



# North Carolina Health and Wellness Trust Fund

## Teen Tobacco Use Prevention and Cessation Initiative

Quarterly Report  
Quarter 4  
*April 1 – June 30, 2008*

Prepared for:  
North Carolina Health and Wellness Trust Fund



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## **A. EXECUTIVE SUMMARY**

### **A.1. Overview**

The 2007-08 Fiscal Year (FY) of the Teen Tobacco Use Prevention and Cessation Initiative (TTUPCI) involves 40 local community/school grantees and 6 additional disparities-focused grantees in activities designed to address the problem of tobacco use among youth in North Carolina. Twenty-seven of these grantees have been funded since the inception of the initiative in 2003. This abbreviated report addresses the progress of the Initiative for the period of April- June 2008.

While the annual report will highlight analyses and information from the full year, a quick inspection of the Quarter 4 data shows the following:

- Eighty percent or more of grantees worked in all six focus areas;
- A clear trend of increase in work to promote cessation among youth continued in Q4;
- At 58% of all programmatic indicator changes, the proportion of youth-led indicator changes in Q4 is the highest reported to date.
- While the number of policies passed to reduce secondhand smoke exposure among youth continues to decline, grantees continue to report activity to promote the adoption of such policies.
- Grantees reported a notably high level of activities designed for youth from either low socioeconomic or low literacy populations.
- The general increase in the number of earned media messages seen over the course of the year continued in Q4.

### **A.2. Key Outcomes and Program Accomplishments**

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

With the NC General Assembly passing legislation requiring all NC public school districts to adopt 100% TFS policies by August of 2008, grantees have reduced their efforts to encourage early adoption among districts that have not yet adopted TFS policies. However, grantees in 100% tobacco-free schools continue to work in assisting with implementation and promoting compliance through media, meetings, and presentations.

- This quarter, grantees reported 38 staff cessation presentations, 31 media messages, and 29 meetings with school/community agencies, all to encourage implementation and compliance with 100% TFS policies.
- Four schools adopted Alternative to Suspension (ATS) programs during this period.
- Two school districts adopted 100% TFS policies.
- This quarter, grantees reported 204 activities to increase compliance with underage tobacco sales laws. However, grantees reported no stores removing tobacco ads completely from their buildings this quarter.

- Efforts in youth prevention education and empowerment remain high, with activity in this area accounting for 47% of all indicator changes in the four goal areas.
- Twenty-three presentations on the link between tobacco pricing and youth initiation were given to school and community members this quarter.

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

During this period, 42 grantees reported working in the secondhand smoke exposure focus area. Grantees reported 24% fewer meetings with venue managers and owners and 56% fewer SHS-related media messages this period relative to the same period last quarter. However, 34 patron surveys and petitions were held this quarter, compared to 13 in Q4 of 2006-07.

- Grantees reported 29 100% smoke-free policy adoptions in Q4. In Q4 of 2006-07, grantees reported 66 smoke-free policy adoptions.
- Seven places of worship adopted 100% smoke-free policies this quarter, bringing the total for the year to 41.
- During this reporting period, grantees held 39 meetings with key business leaders to promote adoption of smoke-free policies. Grantees reported 51 meetings during Q4 of 2006-07.
- Grantees held 34 patron survey campaigns/petition drives during Q4 this year. In Q4 of 2006-07, grantees reported 13 patron surveys campaigns/petition drives.
- The number of media messages addressing youth exposure to secondhand smoke decreased from 148 in Q3 to 72 in Q4.

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

Grantees are increasing their efforts in this focus area relative to last year.

- During this reporting period, grantees reported 234 cessation media messages, compared to 72 media messages during Q4 of last year.
- Grantees reported 134 presentations/meetings promoting youth cessation resources this reporting period. In Q4 of 2006-07, grantees reported 20 such presentations.

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

- About 14% of all programmatic indicator changes reported this period were uniquely designed for youth from populations experiencing disparities, compared to 18% in Q4 of last year. Approximately half of this work was done by grantees specifically tasked with addressing disparities in identified populations.
- Twenty-three percent of all activities reported as uniquely designed targeted African-American youth, and 38% targeted youth from either low SES or low literacy groups.

### **Infrastructure- Administrative Activity and Youth Empowerment**

Staff participation in training activities remains at a high level.

- Grantees reported 116 units for attendance at training events during this period. In Q4 of 2006-07, grantees had reported 167 such events.

- Twenty grantees reported having 43 contacts for educational purposes, with elected state or local government leaders during Quarter 4. In Q4 of 2006-2007, grantees reported 46 contacts with state or local government leaders.
- Twenty-nine grantees reported forming 121 new partnerships to advance a tobacco prevention initiative.

Youth empowerment continues to be an important component of the Teen Initiative.

- Fifty-eight percent (1,001 of 1,722) of all programmatic indicator changes not including administrative measures were youth-led this quarter, compared to 35% in Q4 of 2006-07.
- A total of 116 skill-building trainings for youth were reported this period, twice the 51 trainings reported in Q4 of 2006-07.

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

A detailed report of the barriers reported by grantees in Q4 as well as throughout 2007-08 will be included in the annual report.

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

No recommendations will be made based on Q4 data alone. Recommendations from the previous three quarters as well as those based on Q4 data will be included in the annual report.

## B. METHODS

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

As a requirement of their grant, progress reports are submitted by all Community/School and Priority Population grantees on the 5th of each month using a customized, Web-based, Indicator Progress Tracking System (WiPTS). WiPTS collects data based on seven focus areas and 28 performance indicators developed and approved by the HWTF, Tobacco Prevention and Control Branch (TPCB), and the UNC Tobacco Prevention and Evaluation Program (UNC TPEP) (See Appendix A). Annual action plans for the 2007-2008 fiscal year were developed by grantees based on these indicators and focus areas.

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). To ensure data quality, aggregate WiPTS data are reviewed by at least two UNC TPEP staff. Established criteria and reporting procedures are used to verify indicator changes.

