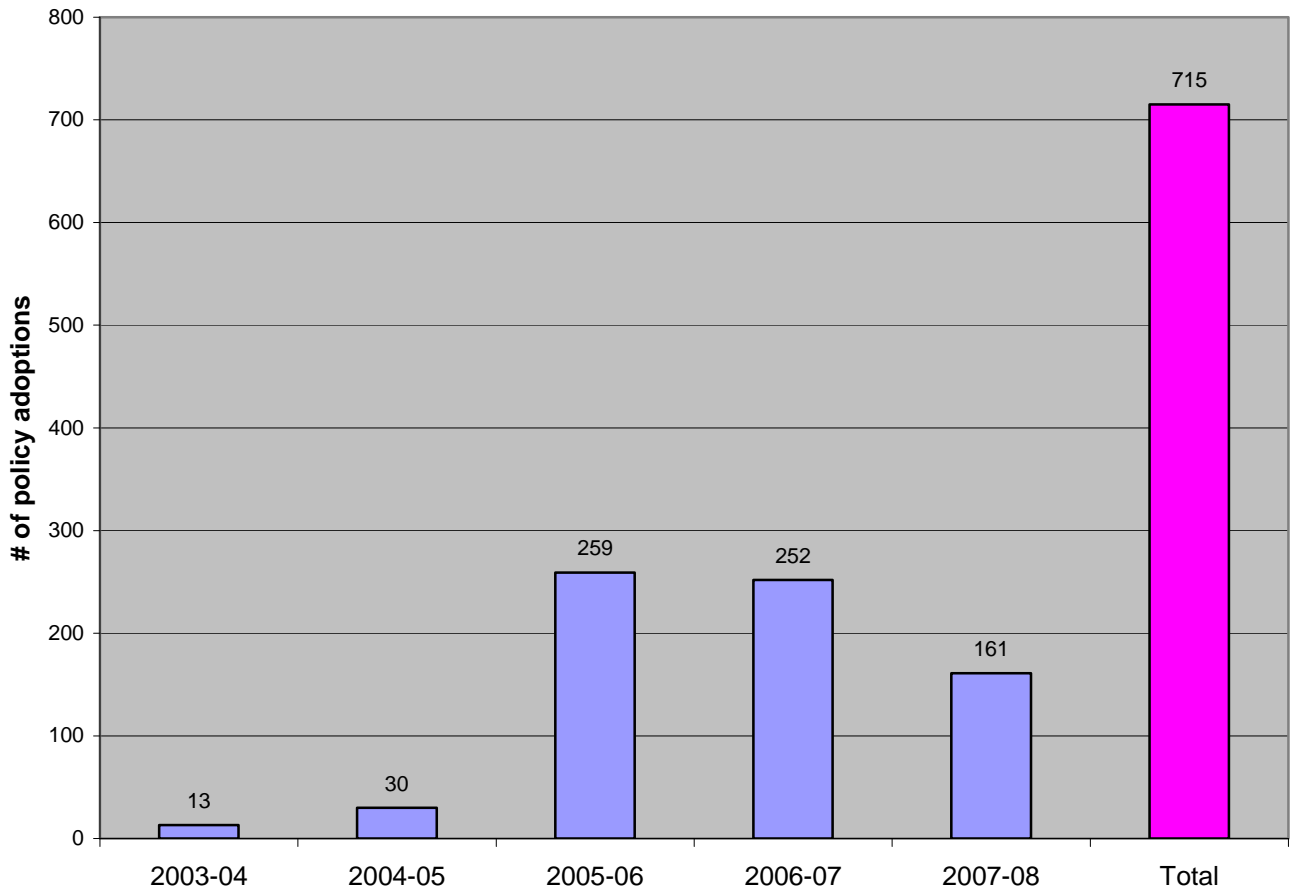
Figure 9 shows the 100% smoke-free policy adoptions in 2007-08 by type of venue or area. Restaurants account for 65% of the venues adopting smoke-free policies reported by grantees this year, similar to

the 71% in 2006-07. Forty-one places of worship adopted 100% smoke-free policies this year, increased from the 35 places of worship adopting such policies in 2006-07. Many policies affect more than one building or physical space. This year, the 161 adopted policies represented 217 physical locations.

**Figure 9. 100% Smoke-free policies (n=161) adopted by type of venue, 2007-2008**



**Figure 10. Number of smoke-free policies adopted, 2003-2008**



***C.3.d. Stores that Remove Tobacco Advertising***

HWTF grantees work with youth to educate merchants about the effects of industry marketing on youth tobacco use, and youth advocates encourage local stores to remove industry advertising. Grantees reported only two stores removing tobacco ads completely from their buildings in 2007-08, compared to nine in the previous year.

***C.3.e. School and Community Settings Institutionalizing Best Practice Methods for Cessation***

During the Spring 2008 reporting period 372 schools/community settings institutionalized best practices for cessation (i.e. N-O-T, 5A, Quitline, Spit Tobacco).

### **C.3.f. Summary of Outcome Indicators**

The following table summarizes all outcome indicator changes for 2007-08.

**Table 1. Summary of 2007-08 Outcome Indicator Changes**

<b>Outcome Indicator</b>	<b># of grantees involved (n=46)</b>	<b># of 2007-08 indicator changes</b>
# of schools adopting ATS program*	17	39
# of school district final votes to adopt 100% TFS policy	8	10
# of smoke-free policies adopted	29	161
# of stores that remove tobacco ads	2	2

**\*Note: Data reported by Teen Initiative grantees, not school representatives.**

## **C.4. Program Development**

This section describes program or process-orientated data reported during 2007-08.

### **C.4.a. Prevent youth initiation of tobacco use**

Table 2 summarizes programmatic activity for all 28 indicators in the initiation goal areas.

