

Tobacco Prevention Evaluation Program  
UNC-CH Dept. of Family Medicine

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Quarterly Report for the HWTF Teen Tobacco  
Use Prevention and Cessation Initiative  
April 1, 2005 – June 30, 2005

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A report prepared for the  
North Carolina Health and Wellness  
Trust Fund Commission

September 23, 2005



Tobacco Prevention Evaluation Program  
UNC-CH Dept. of Family Medicine

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## I. Executive Summary

This quarterly report reflects the progress and activities of Health and Wellness Trust Fund (HWTF) Teen Tobacco Use Prevention and Cessation Initiative Community/Schools and Priority Population grantees during the period of April 1, 2005 to June 30, 2005.

Overall, Community/Schools grantees made progress in the areas of Tobacco-free Schools (TFS) and Secondhand Smoke (SHS). Similar to previous quarters, however, the highest level of activity for most grantees continues to be in the area of tobacco prevention education. Several grantees reported that end-of-the-school year schedules limited some grantee activities this quarter.

Key findings and recommendations are as follows:

### Initiation

- Work by five grantees resulted in the adoption of 100% TFS policies in Alleghany, Burke, Mitchell, Northampton, and Washington Counties during this quarter. Sixty-one percent (38 of 62) of the school districts represented by the 34 Community/School grantees have now adopted a 100% TFS Policy. Efforts to advance the policy in 12 of the remaining 24 districts were reported during this quarter.
- Twenty-three grantees worked in 29 school districts to enforce 100% TFS policies this quarter. This is a 28% increase from the number of grantees involved in enforcement activities last quarter.
- Fewer grantees reported work in the Youth Access focus area this quarter; however, some successful activities were reported, including two summer merchant education camps for youth resulting in youth-led activities (e.g., surveys of tobacco ads in local convenience stores, merchant pledges, etc.). One grantee met with representatives from seven college campus clinics and counseling centers to encourage removal of magazines with tobacco advertising and to promote the display of tobacco prevention materials.
- The number of youth trainings reported by Community/Schools grantees decreased by more than 50% from last quarter (from 95 to 47). Only four grantees reported six trainings that were specifically focused on youth policy advocacy.
- Four grantees (Orange County, Chowan, First Health, and Alleghany) reported 75% of all youth-led, policy-related indicator changes this quarter (i.e., 82 of 109 youth-led C/S grantee indicator changes in the areas of TFS, SHS, and product pricing).
- Community/Schools grantees continue to focus most of their efforts in the area of general tobacco prevention education activities and media messages. The total number of tobacco prevention education activities reported increased substantially this quarter, despite end-of-the-school year barriers. Issues with reporting activities for this indicator (i.e., how to count classes, presentations, etc.) are being addressed by the IPTS team. Grantees are also not sufficiently describing in IPTS how their tobacco prevention education activities are linked with policy advancement.
- Orange County Health Department reported 29 youth-led, peer education activities, many of which included an evaluation component assessing cognitive and affective measures. This grantee's efforts may be a useful example to other grantees of how educational activities can be evaluated.

## **Secondhand Smoke**

- Community/Schools grantee SHS advocacy efforts resulted in five smoke-free restaurant policies and sixteen improved policies at various venues (e.g., bowling alleys, high school prom, ball parks, stadium, restaurants). Almost 100 restaurants were identified as being smoke-free for the development of smoke-free dining guides, etc.; however, grantees were not directly involved in these policy changes.
- Grantees reported a substantial increase in the number of patron surveys, meetings with managers/owners, and educational presentations that promote the adoption of smoke-free policies when compared to the number of these activities reported in previous quarters. This should result in increased policy changes in subsequent quarters and is consistent with prior recommendations.

## **Cessation**

- Grantee efforts to coordinate cessation trainings for clinicians increased this quarter, with nine grantees reporting nine different trainings. Seven of these trainings reached a total of 79 health professionals and tobacco prevention advocates.
- Grantees continue to report barriers with implementing the Not-On-Tobacco (N-O-T) program such as lack of transportation, student participation, and resources. Eight grantees reported participating in the American Lung Association's N-O-T facilitator meetings offered for the first time this quarter to address N-O-T program barriers and successes.

## **Disparities**

- Priority Population grantees' efforts in general tobacco prevention education activities more than doubled from 19 indicator changes last quarter to 47 this quarter. Two of their reported tobacco prevention education activities involved working with Community/Schools grantees (i.e., annual health fair and tobacco information booth at a mall).
- Two Priority Population grantees reported work in the Secondhand Smoke focus area this quarter. Their efforts resulted in six improved and adopted 100% smoke-free policies impacting African American and American Indian communities (e.g., two tobacco-free powwows, one smoke-free church, one smoke-free arena at powwow event, one smoke-free Native American Association).
- One Priority Population grantee reported indicator changes in the cessation focus area, including a 5A counseling training attended by 40 - 50 public health workers and physicians, as well as a promotion of the Quitline by Lt. Governor Perdue at their annual convention.
- One Priority Population grantee was responsible for the majority of Disparities media messages reported this quarter (78% of the total 18 media messages reported by Priority Population grantees).
- Community/Schools grantees continue to report several activities that are uniquely designed for youth from identified populations (i.e., merchant education summer camp for Hispanic youth).

## **Media**

- The number of paid and earned media messages reported by all grantees did not significantly change this quarter from the last quarter. In total, 345 media messages were reported, 58% of which were in the area of tobacco prevention education. Priority Population grantees reported 5% of all media messages (18 of 345).