The report begins with a discussion of outcomes reached this period followed by summaries of quarter activities in program development, including indicator change data tables. These activities are organized by the four goal areas of the Teen Initiative:

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

## C. SUMMARY OF QUARTER ACTIVITIES (Quarter 4 2007-08)

### C.1. Introduction

Data for this quarterly report include reports from 40 Community/School grantees and 6 grantees working with populations experiencing tobacco-related health disparities (n=46 of 46 grantees). Grantee involvement by focus area for Q4 of the 2007-08 fiscal year is highlighted in Figure 1. With the new WiPTS data collection system, grantees are required to report whether they have had any involvement in each of the focus areas. In the past, reporting involvement outside of activities and outcomes that qualify for indicator change has been voluntary.

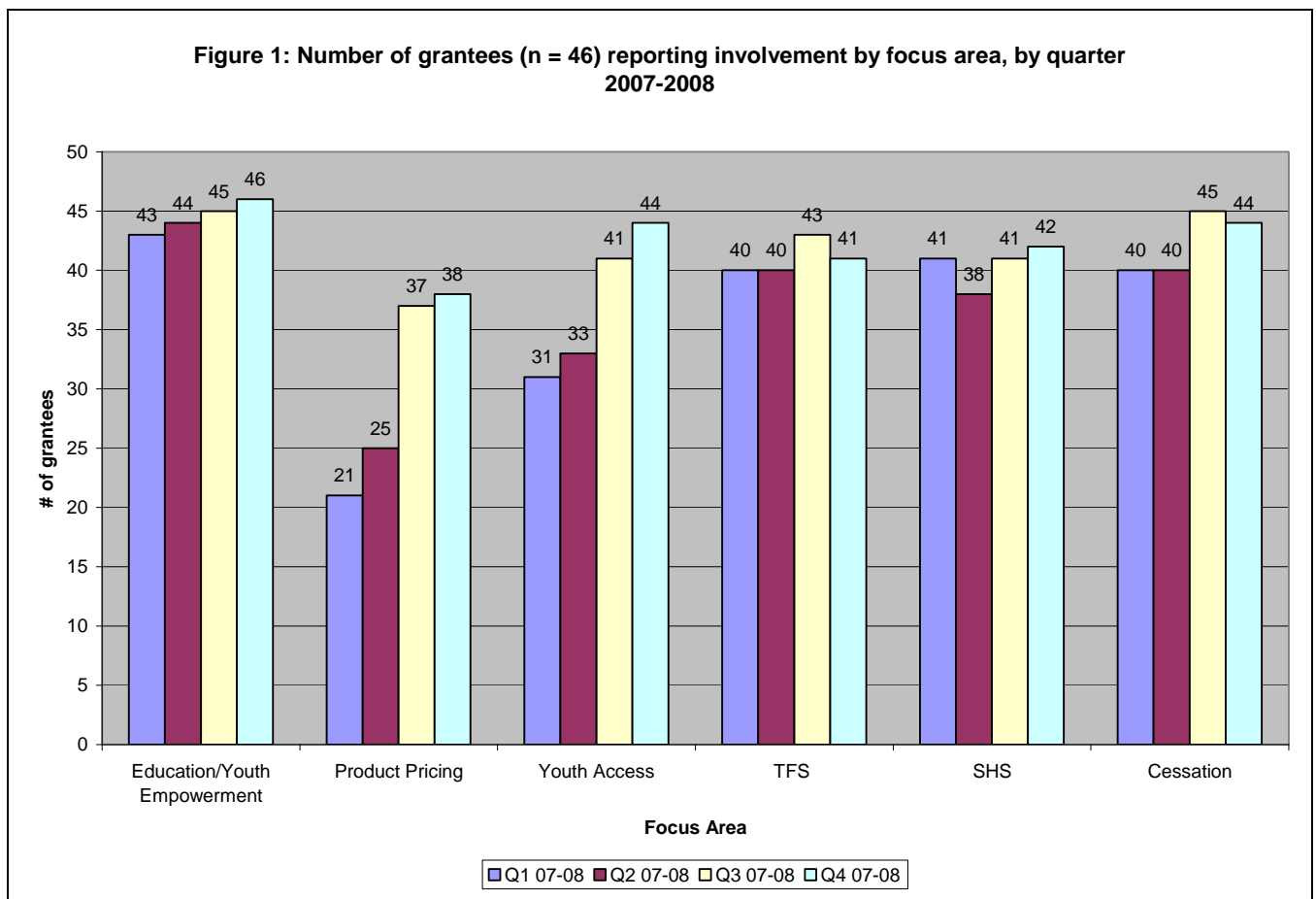
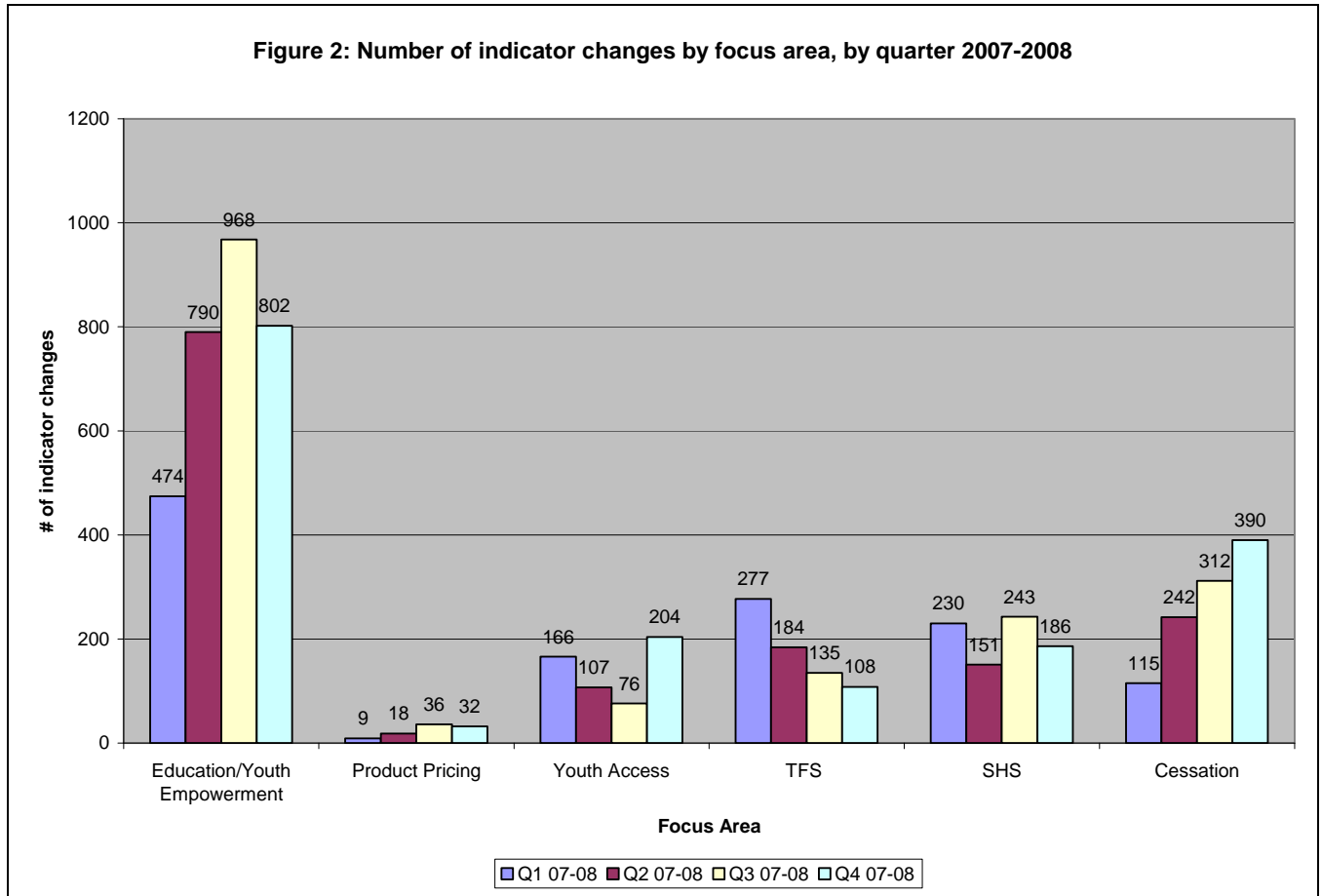




