

Tobacco Prevention and Evaluation Program
University of North Carolina at Chapel Hill
School of Medicine

Quarterly Report for the HWTF Teen Tobacco Use
Prevention and Cessation Initiative
April – June 2006

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

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I. Executive Summary

This quarterly report reflects the progress and activities of grantees funded by the Health and Wellness Trust Fund (HWTF) Teen Tobacco Use Prevention and Cessation Initiative during the period of April 1, 2006 to June 30, 2006 (Year 3, Quarter 4). Grantees include Community/School (C/S) and Priority Population programs, and their data is aggregated in this report. Findings are based on monthly data submitted by grantees using the Indicator Progress Tracking System (iPTS). During this quarter, over 80% of grantees reported work in each of the following four focus areas: 1) tobacco prevention education and youth empowerment, 2) 100% Tobacco-Free School (TFS) policies (including adoption and/or implementation/compliance), 3) secondhand smoke (SHS), and 4) cessation.

Major outcomes include the following:

- Grantees reported a total of 1,939 indicator changes in the four programmatic goal areas (compared to 1,235 in Quarter 1, 1,986 in Quarter 2, and 2,263 in Quarter 3). Forty-six percent of programmatic indicator changes are in the tobacco prevention education/youth empowerment focus area, while 41% represent work in SHS and cessation.
- Work towards advancing 100% TFS policy took place in 16 of the 19 districts where C/S grantees are working and in which no such policy currently exists. Six of these school districts adopted 100% TFS policies this quarter. Thus, the percentage of school districts where HWTF C/S grantees are working that have now adopted 100% TFS policy has increased to 80% (51 of 64). This compares to 51% (26 of 51) of the districts without HWTF C/S grantees that have adopted 100% TFS policy. Statewide, 78 of the 115 (68%) school districts had adopted 100% TFS policies at the end of this reporting period.
- Sixty-four 100% smoke-free policy adoptions were reported this quarter, compared to 64 in Quarter 1, 34 in Quarter 2, and 95 in Quarter 3. There have been a total of 257 smoke-free policy adoptions this fiscal year. This number exceeds the target achievement for this indicator by 49%. Grantees reported direct involvement in 32 (50%) Quarter 4 policy changes, with about half of the policy changes occurring in restaurants and approximately 20% in churches. A greater percentage of policies occurred in churches this quarter than in previous quarters of the fiscal year (0%, 12% and 6% of SHS policy changes occurred in churches in Quarters 1, 2, and 3, respectively).

Other programmatic findings from Quarter 4 include the following:

- Overall, grantees report exceeding projected annual target levels in 41% (12 of 29) of the indicators across all four goal areas. Grantees had the opportunity to revise their targets mid-year, and this report reflects those revisions.
- Over 85% of all media messages are reported in three focus areas: 1) tobacco prevention education and youth empowerment, 2) SHS, and 3) cessation.
- Thirty-nine percent of all of the programmatic indicator changes this quarter were youth-led, compared to 23% in Quarter 3. Grantees offered a total of 71 skill-building trainings to youth this quarter, a 54% decrease from Quarter 3.
- Nineteen percent of all indicator changes in the four goal areas of the initiative were uniquely designed for youth from identified populations, compared to 15% in Quarter 3. Thirty-six percent of these indicator changes were designed for African-American youth.

- Grantees reported 160 indicator changes for attendance at training sessions or events this quarter, including the Annual Action Planning Meeting and monthly media calls.
- Sixty-eight percent of the grantees reported one or more barriers to their progress this quarter, with summer and end-of-school scheduling being the most common. Other reported barriers included scheduling and working with partners, student or community disinterest, and decision-makers' resistance to policy change.

II. Methods

This quarterly report summarizes the progress and activities of HWTF Teen Tobacco Use Prevention and Cessation (TTUPC) Initiative grantees during the period of April 1, 2006 to June 30, 2006.

As a requirement of their grant, progress reports are submitted by all Community/School and Priority Population grantees on the 5th of each month using a customized, computer-based, Indicator Progress Tracking System (iPTS). 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 and Evaluation Program (UNC TPEP) (See Appendix A). These indicators and focus areas were provided to grantees in October 2004. Annual actions plans for the 2005-2006 fiscal year, including targets, were developed by grantees based on these indicators and focus areas. Percentage progress toward targets is based on these initial targets. Grantees were allowed to adjust targets at mid-year review. Those targets will be incorporated into evaluation reports when they become available.

Data for this quarter were compiled and analyzed by UNC TPEP, with an emphasis on data collected in policy areas (i.e., Tobacco-Free Schools and Secondhand Smoke). Aggregate grantee data is reviewed by two UNC TPEP staff to verify indicator changes and grantee involvement using established indicator change criteria and reporting procedures. Using these criteria, grantee data corrections are made to ensure data quality.

Previous quarterly reports utilize achievement targets set in the initial action planning phase. This quarterly report reflects changes made to targets during grantees' mid-year reviews. A chart indicating original and revised targets is provided in Appendix B.

This report combines all Community/School and Priority Population grantee data for this quarter that were received by June 30, 2006 (Some additional time was provided for the coordinators with computer difficulties or staff turnover.) Summaries of quarter activities, including policy highlights and indicator change data tables, are organized by the four goal areas of the TTUPC Initiative:

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

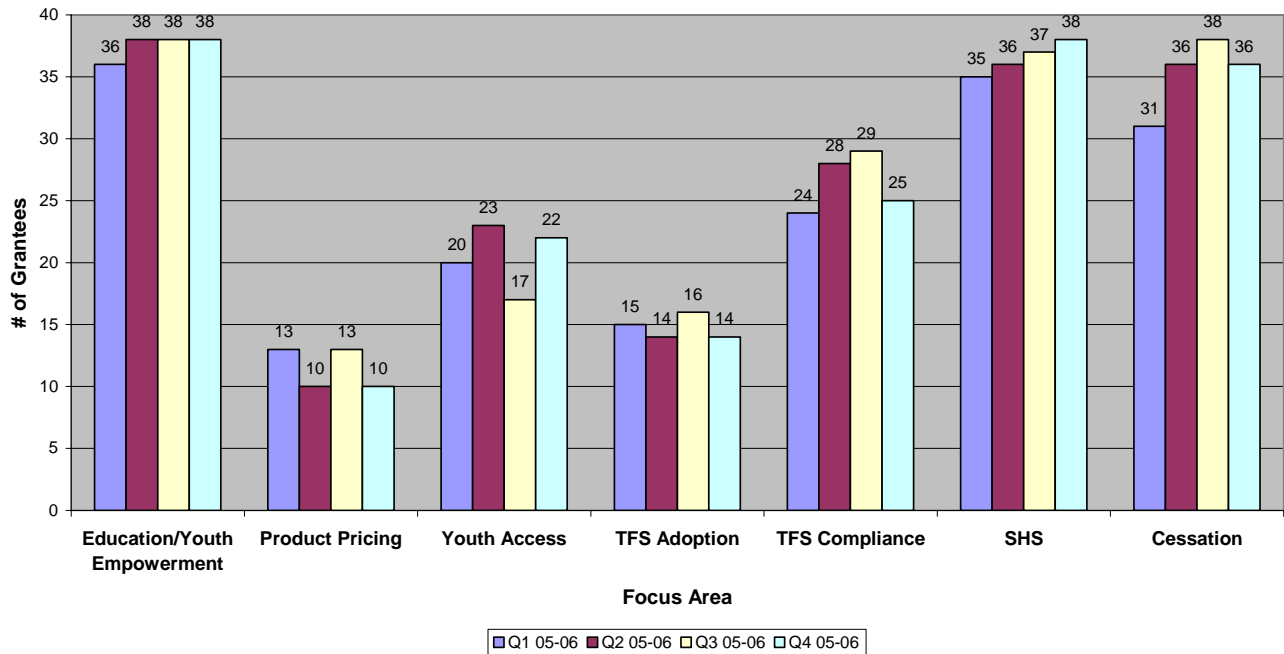
III. Summary of Quarter Activities

This section will describe grantee involvement by focus area and overall activity in terms of indicator changes by focus area. It will then provide a more detailed description of grantee efforts and accomplishments by goal area.

Data for this quarterly report include 34 Community/School grantees and 4 Priority Population grantees (n=38).

Grantee involvement by focus area for Quarters 1, 2, 3, and 4 of the 2005-2006 fiscal year is highlighted in Figure 1. All grantees worked in Education/Youth Empowerment and Secondhand smoke reduction focus areas this quarter. Over 85% (n=33) of grantees were working toward either TFS adoption, TFS Compliance, or both (depending on the phase of TFS policies in their area), and 95% of grantees (n=36) worked on cessation activities.

Figure 1: Number of grantees reporting involvement by focus area
(Q1: n=37; Q2: n=38; Q3: n=38; Q4: n=38)



In terms of the number of activities reported by all grantees, there were a total of 1,939 indicator changes reported in the four goal areas (compared to 1,235 in Quarter 1; 1,986 in Quarter 2; and 2,263 in Quarter 3). The 14% decrease in total activity may be linked to end-of-year and summer scheduling barriers.

Figure 2 shows the total number of indicator changes within each focus area for Quarters 1, 2, 3 and 4 of the 2005-2006 fiscal year. In Quarter 4, Tobacco prevention education and youth empowerment continues to have the highest number of indicator changes (46% of the total number of indicator changes in the programmatic focus areas), followed by SHS (31% of total indicator changes). Interestingly, work in the product pricing and Youth Access focus areas increased more than 100% in this quarter relative to Quarter 3. Over two-thirds of the indicator changes in product pricing this quarter were reported by one grantee who implemented a large education campaign on product pricing.

Figure 2: Number of indicator changes by focus area

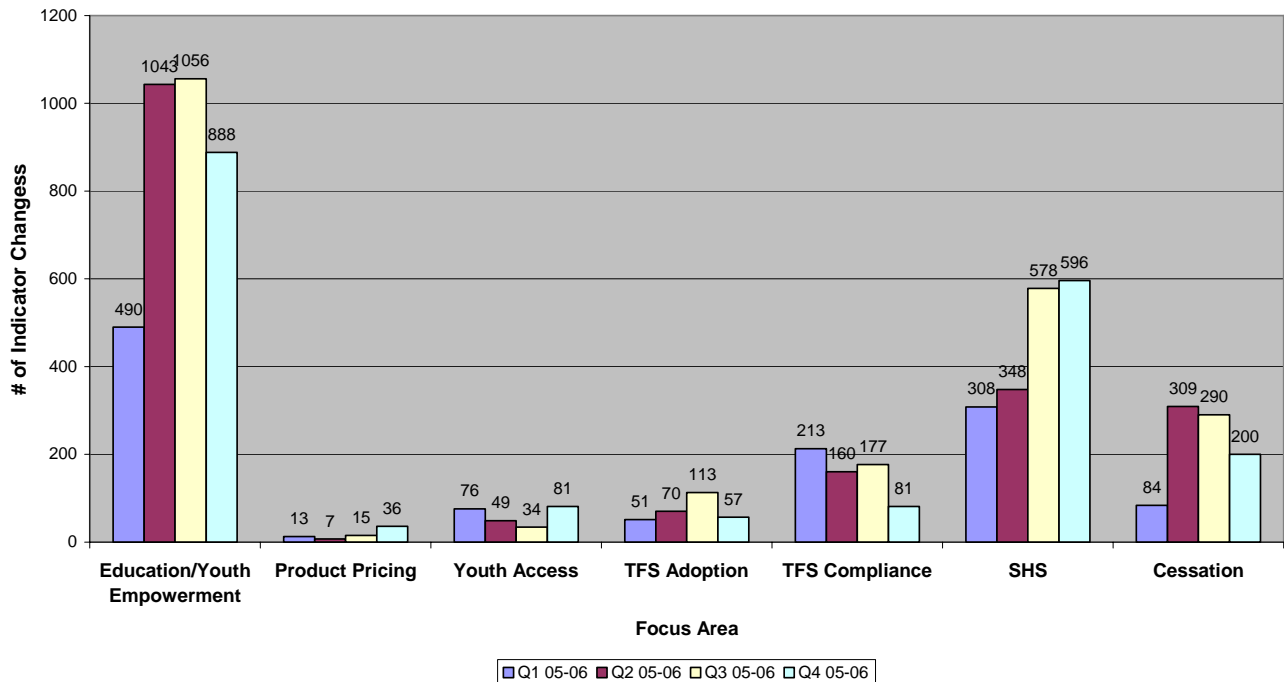


Figure 1 and Figure 2 provide a contrast between the grantee participation levels and the volume of work being conducted in each focus area. For example, Figure 1 shows that 95% of grantees participated in cessation activities, but only 200 indicator changes were reported for that focus area during this quarter. While high percentages of grantees are doing work in all 4 goal areas, the greatest *volume* of work is being done in the single focus area of education and youth empowerment.