## Administrative

- Major trainings attended by the majority of grantees included the HWTF Annual Action Planning meeting in Durham in April, and the National Conference on Tobacco or Health in Chicago in May.
  - The number of grantees reporting contact/meetings with state and local government leaders to promote HWTF funded programs decreased this quarter. However, three HWTF grantees received recognition or awards from state and local government leaders, indicating a high level of awareness of grantee efforts in these communities.
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## Recommendations:

1. Community/Schools grantees have made substantial advancements in 100% TFS policy adoption over the past year. Barriers to policy adoption in the remaining districts should be examined and collaboratively addressed for the upcoming year.
2. Individual coalitions that have demonstrated success in youth-led policy initiatives and peer education activities should be highlighted as examples among all grantees. This may be done via HWTF conference calls and/or other venues.
3. Youth trainings should increasingly focus on skill development in policy areas (e.g., SHS policy advocacy).
4. Technical assistance providers should emphasize the importance of linking all tobacco prevention education activities to policy advancement with all grantees. Policy links should be reported in iPTS for all tobacco prevention education activities.
5. Consistent with previous recommendations, grantees reported an increasing number of patron surveys, meetings with managers/owners/ leaders, and educational presentations that promote the adoption of smoke-free policies. Ongoing follow-up to these activities should be provided by grantees to promote 100% policy adoption. Specific grantee involvement should be described for each smoke-free policy adoption reported in iPTS.
6. Existing cessation media efforts by grantees should incorporate promotion of the new NC Tobacco Quitline.
7. Grantees reporting barriers to N-O-T Program implementation should be encouraged to attend American Lung Association's N-O-T facilitator meetings. Meetings should be evaluated by ALA to ensure they are meeting grantee needs.
8. Priority Population grantees should be encouraged to expand work in media and policy areas (i.e., TFS, SHS).
9. The iPTS team should continue to work on reviewing, developing, and disseminating improved grantee guidelines for reporting indicator changes in iPTS.

## II. Introduction and Methods

This quarterly report summarizes the progress and activities of HWTF Teen Tobacco Use Prevention and Cessation (TTUPC) grantees during the period of April to June 2005.

This report includes data submitted by 34 Community/Schools grantees (including 23 Phase I and 11 Phase II grantees) and four Priority Population grantees as of July 15, 2005. One Community/School grantee was unable to submit data for the month of June due to computer problems. Other statewide groups funded by the HWTF (e.g., NC STEP, SAVE) are not included in this report.

Monthly progress reports were submitted by all grantees using the Indicator Progress Tracking System (iPTS). The iPTS collects data based on nine focus areas and 36 performance indicators developed and approved by the HWTF, Tobacco Prevention and Control Branch (TPCB), and the UNC Tobacco Prevention Evaluation Program (UNC-TPEP) (See Appendix).

Data for this quarter were compiled and analyzed by the UNC-TPEP with an emphasis on data collected in policy areas. This report summarizes grantee progress and activities in the following four goal areas of the TTUPC Initiative:

1. Prevent youth initiation of tobacco use,
2. Eliminate youth exposure to secondhand smoke,
3. Promote tobacco use cessation among youth, and
4. Eliminate health disparities among minority youth or other youth populations identified with tobacco-related health disparities

All Priority Population grantee data are reported under the Disparities section of this report. Data pertaining to media efforts and administrative measures for all Community/Schools and Priority Population grantees are summarized in sections E and F.

Limitations for this report are as follows:

- Ongoing iPTS data quality issues continue to impact quarterly report findings. Issues include grantee inexperience using the new tracking system, and need for further clarification on reporting procedures. Technical assistance is being provided to address these issues with stakeholders with the goal of making adjustments in the tracking system and improving the quality of incoming data.

### III. Summary of Quarter Activities

#### A. Initiation

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##### A1. 100% Tobacco-Free Schools

The 34 Community/School grants cover 62 school districts (54% of 115 NC districts). At the beginning of this quarter, 33 of the 62 districts had 100% TFS policies in place. With the addition of Alleghany (unanimous), Burke (unanimous), Mitchell (data not provided), Northampton (unanimous), and Washington (4-1) County Schools voting to adopt the policy this quarter, that total is now 38. Thirteen grantees representing 24 school districts have not yet adopted 100% TFS policies.

##### A1a. 100% TFS Policy Adoption

The following numbers reflect the 29 districts (and 16 grantees) that began the quarter without a 100% TFS policy:

- Fifteen grantees reported some effort toward 100% TFS policy adoption in 17 school districts.
- One grantee reported a petition being presented to a school board. This petition was in the form of a banner stating, "We Support 100% Tobacco Free Schools" and was signed by students from five schools. Four grantees reported youth-led petitions and surveys that had not yet been presented to school leaders. One grantee working specifically with colleges reported 11 surveys conducted with students from eleven different colleges (results not yet disseminated to leaders).
- Twelve grantees reported 41 presentations or meetings with key leaders from 14 school districts to encourage the adoption of a 100% TFS policy. These meetings involved school board policy committees, School Health Advisory Committees (SHACs), superintendents, principals, and parents. Nine of these presentations were to school boards in six districts, four of which had adopted the policy by the end of the quarter. Four of the presentations in four districts were youth-led. In addition, three meetings with representatives of two community colleges were reported by two grantees.
- Five grantees reported eight meetings with school leaders, SHACs, and health department personnel to discuss cessation options for school staff. Three grantees reported direct contact with school staff that promoted cessation resources. One distributed materials in the teacher lounges. Another communicated to all school system employees by email. One grantee held a staff development workshop entitled "Addiction, Cessation, and Tobacco Prevention" that was attended by 70 teachers. The workshop included a presentation by Dr. Jana Johnson, TPBC Medical Director, and a panel of four teachers who related their experiences with cessation.
- Two schools from different districts adopted the Alternative to Suspension (ATS) Program.

Barriers: Two grantees reported continuing resistance from key school administrators. One reported school board members' feelings of loyalty to the tobacco industry, from which they had recently received a multimillion dollar technology grant. Another reported the time of year with few staff and no students being available.