**Table 2. Summary of 2007-08 Process Indicator Changes for Initiation Goal Area**

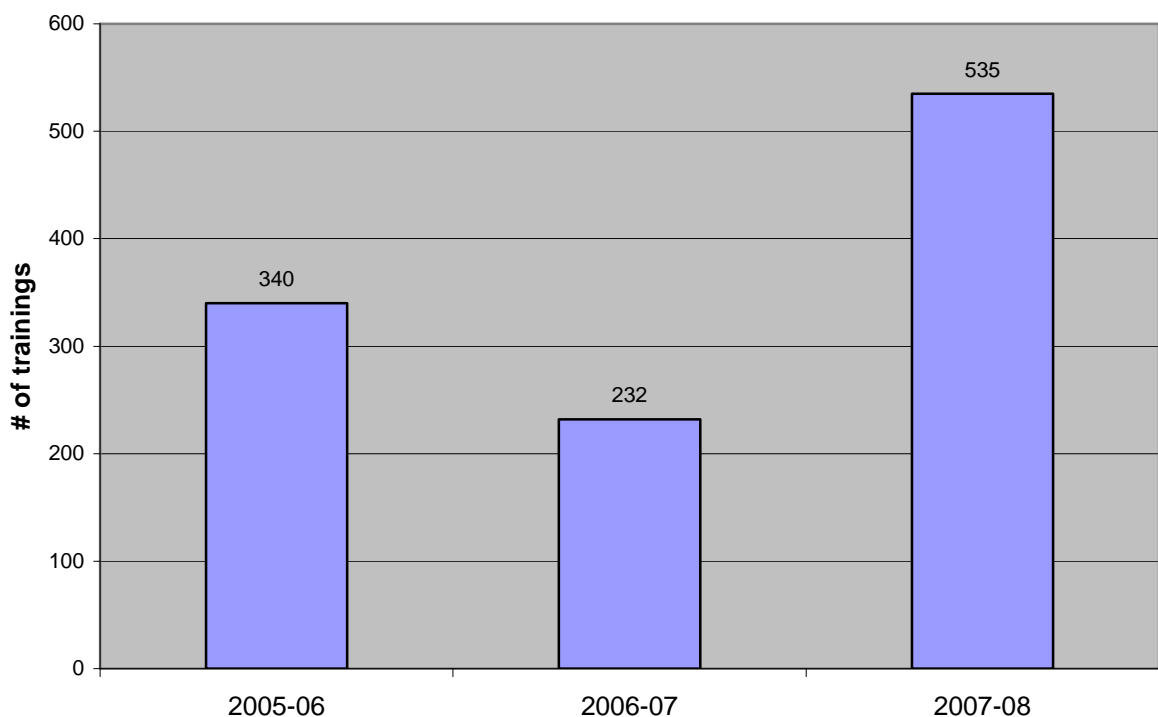
	# of grantees reporting indicator changes (n= 46)	# of 2007-08 indicator changes
# of media/promotional messages encouraging adoption of 100% TFS policy published or aired	10	62
# of readiness assessments, surveys, or petitions whose findings are disseminated to school leaders	2	6
# of presentations/meetings with community leaders/key decision makers encouraging adoption of 100% TFS policy	6	24
# of presentations promoting effective cessation resources for staff	24	115
# of media/promotional messages encouraging compliance with 100% TFS policy that are published or aired	33	285
# of meetings with school/community agencies to encourage implementation and compliance with 100% TFS policy	29	186
# of tobacco use prevention education media/promotional messages published or aired	44	1053
# of skill building trainings offered to youth promoting youth led activities	44	535
# of skill building trainings offered by grantee to adult leaders	32	129
# of youth led prevention activities	44	1401
# of media/promotional messages published or aired that link increased price of tobacco with decreased youth initiation	15	29
# of educational presentations on pricing to school/community linking increased price of tobacco with decreased youth initiation	27	69
# of enforcement media/promotional messages published or aired	20	55
# of activities to increase compliance (e.g., merchant education)	36	512

## Youth Empowerment

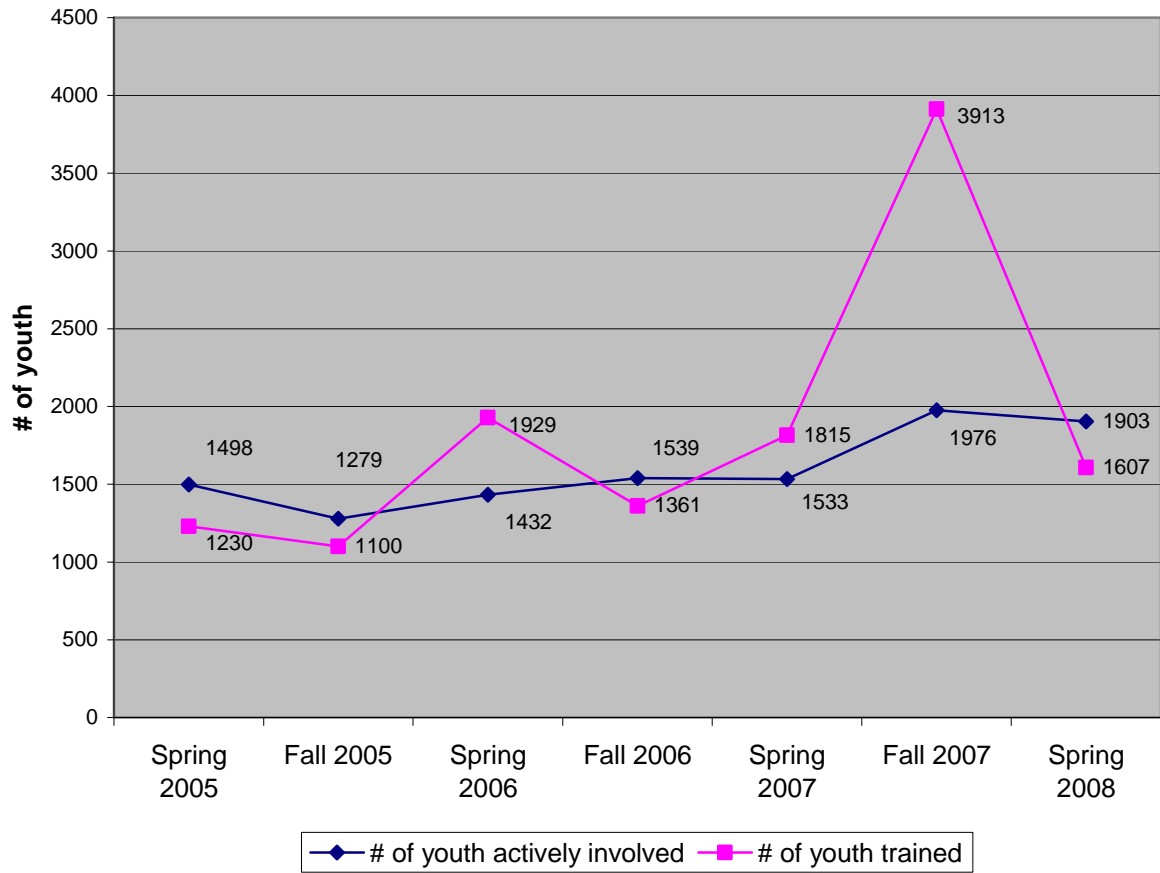
Grantees' monthly WiPTS reports showed significant strides in overall efforts to promote youth empowerment in 2007-08. Fifty five percent (3,511 of 6,410) of all 2007-08 indicator changes in the four goal areas were youth-led, an increase from 47% in 2006-07 and 30% in 2005-06. Data from the Spring 2008 Teen Initiative Semi Annual Survey show grantees conducted 535 skill-building trainings offered to youth in 2007-08. Figure 11 shows the number of skill-building trainings offered to youth over the past three years, and 1,607 youth attended at least one training during the previous six months (see Figure 12). Grantees provided an additional 129 trainings for adult leaders. Additional results from the Semi-Annual Survey revealed grantees sponsored 154 active youth groups (Figure 13), and 1,903 youth were actively involved in planning and implementing tobacco prevention activities (Figure 12). Approximately half of these youth represented populations experiencing tobacco-related disparities.