Figure 2 shows the total number of indicator changes within each focus area for Quarter 4 of the 2007-08 fiscal year. Grantees reported 1,722 programmatic indicator changes (not including administrative measures) in Q4, a 66% increase in total activity relative to Q4 of 2006-07. In Q4 of this year, approximately 47% of all programmatic indicator changes (802 of 1,722) were in the tobacco prevention education and youth empowerment focus area. Tobacco cessation work accounted for 23% of all indicator changes (390 of 1,722). The distribution of activity differs from that of the previous year with a decrease in secondhand smoke work and an increase in cessation work relative to Q4 of 2006-07.



## C.2. Outcomes

Highlights of grantee outcome achievements are reported below.

### C.2.a. *Alternative to Suspension (ATS) Program Adoption in Schools*

- Four schools adopted an ATS program during Q4, compared to 12 in Q4 of 2006-07 (see Table 1).

**Table 1. ATS Program Adoption in Schools Quarter 4, 2007- 2008**

School Name	County	School Name	County
Leland Middle School	Brunswick	South Brunswick Middle School	Brunswick
Waccamaw School	Brunswick	Balfour Education Center School	Henderson

**C.2.b. 100% Tobacco-Free School Policy Adoptions**

- The following school two districts adopted a 100% Tobacco-Free School policy during this quarter<sup>1</sup>:
  - Beaufort County Schools
  - Alamance-Burlington Schools

**C.2.c. Smoke-Free Policy Adoptions**

- During this quarter, grantees reported 29 100% smoke-free policies in indoor/outdoor areas frequented by youth (See Table 2), compared to 66 in Q4 of 2006-07.
  - Fourteen (48%) of these policy changes involved direct involvement by 8 grantees.
- Seven places of worship adopted 100% smoke-free policies this quarter, bringing the total for the year to 41.

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<sup>1</sup> Legislation passed in the North Carolina General Assembly in 2007 requires that all North Carolina public school districts adopt 100% tobacco-free school policies by August 2008.

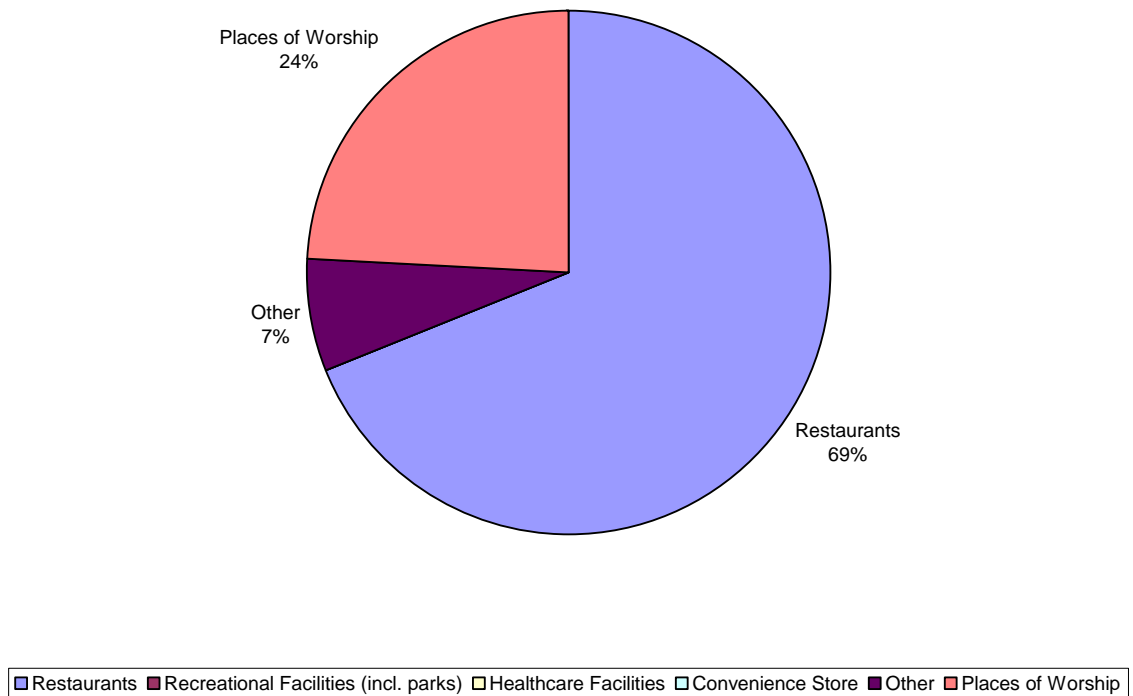
**Table 2. 100% Smoke-Free Policies Adopted Quarter 4, 2007-08**

