



North Carolina Health and Wellness Trust Fund

Teen Tobacco Use Prevention and Cessation Initiative

Annual Report
Fiscal Year 2008-09
July 1, 2008- June 30, 2009

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North Carolina Health and Wellness Trust Fund

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A. EXECUTIVE SUMMARY

A.1. Overview

The North Carolina Health and Wellness Trust Fund (HWTF) provides funding for programs 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) began in 2003 and continues to grow both in the number of policy outcomes and in the number of organizations involved. Since the Teen Initiative began, the number of grantees has increased from 30 in 2003 to 44 in 2009.

Grantees of the Teen Initiative plan and carry out activities designed to address tobacco exposure and use among youth in North Carolina. Thirty eight grantees are based in local communities and schools and six additional grantees specifically address health disparities related to tobacco use. This report addresses the annual progress of the Teen Initiative for the current fiscal year (2008-2009). The fiscal year began July 1, 2008 and ended June 30, 2009.

Highlights of activities and accomplishments for 2008-09 include the following:

- The Teen Initiative has grown to become a major source of statewide tobacco prevention and cessation resources for North Carolina youth, with 3 grantees providing services statewide, and the 42 additional grantees serving youth in 74 of the state's 100 counties.
- Grantees reported 10,316 activities, a significant 14% increase from last year. Virtually all grantees in 2008-09 reported tobacco prevention, cessation or policy activity in all six program focus areas. Focus areas with the largest increases were:
 - product pricing, up 66%;
 - media messages (3,691), up 53%;
 - cessation activities, up 51%;
 - promoting tobacco-free schools, up 44%;
 - reducing second hand smoke exposure, up 30%;
 - youth empowerment, up 26%; and
 - youth access to tobacco, up 14%.
- Grantees reported significantly greater successes with targeted objectives compared to previous years (across multiple focus areas) and with community perceptions about the importance of their program activities.
- Youth empowerment efforts reached all time highs, with 62% of all activities now led by youth, a 12% increase from last year.
 - From 2006 to 2009, the number of youth groups increased 46% (from 145 to 212), and the number of actively involved youth increased 38% (from 1,536 to 2,117).
- Grantee reports on outreach to priority populations in 2008-09 showed large and significant increases:
 - reaching 8,912 individuals, a 253% increase; and
 - designing activities for youth from priority populations, a 217% increase.
- An additional 110 North Carolina businesses adopted smoke-free policies this year with the assistance or support of the Teen Initiative, bringing the total to 825 businesses since the beginning of the Teen Initiative in 2003.
- Barriers reported by grantees were similar and no greater than those reported in previous years.

A.2. Key Outcomes and Program Accomplishments

This year, grantees reported increased activities in almost all focus areas, and almost all grantees (98%) reported working in all focus areas. This section highlights year-end accomplishments in each of the five goal areas.

Goal Area 1: Prevent initiation of tobacco use among youth

This is the broadest goal area and encompasses indicators from four focus areas: 1) providing youth empowerment and prevention activities, 2) Promoting awareness of the link between tobacco pricing and youth initiation, 3) reducing underage tobacco sales and tobacco advertisement, and 4) promoting implementation of 100% tobacco-free school (TFS) and compliance with those policies. Highlighted activities in these four areas include:

Focus Area: Youth Empowerment

- This year, youth empowerment activities were nearly half of the total (46%).
- Across all goal areas, 61% of grantees' activities were youth-led this year, up from 55% last year.

Focus Area: Tobacco Pricing and Youth Initiation

- Grantees reported a total of 163 activities related to tobacco pricing and youth initiation this fiscal year, an increase of 66% over last fiscal year (with 98 activities).
- The majority of these activities (79%) were educational presentations linking tobacco prices and youth initiation.

Focus Area: Tobacco Sales and Advertising

- Grantees reported a total of 650 activities in this focus area for the 2008-2009 fiscal year, an increase over last year's 569.
- The majority of activities reported by grantees (87%) were related to increasing compliance with restricting youth access to tobacco.

Focus Area: Promoting Tobacco-free Schools (TFS)

- Grantees reported 903 activities related to promoting tobacco free schools, up 44% from last year.
- Over half of the activities in this focus area (51%) were media and promotional messages to encourage compliance with 100% TFS policies.
- This year, forty four (44) North Carolina schools adopted Alternative to Suspension (ATS) programs, an increase over last year's 27 ATS adoptions.

Goal Area 2: Eliminate youth exposure to secondhand smoke

Activities within this goal area center on adoption of smoke-free policies. Indicators include dissemination of media messages, presentations in schools and communities, dissemination of campaigns and petitions, and incremental steps towards smoke-free policies (e.g. smoke-free nights). Highlights in this goal area include:

- Grantees reported 1,065 activities related to reducing second hand smoke exposure, a 30% increase over last fiscal year.

- Youth were highly involved in disseminating patron survey findings to business owners and community leaders: 89% of these activities were youth-led.
- Grantees reported 110 adoptions of smoke free policies this year, plus an additional 27 businesses that made improvements in their smoking policies (e.g. smoke-free nights).
- A total of 825 businesses have adopted smoke-free policies since 2003.

Goal Area 3: Provide tobacco cessation resources for youth

This area focuses on providing access to effective tobacco cessation resources for youth. Activities include media and promotional messages, presentations promoting community resources (e.g. Quitline NC, counseling, etc.), and trainings for health care professionals.

- This year, cessation activities increased 51% over last year, from 1,077 in FY 2007-08 to 1,627 this year.
- Approximately two-thirds (65%) of cessation activities were media and promotional messages.

Goal Area 4: Reduce health disparities among youth attributable to tobacco use

Grantee progress toward in this area relates to the goal of addressing tobacco-related health disparities among youth in their communities. Target populations vary by community, and include African American, American Indian, Hispanic, and low-income youth, among others. Grantees report on activities specifically *designed* for these groups, as well as those that *reached* a target population within the grantees' community.

- The number of individuals from priority populations that grantees reported reaching this year more than doubled over last year, increasing from 3,525 last year to 8,912 this year.
- Grantees also reported more than double the number of activities that were uniquely designed for youth from populations experiencing disparities, increasing from 1,211 last year to 2,632 this year.
- Grantees reported designing activities for and reaching in high numbers: African-American/ black, American Indian, low income, and Hispanic youth.

Goal Area 5: Develop infrastructure/administrative activity

Activities in this goal area center on the development of infrastructure and other administrative actions. These include conducting staff training sessions or events, developing and maintaining contacts with community leaders (e.g. representatives from local and state government), and forming new partnerships related to teen tobacco use prevention.

- Grantees reported a total of 2,096 administrative activities this year.
- The percentage of administrative activities that were youth-led increased from 24% last fiscal year to 54% this fiscal year.

A.3. Key Barriers to Program Activities

All 44 grantees reported at least one barrier to their progress this year. Barriers reported by grantees were similar throughout the year, and similar to barriers reported in previous years. This year, the most frequently reported barriers were:

- Challenges around cooperation and coordination with community partners (reported by 93% of grantees);
- Conflicts due to school schedules (holidays, breaks, exam schedules, and inclement weather) were reported by 89% of grantees;
- Increasing student participation and involvement (reported by 80% of grantees);
- Staff issues such as vacancies, turnover, and training (reported by 80% of grantees);
- Getting youth media messages disseminated, particularly letters to editors (reported by 27% of grantees); and
- Lack of student transportation for meetings, activities and events (reported by 20% of grantees).

A.4. Recommendations for Program Development and Improvement

Recommendations for program development and improvement are based on quarterly and yearly trends, and the commencement of an additional three-year grant cycle for the Teen Initiative.

Given the growing and sustained success of the Teen Initiative, its statewide impact, changes in state policies, and the linkages between adult and youth tobacco use, recommendations include:

- Expand the mission of the HWTF tobacco programs and goal areas to include more North Carolina adults, particularly those populations with higher rates of tobacco use.
- Expand policy activities in secondhand smoke to include increased priority for developing smoke-free zones.
- Continue to target for youth empowerment those youth broadly experiencing tobacco-related health disparities, including the design of culturally appropriate tobacco prevention materials for program dissemination.
- Build a youth empowerment logic model and incorporate activities and outcomes in the grantees' action plans including tracking online information from resources such as: www.realityunfiltered.com, www.myspace.com, and www.facebook.com.
- Develop an efficient tracking system to provide an accurate, up-to-date, summary of alternative to suspension programs provided to students violating the tobacco-free school policy by working with the Department of Public Instruction (DPI) to collect this information with their Tobacco Suspension data surveillance system.
- Disseminate broadly to state and national policy makers the successes of the HWTF Teen Initiative in 2008-09.

B. METHODS

All grantees are required to submit a monthly progress report on the 5th of each month using a customized, Web-based, Indicator Progress Tracking System (WiPTS). Each quarter, data entered by the grantees is compiled and analyzed by the UNC Tobacco Prevention and Evaluation Program (UNC TPEP). WiPTS stores data related to seven focus areas and 24 performance indicators developed by UNC TPEP in collaboration with HWTF (See Appendix A for list of indicators). Action plans, developed by grantees and based on the 24 performance indicators, are used to implement program activities.