In September 2007, HWTF launched the TRU Recruitment Campaign to recruit 5,000 youth to sign a pledge to be tobacco-free and to refer their friends to the TRU website and its resources. Teens were also encouraged to get directly involved by contacting their local HWTF grantees. HWTF reached its goal of having 5,000 youth sign the on-line pledge in April 2008.

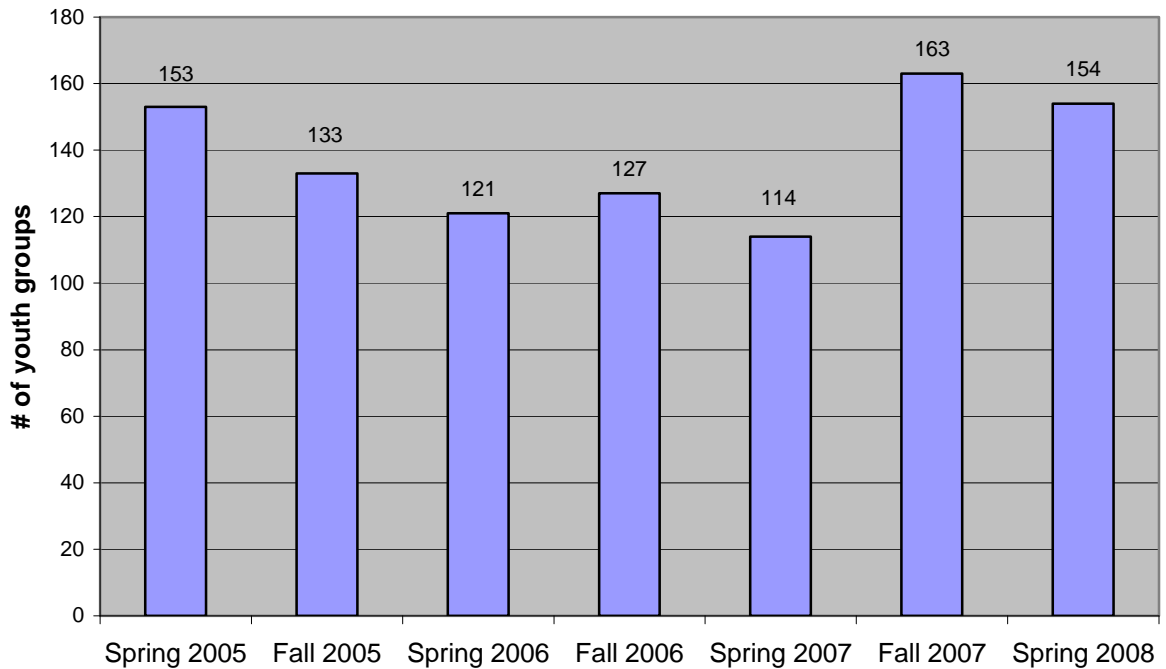
**Figure 11. Number of skill-building trainings offered to youth, 2005-2008**



**Figure 12. Number of youth actively involved in tobacco prevention activities and number of youth trained, Spring 2005-Spring 2008**



**Figure 13. Active youth groups sponsored by HWTF Teen Initiative  
Spring 2005-Spring 2008**



**C.4.b. Goal Area: Eliminate youth exposure to secondhand smoke**

Table 3 summarizes grantee data for indicators in the SHS goal area. Data show a noticeable decline in SHS indicator changes relative to previous years. Grantees reported 224 meetings with key business leaders to promote adoption of smoke-free policies, compared to 396 in 2006-07. In addition, 79 petitions were administered with results disseminated to business owners or managers this year, compared to 93 in 2006-07.

**Table 3. Summary of 2007-08 grantee data in SHS goal area**

<b>Focus Area: Indoor/outdoor area frequented by youth in contract area adopts or advances towards a smoke-free policy (Number of grantees reporting activity in this focus area =46)</b>		
	<b># of grantees reporting activity (n=46)</b>	<b># of 2007-08 indicator changes</b>
# of media/promotional messages promoting adoption of smoke-free policies published or aired	27	325
# of presentations/meetings in schools/communities or with managers/owners/leaders promoting smoke-free policies	33	224
# of patron survey campaigns/petition drives whose findings are disseminated to manager/owners/leaders	21	79
# of improved smoke-free policies (e.g., smoke-free night)	16	33



**C.4.c. Goal Area: Provide tobacco cessation resources for youth**

Table 4 summarizes grantee data for all indicators in the cessation goal area.

**Table 4. Summary of 2007-08 grantee data in Cessation goal area**

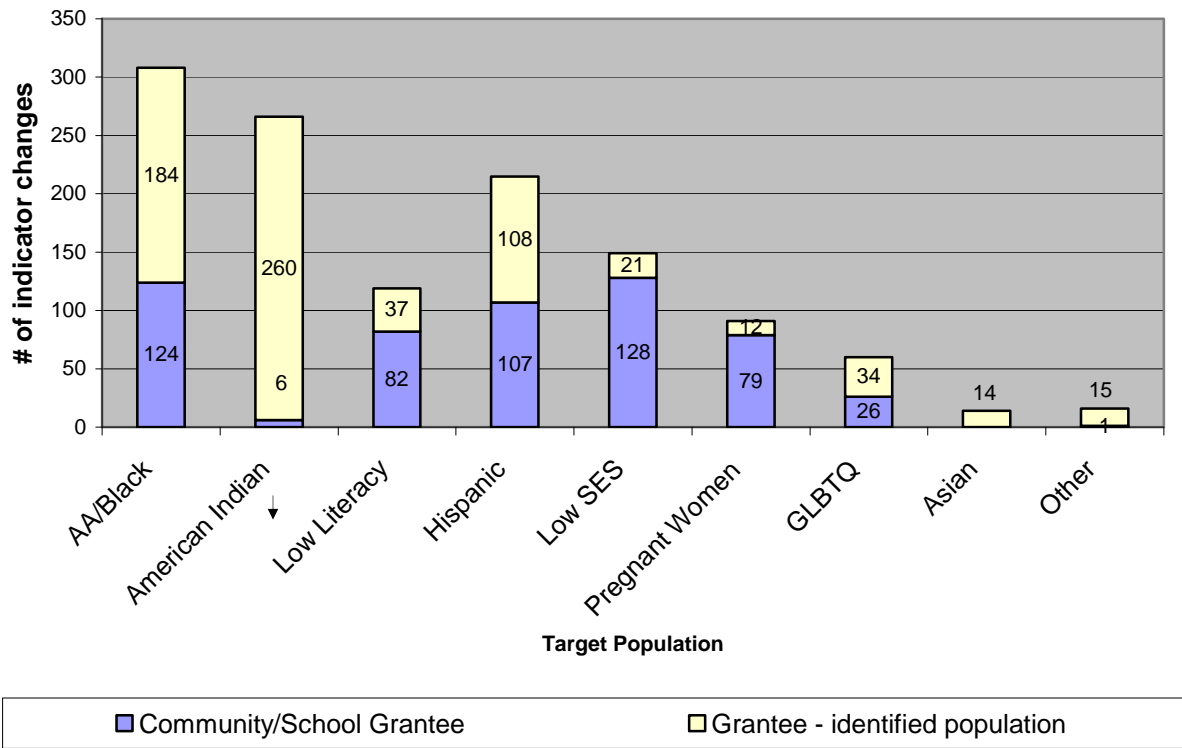
<b>Focus Area: Provide access to effective tobacco use cessation resources</b> (Number of grantees reporting activity in this focus area = 46)		
	# of grantees reporting indicator changes (n=46)	# of 2007-08 indicator changes
# of cessation media / promotional messages published or aired	40	609
# of presentations or meetings promoting Quit line, N-O-T, 5A counseling for youth, or Spit Tobacco cessation	42	412
# of trainings coordinated for health care professionals on 5A counseling for youth or Spit Tobacco cessation	33	55