Venue	City/County	Venue	City/County
Village Grill	Burlington / Alamance	Good Ole Days	West Jefferson / Ashe
Vesuvio's	Burlington / Alamance	Osaka	West Jefferson / Ashe
Mi Amigo Mexican Restaurant	Mebane / Alamance	Antioch Baptist Church	Durham / Durham
Zack's Hot Dogs	Burlington / Alamance	Mt. Olive Missionary Baptist Church	Windsor / Bertie
Mt. View Barbeque	Hickory / Catawba	St. Paul Missionary Baptist Church	Charlotte / Mecklenburg
Cedar Creek Baptist Church	Scotland Neck / Halifax	The Love Center of Dunn	Dunn
Mexico Viejo	Lenoir / Lenoir	Dos Taquitos Centro	Raleigh / Wake
McDonald's	Nashville / Nash	Mammy's Kitchen	Hudson / Caldwell
Howard's Pub	Ocracoke / Hyde	United Methodist Church	Maxton / Robeson
Fatz Café	Morganton / Burke	Ocean Boulevard	Kitty Hawk / Dare
New Bethel Baptist Church of Rolesville	Rolesville / Wake	Big Al's Restaurant	Manteo / Dare
Andy's	Hertford / Perquimans	The Pitt	Kill Devil Hills / Dare
Little Sienna	Marion / McDowell	Westfield Grill	Westfield / Surry
Bantem Chef	Marion / McDowell	The Wilds	Brevard / Transylvania
Harnett County Coharie Indian Association	Dunn / Harnett		

Figure 3 shows the percentage of all 100% smoke-free policy adoptions (direct/indirect/unidentified grantee involvement) by type of venue or area.

- Restaurants account for 69% of the venues adopting smoke-free policies reported by grantees this quarter, compared to 73% in Q4 of 2006-07.
- Seven places of worship adopted 100% smoke-free policies this quarter. Thirteen places of worship adopted such policies in Q4 of 2006-07.
- Many policies affect more than one building or physical space. This quarter, the 29 adopted policies represented a total of over 41 physical locations.

Figure 3. 100% Smoke-free policies adopted by type of venue Q4 2007-08 (n=29)



**C.2. d. Stores that Remove Tobacco Advertising**

This quarter, grantees reported no stores completely removed tobacco advertisements from their facilities.

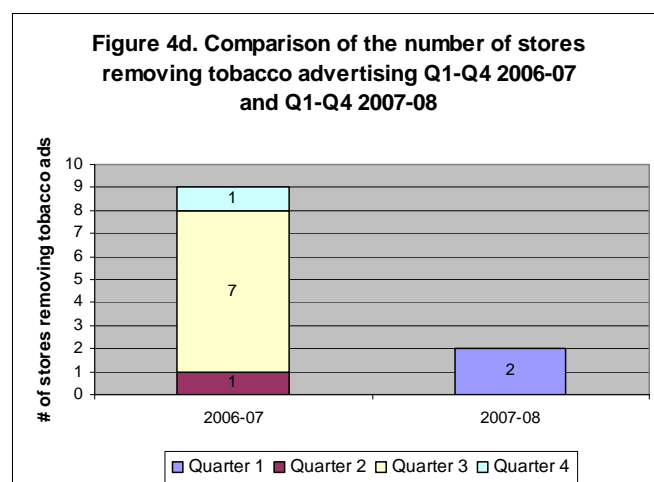
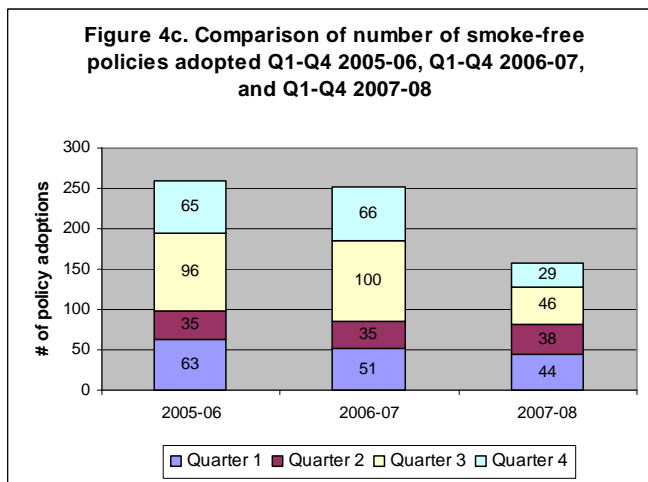
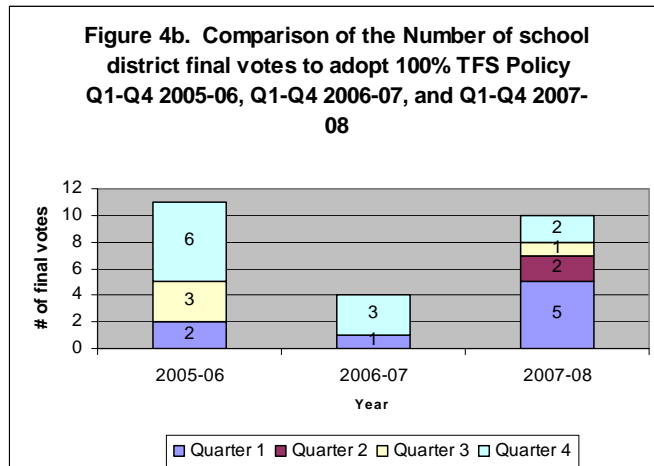
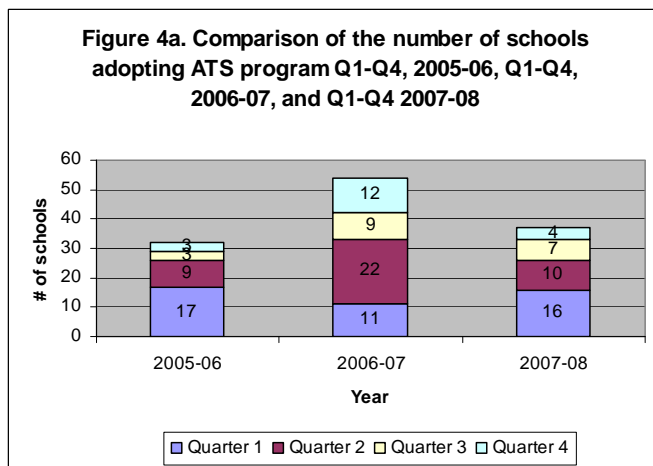
**C.2.e. Summary of Outcome Indicators**