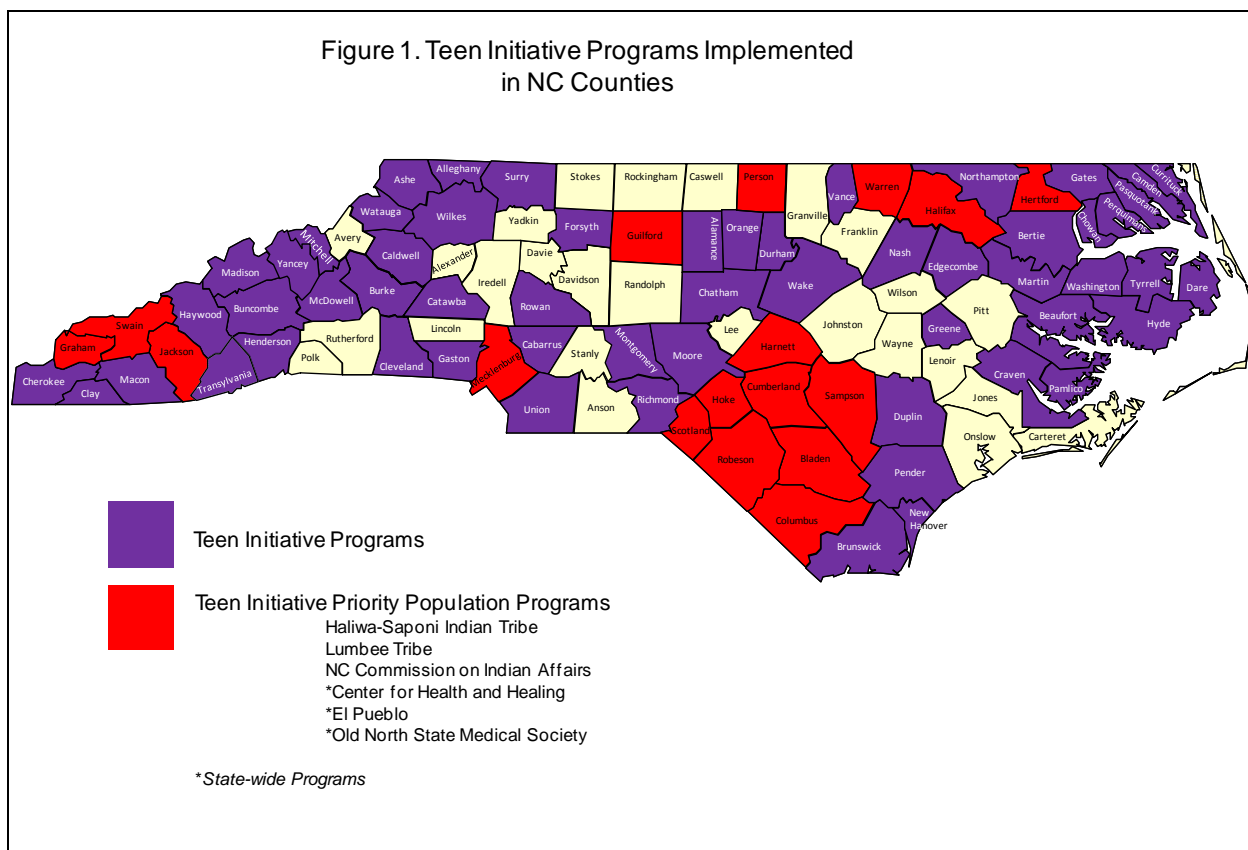
Using established criteria and reporting procedures, grantees enter data directly into the WiPTS database. Grantees can make retroactive corrections to their data entries after each quarterly report is compiled. The retroactive corrections may result in differences between totals for the fiscal year and the sum of the activities reported quarterly.

Grantees also complete a semi-annual survey providing data on additional indicators from January 1- June 30, 2009. This questionnaire includes data in three areas: 1) additional semi-annual indicator data 2) perceptions of program progress, and 3) resources, support, and technical assistance (TA). Indicator data is incorporated into this report, with figures and tables from the semi-annual data noted as such. A summary of perceptions of program progress is included in this report, and the TA report is provided separately to grants managers.

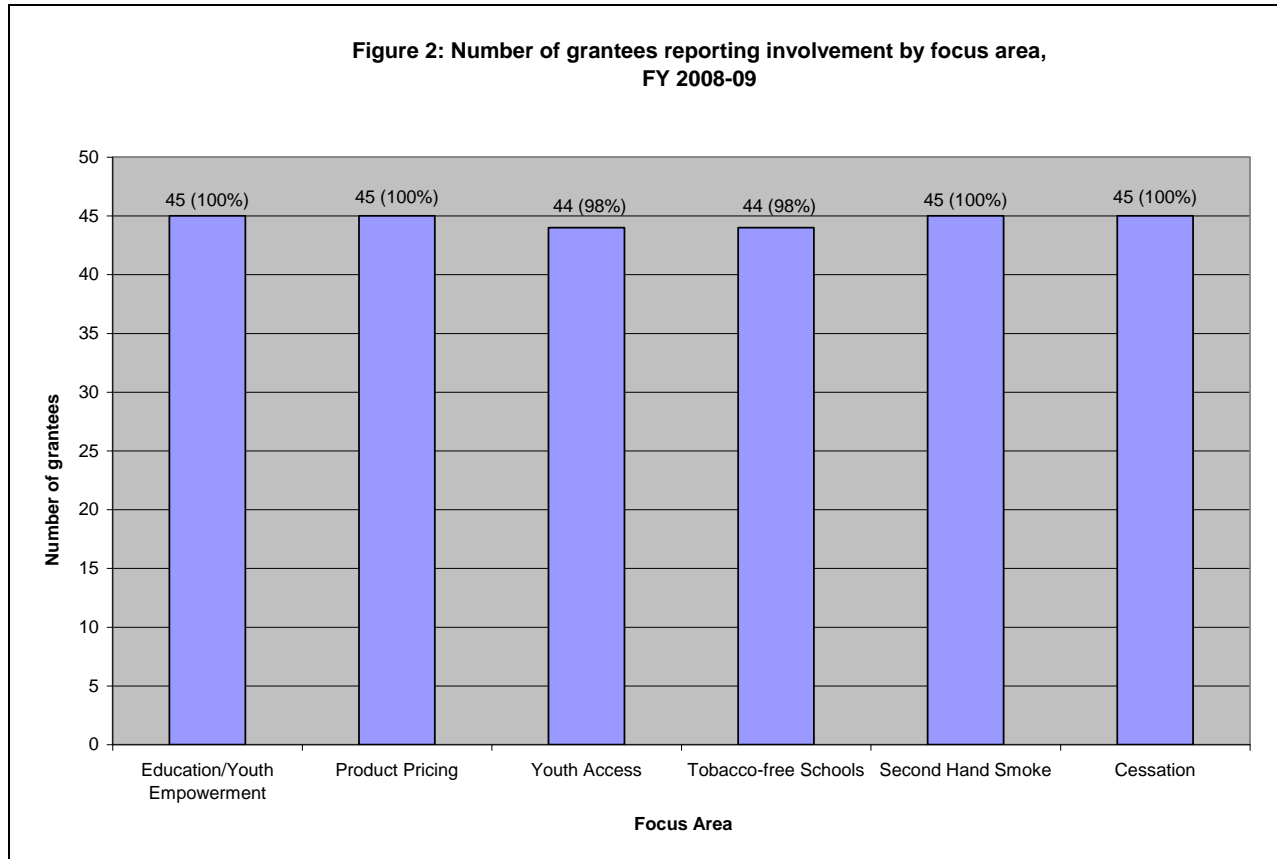
C. SUMMARY OF ACTIVITIES: 2008-2009

C.1. Overview

Data from this fiscal year are based on reports from 45 grantees across North Carolina (39 Community/School grantees and 6 grantees working with populations experiencing health disparities related to tobacco-related). Figure 1 shows the counties in which these grantees are working in North Carolina. Three grantees (Center for Health and Healing, El Pueblo, and Old North State Medical Society) serve the entire state. The remaining grantees specifically serve 74 of North Carolina's 100 counties.



The following figures summarize grantees' activities across focus areas for this year. Grantees were highly involved in all focus areas throughout the year. Figure 2 shows the number and percent of grantees reporting activity in each of the focus areas. All grantees reported involvement in five of the seven focus areas, and all but one grantee reported involvement in the remaining two areas. Reporting of "involvement" encompasses making progress towards item(s) on the action plan, as well as accomplishment of an item. These data are similar to last fiscal year, during which time 96-100% of grantees reported involvement in each focus area.



- Note: During the course of the year HWTF program managers shifted one grantee's efforts from youth access and tobacco free schools to providing technical assistance.

Activities in all focus areas increased significantly compared to last fiscal year (see Figure 3). The focus areas with the highest percentage increases from last year include: Product Pricing activities, up 66%; cessation activities, up 51%; and activities related to Tobacco-free Schools, up 44%.