A. Goal Area: Initiation

The first part of this section summarizes grantee efforts to promote 100% TFS policy adoption and compliance this quarter. Key findings are as follows:

- The following six school districts covered by HWTF grantees adopted 100% TFS policies:
 - Elizabeth City-Pasquotank Schools
 - Martin County Schools
 - Graham County Schools
 - Transylvania County Schools
 - Jackson County Schools
 - Swain County Schools
- The percentage of school districts where HWTF C/S grantees are working that have now adopted 100% TFS policy has increased to 80% (51 of 64). This compares to 51% (26 of 51) of the districts without HWTF community/school grantees that have adopted 100% TFS policy.
- Grantees worked towards promoting 100% TFS policy adoption in 16 out of 19 (84%) non-TFS school districts.
- Grantees worked towards promoting compliance with 100% TFS policy in 28 out of the 51 (55%) TFS school districts that have adopted the policy.
- Three new schools adopted Alternatives-To-Suspension (ATS) programs (compared to 17 in Quarter 1, 9 in Quarter 2, and 3 in Quarter 3). Because grantees are not funded to provide direct services such as ATS, many schools resist adopting the policy due to lack of staff needed for implementation. If ATS programs cannot be adopted due to lack of staff, grantees may consider working on finding and training staff to conduct ATS classes and/or researching other non-punitive options for students caught violating no-smoking rules in their schools.
- Overall, the number of indicator changes reported under the tobacco use prevention/youth empowerment and 100% TFS policy adoption and compliance focus areas has decreased relative to the previous quarter. This is likely due in part to end-of-school and summer scheduling.

Figure 3 shows trends in the number of grantees involved in TFS focus areas over the past eight quarters.

Figure 3: Number of C/S grantees (n=34) involved in 100% TFS policy adoption and compliance activities by quarter

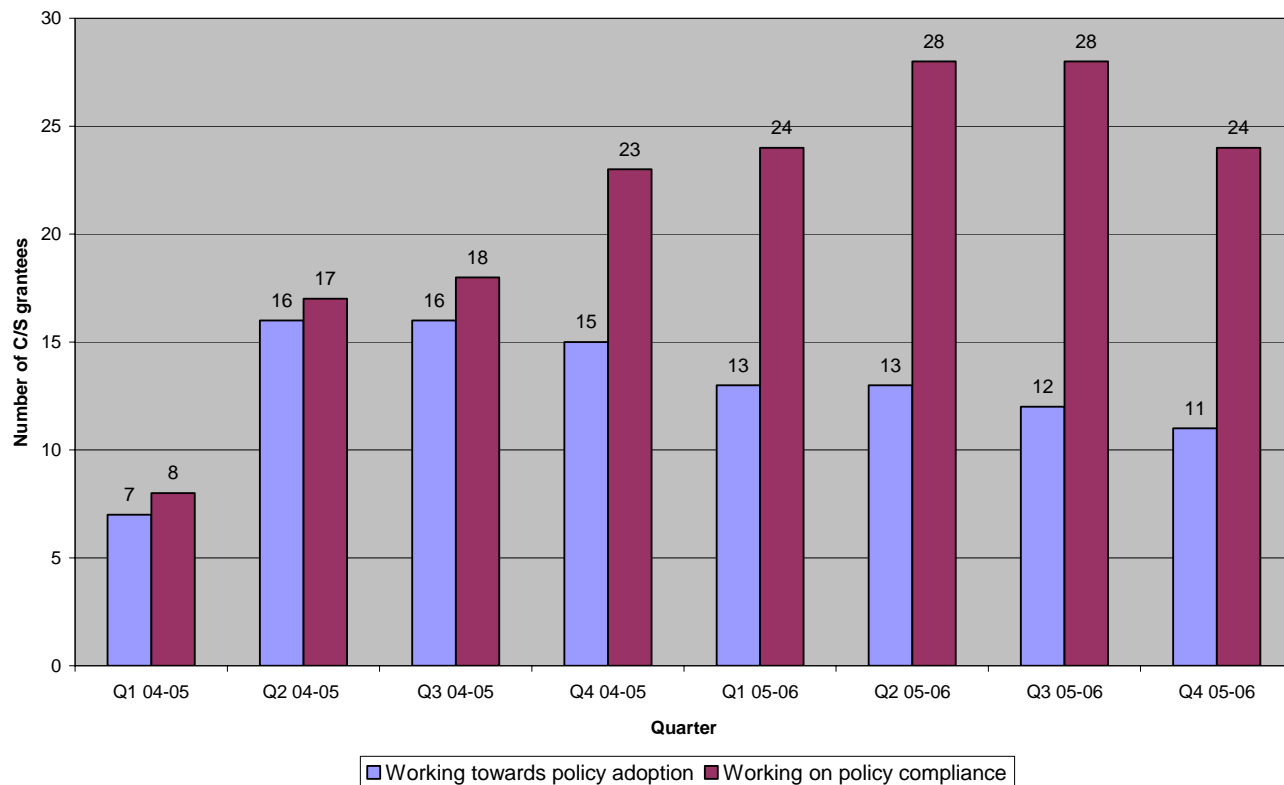


Table 1 summarizes grantee data, overall Year 3 targets, and target achievement for all indicators in the Initiation goal area.

Activities that cite research linking the price of tobacco with youth initiation have increased by 140% since Quarter 3; however the number of indicator changes for this focus area remains small and has been the focus area with the least activity throughout the entire fiscal year. Overall activity in the youth access focus area increased by 138% relative to Quarter 3, largely due to increases in media messages and merchant education activities.