The following table summarizes all Q4 outcome indicator changes.

**Table 3: Summary of Q4 Outcome Indicator Changes**

<b>Outcome Indicator</b>	<b># of grantees involved (n=46)</b>	<b>Total # of Q4 indicator changes</b>	<b>Total # of indicator changes this year</b>
# of schools adopting ATS program	2	4	37
# of school district final votes to adopt 100% TFS policy	2	2	10
# of smoke-free policies adopted	14	29	157
# of stores that remove tobacco ads	0	0	2

Figures 4a through 4d show the progress of grantees in key outcome indicators this year relative to previous years<sup>2</sup>. Note that the number of grantees working in 2006-08 is 46, and the number of grantees working in 2005-06 was 38. Finally, an important clarification was made in the way that grantees should regard smoke-free policies, resulting in what may be a higher number of policies adopted in 2005-06<sup>3</sup>. Data on the number of stores removing tobacco ads were not collected in 2005-06.<sup>4</sup>



<sup>2</sup> Note regarding Figure 4b: Legislation passed in the North Carolina General Assembly in 2007 requires that all North Carolina school districts adopt 100% tobacco-free school policies by August 2008.

<sup>3</sup> Note regarding Figure 4b: No schools adopted 100% TFS policies in Q2 of 2005-06 and Q2-Q3 of 2006-07.

<sup>4</sup> Note regarding Figure 4d: Grantees reported no stores removing tobacco ads in Q1 of 2006-07 and Q2-Q4 of 2007-08.

### C.3. Program Development

The following section describes program or process-orientated data reported during Q4.

#### C.3.a. Goal Area: Initiation

The first part of this section summarizes grantee efforts to promote 100% TFS policy adoption and compliance this quarter.

Table 4 summarizes programmatic activity for all 28 indicators in the initiation goal area.

**Table 4: Summary of Q4 Process Indicator Changes for Initiation Goal Area**

	# of grantees reporting indicator changes (n= 46)	# of Q4 indicator changes	Total # of indicator changes this year
<b>Focus Area: Advance the adoption of 100% TFS policy in a school system</b> (Number of grantees reporting activity in this focus area = 41)			
# of media/promotional messages encouraging adoption of 100% TFS policy published or aired	3	4	61
# of readiness assessments, surveys, or petitions whose findings are disseminated to school leaders	0	0	6
# of presentations/meetings with community leaders/key decision makers encouraging adoption of 100% TFS policy	0	0	24
# of presentations promoting effective cessation resources for staff	12	38	114
# of media/promotional messages encouraging compliance with 100% TFS policy that are published or aired	13	31	285
# of meetings with school/community agencies to encourage implementation and compliance with 100% TFS policy	15	29	175

**Table 4: Summary of Q4 Process Indicator Changes for Initiation Goal Area (Continued)**

	# of grantees reporting indicator changes (n= 46)	# of Q4 indicator changes	Total # of indicator changes this year
<b>Focus Area: Provide youth tobacco use prevention education and empowerment opportunities in schools and the community</b> ( <i>Number of grantees reporting activity in this focus area =46</i> )			
# of tobacco use prevention education media/promotional messages published or aired	36	343	1050
# of skill building trainings offered to youth promoting youth led activities	33	116	486
# of skill building trainings offered by grantee to adult leaders	13	27	115
# of youth led prevention activities	40	316	1383
<b>Focus Area: Promote awareness of research that cites a relationship between price of tobacco products and youth initiation</b> ( <i>Number of grantees reporting activity in this focus area =38</i> )			
# of media/promotional messages published or aired that link increased price of tobacco with decreased youth initiation	8	9	28
# of educational presentations on pricing to school/community linking increased price of tobacco with decreased youth	11	23	67
<b>Focus Area: Promote enforcement of underage tobacco sale laws and reduced tobacco advertising that appeals to youth</b> ( <i>Number of grantees reporting activity in this focus area =44</i> )			
# of enforcement media/promotional messages published or aired	7	14	55
# of activities to increase compliance (e.g., merchant education)	24	190	496



## Youth Empowerment

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

- Grantees provided 116 skill-building trainings to youth this quarter, compared to 51 in Q4 of 2006-07.
  - 36 (31%) were uniquely designed for youth from identified populations.
  - An additional 27 trainings were provided by grantees for adult leaders.
- 58% (1,001 of 1,722) of all Q4 indicator changes in the four goal areas were youth-led, compared to 35% in Q4 of 2006-07.