**C.4.d. Goal Area: Reduce health disparities among youth attributable to tobacco use**

Key findings show that 14% (876 of 6,410) of non-administrative indicators in 2007-08 were uniquely designed for an identified population (compared to 15% in 2006-07). Twenty-eight Community/School grantees reported 297 (34%) of these indicators, and six grantees who work with identified populations experiencing tobacco-related disparities reported 579 (66%) of the indicators.

Figure 14 highlights the number of indicator changes that were uniquely designed for various identified populations. Twenty-five percent of all activities reported as uniquely designed targeted African-American youth, while 22% targeted American Indian youth, and 17% targeted Hispanic youth. Twenty-two percent of the activities targeted youth from either low socioeconomic or low literacy populations. Note some activities targeted more than one group.

**Figure 14. Number of uniquely designed indicator changes by target population and type of grantee, 2007-2008**



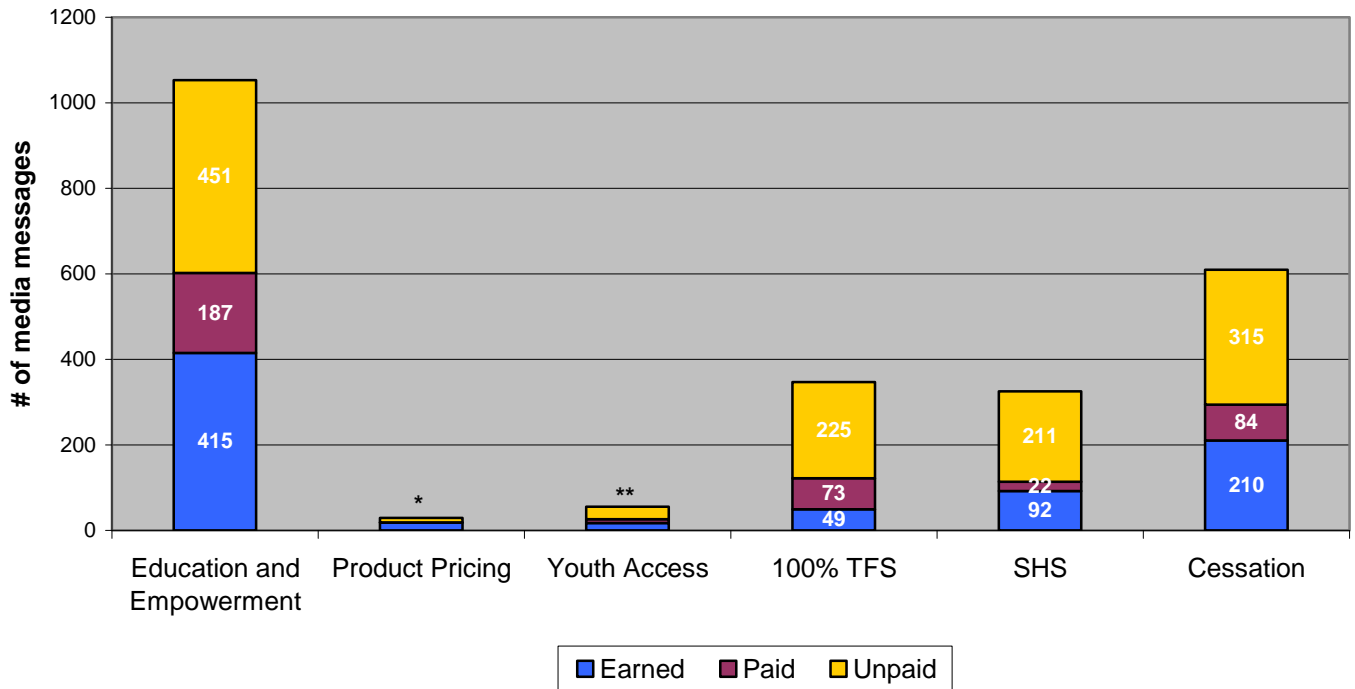
## C.5. Media

### C.5.a General Media Activity

A total of 2,418 media/promotional indicator changes occurred in 2007-08. Figure 15 shows the proportion of paid, earned, and unpaid media messages by focus area. Figure 16 shows the proportion of paid, earned, and unpaid media messages over the past two fiscal years<sup>1</sup>. Forty-four percent (1,053 of 2,418) of all media messages reported this year were in the area of youth education and empowerment. Another 25% (609 of 2,418) of media messages were in the area of cessation. Nearly half of the media messages reported this year (51%, 1,241 of 2,418) were unpaid, including promotional items, fliers, and brochures. Earned media represented 33% (801 of 2,418) of the messages, an increase from previous years.

<sup>1</sup> Media messages can be 1) earned, 2) paid, or 3) unpaid. Earned messages are generally “mass or large media” reaching large audiences through channels including radio, TV, and newspaper interviews and were earned by the grantees based on their work. Earned media also include letters to the editor. Grantees do not pay for earned media coverage. Paid messages include ads, radio spots, or HWTF materials that were purchased. Unpaid messages are generally “small media” including HWTF or grantee media messages that are distributed without cost (e.g., student-made fliers or posters, PA announcements, promotional items).