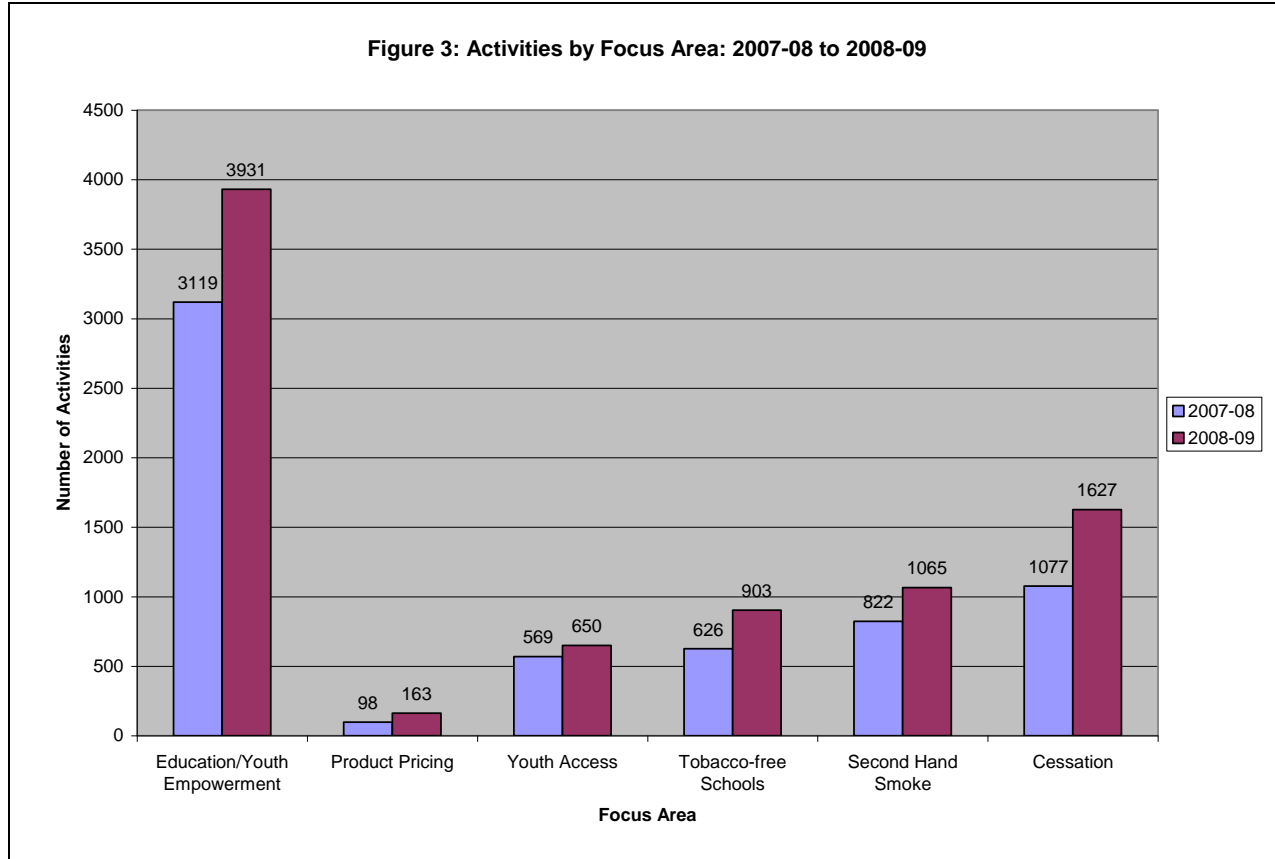
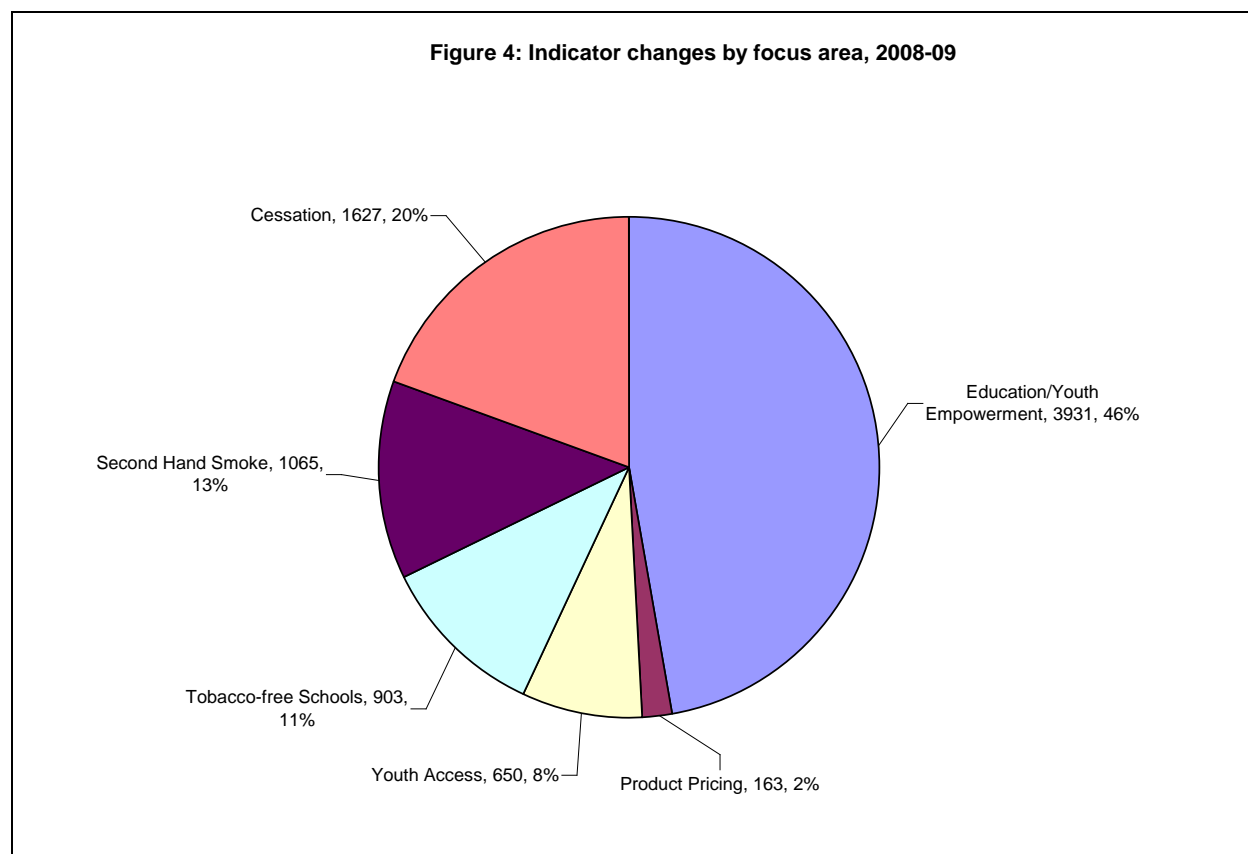


Figure 4 shows the distribution of activities in the six content focus areas for the year. Education and Youth Empowerment activities are responsible for the largest share, with 46%. Cessation, Secondhand smoke, tobacco-free schools, youth access, and product pricing activities follow.



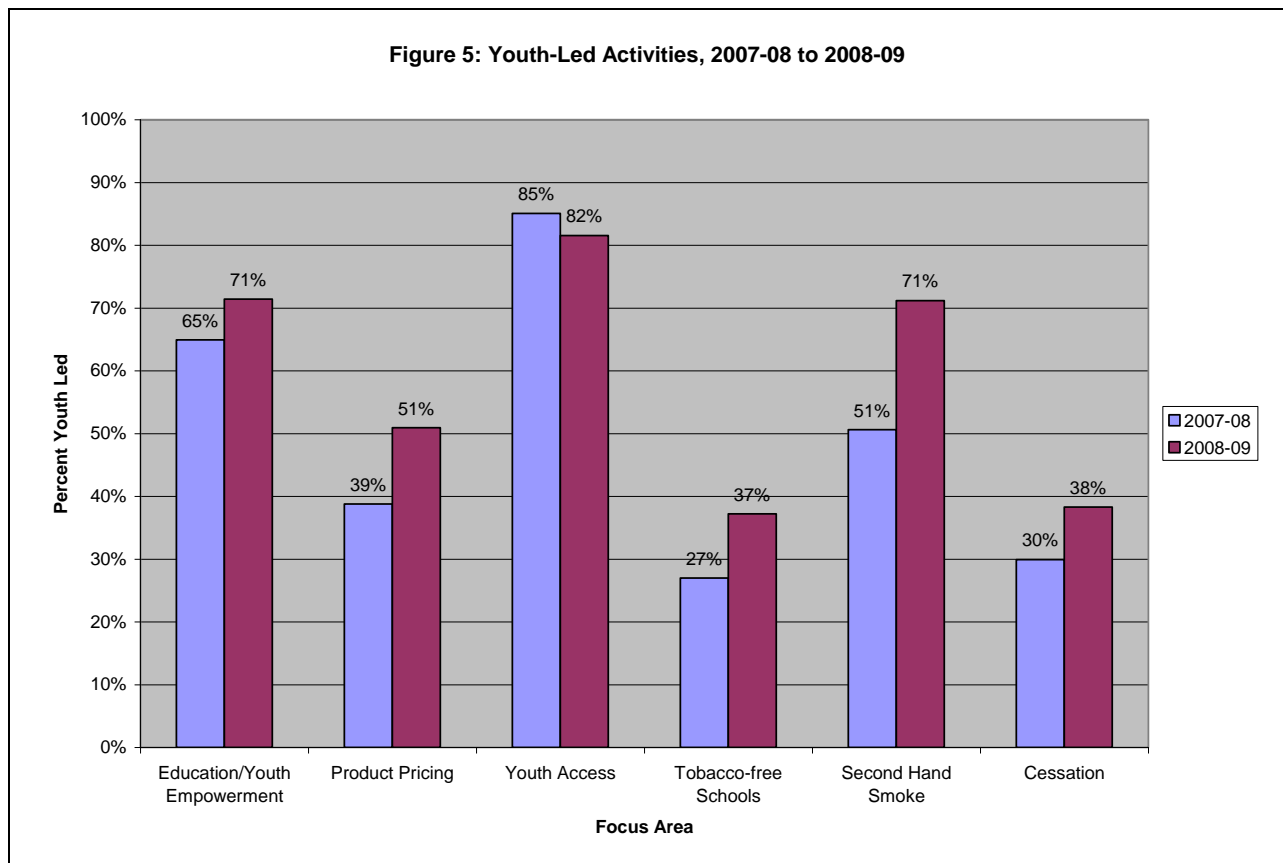
C.2. Outcomes by Focus Area

C.2.a Focus Area 1: Youth Empowerment

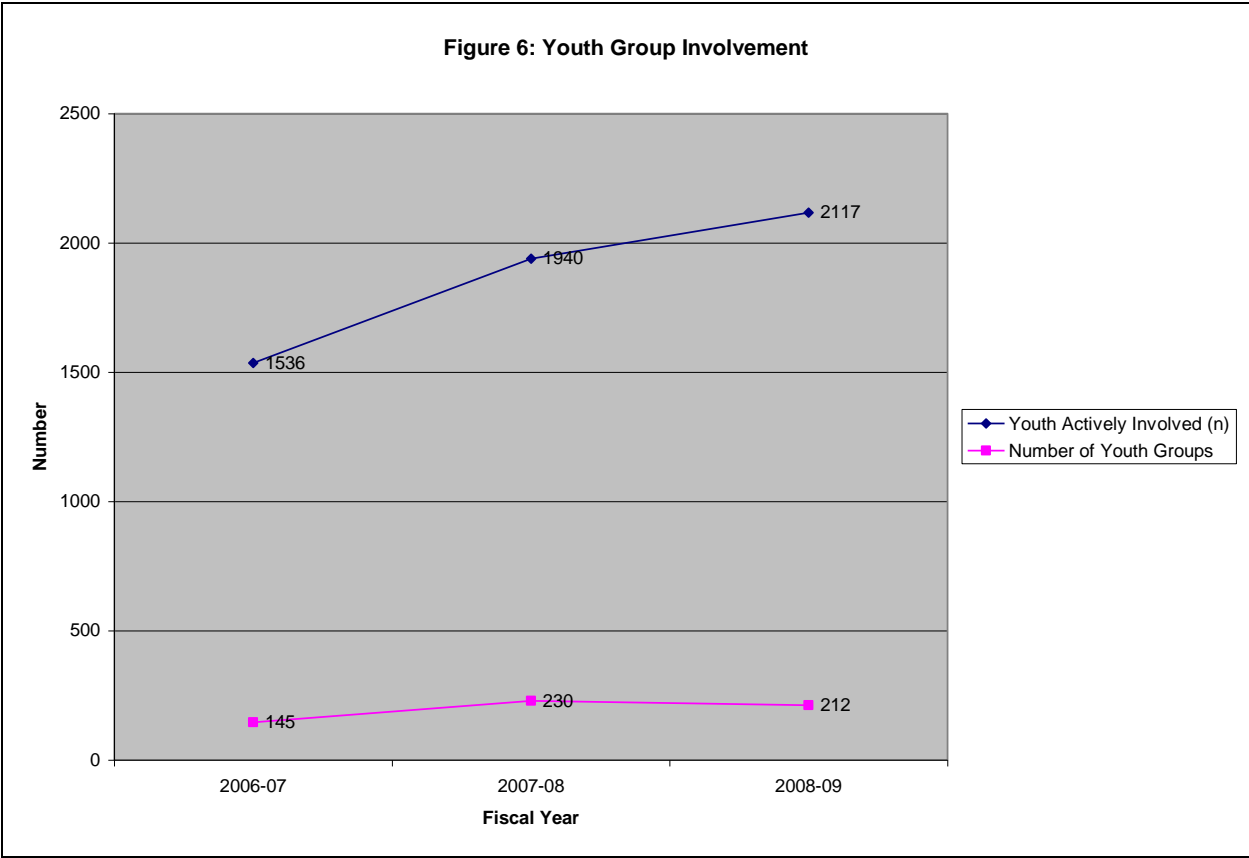
The youth empowerment focus area encompasses tobacco use prevention, education, and empowerment opportunities in schools and the community. Table 1 presents the quarterly and year-end activity in this focus area. Across all focus areas, 62% of activities were youth-led (5,137 of 8,220). Figure 5 shows the percentage of activities in each focus areas that were led by youth. The percentage of youth-led activities ranged from 37% among tobacco-free schools activities to 82% for activities related to youth access.