### C.3.b. Goal Area: Secondhand Smoke

Table 5 summarizes grantee data for indicators in the SHS goal area. Data show a noticeable decline in SHS indicator changes relative to previous years. Grantees reported 39 meetings with key business leaders to promote adoption of smoke-free policies, compared to 51 in Q4 of 2006-07. In addition, 34 petitions were administered with results disseminated to owners, managers, and/or leaders this quarter, compared to 13 in Q4 of 2006-07.

**Table 5. Summary of Quarter 4 grantee data in SHS goal area**

	# of grantees reporting indicator changes (n=46)	# of Q4 indicator changes	Total # of indicator changes this year
<b>Focus Area: Indoor/outdoor area frequented by youth in contract area adopts or advances towards a smoke-free policy</b> ( <i>Number of grantees reporting activity in this focus area =42</i> )			
# of media/promotional messages promoting adoption of smoke-free policies published or aired	14	72	324
# of presentations/meetings in schools/communities or with managers/owners/leaders promoting adoption of smoke-free policies	16	39	220
# of patron survey campaigns/petition drives whose findings are disseminated to manager/owners/leaders	12	34	77
# of improved smoke-free policies (e.g., smoke-free night)	7	12	32

**C.3.c. Goal Area: Cessation**

Table 6 summarizes grantee data for all indicators in the cessation goal area.

**Table 6. Summary of Quarter 4 grantee data in Cessation goal area**

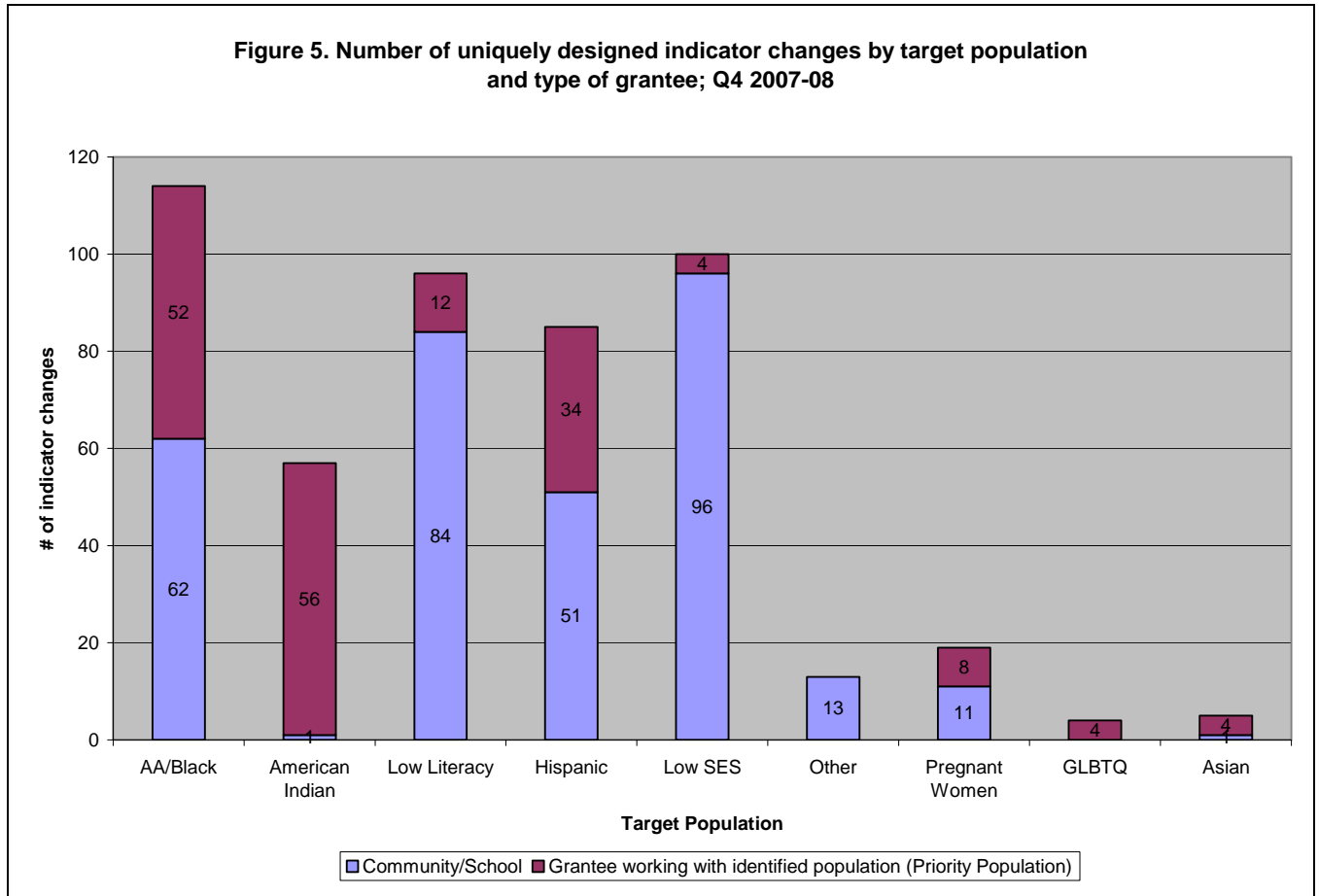
	# of grantees reporting indicator changes (n=46)	# of Q4 indicator changes	Total # of indicator changes this year
<b>Focus Area: Provide access to effective tobacco use cessation resources</b> (Number of grantees reporting activity in this focus area = 44)			
# of cessation media / promotional messages published or aired	22	234	609
# of presentations or meetings promoting Quit line, N-O-T, 5A counseling for youth or Spit Tobacco cessation	27	134	395
# of trainings coordinated for health care professionals on 5A counseling for youth or Spit Tobacco cessation	18	22	55