### **A1a. 100% TFS Policy Enforcement**

The following numbers reflect the 38 districts (and 25 grantees) with a 100% TFS policy at the end of the quarter:

- Twenty-three grantees worked in 29 school districts to enforce 100% TFS policies this quarter.
- Thirteen grantees reported 21 meetings or presentations to encourage implementation and enforcement of 100% TFS policy.
- Six grantees reported nine presentations promoting effective cessation resources for staff. Five of these involved distributing information directly to school staff (e.g., handing out materials at two employee health fairs).
- One grantee reported the adoption of ATS by the school district, which includes 4 middle and high schools.

Barriers: One grantee made each the following comments in this area:

- It was frustrating to implement the policy because schools treat violations differently
- The cost of posts for displaying signs exceeded the budget
- Staff training is needed in N-O-T

### **A2. Relationship of Product Pricing and Initiation**

- Fourteen grantees reported some work in the focus area that promotes awareness about the relationship of tobacco product pricing and youth initiation.
- Eight grantees reported 10 educational presentations to schools or community organizations. School presentations include the following audiences: teachers, nurses, youth peers, and principals. Community presentations were made to a local board of health, committees of a local health advocacy organization, and substance abuse prevention professionals.

Barriers: Three grantees reported being unclear about what can and cannot be covered when discussing this topic. One grantee asked for written guidelines to assist them in discussing pricing and youth initiation.

### **A3. Youth Access to Tobacco Products**

- Eight grantees reported work in promoting the enforcement of underage tobacco sale laws and reduced tobacco advertising that appeals to youth.
- Six grantees reported activities to increase compliance and limit or remove tobacco ads targeting youth in stores.
  - One grantee collaborated with a local youth organization to hold two summer camps, one for African American, the other for Hispanic youth. After receiving training, youth from both camps went to convenience stores in their respective neighborhoods, recording the number of tobacco ads inside and outside the stores, as well as tobacco product placement. They then conducted merchant education activities including asking for pledges not to sell tobacco products to minors.



- Two youth groups conducting surveys of tobacco advertisements outside and inside of stores where tobacco is sold, especially looking for ads that target youth.
- One grantee working with colleges met with managers at seven college campuses asking them to remove young adult-oriented ads and develop a policy that prohibits magazines/ads that promote tobacco use in their campus clinics and counseling areas.
- One grantee reported that a grocery store manager had removed ads from the store that were aimed at underage kids after attending an ALE training that was co-sponsored by the grantee. This manager also indicated a willingness to speak with other store managers in the chain about this issue.

Barriers: Three grantees reported barriers, two of which were lack of response from ALE for setting up requested training or joint activities. The other grantee reported lack of transportation for youth to go into the community and interact with business owners.

#### **A4. Youth Trainings**

- Twenty-one grantees reported 47 youth/young adult trainings this quarter. This is slightly less than half of the number of youth trainings reported last quarter (95). This decrease may be associated with the end of the school year or changes in grantee reporting for this indicator. The total number of individual youth trained cannot be determined, due to some of the same youth attending several trainings. Twenty-nine (63%) of these trainings were youth-led.
- Most Western Region grantees reported youth attendance at two youth leadership summits in April and May organized by ?Y West. These summits offered youth and adult workshops in various skill building areas including policy advocacy, writing articles, and working with media.
- Four grantees reported six trainings that were specifically oriented towards policy advocacy (general trainings and youth summits were not included). These include one ?Y training on 100% TFS policy adoption and four trainings specifically related to SHS advocacy (4), one of which was conducted by EnTER.
- Other specific youth training areas included: spit tobacco (5), decision making/refusal skills (5), TATU (4), No Fumo youth leadership (4), media literacy/advocacy (3), and peer education (3).

Barriers: End-of-school-year schedules limited participation by youth and staff.

#### **A5. Youth-Led Activities**

- More than half of all youth-led indicator changes reported by Community/Schools grantees were in the area of general tobacco prevention education (i.e., tobacco prevention education activities and media message development).
- Nineteen grantees reported 109 youth-led, policy-related indicator changes (i.e., indicator changes in 100% TFS, secondhand smoke, and product pricing focus areas). Seventy-five percent (82) of youth-led, policy efforts were reported by four grantees: Orange County Health Department, Chowan Regional Health Care Foundation, First Health of the Carolinas, and Alleghany County Schools.
- Seventy-six percent (83) of youth-led, policy-related indicator changes were in the area of SHS. Twenty percent (22) were related to 100% TFS Policy (77% promoting adoption and 23% promoting enforcement). Four youth-led indicator changes were in the area of product pricing.

## A6. Tobacco Prevention Education

- Grantees continue to report the most activity in the area of tobacco prevention education. Thirty-two grantees reported approximately 344 tobacco prevention education activity indicator changes this quarter. This represents a 63% increase in the number of tobacco prevention education indicator changes reported last quarter (220). One indicator change often represents multiple presentations (i.e., three Tobacco 101 sessions at one school is counted as one indicator change). Less than a quarter of grantees described the activity's link to policy in their iPTS description. The iPTS team is currently reviewing how tobacco prevention education activities are reported in iPTS.
- The majority of tobacco prevention education activities reported included school classes or presentations, informational displays/booths at community events, and creative, youth-oriented activities (i.e., cigarette butt clean up, ugly face contest, puppet plays, skits, etc.).
- Approximately 150 (44%) of the 344 activities reported were youth-led. One grantee (Orange County Health Department) reported 29 youth-led, peer education activities, many of which included an evaluation component assessing cognitive and affective measures.
- This quarter, several educational activities were linked with other special days or events such as Kick Butts Day, Earth Day, and Relay for Life.
- Nine grantees reported 25 indicator changes that specifically focused on spit tobacco use prevention and cessation education, including presentations by NC STEP and cancer survivor Gruen Von Behrens.
- Eleven grantees reported educational activities involving SAVE. Most SAVE presentations focused on education regarding the dangers of tobacco use. One grantee reported how their SAVE presentation was successfully linked with local information about their smoke-free restaurant initiative. Most grantees report that SAVE presenters are well-received by students (i.e., listen well, ask lots of questions, seem impacted on an emotional level).