Table 1: Summary of Indicators for Focus Area 1: Youth Empowerment

	Q1	Q2	Q3	Q4	FY
Media/promotional messages published or aired	144	418	702	567	1831
Skill-building trainings offered to youth	92	175	147	119	533
Skill building trainings offered to adult leaders	27	22	33	27	109
Youth-led prevention activities	240	437	431	350	1458



Youth group activity was reported by grantees in the semi-annual questionnaire. This fiscal year grantees reported 212 active youth groups with 2,117 youth actively involved in planning and implementing tobacco prevention activities (See Figure 6). Youth involvement seems to follow a school-year trend: higher student involvement was reported in the fall and slightly lower in the spring. Overall however, both the number of youth groups and number of actively involved students have increased over time. From fiscal years 2006-7 to 2008-09, the number of youth groups has increased 46% (from 145 to 212), and the number of actively involved youth has increased 38% (from 1,536 to 2,117). This year, over half of involved youth (52% or 1,046) are from populations experiencing tobacco-related health disparities (e.g. African American, Latino, American Indian, LGBTQ, low SES, etc).



C.2.b Focus Area 2: Tobacco Pricing and Youth Initiation

This focus area reflects activities promoting an awareness of research citing a relationship between increased price of tobacco products and decreased youth initiation. Grantees reported a total of 163 activities related to tobacco pricing and youth initiation this fiscal year (see Table 2), a 66% increase over last fiscal year. The majority of these activities (79%) were educational presentations linking tobacco prices and youth initiation.

Table 2: Summary of Indicators for Focus Area 2: Tobacco Pricing and Youth Initiation

	Q1	Q2	Q3	Q4	FY
Media/promotional messages published or aired	6	8	10	11	35
Educational presentations linking tobacco prices and youth initiation	14	28	50	36	128

C.2.c Focus Area 3: Tobacco Sales and Advertising

Activities in this area focus on promoting enforcement of underage tobacco sale laws and reducing tobacco advertising appealing to youth. Table 3 outlines activities in this area. This year grantees reported 650 activities in this focus area; the majority of these (87%) were related

to increasing compliance with laws restricting youth access. Of the activities promoting compliance, the vast majority were led by youth (88%; 499 of 568).

Table 3: Summary of Indicators for Focus Area 3: Tobacco Sales and Advertising

	Q1	Q2	Q3	Q4	FY
Media/promotional messages published or aired regarding tobacco sales and advertising	18	10	19	34	81
Number of activities to promote compliance (e.g., merchant education)	140	150	130	148	568
Stores that removed tobacco ads	0	0	1	0	1

C.2.d Focus Area 4: Promoting Tobacco-Free Schools (TFS)

Currently all schools in North Carolina are smoke free campuses, so grantees' work in this area addresses compliance, cessation for staff, and implementation of complementary programs such as Alternative to Suspension (ATS) programs in schools. Table 4 shows activities for each of the indicators related to TFS. Grantees reported 903 activities related to promoting tobacco free schools, up 44% from last year. Over half of activities in this focus area (51%) were media and promotional messages encouraging compliance with 100% TFS policies.

Table 4: Summary of Indicators for Focus Area 4: Promoting Tobacco-Free Schools (TFS)

	Q1	Q2	Q3	Q4	FY
Schools adopting an Alternative to Suspension (ATS) program (see also Table 5, Figure 7, and Appendix B)	22	4	14	4	44
Presentations promoting cessation resources for school staff	33	35	23	14	105
Media/promotional messages encouraging compliance with 100% TFS policy that are published or aired	169	165	81	49	464
Meetings with school/community agencies to encourage 100% TFS policies	103	61	91	35	290

Additional data on ATS programs is collected in the semi-annual survey. Figure 7 compares the annual ATS adoptions (i.e. number of schools) for the last two years. This year there were 44 ATS program adoptions, a 63% increase over last year's 27. A comprehensive list of all the schools adopting an ATS program this year can be found in Appendix B.

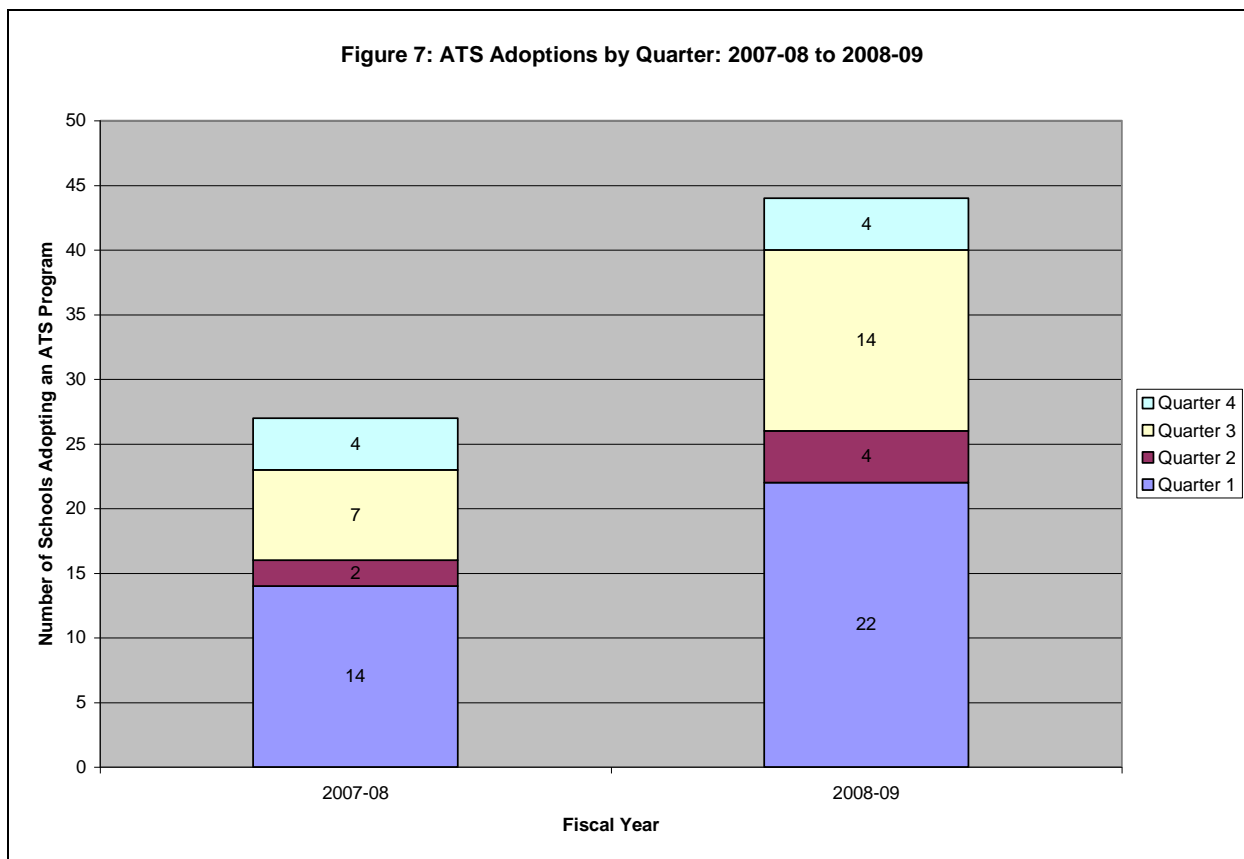


Table 5 shows the ATS program adoption information for the last two fiscal years based on data from the semi-annual survey. For fiscal year 2008-09, grantees reported a total of 222 schools having an ATS program. The number of youth attending at least one ATS session has remained stable from last year to this year, and the majority of these youth completed all sessions of the ATS course (from 62-66%). There was a slight decrease in the percentage of youth in ATS programs from populations experiencing health disparities related to tobacco use (from 57% last fiscal year to 46% this fiscal year).

Table 5: Summary of Alternative to Suspension (ATS) Program Information

	2007-08	2008-09
Number of schools offering an ATS program	174	222
Number of youth attending at least one ATS session for tobacco-related issues	268	269
Number of youth completing all sessions of ATS course for tobacco-related issues	165 (62%)	178 (66%)
Number of youth from populations experiencing tobacco-related disparities	152 (57%)	123 (46%)

C.2.e Focus Area 5: Eliminate youth exposure to secondhand smoke

Activities in this focus area center on reducing second hand smoke exposure by promoting the adoption of smoke free policies in venues frequented by youth. Table 6 shows the annual activity in this area.

Table 6: Summary of Indicators for Focus Area 5: Secondhand Smoke

	Q1	Q2	Q3	Q4	FY
Adoption of smoke free policies (see also figures 8 and 9 and Appendix C)	39	16	36	19	110
Media/promotional messages promoting adoption of smoke-free policies published or aired	35	49	71	60	215
Presentations/meetings promoting adoption of smoke-free policies	127	36	37	94	294
Patron survey findings disseminated to business owners/ community leaders	17	219	133	50	419
Improvements in smoke-free policies (e.g., smoke-free night)	7	9	4	7	27

Figure 8 shows the number of smoke-free policy adoptions reported by grantees for the last four years. Since 2003, grantees have reported 825 venues that adopted smoke-free policies. This fiscal year, 110 venues adopted smoke-free policies, including restaurants, places of worship, tribal facilities, convenience stores, and others. Restaurants adopting smoke-free policies prohibit smoking in both indoor and outdoor serving areas. Figure 9 shows policy adoptions by type of venue. A complete list of the venues that adopted smoke-free policies is in Appendix C.