**C.3.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:

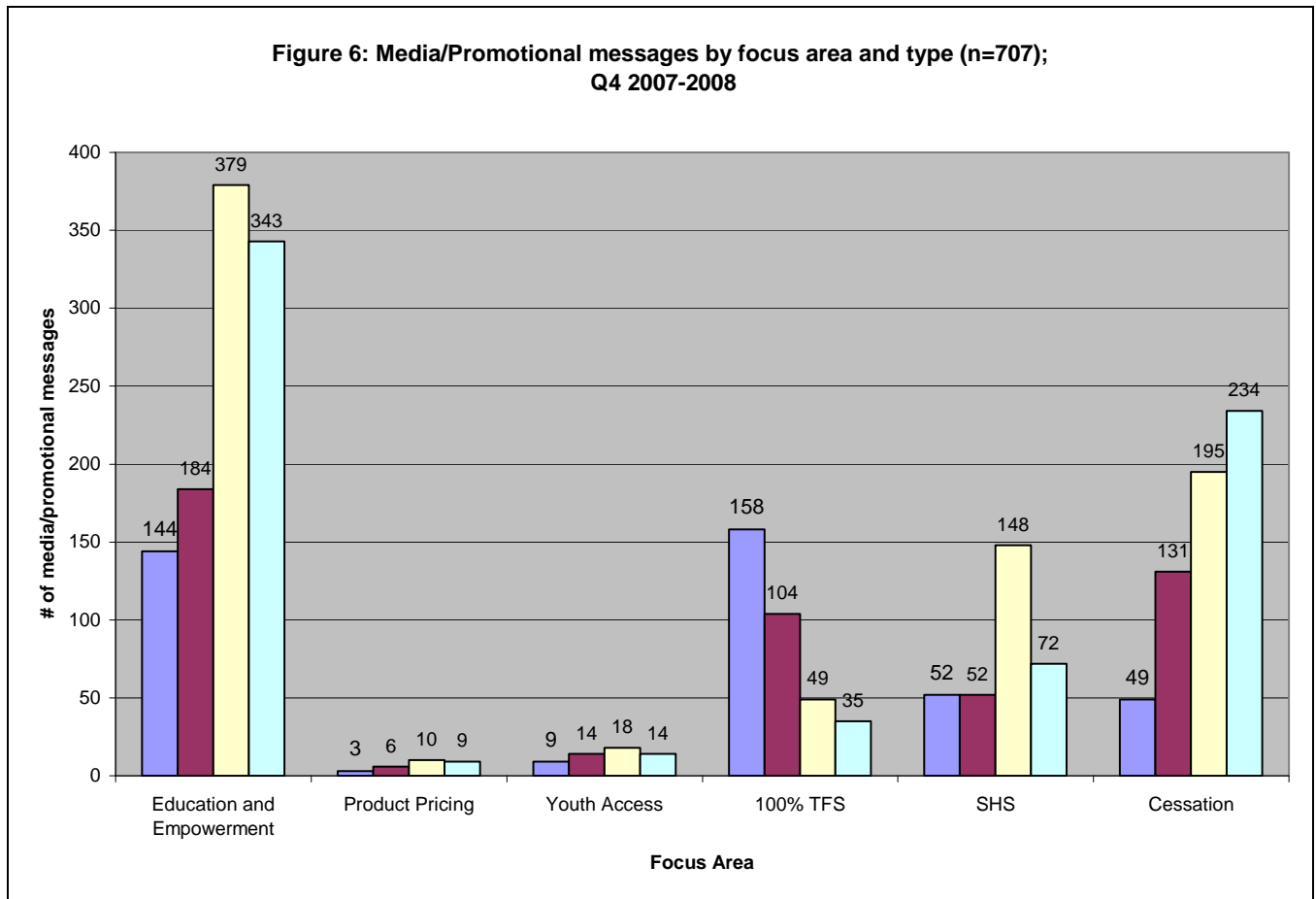
- 14% (245 of 1,722) of Q4 non-administrative indicators were uniquely designed for an identified population (compared to 18% in Q4 of 2006-07).
  - 125 (51%) were reported by Community/School grantees (n=16)
  - 120 (49%) were reported by grantees who work with identified populations experiencing tobacco-related disparities (n=6)

Figure 5 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 grantees serving identified populations experiencing tobacco-related disparities is also included. Twenty-three percent of all activities reported as uniquely designed targeted African-American youth, while 38% targeted youth from either low SES or low literacy groups, and 19% targeted Hispanic youth. Note some activities targeted more than one group.