Table 1. Summary of Quarter 4 grantee data in Initiation goal area

	# of grantees reporting indicator changes (n= 38)	# of Q4 indicator changes	Overall Year 3 targets*	% of overall targets reached this quarter*	% of overall targets reached this year*
Focus Area: Advance the adoption of 100% TFS policy in a school system (Number of grantees reporting activity in this focus area = 14**)					
# of media messages encouraging adoption of 100% TFS policy that are published/aired	8	19	81	23.5	110.2
# of readiness assessments, surveys, or petitions whose findings are disseminated to school leaders	3	4	35	11.4	28.6
# of presentations/meetings with community leaders/key decision makers encouraging adoption of 100% TFS policy	9	22	94	23.4	141.5
# of presentations promoting effective cessation resources for staff	3	3	67	4.5	52.2
# of schools without 100% TFS policy adopting ATS program	1	3	19	15.8	26.3
# of school district votes to adopt 100% TFS policy	3	6	22	27.3	50.0
Focus Area: Encourage implementation/compliance of 100% TFS policy throughout school district (Number of grantees reporting activity in this focus area = 25)					
# of media messages encouraging compliance with 100% TFS policy that are published or aired	13	32	265	12.1	101.9
# of meetings with school/community agencies to encourage implementation and compliance of 100% TFS policy	15	33	166	19.9	113.9
# of presentations promoting effective cessation resources for staff	8	16	119	13.4	121.8
# of schools with 100% TFS policy adopting ATS program	0	0	163	0	16.6

* These numbers reflect revised targets set in mid-year review meetings.

** This number includes 11 Community/School grantees and three Priority Population grantees working toward adoption of TFS policies in public school districts. In addition, one Community/School grantee is working with colleges.

Table 1 (continued). Summary of Quarter 4 grantee data in Initiation goal area

Focus Area: Provide youth tobacco use prevention education and empowerment opportunities in schools and the community <i>(Number of grantees reporting activity in this focus area =38)</i>					
# of tobacco use prevention education media messages published or aired	33	326	341	95.6	239.0
# of tobacco use prevention education activities	38	491	1200	40.9	193.5
# of skill building trainings offered to youth	19	71	617	11.5	55.1
Focus Area: Promote awareness of research that cites a relationship between price of tobacco products and youth initiation <i>(Number of grantees reporting activity in this focus area = 10)</i>					
# of product pricing media messages published or aired	3	6	101	5.9	14.9
# of educational presentations on product pricing to school/community	6	30	69	43.5	81.2
Focus Area: Promote enforcement of underage tobacco sale laws and reduced tobacco advertising that appeals to youth <i>(Number of grantees reporting activity in this focus area = 22)</i>					
# of enforcement media messages published or aired	9	28	109	25.7	46.8
# of activities to increase compliance (e.g., merchant education)	10	37	83	44.6	147.0
# of efforts to limit/remove tobacco ads targeting youth in stores	5	16	113	14.2	59.3

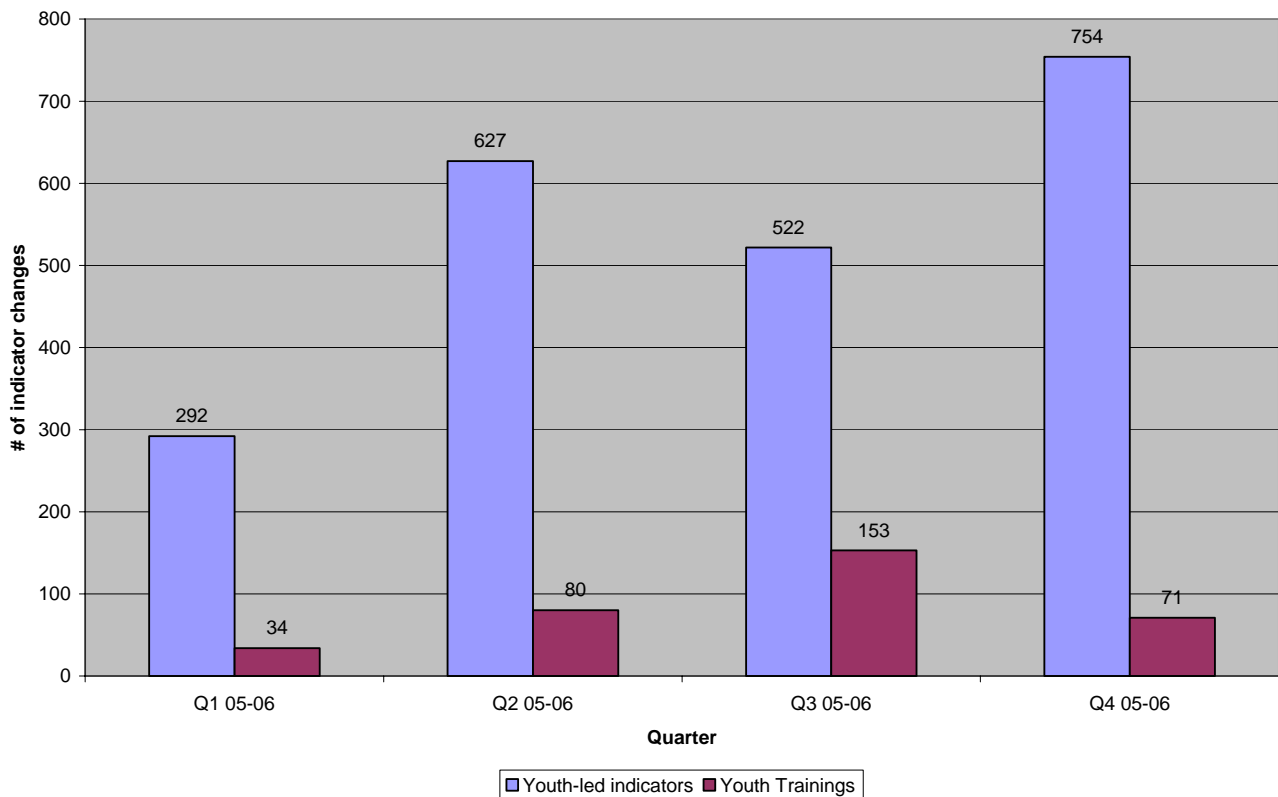
* These numbers reflect revised targets set in mid-year review meetings.