There are several possible explanations for the decline in smoke-free policy adoptions over time. It is possible that, due to high numbers of adoptions in years 2005-06 and 2006-07, that fewer remaining establishments allowed smoking. It is also possible that the remaining establishments in grantees' communities that allowed smoking were less responsive to existing approaches to policy change (e.g. presentations, dissemination of survey findings). Both would account for decreasing numbers of policy adoptions over time.

Figure 8: Number of smoke-free policies adopted, FYS 2005-09

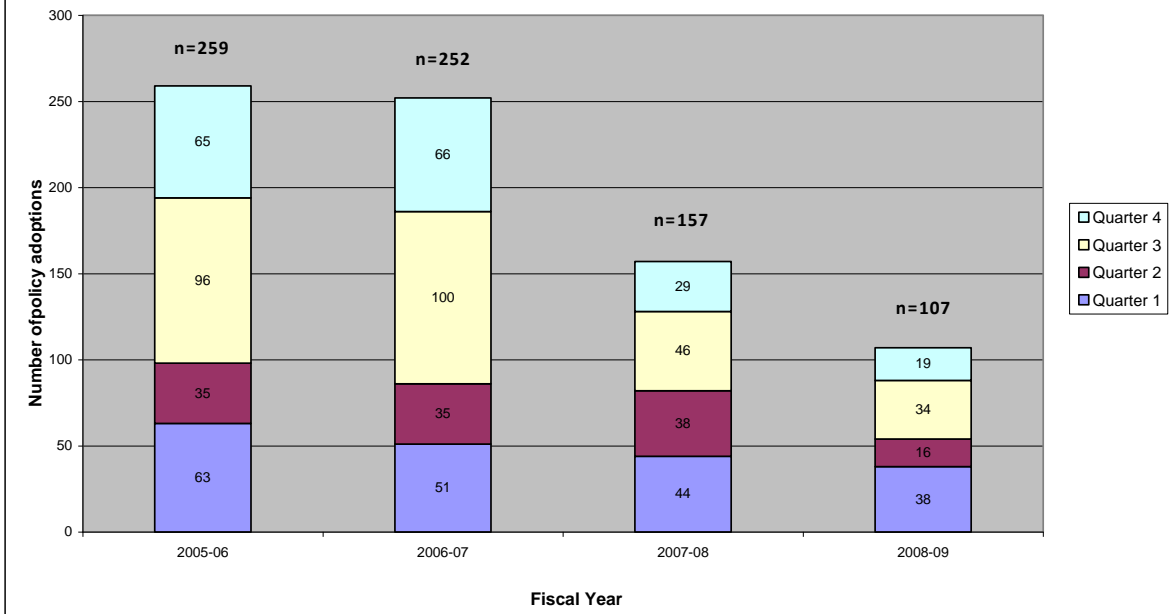
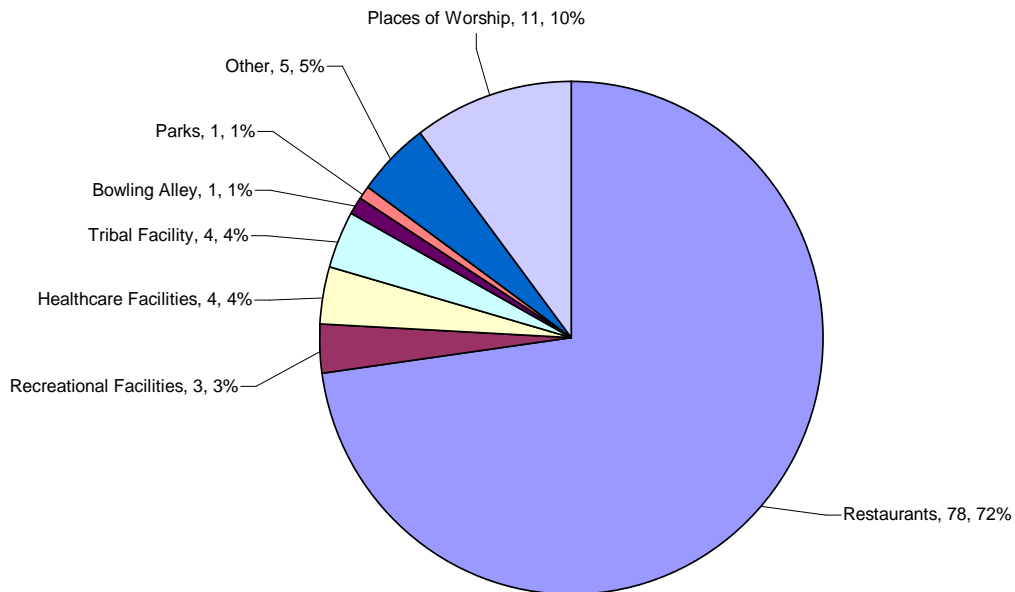


Figure 9: Smoke-Free Policies Adopted by Type of Venue: 2008-2009



C.2.f. Focus Area 6: Providing Cessation Resources

This year, activities related to providing cessation resources increased by 51% over last year, from 1,077 in 2007-08 to 1,627 this year. Table 8 shows activity in each of the indicators for the year. Approximately two-thirds (65%) of the cessation activities were media and promotional messages promoting cessation.

Table 8: Summary of Indicators for Focus Area 6: Providing Cessation Resources

	Q1	Q2	Q3	Q4	FY
Media and Promotional Messages promoting cessation	120	414	307	224	1,065
Presentations or meetings promoting cessation resources (e.g. Quitline, N-O-T, 5A counseling for youth, or Spit Tobacco cessation)	65	209	152	71	497
Trainings coordinated for health care professionals on 5A counseling for youth or Spit Tobacco cessation	11	18	23	13	65

C.3 Infrastructure and Administrative Development

This year grantees reported a total of 2,096 administrative activities. Table 9 shows the annual administrative data. The majority of these activities (1,341 or 64%) were contacts and meetings with state and local leaders. The number of contacts with state and local leaders is down slightly (10%) compared to last fiscal year. However, youth were responsible for leading over half (54%) of all administrative activities this year, nearly double from last year, during which time 24% were youth led.

Table 9: Summary of Indicators for Focus Area 7: Infrastructure and Administrative Development

	Q1	Q2	Q3	Q4	FY
Staff Training Events	86	136	104	72	398
Contacts with State and Local Leaders	25	782	91	443	1,341
Community Partnerships	92	99	94	72	357

C.4. Media Indicators

Media messages have steadily increased in the last three fiscal years. Figure 10 shows the number of earned media messages (e.g. letters to editors), paid media (e.g. print and radio announcements), and unpaid media (e.g. promotional items provided to grantees for dissemination from partner organizations) from 2006 to 2009. Media messages have increased 53% from last year, and more than doubled since the 2006-07 fiscal year (from 1,615 to 3,691).

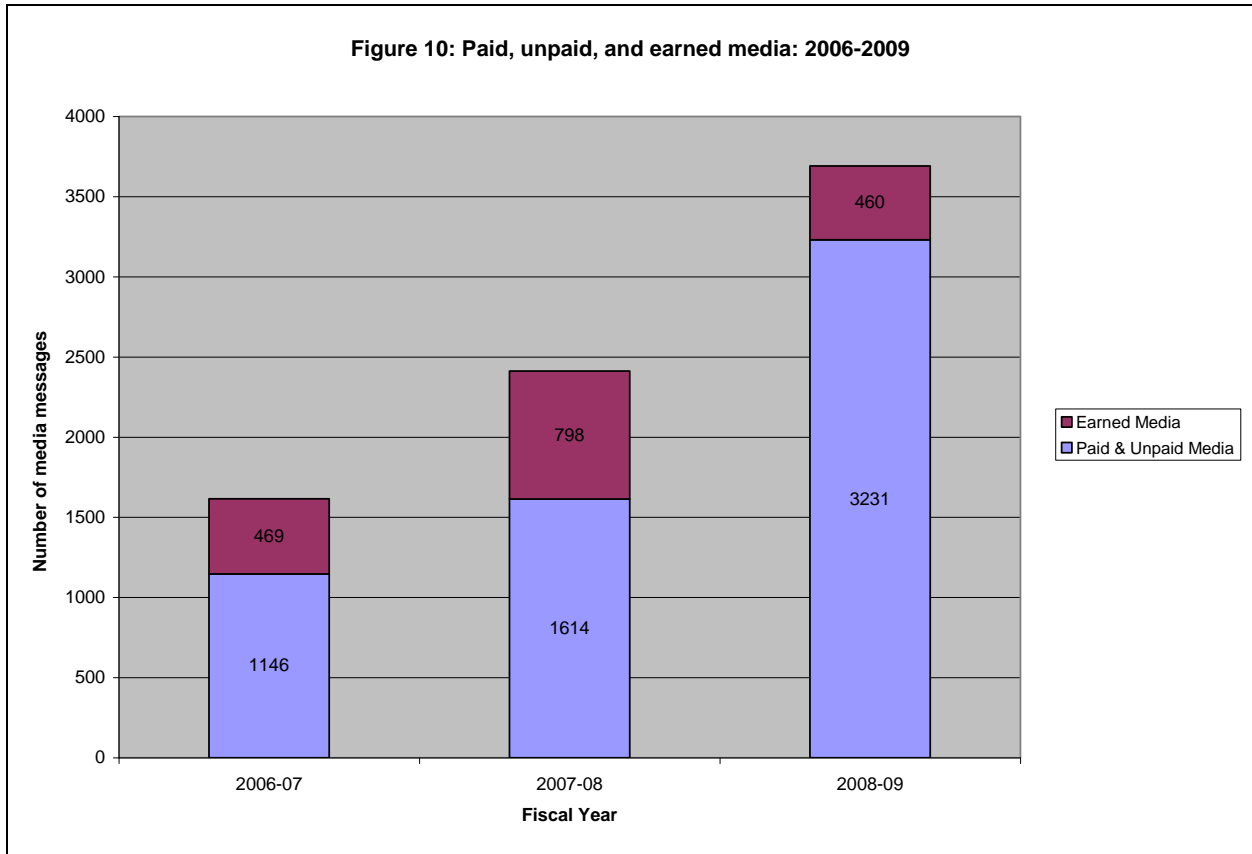
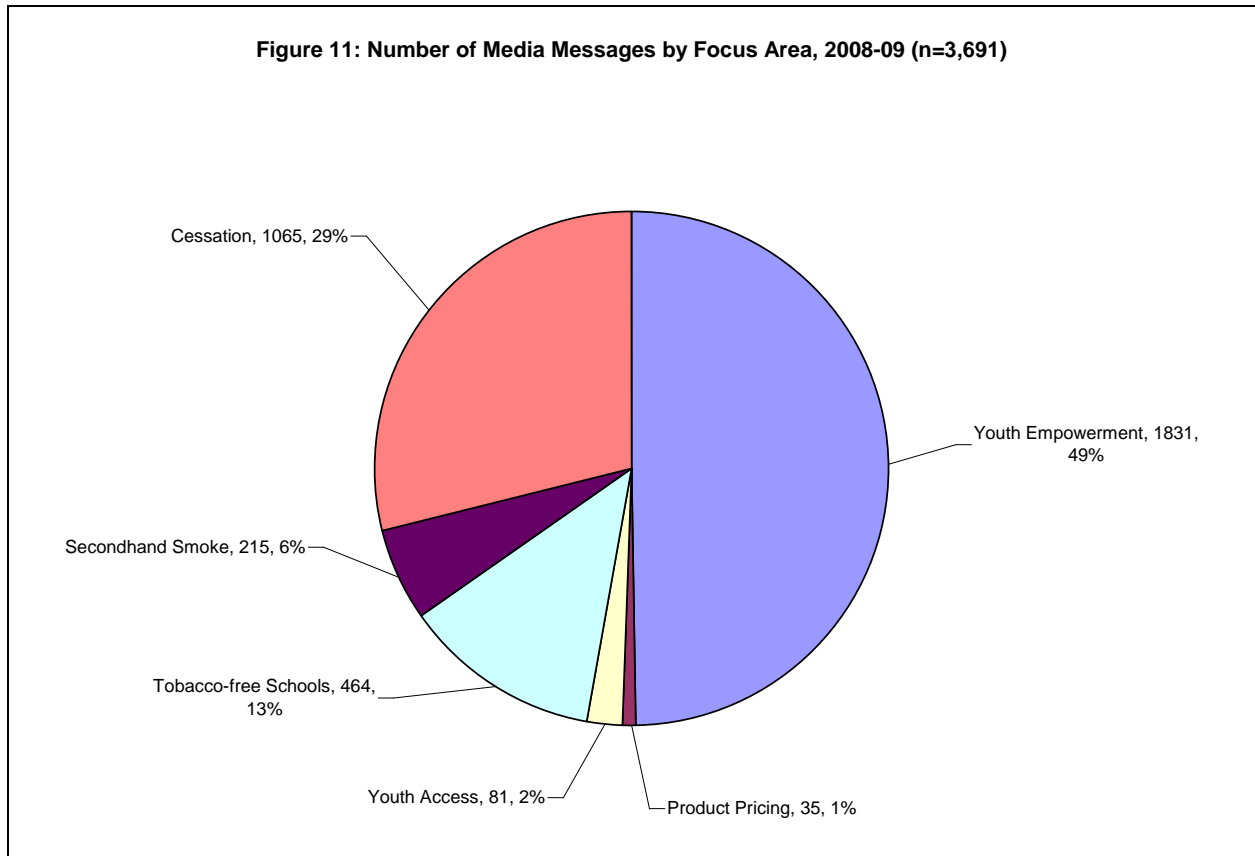