**Figure 15. Earned, paid, and unpaid media by focus area, 2007-2008**

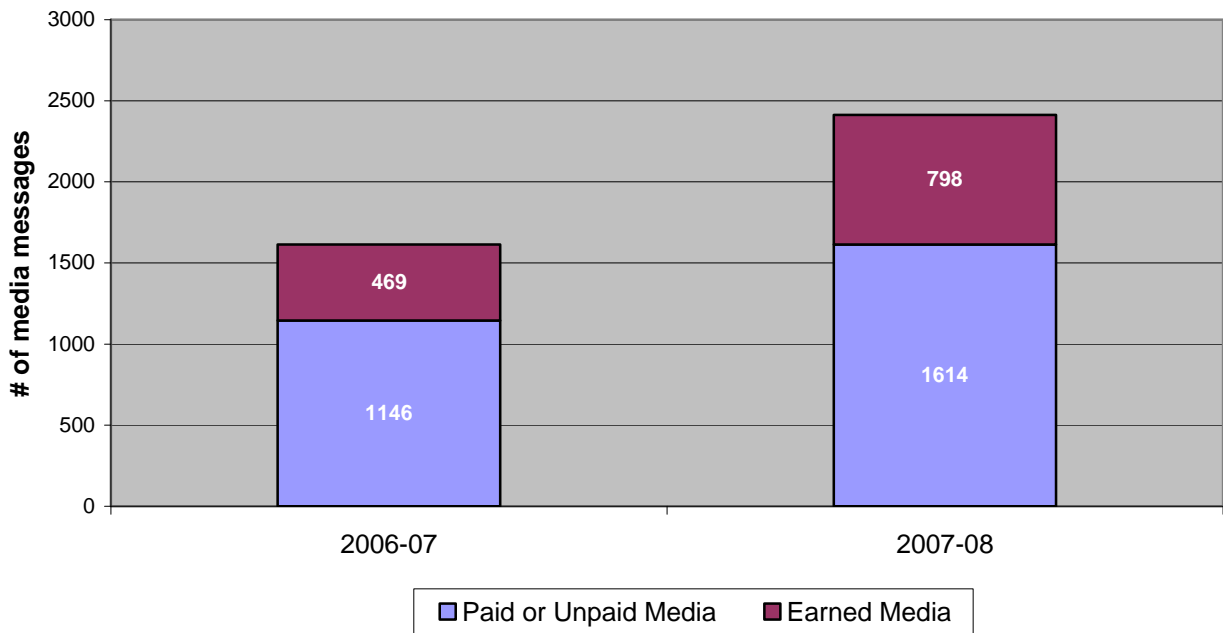


NOTE:

\* - There were 18 earned, 1 paid, and 10 unpaid media messages in the Product Pricing focus area during 2007-08.

\*\* - There were 17 earned, 9 paid, and 29 unpaid media messages in the Youth Access focus area during 2007-08.

**Figure 16. Earned media over time, 2006-2008**



### C.5.b TRU Media Campaign

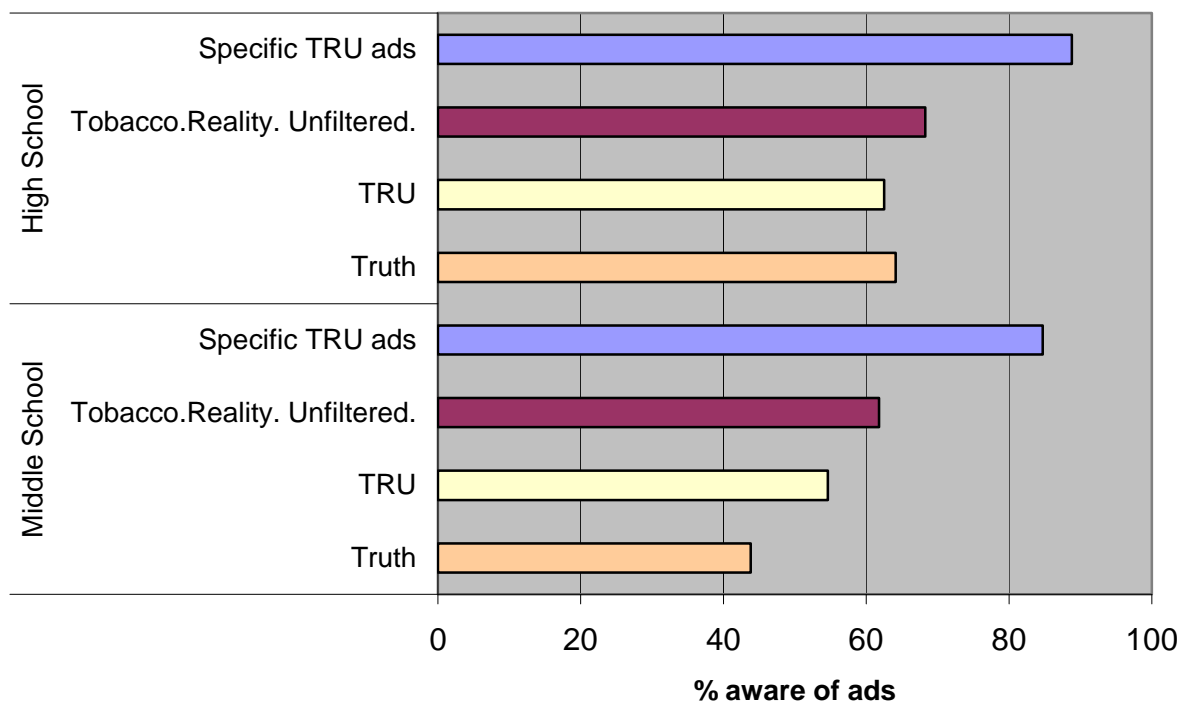
North Carolina's tobacco prevention media campaign, Tobacco.Reality.Unfiltered. or TRU, continued to air during the 2007-08 year. The campaign targets youth aged 11 to 17 with television ads featuring real North Carolinians describing their personal experiences with the serious health consequences of tobacco use. (View the ads at <http://www.realityunfiltered.com/TRUtv.aspx>.)

The YTS data showed that awareness of the TRU ads and brand remained high among North Carolina youth: 84.7% of middle school students and 88.8% of high school students reported having seen ads that were part of the TRU campaign (Figure 17). In addition, 54.6% of middle school students and 62.5% of high school students reported seeing television ads with the TRU brand at least once during the previous month.

Awareness of the Tobacco.Reality.Unfiltered. brand increased significantly from 2005 to 2007, from 40.5% of middle school and 48.5% of high school students in 2005 to 61.8% of middle school and 68.3% of high school students in 2007. In comparison, youth reported steady or decreased viewing of the American Legacy Foundation's national "truth®" campaign in the past 30 days, compared to 2005.

Data from the 5<sup>th</sup> wave of the Media Tracking Survey evaluating the TRU campaign will be available in the 2008-09 Annual Report.

**Figure 17. Youth Awareness of Tobacco Prevention Media Brands and Specific TRU Ads, 2007 (NC YTS)**



## C.6. Administrative Measures

Table 5 below summarizes grantee data for administrative/infrastructure-related indicators.

**Table 5. Summary of 2007-08 grantee data in administrative area**

	# of Grantees Reporting Indicator changes (n=46)	# of 2007-08 indicator changes
# of training sessions/events attended by staff or partners	45	579
# of contacts/meetings with state/local government leaders	27	1493
# of new partnerships formed to advance a tobacco prevention initiative	40	684

## **D. GRANTEE ASSESSMENT OF PROGRESS, PARTNERING, AND COMMUNITY VIEWS**

The Semi-Annual Survey provides an opportunity for grantees to report their perceived progress toward overall goals, as well as focus-area specific objectives. The Survey also asks grantees to report their perceptions of partnering activities and community views about health issues involving SHS and tobacco use. A summary of the grantees' responses is below.