Youth Empowerment

Grantee efforts to promote youth empowerment in Quarter 4 are summarized as follows:

- Grantees provided 71 skill-building trainings to youth this quarter.
 - 18 (25%) were uniquely designed for youth from identified populations.
- 39% (754 of 1,939) of all Quarter 4 indicator changes in the four goal areas were youth-led, compared to 23% in Quarter 3.
 - 27% (206 of 754) of youth-led indicator changes were in policy areas (TFS and SHS).

Figure 4: Number of Youth-Led Indicators and Number of Youth Trainings by Quarter



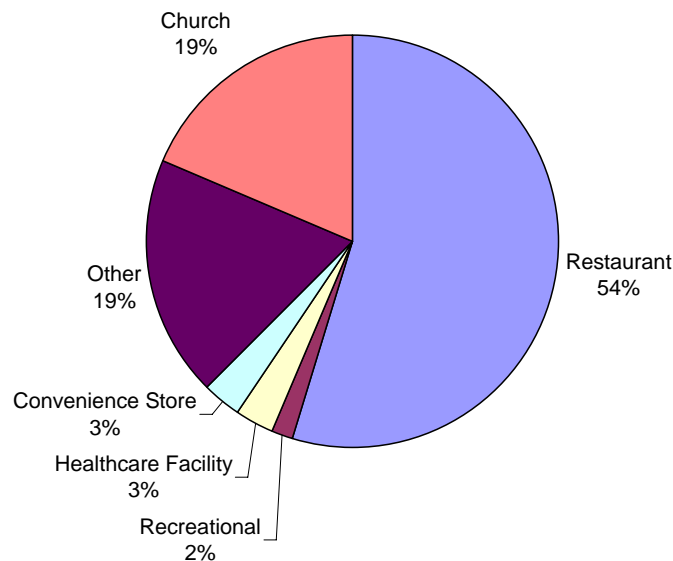
B. Goal Area: Secondhand Smoke

The following section highlights grantee accomplishments in promoting the adoption of smoke-free policies in indoor/outdoor areas frequented by youth during Quarter 4. Key findings are as follows:

- Sixty-four, 100% smoke-free policies were adopted in indoor/outdoor areas frequented by youth. One of these policy changes represents a partnership between a Community/School and a Priority Population grantee, both of whom reported the area as an indicator change and progress towards their targets.^{***}
 - 32 (50%) of these policy changes involved direct involvement by 17 grantees.
 - 32 (50%) of these policy changes involved indirect/unidentified involvement by 13 grantees.

Figure 5 shows the percentage of all 100% smoke-free policy adoptions (direct and indirect/unidentified grantee involvement) by type of venue or area. Restaurants continue to account for approximately half of the venues adopting smoke-free policies reported by grantees. Approximately one-fifth of the policies were adopted in churches. As in previous quarters, it is important to remember that many policies represent more than one smoke-free area. This quarter, one grantee reported more than ten individual businesses that implemented smoke-free policies as mandated by their parent company's 100% smoke-free policy adopted in Quarter 3. These ten businesses are not represented in the 64 policies reported this quarter.

Figure 5: 100% Smoke-free policies adopted (n=64) by type of venue



^{***} Due to some confusion among grantees about the definition of a 100% smoke-free policy, a substantial proportion of the smoke-free policies reported this fiscal year may still permit smoking in limited areas of the venue (e.g. a restaurant with an outdoor smoking area). With further training, future reports of 100% smoke-free policies will be consistent with HWTF expectations.

Table 2 below lists the names and locations of venues that adopted 100% smoke-free policies this quarter with direct involvement of HWTF grantees.

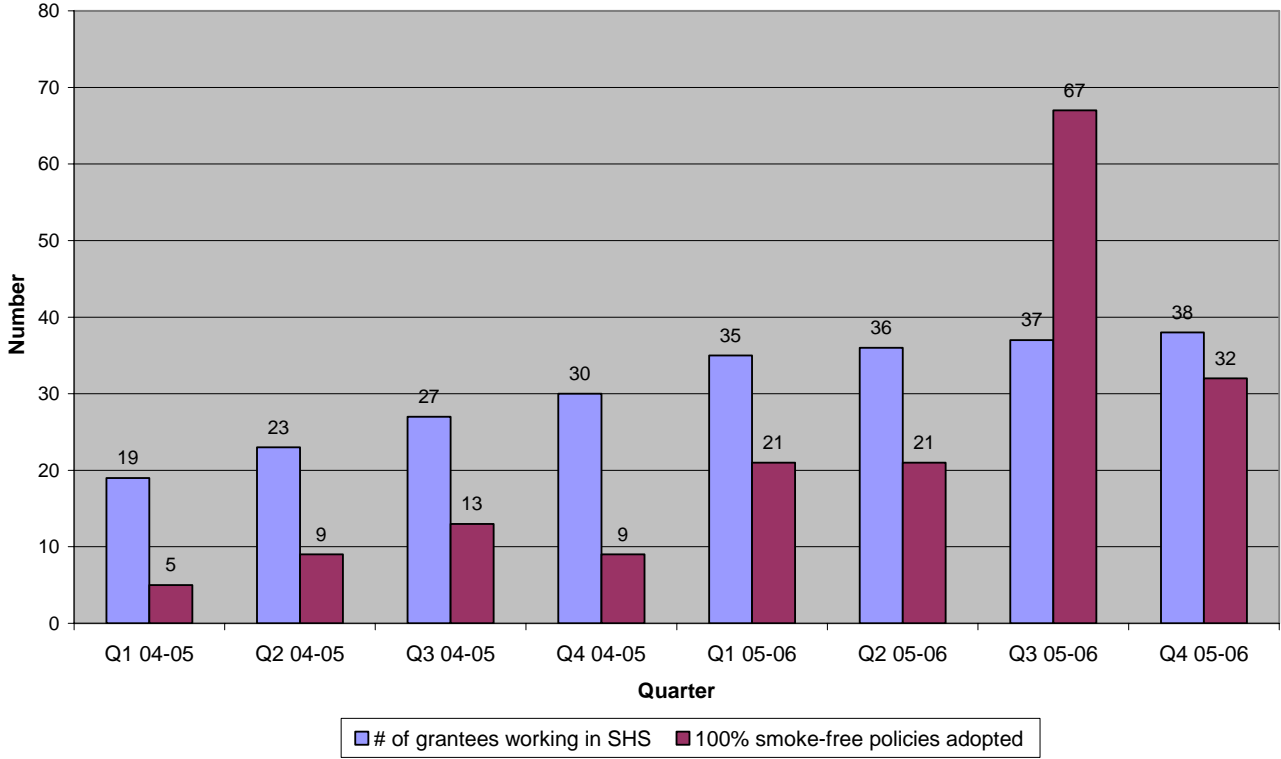
Table 2. List of venues adopting 100% smoke-free polices with direct grantee involvement in Quarter 4