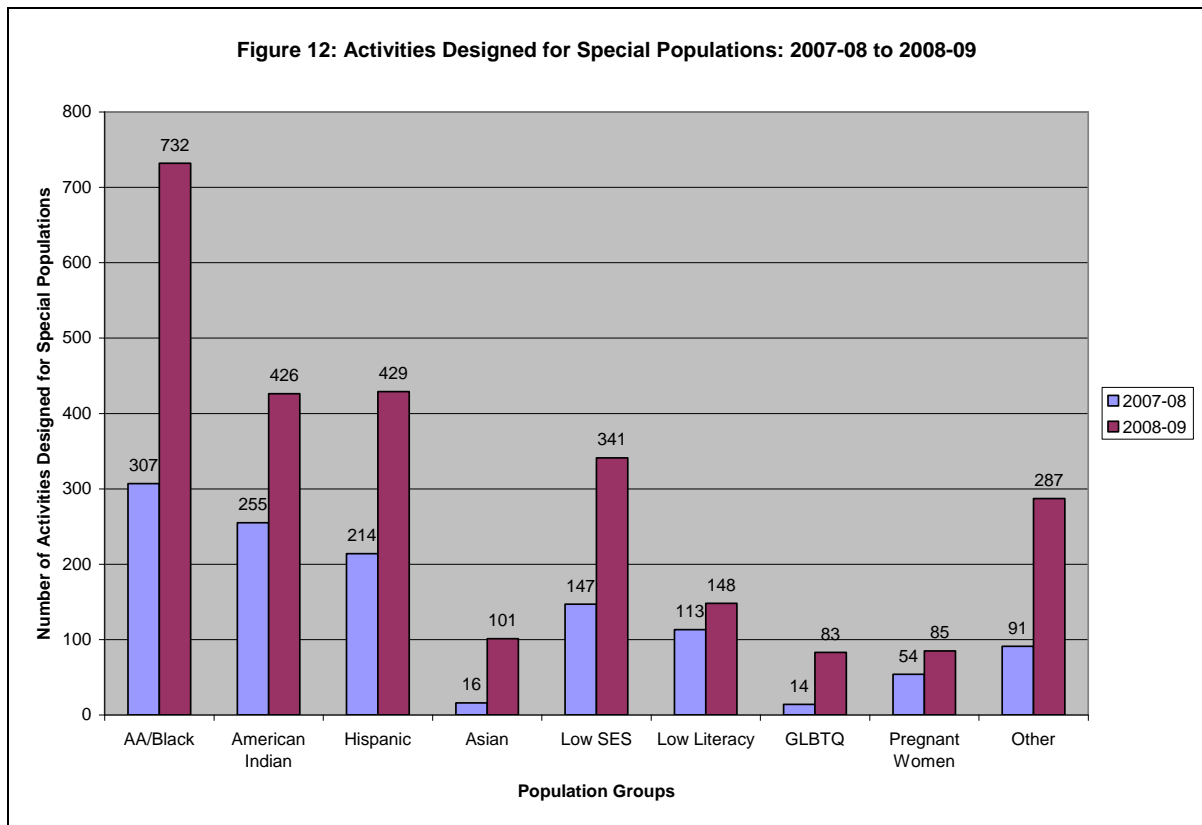
Figure 11 shows the distribution of media messages by focus area. Nearly half (49%) of the media messages disseminated were in the area of youth empowerment. The next largest areas were cessation and tobacco free schools, with 29% and 13%, respectively.



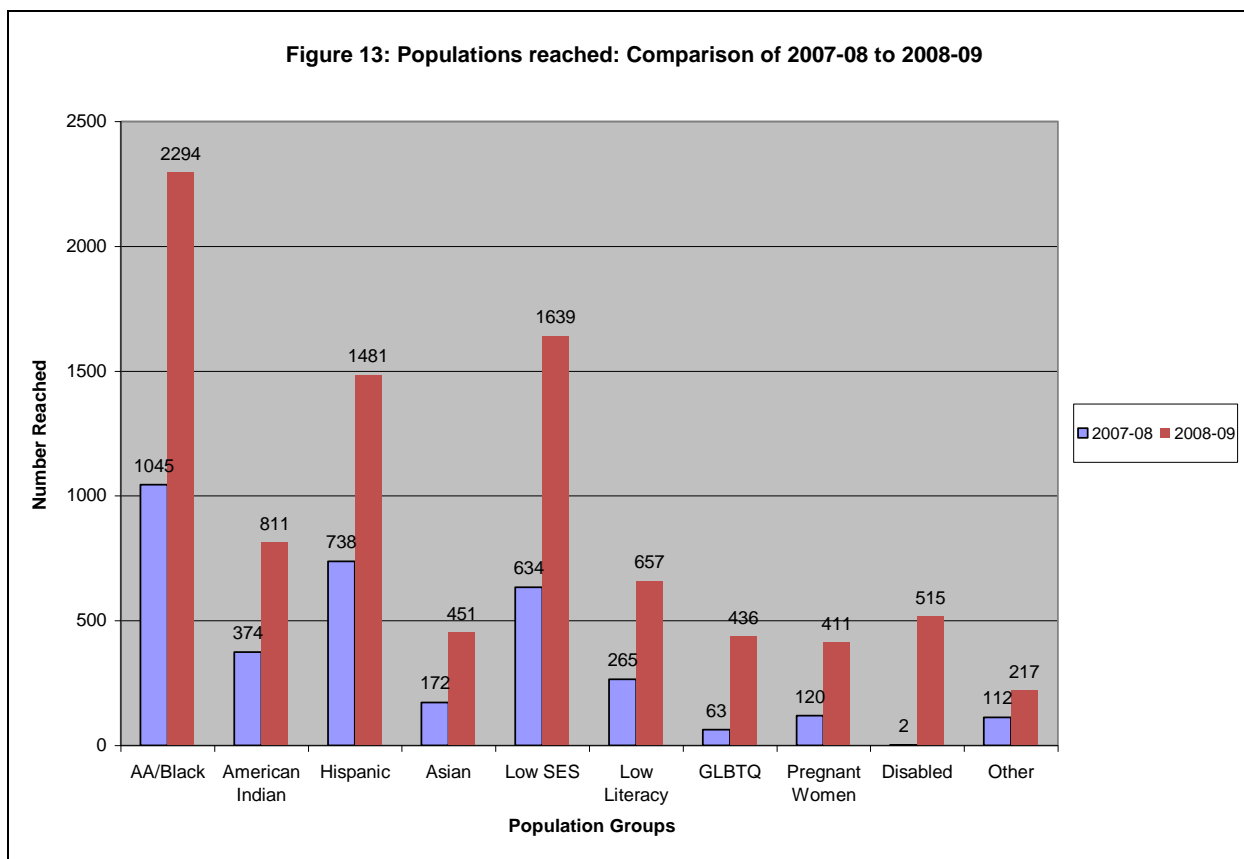
C.5 Reduce health disparities among youth attributable to tobacco use

Grantees reported on activities across focus areas *designed* for youth from populations disproportionately impacted by tobacco-related illnesses. During this quarter, the primary groups for whom activities were designed were Black/African American, Hispanic, American Indian, and low income/ SES youth (see Figure 12). Compared to last fiscal year, grantees reported more than double the number of activities designed for African American, low income, and Hispanic youth, and approximately a five-fold increase in activities designed for Asian and GLBTQ youth.