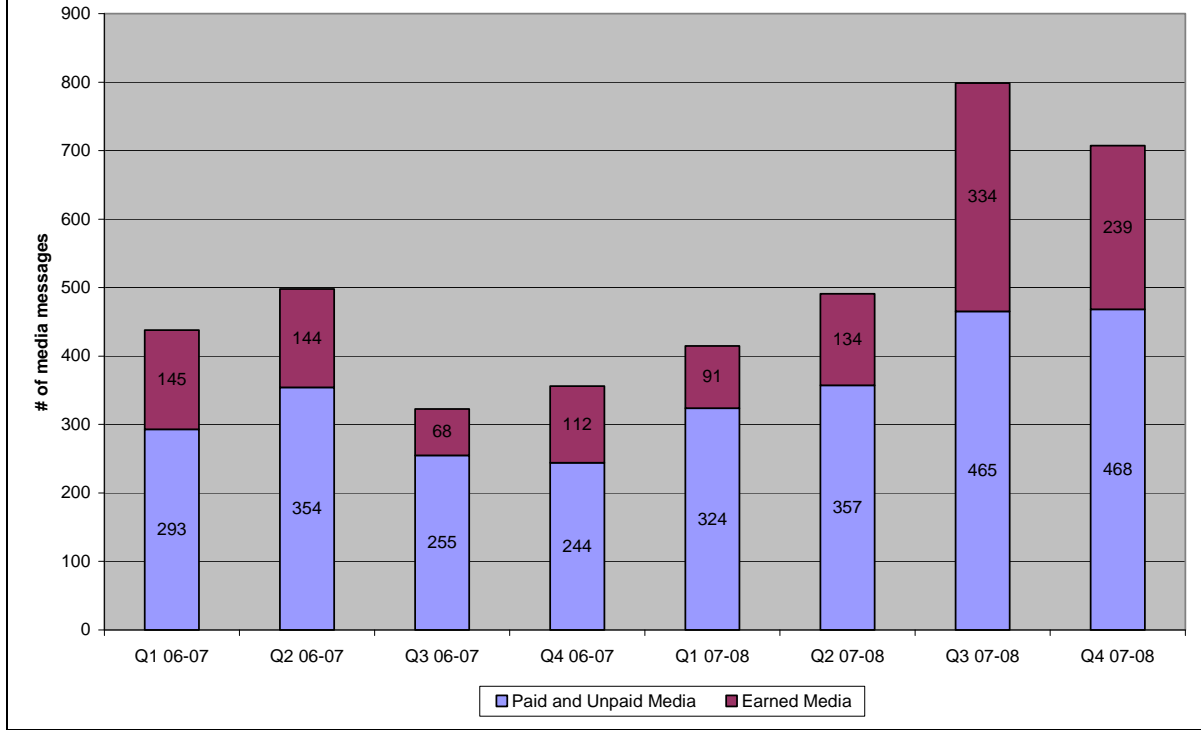
## C.4. Media

There were a total of 707 media/promotional indicator changes this quarter. Figure 6 below shows media activity by focus area in Q1-Q4 of this year. Figure 7 shows the proportion of paid, earned, and unpaid media messages over the past two fiscal years<sup>5</sup>. Forty-nine percent (343 of 707) of all media messages reported this quarter were in the area of youth education and empowerment. Another 33% (234 of 707) media messages were in the area of cessation. Nearly half of the media messages reported this quarter (44%, 312 of 707) are unpaid, including promotional items, fliers, and brochures. Thirty-four percent (239 of 707) of the messages were earned media. Figure 7b shows the proportion of paid, earned, and unpaid media messages by focus area.

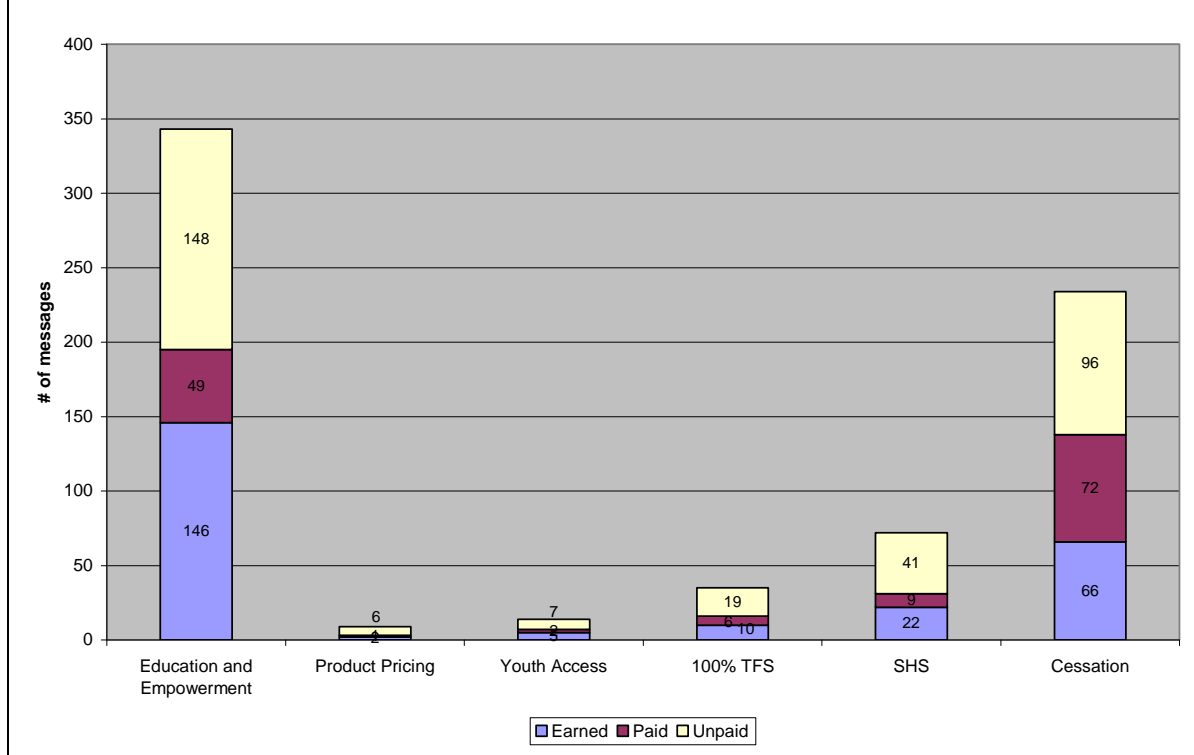


<sup>5</sup> Media messages can be 1) earned, 2) paid, or 3) unpaid. **Earned** messages are generally “mass or large media” reaching large audiences through channels including radio, TV, and newspaper interviews and were merited by the grantee based on their work. Earned media also include letters to the editor. Grantees do not pay for earned media coverage. **Paid** messages include ads, radio spots, or HWTF materials that were purchased. **Unpaid** messages are generally “small media” including HWTF or grantee media messages that are distributed without cost (e.g., student-made flyers or posters, PA announcements, promotional items).

**Figure 7: Earned Media Over Time**  
**Q1 2006-07 - Q4 2007-08**



**Earned, Paid, and Unpaid Media by Focus Area Quarter 4 2007-08**



## C.5. Administrative Measures

Table 7 below summarizes grantee data for administrative/infrastructure-related indicators.

**Table 7. Summary of Quarter 4 grantee data in administrative area**

	# of grantees reporting indicator changes (n=46)	# of Q4 indicator changes	Total # of indicator changes this year
<b>Focus Area: Other monthly administrative measures</b>			
# of training sessions/events attended by staff or partners	39	116	562
# of contacts/meetings with state/local government leaders	20	43	1,491
# of new partnerships formed to advance a tobacco prevention initiative	29	121	671

# APPENDIX

## LIST OF INDICATORS 2007-08

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