### **D.1 Grantees' Perception of Progress Toward Goals**

The following data are from the January-June 2008 Semi-Annual Survey. Data below include grantees who reported achieving objectives to "a large extent".

- 67% (30 of 45) of grantees reported having achieved overall program objectives in the past six months.
- 80% (36 of 45) of grantees reported they were on target to achieve program goals for the next six months.
- 71% (32 of 45) of grantees reported achieving their objectives related to providing youth tobacco use prevention education and empowerment opportunities in schools and the community.
- 49% (22 of 45) reported achieving their objectives related to adopting and/or implementing 100% Tobacco-Free School Policies.

Fewer grantees reported meeting their objectives to a large extent in the areas of product pricing, SHS reduction, youth cessation, and working with youth from disparate populations.

- 16% (7 of 45) reported that they have achieved their objectives in promoting awareness of the relationship between tobacco product pricing and youth initiation.
- 20% (9 of 45) of grantees reported advancing smoke-free policies in indoor/outdoor areas frequented by youth.
- 31% (14 of 45) of grantees reported promoting access to effective tobacco use cessation services.
- 29% (13 of 45) of grantees reported decreasing the proportion of youth from identified populations who use tobacco products.

### **D.2 Grantees' Perception of Partnerships**

The following data are from the January-June 2008 Semi-Annual Survey. Data below include grantees who reported achieving objectives to "a large extent".

- 49% (22 of 45) of grantees reported the ability to use existing community partnerships to assist in meeting their program objectives.
- 27% (12 of 45) of grantees reported developing new community partnerships.
- Only one grantee reported partnering with HWTF grantees that work with priority populations.
- Three grantees (7%) reported partnering with other HWTF Community/School grantees.

### D.3 Grantees' Perception of Community Views

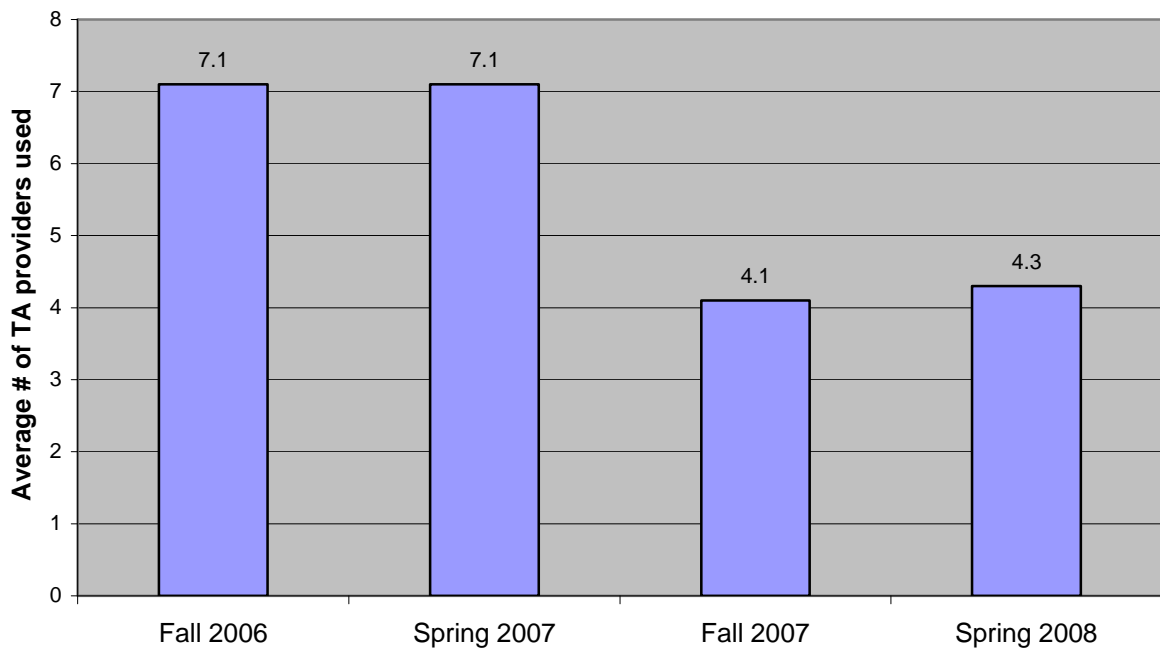
The following data are from the January-June 2008 Semi-Annual Survey. Data below include grantees who reported achieving objectives to "a large extent", unless otherwise noted.

- 47% (21 of 45) of grantees reported that the community they serve believed tobacco use by youth is a serious health problem.
  - Almost all grantees reported that the community they serve believed tobacco use by youth is a serious health problem (to a moderate or large extent).
- 24 % (11 of 45) of grantees reported that their community views tobacco use by adults as a serious health problem.
  - Four fifths of grantees reported that the community they serve viewed tobacco use by adults as a serious health problem (to a moderate or large extent).
- 18% (8 of 45) of grantees reported that community members view secondhand smoke as a serious health problem.
  - More than half of grantees reported that community members viewed secondhand smoke as a serious health problem (to a moderate or large extent).

## E. UTILIZATION OF TECHNICAL ASSISTANCE (TA) AND TRAINING RESOURCES

There are 12 technical assistance (TA) providers, offering resources ranging from expertise in youth empowerment to tobacco sales laws. This period, grantees reported using all TA and training providers that are funded by HWTF. On average, grantees used 4.3 providers in Spring 2008 compared to 7.1 in Spring 2007. See Figure 18 for a comparison of TA utilization from Fall 2006 to Spring 2008. The decrease in utilization represented in this figure may be attributable to either the increased experience and maturity of the grants within the Initiative or the more complex processes now required for grantees to access TA providers and resources. For the 199 interactions with TA providers reported by grantees this period, 93% (185 of 199) resulted in the grantees' needs being completely or mostly met, similar to the 92% (289 of 314) reported in Spring of 2007. Utilization of TA providers may reflect changing program needs and increased tobacco and program knowledge among grantees.

**Figure 18. Average number of TA providers used by HWTF grantees  
July 2006-June 2008**





## **F. HIGHLIGHTS OF SPECIFIC ACCOMPLISHMENTS**

All 46 grantees (100%) reported at least one accomplishment during the 2007-08 year. Selected accomplishments from the 2007-08 fiscal year include:

### **Conferences/ Presentations/ Media Events**

- On April 15<sup>th</sup>, the Durham County Health Department's TACT group and HWTF conducted a press conference at Jordan High School in Durham to announce that more than 5,000 teens in NC had signed the pledge to be tobacco-free and to share results from the YTS.
- Chad Bullock, a youth involved with Question Why, was one of nine finalists in the "Do Something Awards", which were presented during the Fox Teen Choice Awards.
- Over 100 teenage girls attended the TRU Beauty event hosted by the Carrabus Health Alliance.
- Two American Indian youth from the Coharie Smoke-Free Hawks presented their program/ tobacco prevention and cessation message at the 29th Annual Minority Health Conference hosted by UNC School of Public Health.
- Coastal Horizons Center staff participated in a New Hanover High School TV interview on the "Forum", and radio interviews on "The Foz and Nikki Show". Staff discussed the Great American Smoke-Out, the TRU Campaign, 100% Tobacco-Free School Policy, and the Quitline.