Note about Figure 12: In FY 2008-09, the category “disabled” was added to the list of youth populations disproportionately impacted by tobacco-related illnesses. Because this is a new category, comparison data from FY 2007-08 is not available. Therefore, activities reported by grantees as designed for “disabled” in 2008-09 were added into “other” for Figure 12.



Grantees reported *reaching* a total of 1,858 individuals from groups experiencing health related disparities (see Figure 13). This is a 44% increase from the 1,293 youth reached in 2007-2008. Grantees reported reaching Black/African American, low-income, and Hispanic populations in the greatest numbers. Compared to last fiscal year, grantees reported reaching double the number of youth or more in all special population categories except “other”.



C.6. Perceptions of Program Progress

Twice a year, grantees report their perceptions progress towards the goals outlined on their action plans, perceptions and use of community partnerships, and perceptions of community views on tobacco-related health issues. This section addresses the results from this semi-annual survey.

C.6.a. Progress toward Goals: Overall and Focus Areas

In the semi-annual survey, grantees reported their perceived progress in achieving pre-determined milestones towards goals outlined in their action plans. These include overall goals as well as those specific to the focus areas. Table 10 summarizes results for the 2008-09 fiscal year.

Grantees' reports regarding whether they anticipate meeting upcoming program goals (within the next six months) remained steady throughout the year (see Table 10). The number of grantees reporting achieving their overall program goals in the last six months to a large extent increased from 33% in FY 2007-08 to 50% during this fiscal year. During FY 2008-09, the percentage of grantees reporting achieving their goals increased for all of the focus areas compared to last fiscal year.

Table 10. Summary of Grantees' Perception of Progress toward Goals, Fiscal Years 2007-09

	2007- 2008 (n=46 grantees) n (%)	2008- 2009 (n=45 grantees) n (%)
<i>On target</i> to achieve program goals in the next six months	31 (67%)	33 (72%)
<i>Achieved</i> overall program goals in the last six months	15 (33%)	23 (50%)
Achieved goals related to Focus Areas:		
Youth tobacco prevention and empowerment	24 (52%)	30 (67%)
100%Tobacco-free Schools (TFS)	20 (43%)	22 (49%)
Product Pricing and Youth Initiation	3 (7%)	7 (16%)
Smoke-free policies/Second-hand smoke	7 (15%)	12 (27%)
Cessation	12 (26%)	18 (40%)
Priority Populations	10 (22%)	14 (31%)

C.6.b. Perception of Partnerships

Relatively few grantees reported partnering with other community/school or priority population grantees during the year (see Table 11). Compared to last fiscal year, there was an increase in both the number of grantees developing new partnerships (15% to 24%) and the number of grantees using existing partnerships (37% to 44%).

Table 11. Summary of Grantees' Perception of Partnerships, Fiscal Years 2007-09

	2007-08 (n=46 grantees) n (%)	2008-09 (n=45 grantees) n (%)
Used existing partnerships	17 (37%)	20 (44%)
Developed new community partnerships	7 (15%)	11 (24%)
Partnered with other Grantees:		
Community/ School Grantee	7 (15%)	7 (16%)
Priority Population Grantee	1 (2%)	3 (2%)

C.6.c. Perception of Community Views

Grantees were asked to what extent their community viewed tobacco use and secondhand smoke as serious health problems. Nearly half of grantees believed their communities viewed tobacco use by youth and adults as a serious health problem (see Table 12). Perception of

tobacco as a serious health problem increased regarding adult use (from 30% to 40%) and youth tobacco use (28% to 40%) from FY 2007-08 to 2008-09. Perceptions of secondhand smoke as a serious health problem nearly doubled this year (from 22% in 2007-08 to 33% in 2008-09)

Table 12: Summary of Grantees' Perception of Community Views, Fiscal Years 2007-09

	2007-08 (n=46 grantees) n (%)	2008- 09 (n=45 grantees) n (%)
Tobacco use by youth a serious health problem	13 (28%)	18 (40%)
Tobacco use by adults a serious health problem	14 (30%)	18 (40%)
Secondhand smoke a serious health problem	10 (22%)	15 (33%)

C.7. Barriers

All grantees reported at least one barrier to their progress during the 2008-09 fiscal year. The most commonly reported barriers were the following:

- The most frequently reported type of barriers related to cooperation and coordination with community partners, reported by 42 grantees (93%). Challenges included increasing support from school administrators, teachers, and other staff; communicating and scheduling with community partners; and gaining support for activities.
- The majority of grantees (89%; 40 grantees) also reported challenges related to school schedules. These include closings due to holidays and vacations, conflicts with school events and exam schedules, and cancellations due to inclement weather.
- Staff issues were reported by 80% of grantees (36 grantees). These include challenges related to hiring and training new staff, having vacant positions, number of staff hours available, and staff time missed for leave (e.g. sick, maternity, family illness, etc).
- Many grantees reported barriers related to improving youth participation and involvement (80%; 36 grantees). These issues include recruitment, improving youth motivation and commitment, competing with other youth activities, and maintaining involvement over the summer months.
- Just over half of grantees (56%; 25 grantees) reported that time spent on administrative tasks, including AAP revisions, were barriers.
- Barriers related to funding and budget issues were reported by 42% of grantees. These included state and school restrictions on travel and program delays related to budget revisions and justifications.
- Several grantees cited barriers related to disseminating media messages, particularly submitting letters to editors without them being published (27%; 19 grantees)
- Transportation for youth to and from events and activities was mentioned by ten grantees (22%).

C.8. Accomplishments

All 45 grantees reported at least one accomplishment during this fiscal year. Notable accomplishments reported this year include:

Policy Adoptions/Improvements

- One hundred ten venues adopted a smoke free policy, and an additional 27 venues improved their smoke-free policies.
 - Washington County Hospital, the Native American Interfaith Ministries' Healing Lodge, and the Town of Scotland Neck adopted multi-facility smoke-free policies.
 - TRU-6/Haywood HWTF reported that Transylvania County Government adopted a smoke-free policy. This includes Cooperative Extension, Vocational Rehabilitation, Employment Security, Transportation Department, Economic Development, the Health Department, and Social Services.
 - Hyde County Health Department, Lumbee Tribe of North Carolina, and Mount Airy Library adopted 100% smoke-free policies.
- A tobacco-free resolution was passed by the Eastern NC United Methodist Conference promoting tobacco-free churches within that conference across North Carolina.
- Forty-four schools across North Carolina adopted an Alternative to Suspension Program.
 - Vance County Schools have implemented Alternative to Suspension (ATS) programs within all middle and high schools.
 - Mecklenburg Health Department formed an ATS partnership with Charlotte-Mecklenburg Schools, resulting in 12 ATS program adoptions.
- After youth from El Pueblo's TRU group visited the International Foods in Raleigh, management removed all but one tobacco advertisement.
- Forsyth County Board of Commissioners passed a Kick Butts Day Resolution.

Youth Empowerment

- Rowan County Health Department conducted a TRU Beauty/TRU Fitness event for 5th-12th graders, with Terrie Hall and Wade Hampton as keynote speakers.
- Warren County Commissioner and tribal member Mr. Barry Richardson spoke to Haliwa-Saponi Indian Tribe's SWAT members about community concerns and developing good leadership skills.
- NC Commission on Indian Affairs partnered with Wac-Siouan Drum Circle and Southeastern Community College to coordinate a smoke-free powwow.
- Grantees offered 533 skill-building trainings to youth, 109 to adult leaders, and 398 to grantee staff members.
- Healthy Caldwellians youth group attained first place for their youth educational exhibit at the Caldwell County Fair Grounds.
- El Pueblo implemented a Latino Youth forum with over 170 youth participants. The forum included a TRU Table, and youth received workshops on Social Justice Theatre with an emphasis on Tobacco, Tobacco 101, Media Literacy, and Youth Advocacy.
- Union County Schools reported on a two-day Camp Caraway youth retreat. Nine Union County youth joined a total group of 55 regional youth trained in *Spit Tobacco*

101, emerging tobacco products, advocacy ideas and peer education. This effort also resulted in the formation of the Union County TRU Advisory Council.

Conferences/Presentations/Trainings

- Forty-three of 45 (96%) grantees attended the Annual Statewide HWTF TTUPC Meeting in Greensboro, NC.
- A program coordinator from Forsyth County Health Department presented "The Real Rap on Tobacco Smoking: African American Youth Talk the Talk" at the 2009 National Conference on Tobacco or Health.
- A program supervisor for North Carolina Commission on Indian Affairs presented "Understanding Barriers to Recruiting American Indian Youth into Smoking Cessation Programming" at the 2009 National Conference on Tobacco or Health.
- Grantees conducted 497 presentations promoting cessation resources, such as QuitlineNC, N-O-T, 5A counseling for youth, and spit tobacco cessation.
- Cabarrus Health Alliance conducted cessation training for 18 dentists, yielding additional scheduled cessation trainings for dental staff members.

Administrative

- Nearly all grantees (44 of 45) worked in all seven focus areas and 100% grantee involvement was achieved in 5 of 7 focus areas.
- Sixty seven percent (30 of 45) of Phase III Teen Initiative grantees submitted FY 2009-2012 Phase IV Teen Initiative grant proposals.

Media

- Coastal Horizons Center coordinated NCSTEP, SAVE, and TRU presentations at North Brunswick High School, earning television media on WWAY TV.
- Vance County Schools launched the "Join the Winning Team of Tobacco Free Champions" billboard advertisement campaign.
- Several grantees reported that editorial letters by youth were published (Partnership for Health, Inc., Cherokee County Schools, Buncombe County Schools, Rowan County).
 - No Fumo and TATU youth presented at a Hammerheads soccer game, receiving radio, television and newspaper media coverage on WECT-TV, Z107.5, TLN New Hanover Learning Network, and Sunny 104.5.
 - Mitchell County Schools reported local newspaper coverage of Kick Butts Day in the Mitchell News Journal.

Advocacy

- Four grantees (Healthy Caldwellians, TRU-6/Haywood, Watauga County Schools, and Mecklenburg Health Department) conducted merchant compliance activities regarding underage tobacco sale laws to more than 100 store owners across North Carolina.
- The Center for Health & Healing, in partnership with Chowan Regional Health Care Foundation's Tobacco Free Church project, disseminated materials and discussed secondhand smoke policy adoptions with over 20 places of worship.
- Grantees made 1,341 contacts with state and local leaders this fiscal year.
- Partnership for Health & Healing distributed their winter newsletter to more than 600 local and state government leaders.