Barriers: End-of-year and summer schedules limited some student participation and opportunities for activities (8 grantees reporting); limited staff time for activities, particularly school-based grantees with added school responsibilities (4); transportation (2); unresponsiveness from staff (2); uncertainty about how to report in iPTS (1); orientation for a new coordinator (1); and weather (1).

## A7. Preventing Initiation Media

- Approximately 263 media messages were reported under the Initiation focus area this quarter (26% increase from the 209 Initiation media messages reported last quarter):
  - Seven grantees reported 21 media messages advocating adoption of 100% TFS policy in eight school districts including radio talk shows (3), youth letters to the editor (3), local newspaper stories (3), parent newsletters articles (3), PSAs (2), an op-ed (1), editorial (1), and one paid newspaper ad designed by two youth clubs.
  - Eleven grantees reported 17 media messages encouraging 100% TFS policy compliance including a posting of TFS policy information on one school district's website and a new TFS webpage included in another district website. Seven news stories reported on new policies that were adopted and/or how the policy would be implemented and enforced.

- Seven grantees reported 16 media messages about product pricing, including two TV interviews with youth peer educators about their educational awareness campaign, seven newspaper stories, two editorials, an op-ed, letter to the editor; and three school parent newsletters. Eleven of the 16 messages indicated direct grantee involvement.
- Seven grantees reported 10 media messages related to enforcement of underage tobacco sale laws. All of these were news stories, five of which reported on the launch of the “Red Flag” campaign.
- Thirty grantees reported approximately 199 media messages in the area of general tobacco prevention education. Twenty-four percent (47) of these messages were categorized as newspaper/magazine (i.e., editorials, articles, ads). Greater than 15 messages were also reported in each of four the following categories: TV, radio, announcements, and brochure/flier/poster/sign. Eighty-one messages involved paid media (i.e., billboards, theatre slides, stadium announcements, full-page ad published in a baseball team’s game program for the entire season).

## **B. Secondhand Smoke**

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Twenty-six grantees reported indicator changes related to the adoption or advancement of smoke-free policies in indoor/outdoor areas frequented by youth, with two more reporting work toward indicator changes. This is an 86% increase from the number of grantees involved in SHS activities during the same quarter last year (Apr-Jun 04)

### **B1. Smoke-free Policies Adopted or Improved**

- Five restaurants adopted 100% smoke-free policies as a result of local advocacy efforts by grantees. Four of these efforts were youth-led.
- Eleven grantees reported 16 improved smoke-free policies including a youth-led, smoke-free day or night at three bowling alleys; a smoke-free prom policy; smoke-free nights at four minor league ball parks; four restaurants participating in smoke-free dining days; a stadium and a college campus each expanding smoke-free areas; and two restaurants that doubled their seating in smoke-free dining areas.
- Ninety-six restaurants, one county park, and one skating rink were identified as being smoke-free by 13 grantees. The majority of these smoke-free establishments were identified as the result of grantee surveys leading to publication of smoke-free dining guides or efforts to plan strategically for a smoke-free restaurant campaign.

### **B2. Patron Surveys**

- Three grantees conducted surveys gathering opinions about and/or support for smoke-free policies. The results from these surveys were shared with bowling alley management, restaurant owners, a high school student body, the health department director, and local media outlets. All were youth led. Eight additional grantees had conducted surveys, but had not yet compiled results and/or presented the results to owners or managers.

### **B3. Meetings with Owners/Managers/Leaders**

- Eleven grantees reported 61 meetings with restaurant managers, two meetings with a minor league stadium manager, and one meeting with each of the following: assistant to president of a college, bowling alley manager, parks and recreation director, and a church pastor.

### **B4. Educational Presentations**

- Sixteen grantees reported 30 educational presentations (36% increase from last quarter) promoting smoke-free policies to church groups, summer camper, teachers, community health groups, business leaders, and restaurant patrons. These included information booths at four health forums or fairs, and at six smoke-free night events (baseball stadiums or bowling alleys) on the dangers of secondhand smoke and advocacy for clean air policies.
- Almost all tobacco use prevention education activities (see Initiation section) included some information about the dangers of secondhand smoke.

Barriers: Individual grantees reported the following barriers:

- The Parks & Rec. Dept. was reluctant to adopt a smoke-free policy for sporting events
- There are few places in their rural community for teens to “hang out”
- Postage issues delayed a smoke-free campaign in their community

## **B5. Secondhand Smoke Media**

- Thirteen grantees reported 34 media messages focused on promoting smoke-free policy adoption. These included local newspaper stories (12), newspaper ads (7), billboards (2), theatre slides (2), and one TV news story reporting on a youth survey and new smoke-free restaurants. Three radio stations and three TV channels ran PSAs about smoke-free dining days or other smoke-free events. One coordinator was also interviewed on a radio talk show about implementation of the county health department's 100% tobacco-free policy.

## C. Cessation

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Twenty-five grantees reported indicator changes in the cessation focus area:

### C1. Presentations

- Twenty-one presentations promoting youth cessation services were conducted with various groups including school and health dept. committees, a medical society, and counseling service. Students were also reached via special classes, information booths, and assemblies.
- Four grantees reported 36 individual cessation counseling/information sessions with students requesting help with quitting and/or who were suspended for tobacco use violations. Individual counseling sessions make up approximately 61% of the total number of indicator changes reported under “# of presentations promoting Quitline, N-O-T, or 5A counseling for youth.”

Barriers: One grantee reported lack of access to smokeless tobacco cessation materials. The end of the school year also limited opportunities for presentations, so overall attendance was low.