County	City	Name of Venue
Alamance	Mebane	Blue Ribbon Diner
Bertie	Windsor	Bertie Memorial Hospital
Burke	Morganton	Pat's Snack Bar
Caldwell	Granite Falls	NEPTCO Industries
Catawba	Hickory	Captain's Galley Seafood Restaurant
Chatham	Pittsboro	Phillips 66
Chatham	Pittsboro	Texaco
Cherokee	Murphy	Murphy Public Library
Chowan	Edenton	Chowan Hospital
Dare	Nags Head	The NUBACU Restaurant
Durham	Durham	Monument of Faith Church
Forsyth	Winston-Salem	Celtic Café
Forsyth	Winston-Salem	Alpha and Omega Church of Faith
Granville	Oxford	New Jonathan Creek Baptist Church
Guilford	High Point	First Baptist Church
Halifax	Enfield	Greater Saints Chapel Baptist Church*
Hertford	Murfreesboro	China Garden
Hertford	Murfreesboro	Walter's Grill
Lenoir	Kinston	Greater Mt. Zion Missionary Baptist Church
McDowell	Marion	Moondoggie's
Moore	Vass	Miller's Family Restaurant
Moore	Pinehurst	Ten-Ya
Onslow	Jacksonville	Shekinah Glory Church
Pasquotank	Elizabeth City	Golden Corral
Perquimans	Hertford	Classic Hair Designs
Perquimans	Hertford	Captain Bob's Restaurant
Rowan	Salisbury	Reid's Chicken
Rowan	East Spencer	Love Christian Center
Rowan	East Spencer	Love Center Homes
Wake	Raleigh	First Baptist Church
Warren	Manson	Mt. Pleasant Baptist Church
Watauga	Deep Gap	Thompson's Seafood

* - Greater Saints Chapel Baptist Church was reported by both General Baptist State Convention and Halifax County Schools.

Figure 6 shows trends in grantee involvement in SHS and 100% smoke-free policies adopted over the past eight quarters. This graph highlights a positive trend, with increasing numbers of grantees involved in SHS since Quarter 1 of Year 2 (Q1, 04-05). After a Quarter 3 spike in smoke-free policy adoptions, Quarter 4 saw a 32% decrease in the number of smoke-free policy adoptions in areas frequented by youth. However, the number of policy adoptions in Quarter 4 continues to show a trend of increasing work in this area relative to the 2004-2005 fiscal year and Quarters 1 and 2 of the current fiscal year.

Figure 6: Number of grantees working in SHS (n=38) and number of 100% smoke-free policies adopted with direct grantee involvement by quarter



Note: One of the policies adopted in Quarter 2 05-06, Quarter 3 05-06, and Quarter 4 05-06 represent partnerships between two grantees, both of whom reported the policy as an indicator change.

Table 3 summarizes grantee data, overall Year 3 targets, and target achievement for all indicators in the SHS goal area. In contrast to previous quarters, grantees utilized patron surveys and petitions to educate managers, owners, and leaders on their clientele's support of smoke-free policies. Quarter 4 data show 7 grantees reporting 22 surveys/petitions (a 267% increase relative to the six surveys/petitions reported in each of Quarters 1, 2, and 3). Further study will be needed to determine whether those grantees who conduct surveys and petitions have a higher level of smoke-free policy adoptions in their areas relative to grantees who do not use surveys/petitions to advance policy.

Table 3. Summary of Quarter 4 grantee data in SHS goal area

	# of grantees reporting indicator changes (n=38)	# of Q4 indicator changes	Overall Year 3 targets *	% of overall targets reached this quarter*	% of overall targets reached this year*
Focus Area: Indoor/outdoor area frequented by youth in contract area adopts or advances towards a smoke-free policy (Number of grantees reporting activity in this focus area = 38)					
# of media messages promoting adoption of smoke-free policies published or aired	32	215	396	54.3	141.2
# of educational presentations in school/community promoting adoption of smoke-free policies	23	96	239	40.2	92.6
# of meetings with managers/owners/leaders regarding smoke-free policy	36	184	385	47.8	167.8
# of patron survey campaigns/petition drives whose findings are disseminated to manager/owner/leaders	7	22	106	20.1	37.7
# of areas adopting an improved smoke-free policy (e.g., smoke-free night)	11	14	117	12.0	62.4
# of areas adopting smoke-free policy	23	65	173	37.6	150.3

* These numbers reflect revised targets set in mid-year review meetings.

** Note that 2 grantees worked directly on one of these policies; thus, 65 indicator changes for 64 policies adopted.

C. Goal Area: Cessation

Table 4 summarizes grantee data, overall Year 3 targets, and target achievement for all indicators in the Cessation goal area. With the exception of trainings for healthcare professionals and clinical settings adopting Clinical Practice Guidelines, activity in each indicator in this focus area decreased relative to the previous quarter. Eleven grantees reported coordinating 24 trainings for healthcare professionals (compared to 1 training in Quarter 1, 6 trainings in Quarter 2, and 17 trainings in Quarter 3). No new schools adopted N-O-T programs this quarter.

Table 4. Summary of Quarter 4 grantee data in Cessation goal area

	# of grantees reporting indicator changes (n=38)	# of Q4 indicator changes	Overall Year 3 targets *	% of overall targets reached this quarter*	% of overall targets reached this year*
Focus Area: Provide access to effective tobacco use cessation resources (Number of grantees reporting activity in this focus area =36)					
# of cessation media messages published or aired	22	77	417	18.5	103.8
# of presentations promoting Quit line, N-O-T, or 5A counseling for youth	20	86	357	24.1	101.1
# of schools adopting N-O-T program	0	0	93	0	30.1
# of trainings coordinated for health care professionals on 5A counseling for youth	11	24	73	32.9	65.8
# of clinics, hospitals, and practices adopting Clinical Practice Guidelines for youth cessation (Priority Population grantees only)	1	13	13	100.0	100.0

* These numbers reflect revised targets set in mid-year review meetings.