**Appendix A:
List of Indicators 2008-09**

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

Appendix B
Schools Adopting an Alternative to Suspension (ATS) Program
Reported by Grantees, 2008-09 (n=44)

County	School
Alleghany	Alleghany High School
Burke	East Burke High School
Catawba	Bandys High School
Cherokee	Mountain Youth School
Cherokee	Tri-County Early College
Chowan	John A. Holmes High School
Duplin	E.E. Smith Middle School
Forsyth	Carter Vocational High School
Forsyth	Carver High School
Forsyth	Walkertown Middle School
Henderson	Cane Creek Middle School
McDowell	McDowell High School
Mecklenburg	Albemarle Road Middle School
Mecklenburg	Cochrane Middle School
Mecklenburg	Eastway Middle School
Mecklenburg	J.T. Williams Middle School
Mecklenburg	James Martin Middle School
Mecklenburg	Martin Luther King, Jr Middle School
Mecklenburg	McClintock Middle School
Mecklenburg	Northridge Middle School
Mecklenburg	Providence High School
Mecklenburg	Ranson Middle School
Mecklenburg	Sedgefield Middle School
Mecklenburg	Spaugh Middle School
Moore	Pickney Academy
Moore	Union Pines High School
Nash	Nash Central Middle School
Union	Piedmont Middle School
Vance	Eaton-Johnson Middle School
Vance	Henderson Middle School
Vance	Northern Vance High School
Vance	Southern Vance High School
Vance	Western Vance High School
Wilkes	Central Wilkes Middle School
Wilkes	CTE Magnet High School
Wilkes	East Wilkes High School
Wilkes	East Wilkes Middle School
Wilkes	North Wilkes High School
Wilkes	North Wilkes Middle School
Wilkes	West Wilkes High School
Wilkes	West Wilkes Middle School
Wilkes	Wilkes Central High School
Yancey	East Yancey Middle School
Yancey	Mountain Heritage High School

Appendix C
Smoke-free Policy Adoptions, Fiscal Year 2008-09 (n=110)

Grantee	Venue	County
Alamance-Caswell Area MH/DD/SA Authority	116 Oak	Alamance
Alamance-Caswell Area MH/DD/SA Authority	Argy's Diner	Alamance
Alamance-Caswell Area MH/DD/SA Authority	Brown & Co.	Alamance
Alamance-Caswell Area MH/DD/SA Authority	Grioli's Italian Bistro and Pizzeria	Alamance
Alamance-Caswell Area MH/DD/SA Authority	House of Kabobs	Alamance
Alamance-Caswell Area MH/DD/SA Authority	Mariscos Nuevo Vallarta	Alamance
Alamance-Caswell Area MH/DD/SA Authority	Piedmont Ale House	Alamance
Alamance-Caswell Area MH/DD/SA Authority	Red Bowl Asian Bistro	Alamance
Alamance-Caswell Area MH/DD/SA Authority	Sake Japanese Steakhouse	Alamance
Alamance-Caswell Area MH/DD/SA Authority	Sakura	Alamance
Alamance-Caswell Area MH/DD/SA Authority	Sam's Hot Dogs	Alamance
Alleghany County Schools	MIS Arodus	Alleghany
Ashe County Schools	19th Hole Bar and Grill	Ashe
Ashe County Schools	Black Jacks Pub and Grill	Ashe
Ashe County Schools	Decadence Bakery	Ashe
Ashe County Schools	McDonalds	Ashe
Ashe County Schools	Mike's Community Mart	Ashe
Ashe County Schools	Mountain Music Jamboree	Ashe
Ashe County Schools	Papi's Grill	Ashe
Ashe County Schools	Prime Sirloin	Ashe
Ashe County Schools	Riverview Restaurant	Ashe
Ashe County Schools	Smithey's Cafe	Ashe
Blue Ridge Health Care	Hursey's Bar-B-Q	Burke
Blue Ridge Health Care	Pizza Hut	Burke (Morganton)
Blue Ridge Health Care	Pizza Hut	Burke (Valdese)
Cancer Services of Gaston County, Inc.	Outback Steakhouse	Gaston
Catawba County Public Health Department	AMF Colonial Lanes	Catawba
Catawba County Public Health Department	Bob Evans	Catawba

Grantee	Venue	County
Catawba County Public Health Department	Carrabba's Italian Grill	Catawba
Center for Health and Healing, Inc.	North East Baptist Church	Durham
Center for Health and Healing, Inc.	Redhill United Church of Christ	Johnston
Center for Health and Healing, Inc.	United In Christ	Wayne
Center for Health and Healing, Inc.	Unity Fellowship Church	Mecklenburg
Chowan Regional Health Care Foundation	Andy's of Columbia	Chowan
Chowan Regional Health Care Foundation	Andy's of Edenton	Chowan
Chowan Regional Health Care Foundation	Bayside Marina and Grill	Chowan
Chowan Regional Health Care Foundation	Hardees	Perquimans
Chowan Regional Health Care Foundation	Jim's Market Place and Deli	Chowan
Chowan Regional Health Care Foundation	Katie's Steak House	Chowan
Chowan Regional Health Care Foundation	Long Ridge Missionary Baptist Church	Washington
Chowan Regional Health Care Foundation	Mt. Hebron AME Zion	Washington
Chowan Regional Health Care Foundation	Subway	Chowan
Chowan Regional Health Care Foundation	The Soda Shoppe	Chowan
Chowan Regional Health Care Foundation	Washington County Hospital	Washington
Chowan Regional Health Care Foundation	Whitemans Service Center	Chowan
Coastal Horizons Center	Golden Eggs	New Hanover
Coastal Horizons Center	Jack Mackerel's	New Hanover
Coastal Horizons Center	Old Pierhouse	New Hanover
Coastal Horizons Center	Port City Chophouse	New Hanover
Coastal Horizons Center, Inc.	Buffalo Wild Wings	New Hanover
Coastal Horizons Center, Inc.	Buoy 32	New Hanover
Coastal Horizons Center, Inc.	Cape Fear Community College	New Hanover and Pender
Coastal Horizons Center, Inc.	Fat Tony's	New Hanover
Coastal Horizons Center, Inc.	The Deckhouse	New Hanover
Coastal Horizons Center, Inc.	The Seahorse Cafe	Pender
Coastal Horizons Center, Inc.	Wilmington Hammerheads soccer team	New Hanover
El Pueblo, Inc	La Fiesta del Pueblo	Wake

Grantee	Venue	County
Halifax County Schools	Town of Scotland Neck	Halifax
Haliwa-Saponi Indian Tribe, Inc.	Haliwa-Saponi Tribal Land and Properties	Halifax and Warren
Healthy Caldwellians	Asian Bowl	Caldwell
Healthy Caldwellians	Chubby's	Caldwell
Healthy Caldwellians	CiCi's Pizza	Lenoir
Healthy Caldwellians	FATZ Cafe	Caldwell
Healthy Caldwellians	Frankie's Pizza	Caldwell
Healthy Caldwellians	Hog Wild BBQ	Surry
Lumbee Tribal Nation Programs, Inc.	Lumbee Tribe of NC (nine buildings and four tribal service areas)	Robeson
Lumbee Tribal Nation Programs, Inc.	Lumbee Tribe of NC (remaining tribal territories and all vehicles)	Robeson
McDowell County Schools	Holly's Deli	McDowell
McDowell County Schools	New Horizon Baptist Fellowship	McDowell
Nash County Health Department	Andy's Cheeseburgers and Cheesesteaks	Nash
NC Commission of Indian Affairs	Branch Street United Methodist Church	Robeson
NC Commission of Indian Affairs	Collins Chapel Church	Robeson
NC Commission of Indian Affairs	Native American Interfaith Ministries "The Healing Lodge"	Robeson
NC Commission of Indian Affairs	New Hope Baptist Church (Waccamaw-Siouan Tribe)	Columbus
NENCPPH NC Institute for Public Health	Cavalier Motel	Dare
NENCPPH NC Institute for Public Health	Dare County Board of Health	Dare
NENCPPH NC Institute for Public Health	Department of Public Health	Dare
NENCPPH NC Institute for Public Health	Front Porch Cafe	Dare
NENCPPH NC Institute for Public Health	Hyde County Health Department	Hyde
NENCPPH NC Institute for Public Health	Slice Pizzeria	Dare
Partnership for Health, Inc.	Hendersonville Skate Park	Henderson
Surry County Health and Nutrition Center	13 Bones - Mount Airy, NC	Surry
Surry County Health and Nutrition Center	Amalfi's Pizza - Elkin, NC	Surry
Surry County Health and Nutrition Center	Dianna's Restaurant	Surry
Surry County Health and Nutrition Center	East Coast Wings	Surry
Surry County Health and Nutrition Center	Mama Mary's	Surry

Grantee	Venue	County
Surry County Health and Nutrition Center	McDonald's - Dobson, NC	Surry
Surry County Health and Nutrition Center	Mom's Finger Lickin' Chicken	Surry
Surry County Health and Nutrition Center	Mount Airy Public Library	Surry
Surry County Health and Nutrition Center	Pirate's Landing	Surry
Surry County Health and Nutrition Center	Pizza Hut	Surry
Surry County Health and Nutrition Center	Salem Baptist Church	Surry
Surry County Health and Nutrition Center	Soppers Restaurant	Surry
Surry County Health and Nutrition Center	Taco Bell - Mount Airy, NC	Surry
Surry County Health and Nutrition Center	The Concession Stand	Surry
Surry County Health and Nutrition Center	Wanda's Riverside Restaurant	Surry
TRU-6/Haywood HWTF	Dugan's Pub	Transylvania
TRU-6/Haywood HWTF	Henry's Restaurant	Transylvania
TRU-6/Haywood HWTF	Ingles Deli	Madison
TRU-6/Haywood HWTF	Iron Horse Station Coffee House	Madison
TRU-6/Haywood HWTF	Iron Horse Station Restaurant and Tavern	Madison
TRU-6/Haywood HWTF	Rockbottom Sports Grill	Madison
TRU-6/Haywood HWTF	Transylvania County Cooperative Extension	Transylvania
TRU-6/Haywood HWTF	Transylvania County Government (Cooperative Extension, Vocational Rehab, Employment Security, Transportation Department, Economic Development, Health Department, and Social Services)	Transylvania
Wilkes County Schools	Brame's Lunch Counter	Wilkes
Wilkes County Schools	Fire Mountain	Wilkes
Wilkes County Schools	Fuji Express	Wilkes
Wilkes County Schools	Pizza Hut ¹	Wilkes
Wilkes County Schools	Pizza Hut ¹	Wilkes
Wilkes County Schools	Sonic	Wilkes

¹ Pizza Hut locations are independently franchised; policy adoptions occurred in two separate franchises.