### C2. Not-On-Tobacco (N-O-T) Program

- Two grantees reported five new schools (two high schools and three elementary schools) whose principals have agreed to offer the N-O-T program to interested students. iPTS reports do not indicate whether these schools have instituted specific policies regarding N-O-T. Trends over the last three quarters (Oct-Dec 04; Jan-Mar 05; Apr-Jul 05) show a decreasing number of schools adopting N-O-T programs

Barriers: Seven grantees reported challenges with implementing the N-O-T program that included lack of: 1) transportation in rural areas, 2) parent and student interest, and 3) resources (i.e., staff time). One grantee reported that N-O-T trainings were not easily accessible to interested people in her area. The ALA recently initiated regional N-O-T facilitator meetings to address N-O-T program implementation barriers and successes. Eight grantees reported attending a N-O-T facilitator meeting this quarter. Grantee feedback about these meetings was not included in iPTS.

### C3. Trainings for Clinicians

- Nine grantees coordinated nine cessation trainings for clinicians this quarter. Seven of these trainings reached a total of 79 health care professionals and/or tobacco prevention advocates including school nurses, health department and hospital staff, WIC coordinators, maternity care coordinators, private practice health care professionals, and other service coordinators.

Barriers: It was noted that there was limited availability of time for health professionals to attend the trainings sessions.

### C4. Cessation Media

- Fourteen grantees reported approximately 40 cessation oriented media messages this quarter. One grantee reported 14 (35%) of these messages including regular cessation messages on their school TV channel, school website, theatre slides, and articles in their student newspaper. Other media used by grantees include local newspaper columns/ads (9), fliers (4), t-shirts (4), radio interviews/PSAs (3), and a billboard promoting the QuitNow NC (1).

## D. Disparities

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### D1. Priority Population Grantees

All four Priority Population grantees submitted monthly data for this quarter using the iPTS. Priority Population grantee activities related to Initiation, SHS, Cessation, and Media (under the overall Disparities goal area) are reported below as follows:

#### D1a. Initiation

- No Priority Population grantees reported activities specifically promoting the adoption or enforcement of 100% TFS policies this quarter.
- Three Priority Population grantees conducted 29 youth trainings:
  - El Pueblo conducted 13 youth trainings including: four peer education trainings, eight No Fumo Curriculum trainings, and one Spring Youth Forum reaching 150 Latino youth. The forum offered two tobacco-related workshops and a Spanish version of the Youth Tobacco Survey.
  - The General Baptist State Convention (GBSC) offered nine trainings to Youth Action Teams in various skill areas (e.g., action planning, exhibit and presentation preparation, and the use of Photovoice for policy advocacy).
  - One NC Commission on Indian Affairs (NCCIA) mini-grant recipient conducted six skill-building trainings on the use of traditional art forms to address tobacco use in their community. This training resulted in an exhibit at the Guilford Native Art Gallery in June.
- In total, 38 Priority Population indicator changes were reported as being youth-led. Most youth-led activities were in the area of tobacco prevention education. Four youth-led indicator changes resulted in smoke-free policies changes at two PowWows, the Metrolina Native American Association Center, and a local church.
- Priority Population grantees reported 47 tobacco prevention education activities this quarter. This is more than double the number of tobacco prevention education activities reported last quarter (19). This may reflect improved grantee reporting in the iPTS and/or a true increase in grantee activity this quarter. Highlights of these activities are as follows:
  - The NCCIA reported 30 tobacco use prevention education activities, many of which were organized by youth mini-grant recipients. These activities included a community forum, information tables, tribal cultural classes, youth heritage camp, and educational sessions at various faith and community events.
  - El Pueblo conducted nine activities including Tobacco 101/Media 101 sessions and informational booths at various organizations and events. Other grantee activities included educational displays at schools and presentations at faith-based events and society meetings.
  - Two Priority Population grantees reported working with specific Community/School grantees. One Priority Population and one Community/School grantee set up an interactive tobacco education booth at a mall. Another Priority Population grantee worked with a Community/School grantee on their Annual Health fair.

## **D1b. Secondhand Smoke**

- Only two Priority Population grantees reported work in the area of eliminating exposure to SHS:
  - Six smoke-free policies changes resulted from NCCIA and GBSC efforts, including two tobacco-free powwows, one smoke-free arena at a powwow event, an adopted smoke-free policy by the Metrolina Native American Association, and one smoke-free church policy resulting from Youth Action Team activities.
  - GBSC and NCCIA conducted 17 educational presentations promoting smoke-free environments. Eleven of these presentations were made at various churches participating in Tobacco-Free Sunday on May 15<sup>th</sup>, which was sponsored by the GBSC. SHS Opinion Surveys were distributed to church goers and 562 were collected.
  - NCCIA reported three meetings with church leaders from five churches and one restaurant owner to promote the adoption of tobacco-free policies.

## **D1c. Cessation**

- Only one grantee reported two non-media related, cessation indicator changes this quarter:
  - Lt. Gov. Perdue promoted the new Quit line to over 100 attendees at the ONSMS Annual Convention including physicians, public health workers, and government officials.
  - ONSMS facilitated a 5A counseling training session at their Annual Convention. The training was conducted by Dr. Jana Johnson and was attended by approximately 40 to 50 public health workers and physicians from across the state. Three Community/School grantees and one Priority Population grantee reported attending this training in the IPTS.