D. Goal Area: Disparities

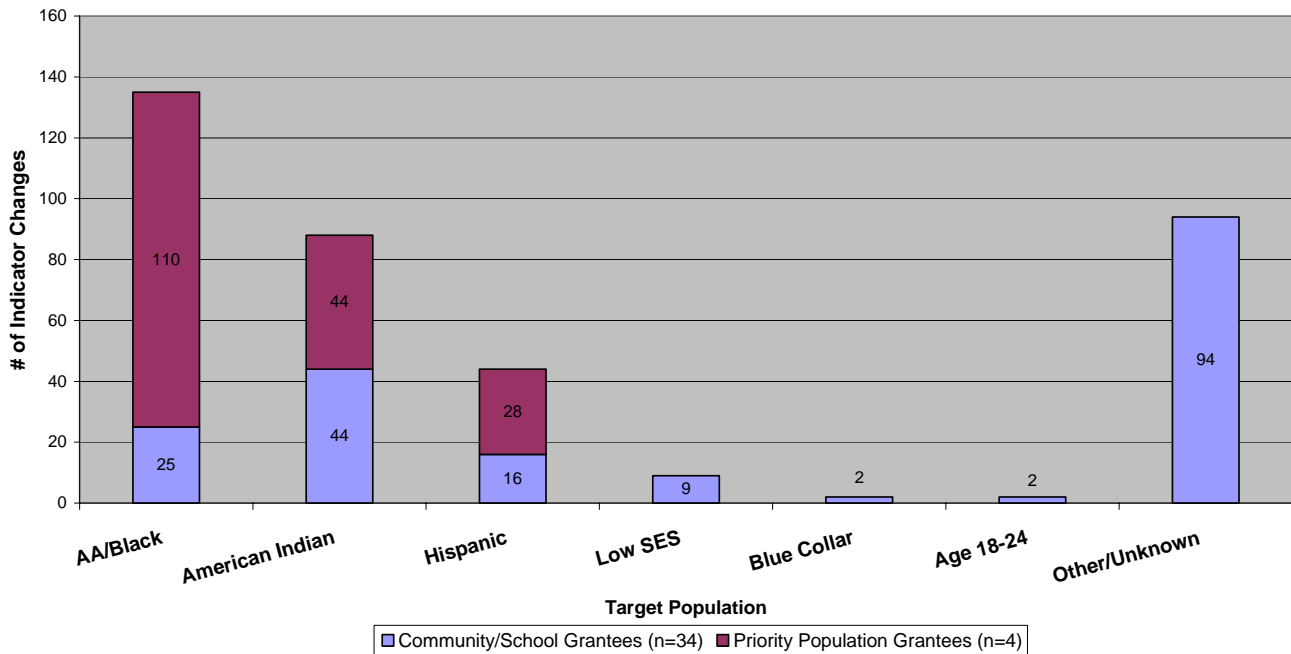
This section highlights Community/School and Priority Population grantee indicator changes that were reported being uniquely designed for identified populations. Key findings are as follows:

- 19% (374 of 1,939) of Quarter 4 indicators in the four goal areas were uniquely designed for an identified population (compared to 15% in Quarter 3)
 - 192 (51%) were reported by Community/School grantees (n=18)
 - 182 (49%) were reported by Priority Population grantees (n=4)

Figure 7 highlights the number of indicator changes that were uniquely designed for various identified populations. The proportion of indicator changes reported by Community/School grantees and Priority Population grantees is also included. Thirty-six percent of all uniquely designed indicator changes targeted African American youth, while 24% targeted American-Indian youth, and 12% targeted Hispanic youth. Some of the populations represented in the Other/Unknown category in Figure 7 include athletes and high-risk teens.

According to the 2005 YTS data, 20% of black high school students and 31.3% of Hispanic high school students currently use some form of tobacco product. As for previous quarters, these data suggest that grantees should consider increasing efforts to address the problem of smoking among Hispanic teens.

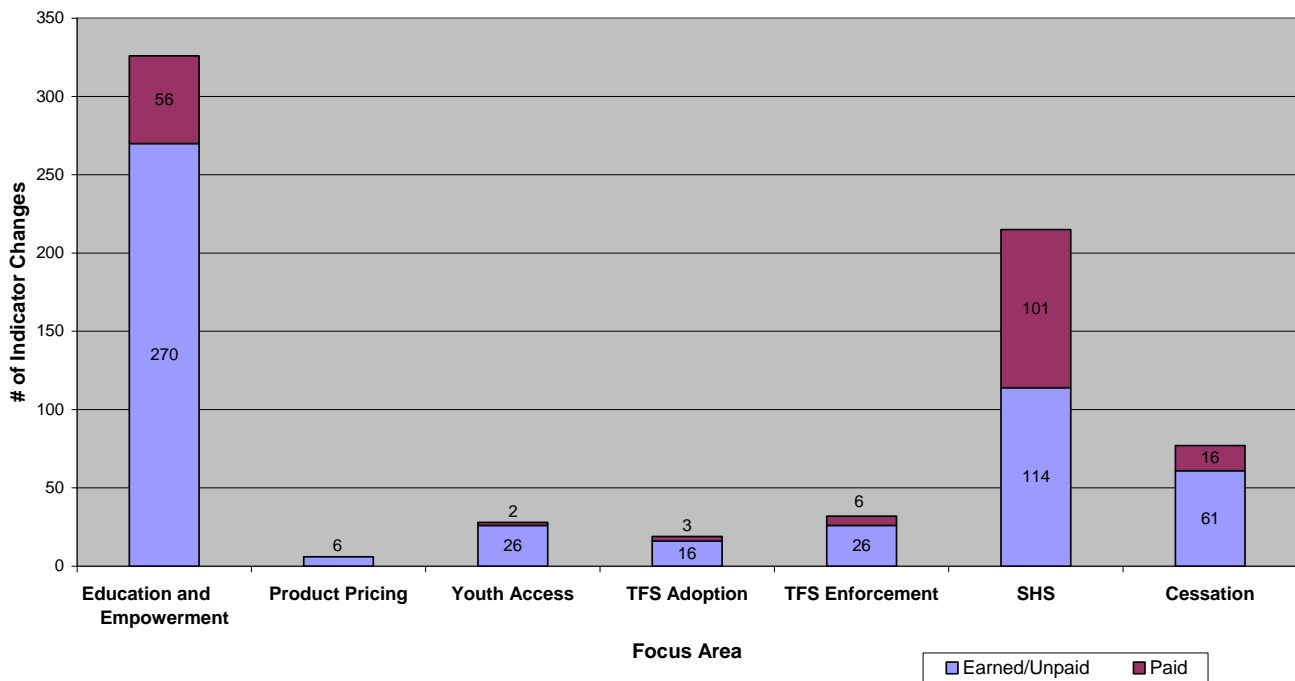
Figure 7: Number of uniquely designed indicator changes by target population and type of grantee