### **Tobacco-Free Pledges**

- 240 teens signed tobacco-free pledge forms at the Rowan County Fair, La Fiesta De Rowan, and school recruitment launches.
- Union County TRU clubs collected over 1,800 tobacco free pledges from middle and high school youth for the TRU website during March and April 2008.
- The Duplin County Health Services grant coordinators successfully recruited 500 students to participate in 2008-09 TRU groups across 10 schools.

### **Cigarette Butt Collection**

- The TRU youth group with the Governor's Institute on Alcohol and Substance Abuse collected over 4,000 cigarette butts at Moore's Square in Raleigh, NC within a two hour period.
- Durham County completed a cigarette butt cleanup at a high school for presentation to the Durham School Board. They collected over 900 cigarette butts in 45 minutes.

### **Sports**

- In Mitchell County, the SWAT team requested the removal of the tobacco pipe from images of the school district's mascot- the Mountaineer. They painted over all the pipes in images of the Mountaineer that have been displayed throughout the school for the past 30 years.
- In Wilkes County Schools, three coaches at one high school quit dipping and received quit kits.

### **Advocacy**

- Blue Ridge Health Care had 22 youth trained in smoke-free restaurant advocacy.
- The Chowan Regional Health Care Foundation's TATU groups conducted over 12 peer mentor tobacco use presentations reaching over 400 students.
- Old North State Medical Society distributed 500 Quitline campaign materials to minority North Carolina physicians.
- Center for Health and Healing presented program initiatives to local ministers and developed a Smoke-Free Policy on church grounds.
- No Fumo youth planned, implemented, and evaluated Smoke-Free Campaigns at Dos Taquitos restaurant and AMF Capital Bowling Alley. Both establishments adopted smoke-free policies after the events.

## G. BARRIERS

All 46 grantees (100%) reported at least one barrier to their progress during the 2007-08 year. The most common barriers reported by HWTF grantees included:

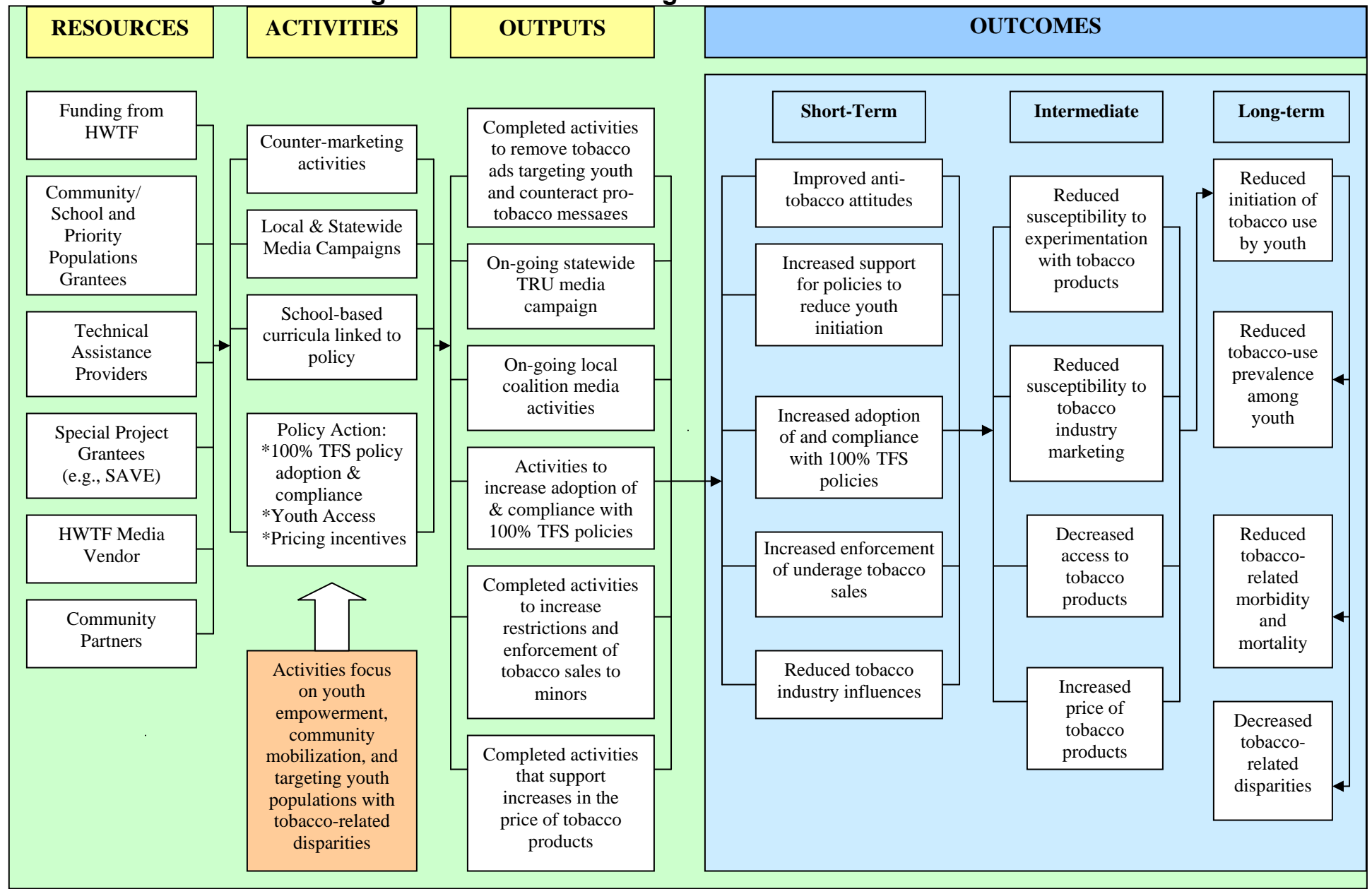
- Communication or scheduling difficulties with community partners including unreturned phone calls and cancelled meetings (45 of 46; 98%);
- Scheduling conflicts including holiday break and weather-based cancellations (34 of 46; 74%);
- Difficulties getting youth involved or committed including transportation and competition from other school activities (35 of 46; 76%);
- Communication issues with HWTF including confusion around guidelines regarding tobacco-free parks and playgrounds and timeliness of approval processes (14 of 46; 30%);
- Limited resources including support for staff to attend conferences; need for TRU materials in smaller quantities; cost or lack of media resources; time issues with too much paperwork, travel, and time spent at distant meetings (30 of 46; 65%);
- Resistance to policy change including lack of community/school interest or investment, pro-tobacco influence, community complaints about targeting restaurants for policy change, and reluctance toward policy change due to perceived loss of revenue (7 of 46; 15%);
- Staff turnover, including difficulty filling open positions (22 of 46; 48%); and
- Budgetary issues including need for budget revisions (8 of 46; 17%).