## **D1d. Disparities Media**

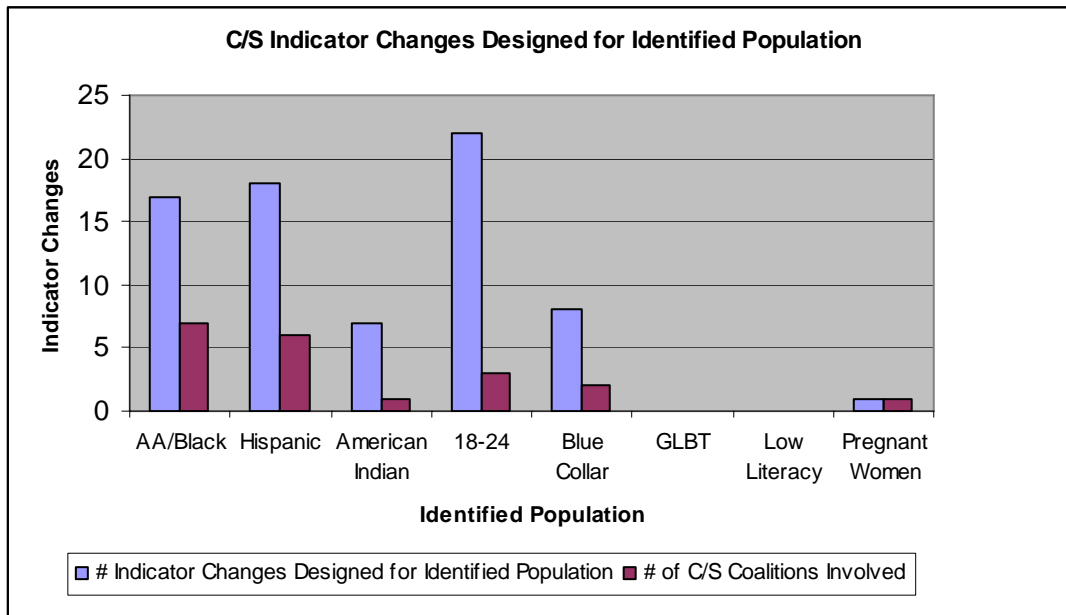
- Three Priority Population grantees reported 18 messages this quarter using various media, which included: exhibits (7), newspaper articles (5), television (2), and print ads (3). Ten messages were in the area of tobacco prevention education, six in SHS, and two in cessation. Examples of Priority Population media efforts are as follows:
  - 78% (14) of the media messages reported were by GBSC including seven youth-led exhibits at various churches, four articles, and one SHS ad appearing in three African American newspapers.
  - Two television stations covered the Guilford Native American Association Mini-Grant exhibit entitled "A Story of Indian Tradition, not Addiction."
  - Two newspapers ran follow-up stories on the ONSMS Annual Convention.



## D2. Community/Schools Grantees

Community/Schools grantees were asked to designate indicator changes that were designed uniquely for members of an identified population. Insufficient descriptions and/or inaccurate data were provided to analyze activities reported as being designed for “Low SES” and “Other” identified populations. With the exception of these two categories, 73 indicator changes were reported by 20 Community/Schools grantees as being designed for an identified population.

Grantee activities designed for African American youth, Hispanic youth, and young adult populations increased from last quarter (Jan-Mar 05). Activities designed for American Indian youth decreased this quarter compared to last quarter.



Examples of Community/Schools indicator changes designed for identified populations include:

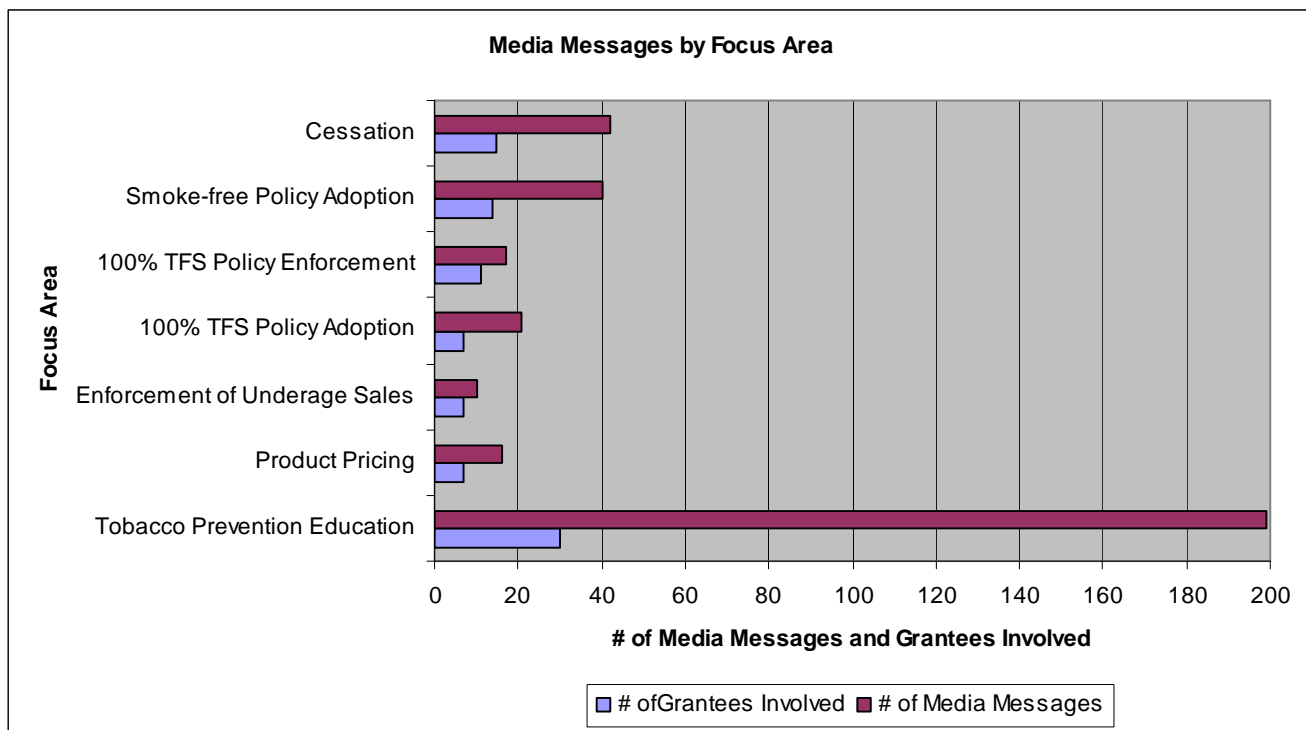
- A two-week tobacco prevention and merchant education summer camp at Centro Latino for 25 Hispanic youth.
- African American newspaper runs news story titled “Teens in Action: Smoke-free Bowling Night for Kick Butts Day.”
- Tobacco-free, Lumbee Spring PowWow.
- Meetings with community college leaders to promote tobacco-free campus policies.
- Tobacco prevention education activities targeting race car drivers and fans under 18 years old at six local race events.
- Cessation training for 10 staff affiliated with Healthy Mother/Healthy Babies Coalition in Chatham County.