E. Media

Figure 8 below describes overall grantee media efforts by focus area in Quarter 4. There were a total of 703 media indicator changes this quarter (compared to 586 in Quarter 3). The figure also shows the proportion of paid and earned/unpaid media messages within each focus area. Nearly 50% (326 of 703) of all media messages reported this quarter were in the area of Tobacco Education and Youth Empowerment. The majority of media messages are earned or unpaid (519 out of 703, 74%) versus paid (184 out of 703, 26%). Examples of paid media messages include newspaper and radio advertisements, billboards, and theater slides.

Figure 8: Media messages by focus area and type; Q4 05-06



F. Administrative

Table 5 below summarizes grantee data, overall Year 3 targets, and target achievement for administrative/infrastructure-related indicators. The number of staff trainings this quarter increased by 47% from the previous quarter. For many grantees, trainings this quarter included monthly media trainings, as well as the Annual Action Planning and Information Exchange.

Table 5. Summary of Quarter 4 grantee data in administrative area

	# of grantees reporting indicator changes (n=38)	# of Q4 indicator changes	Overall Year 3 targets	% of overall targets reached this quarter	% of overall targets reached this year
Focus Area: Other monthly administrative measures					
# of HWTF conference calls engaged in during the month	30	31	222	14.0	80.6
# of training sessions/events attended by staff or partners	37	160	307	52.1	167.4
# of contacts/meetings with state/local government leaders	18	45	174	25.9	75.3
# of new partnerships formed	18	40	244	16.4	127.0
Focus Area: Create linkages with the statewide TRU campaign					
# of postings and/or downloads on TRU website or list serv	25	115	801	14.4	74.8
# of TRU/HWTF-sponsored events attended by youth at school or in the community	0	0	137	0	14.6
# of different types of TRU materials disseminated locally	28	104	378	27.5	121.4

G. Barriers

Twenty-six of 38 grantees (68%) grantees reported at least one barrier to their progress this quarter. The most common barriers reported by HWTF grantees during Quarter 4 included:

- Scheduling conflicts including end-of-school activities and summer break (n=15 of 38; 39%);
- Lack of involvement/interest from youth or community (n=10 of 38; 26%);
- Resistance to policy change (e.g. denial that tobacco use among youth is a problem) (n = 8 of 38; 21%);
- Communication or scheduling difficulties with partners (n=6 of 38; 16%);
- Administrative demands on grant coordinators (e.g., time spent working on AAPs) (n=4 of 38; 11%); and
- Grantee or partner staff turnover (n=4 of 38; 11%).

Many of these barriers are beyond grantees' control. However, to improve youth participation and interest, grantees can take advantage of summer scheduling to plan recruitment efforts for the coming school year. In addition, they should continue their work in promoting healthy youth and healthy environments in order to generate support within their communities to counteract the resistance to policy change among decision-makers.

IV. APPENDIX A: IPTS Indicators for HWTF grantees

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 compliance 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 compliance 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 B: Original and Revised Targets

INDICATOR	ORIGINAL TARGET	NEW TARGET
# of tobacco use prevention education media messages published or aired	361	341
# of tobacco use prevention education activities	1165	1200
# of skill building trainings offered to youth	638	617
# of product pricing media messages published or aired	102	101
# of educational presentations on product pricing to school/community	69	69
# of enforcement media messages published or aired	106	109
# of activities to increase compliance (e.g., merchant education)	89	83
# of efforts to limit or remove tobacco ads targeting youth in stores	116	113
# of media messages encouraging adoption of 100% TFS policy that are published or aired	88	81
# of readiness assessments, surveys, or petitions whose findings are disseminated to school leaders	40	35
# of presentations/meetings with community leaders/key decision makers encouraging adoption of 100% TFS policy	94	94
# of presentations promoting effective cessation resources for staff	71	67
# of schools without 100% TFS policy adopting ATS program	26	19
# of school district votes to adopt 100% TFS policy	23	22
# of media messages encouraging compliance with 100% TFS policy that are published or aired	266	265
# of meetings with school/community agencies to encourage implementation and compliance of 100% TFS policy	177	166
# of schools with 100% TFS policy adopting ATS program	123	119
# of presentations promoting effective cessation resources for staff	169	163
# of media messages promoting adoption of smoke-free policies published or aired	325	396
# of educational presentations in school/community promoting adoption of smoke-free policies	272	239
# of meetings with managers/owners/leaders regarding smoke-free policy	327	385
# of patron survey campaigns/petition drives whose findings are disseminated to manager/owners/leaders	113	106
# of areas adopting an improved smoke-free policy (e.g., smoke-free night)	123	117
# of areas adopting smoke-free policy	154	173
# of cessation media messages published or aired	367	417
# of presentations promoting Quit line, N-O-T, or 5A counseling for youth	333	357
# of schools adopting N-O-T program	103	93
# of trainings coordinated for health care professionals on 5A counseling for youth	70	73
# of clinics, hospitals, and practices adopting Clinical Practice Guidelines for youth cessation (Priority Pops only)	13	13
# of HWTF conference calls engaged in during the month	258	222
# of training sessions/events attended by staff or partners	286	307
# of contacts/meetings with state/local government leaders	174	174
# of new partnerships formed	234	244
# of postings and/or downloads on TRU website or list serv	818	801
# of TRU/HWTF-sponsored events attended by youth at school or in the community	179	137
# of different types of TRU materials disseminated locally	371	378