## APPENDIX A

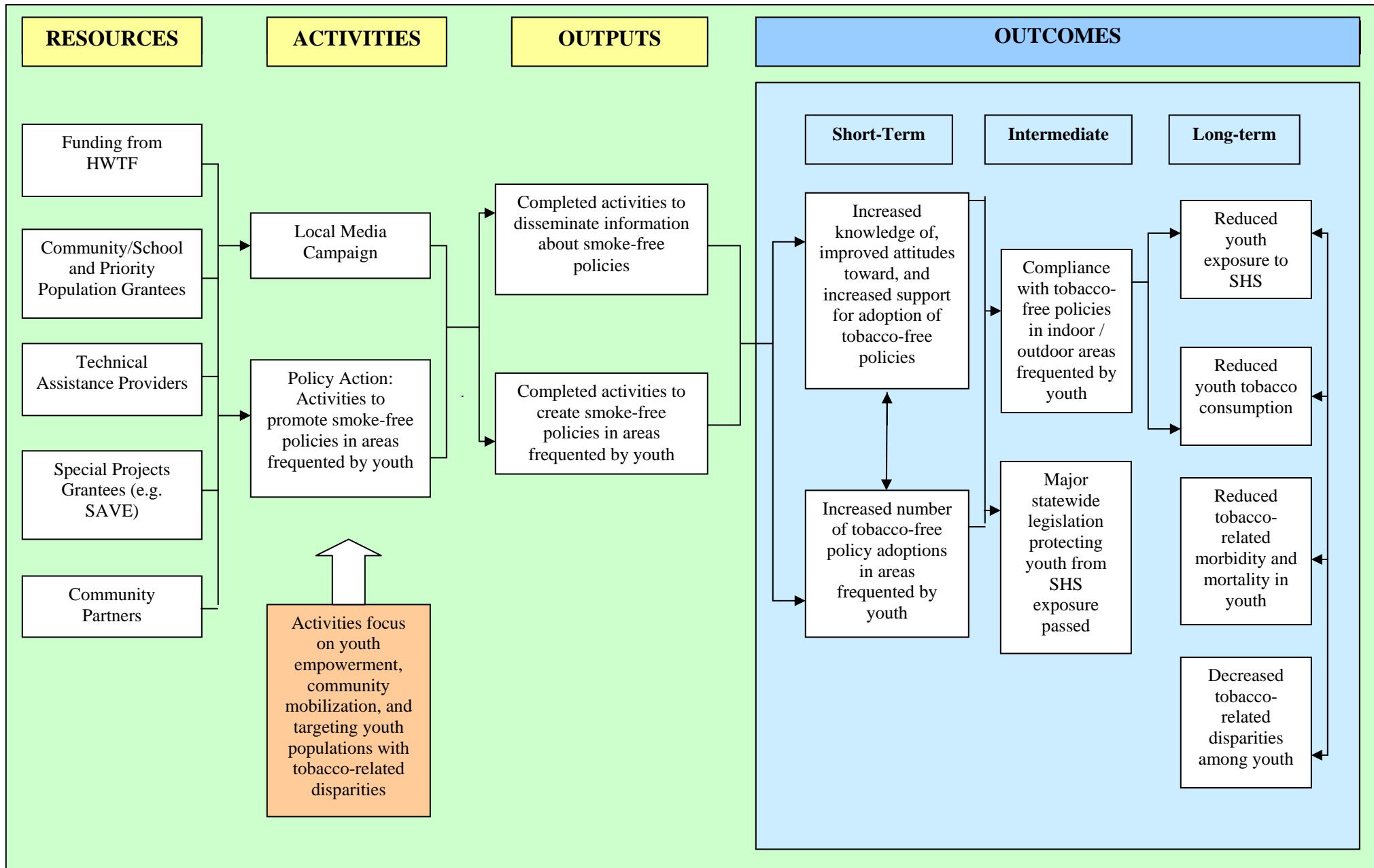
### LIST OF INDICATORS 2007-08

- IND 1: # of tobacco use prevention education media/promotional messages published or aired
- IND 2: # of skill building trainings offered to youth promoting youth led activities
- IND 3: # of skill building trainings offered by grantees to adult leaders
- IND 4: # of youth led prevention activities
- IND 5: # of media/promotional messages published or aired that link increased price of tobacco with decreased youth initiation
- IND 6: # of educational presentations on pricing to school/community linking increased price of tobacco with decreased youth initiation
- IND 7: # of enforcement media/promotional messages published or aired
- IND 8: # of activities to increase compliance (e.g. merchant education)
- IND 9: # of stores that remove tobacco ads
- IND 10: # of schools adopting an ATS program
- IND 11: # of presentations promoting effective cessation resources for school staff
- IND 12: # of school district final votes to adopt 100% TFS policy
- IND 13: # of media/promotional messages encouraging adoption of 100% TFS policy published or aired
- IND 14: # of readiness assessments, surveys, or petitions whose findings are disseminated to school leaders
- IND 15: # of presentations/meetings with community leaders/key decision makers encouraging adoption of 100% TFS policy
- IND 16: # of media/promotional messages encouraging compliance with 100% TFS policy that are published or aired
- IND 17: # of meetings with school/community agencies to encourage implementation and compliance with 100% TFS policy
- IND 18: # of smoke-free policies adopted
- IND 19: # of media/promotional messages promoting adoption of smoke-free policies published or aired
- IND 20: # of presentations/meetings in schools/communities or with managers/owners/leaders promoting adoption of smoke-free policies
- IND 21: # of patron survey campaigns/petition drives whose findings are disseminated to managers/owners/leaders
- IND 22: # of improved smoke-free policies (e.g. smoke-free night)
- IND 23: # of cessation media/promotional messages published or aired
- IND 24: # of presentations or meetings promoting Quitline, NOT, 5A counseling for youth, or Spit Tobacco cessation
- IND 25: # of trainings held for health care professionals on 5A counseling for youth or Spit Tobacco cessation
- IND 26: # of training sessions/events attended by staff or partners
- IND 27: # of contacts/meetings with state/local government leaders
- IND 28: # of new partnerships formed to advance a tobacco prevention initiative

## APPENDIX B: HWTF Teen Logic Model for Preventing Youth Initiation of Tobacco Use



## APPENDIX C: HWTF Teen Logic Model for Eliminating Youth Exposure to Secondhand Smoke



## APPENDIX D: HWTF Teen Logic Model for Promoting Youth Cessation