## E. Media (Overall)

Community/Schools and Priority Population grantees were asked to report the number of media messages published and aired under each focus area. One media message is defined as any earned or paid message in print, broadcast, or web-based media that focuses on a particular focus area. One media message includes one product (i.e., 100 copies of 1 poster = 1 media message).

- Approximately 345 media messages were reported by grantees this quarter (Community Schools = 327; Priority Population = 18). This is similar to number of media messages reported by grantees last quarter (353).
- 66% (227) of all media messages this quarter were earned media (i.e., grantee did not pay for media), compared to 74% (260) earned media messages reported last quarter.
- 58% (199) of all media messages are reported under the area of general tobacco prevention education. Many of these messages also comment on TFS, SHS, and cessation issues; however, these issues are not the focus of the message.

The following graph provides an overall picture of media efforts by all grantees in various areas (See Sections A, B, C, and D for more information about media efforts by goal area):



## **F. Administrative**

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The following data were reported by Community/Schools and Priority Population Grantees:

### **F1. Trainings for Staff and Partners**

- Forty-five staff members from thirty-one programs reported attendance at the Annual Action Planning Meeting in Durham on April 21st. One of seven grantees who did not report attending this meeting said their received AAP training by their field coordinator at a later date.
- Twenty-six grantees sent 45 staff to the National Conference on Tobacco or Health in Chicago, May 4-6th.
- Sixteen grantees sent 24 staff to the Quit Now NC conference in Chapel Hill, June 16th.
- Eight grantees reported attending 5A cessation training, four of these at the Old North State Medical Society's Annual Meeting June 9.
- Fifteen adults from 10 grantee coalitions reported training in youth empowerment and advocacy from Question Why West at the Adult Leader Workshops or Youth Summit.
- Ten grantee coordinators attended Question Why Central's Regional Leaders' Meeting and received training on "Clearing the Air", a tobacco use awareness program for African Americans.
- Five grantees sent twelve staff for NOT training, and eight grantees reported 18 staff attending NOT follow-up sessions, to share implementation strategies.
- Two grantees reported attending a Working Smoke-Free conference; two reported attending a 100% TFS leadership forum; and four reported Freedom from Smoking adult cessation training.
- Nine grantees reported 10 other trainings on topics which included grant writing, cessation, addiction recovery, working with Latino youth, and enforcement of underage sales.

In the training indicators and in the administrative focus area summaries, grantees reported the following technical assistance:

- Eighteen grantees reported site visits by their TPCB Field Coordinators (or in the case of Priority Populations grantees, the TPCB Director of Parity and Diversity).
- Five western grantees reported monthly coordinators meetings sponsored by the TPCB Field Coordinator.
- Three Northeast grantees reported a regional meeting with their field coordinator.
- Two Priority Population grantees reported a joint meeting with the TPCB Director of Parity and Diversity.
- Nineteen grantees reported participation in at least one conference call initiated by the TPCB Director of Public Education and Communication.

## **F2. Meetings with Government Leaders**

- Six grantees reported eight meetings/contacts with local and state government leaders.
- Three of these involved recognition of HWTF grantees. One grantee's tobacco prevention program and students received a Special Volunteer Award from the county Board of Commissioners. Another received commendation at a meeting of the County Board of Commissioners for peer educator efforts and for receiving the 2005 Outstanding Public Health Program Award from the Eastern District of the NC Public Health Association. And the third grantee's youth group received a letter from their state senator congratulating them on their hard work in advocating for their schools to adopt the 100% TFS policy.
- Grantees also reported meeting with groups of legislators, local policy makers, and a hospital foundation's board of directors at dinner or breakfast gatherings and a regional planning retreat. One grantee continued to keep state leaders informed about HWTF activities through email and phone calls.

## **F3. New Partnerships Formed**

- Twenty grantees reported 37 new partnerships with various school, community, and statewide groups this quarter. These included five colleges, seven local health advocacy organizations, four groups working with minority groups, nine community or faith-based youth programs, two civic groups, two media outlets, a doctors' group, and other HWTF grantees.

Barriers: Individual grantees reported the following barriers:

- Difficulty getting approval for their media plan;
- Hesitation by multicultural agency to partner with local grantee;
- Difficulty continuing to form new partnerships; and
- One felt that the National Tobacco Conference in Chicago was not geared to the local level enough to be helpful to someone new in the field.

## **F4. Conference Calls**

- All but 7 grantees reported participating in the HWTF conference call on May 11, 2005.

## **F5. TRU Website and Listserv**

- Twenty-seven grantees reported 191 postings and/or downloads on the TRU website/listserv.

## **F6. TRU Events**

- Sixteen grantees reported 37 TRU events.

## **F7. TRU Materials**

- Thirty-one grantees reported local dissemination of various TRU materials including brochures, stickers, t-shirts, stadium cups, mini-basketballs, bracelets, posters, temporary tattoos, flashlights, key chains, pens, magnets, carabineers, and chap sticks.

Barriers: Grantees reported the following barriers: Lack of exposure to the TRU campaign because it is not received in their areas (3); budget constraints in ordering TRU materials (2); and difficulty recording the number of emails received from the TRU listserv (2).

## IV. Appendix: IPTS Indicators for HWTF Grantees

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### GOAL AREA: INITIATION

**Focus Area #1: Provide youth tobacco use prevention education and empowerment opportunities in schools and the community**

- # of tobacco use prevention education media messages published or aired
- # of tobacco use prevention education activities
- # of skill building trainings offered to youth

**Focus Area #2: Promote awareness of research that cites a relationship between price of tobacco products and youth initiation**

- # of product pricing media messages published or aired
- # of educational presentations on product pricing to school/community

**Focus Area #3: Promote enforcement of underage tobacco sale laws and reduced tobacco advertising that appeals to youth**

- # of enforcement media messages published or aired
- # of activities to increase compliance (e.g., merchant education)
- # of efforts to limit or remove tobacco ads targeting youth in stores

**Focus Area #4: Advance the adoption of 100% TFS policy in a school system**

- # of media messages encouraging adoption of 100% TFS policy that are published or aired
- # of readiness assessments, surveys, or petitions whose findings are disseminated to school leaders
- # of presentations/meetings with community leaders/key decision makers encouraging adoption of 100% TFS policy
- # of presentations promoting effective cessation resources for staff
- # of schools without 100% TFS policy adopting ATS program
- # of school district votes to adopt 100% TFS policy

**Focus Area #5: Encourage implementation and enforcement of 100% TFS policy throughout school district**

- # of media messages encouraging compliance with 100% TFS policy that are published or aired
- # of meetings with school/community agencies to encourage implementation and enforcement of 100% TFS policy
- # of presentations promoting effective cessation resources for staff
- # of schools with 100% TFS policy adopting ATS program

### GOAL AREA: SECONDHAND SMOKE

**Focus Area #6: Indoor/outdoor area frequented by youth in contract area adopts or advances towards a smoke-free policy**

- # of media messages promoting adoption of smoke-free policies published or aired
- # of educational presentations in school/community promoting adoption of smoke-free policies
- # of meetings with managers/owners/leaders regarding smoke-free policy
- # of patron survey campaigns/petition drives whose findings are disseminated to manager/owners/leaders
- # of areas adopting an improved smoke-free policy (e.g., smoke-free night)
- # of areas adopting smoke-free policy

### GOAL AREA: CESSATION

**Focus Area #7: Provide access to effective tobacco use cessation resources**

- # of cessation media messages published or aired
- # of presentations promoting Quit line, N-O-T, or 5A counseling for youth
- # of schools adopting N-O-T program
- # of trainings coordinated for health care professionals on 5A counseling for youth
- # of clinics, hospitals, and practices adopting Clinical Practice Guidelines for youth cessation (Priority Pops only)

### GOAL AREA: ADMINISTRATIVE

**Focus Area #8: Other monthly administrative measures**

- # of HWTF conference calls engaged in during the month
- # of training sessions/events attended by staff or partners
- # of contacts/meetings with state/local government leaders
- # of new partnerships formed

**Focus Area #9: Create linkages with the statewide TRU campaign**

- # of postings and/or downloads on TRU website or list serv
- # of TRU/HWTF-sponsored events attended by youth at school or in the community
- # of different types of TRU materials disseminated locally

## Appendix: iPTS Indicators for Guilford County – Colleges (18-24)

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### GOAL AREA: INITIATION

**Focus Area #1: Provide youth/young adults tobacco use prevention education and empowerment opportunities in schools, colleges, and the community**

- # of tobacco use prevention education media messages published or aired
- # of tobacco use prevention education activities
- # of skill building trainings offered to youth/young adults

**Focus Area #2: Promote awareness of research that cites a relationship between price of tobacco products and youth/young adult initiation**

- # of product pricing media messages published or aired
- # of educational presentations on product pricing in school, campus, and community

**Focus Area #3: Promote enforcement of underage tobacco sale laws and reduced tobacco advertising that appeals to youth/young adults**

- # of media messages encouraging enforcement of existing policy published or aired
- # of activities to influence on-campus merchants to refuse to sell tobacco products
- # of efforts to limit or remove tobacco ads targeting youth/young adults in stores, bars, or other entertainment venues

**Focus Area #4: Advance the adoption of 100% Tobacco Free Building and Campus Policy**

- # of media messages encouraging adoption of 100% TF policy that are published or aired
- # of readiness assessments, surveys, or petitions whose findings are disseminated to campus leaders
- # of presentations/meetings to key decision makers encouraging adoption of 100% TF policy
- # of presentations promoting effective cessation resources for staff and faculty
- # of TF Building or Campus policies enacted or strengthened

### GOAL AREA: SECONDHAND SMOKE

**Focus Area #5: Encourage implementation and enforcement of 100% Tobacco Free Building and Campus policy**

- # of campus media messages encouraging compliance with 100% TF policy that are published or aired
- # of meetings with school/college/community agencies to encourage implementation/enforcement of 100% TF Policy
- # of presentations identifying effective cessation resources for staff

**Focus Area #6: Indoor/outdoor area frequented by youth/young adults adopts or advances towards a smoke-free policy**

- # of media messages promoting adoption of smoke-free policies published or aired
- # of educational presentations promoting adoption of smoke-free policies
- # of meetings with managers/owners/leaders regarding smoke-free policy
- # of patron survey campaigns/ petition drives whose findings are disseminated to managers/owners/leaders
- # of areas adopting an improved smoke-free policy (e.g., smoke-free night)
- # of areas adopting smoke-free policy

### GOAL AREA: CESSATION

**Focus Area #7: Provide access to effective tobacco use cessation resources**

- # of cessation media messages published or aired
- # of presentations promoting Quit line, classes, or 5A counseling for youth/young adults

### GOAL AREA: ADMINISTRATIVE

**Focus Area #8: Other monthly administrative measures**

- # of HWTF conference calls engaged in during the month
- # of training sessions/events attended by staff or partners
- # of contacts/meetings with state/local government leaders
- # of new partnerships formed

**Focus Area #9: Create linkages with the statewide TRU campaign**

- # of postings and/or downloads on TRU website or list serv
- # of TRU/HWTF-sponsored events attended by youth/young adults
- # of different types of TRU materials disseminated locally