



North Carolina Health and Wellness Trust Fund

Teen Tobacco Use Prevention and Cessation Initiative

Quarterly Report
Quarter 3

January 1 – March 31, 2009

Prepared for:
North Carolina Health and Wellness Trust Fund



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



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

Tobacco Prevention and Evaluation Program

**University of North Carolina at Chapel Hill
School of Medicine
Department of Family Medicine
CB #7595, Manning Drive
Chapel Hill, NC 27599
T: 919-843-9751
F: 919-966-9435**

Web: www.tpep.unc.edu

Email: tpep@med.unc.edu

Table of Contents

A.	Executive Summary and Recommendations.....	1
B.	Methods.....	5
C.	Summary of Second Quarter Activities	6
	1. Overview	6
	2. Outcomes by Focus Area	8
	a. Youth Empowerment.....	8
	b. Tobacco Pricing & Initiation.....	9
	c. Tobacco Sales and Advertising	10
	d. Promoting Tobacco Free Schools (TFS)	10
	e. Secondhand Smoke.....	11
	f. Cessation Resources.....	14
	3. Infrastructure and Administrative Development.....	15
	4. Media	15
	5. Health Disparities.....	17
	6. Barriers	18
	7. Accomplishments	19
D.	Appendices	
	i. Appendix A: List of Indicators	20

A. EXECUTIVE SUMMARY

A.1. Overview

The North Carolina Health and Wellness Trust Fund (HWTF) funds programs to reduce and prevent tobacco use among youth and young adults in North Carolina. The HWTF Teen Tobacco Use Prevention and Cessation Initiative (Teen Initiative) was established in 2003 and continues to grow both in the number of policy outcomes and in the number of organizations involved. Since the Teen Initiative began, the number of grantees has increased from 30 in 2003 to 44 in 2008.

Grantees of the Teen Initiative are involved in activities designed to address tobacco use among youth in North Carolina. Thirty eight programs are local community or school grantees and six additional programs specifically address health disparities related to tobacco use. This report addresses the progress of the Teen Initiative for the three month period of January 1-March 31, 2009 (third quarter/Q3). General findings from this quarter include the following:

- Large increases were reported this quarter across a wide variety of indicators.
- Grantees reported a total of 2,754 program indicator changes during Q3. This is a 39% increase in total activity compared to Q3 of 2007-2008, and the highest number of indicator changes in a quarter to date.
- 100% of grantees (n=44) reported activities related to youth education/empowerment.
- The vast majority of programs also reported activity related to tobacco cessation (43 of 44; 98%), tobacco free schools (42 of 44; 95%) and second hand smoke (41 of 44; 93%).
- Grantees reported a total of 174 skill-building trainings, serving 3,832 youth and 361 adult leaders.
- The percentage of youth-led empowerment activities has reached an all-time high (74%).
- Grantees reported reaching significantly more members of populations experiencing disparities, including African American, American Indian, Hispanic, Asian, low SES, low literacy, GLBTQ, and pregnant women.

A.2. Key Outcomes and Program Accomplishments by Focus Area

Grantees reported 2,754 program indicator changes during Q3 of 2008-09. This is a 56% increase from Q3 of 2007-2008 (which had 1,770 changes), as well as an increase from the previous quarter (Q2) of this year (which had 2,464 changes). This section highlights accomplishments across programs in each of the five goal areas.

Goal Area 1: Prevent youth initiation of tobacco use

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

Focus Area: Youth Empowerment

- This quarter, more than half of indicator changes (53%) were in the area of youth empowerment.
- All 44 grantees (100%) reported some activity related to youth empowerment.
- Grantees reported a total of 1,286 indicator changes related to youth empowerment, a 33% increase from the same quarter last year (2007-08).
- Grantees reported nearly three-quarters of youth empowerment activities as led by youth (957 of 1,286; 74%).
- Grantees reported a total of 174 skill-building trainings, the majority of which were trainings offered to youth (142 or 82%).

Focus Area: Tobacco Pricing and Youth Initiation

- Grantees reported 58 indicator changes this quarter related to tobacco pricing and youth initiation. This is a 61% increase over the same quarter last year (with 36). This increase is due to an increase in educational presentations: Q3 of last year had 26 and Q3 this year had 48.
- Seventeen grantees (39%) reported conducting educational presentations related to tobacco pricing and youth initiation, and seven grantees (16%) reported publishing or airing media messages on this topic.

Focus Area: Tobacco Sales and Advertising

- Grantees reported a total of 150 indicator changes in this focus area, nearly doubled from the same quarter last year (with 76). This increase is primarily due to an increase in merchant education and other activities to increase compliance (58 in Q3 of 07-08 vs. 130 in Q3 of this year).
- Seventeen grantees (39%) reported conducting activities related to increased compliance, and six grantees (14%) reported publishing or airing media messages related to tobacco sales and advertising.
- One grantee reported a store removing all tobacco advertising, the first indicator change in this area this year.

Focus Area: Promoting Tobacco-free Schools (TFS)

- Grantees reported a total of 208 indicator changes in this focus area, representing a 54% increase compared to the same quarter last year (which had 135). This increase is due to increases in both media and promotional messages encouraging compliance (49 in Q3 of 07-08 vs. 81 this year) and meetings with school and community agencies (46 in Q3 of 07-08 vs. 90 this year).
- Half of grantees (n=22) reported publishing media or promotional messages encouraging compliance with TFS.
- Fourteen schools adopted Alternative to Suspension (ATS) programs during this reporting period, compared with seven during Q3 last year.

Goal Area 2: Eliminate youth exposure to secondhand smoke

Activities within this goal area center on adoption of smoke-free policies. Indicators include media messages, presentations in schools and other community locations, dissemination of campaigns and petitions, and incremental steps towards smoke-free policies (e.g. smoke-free nights). Grantees reported the following findings:

- Ninety three percent of grantees (41 of 44) reported activities related to reducing youth exposure to secondhand smoke.
- Grantees reported 279 indicator changes in this focus area, a modest increase compared with 243 in Q3 of last year.
- Grantees reported 34 smoke-free policy adoptions, a decrease from the 46 reported in the third quarter last year.
- Grantees reported an increase in the number of venues to whom patron surveys were disseminated: this quarter had 133 indicator changes, compared to just nine in Q3 of 2007-08.
- Grantees reported a decrease in media/promotional messages related to second hand smoke: this quarter had 71 while Q3 of last year had 148.

Goal Area 3: Provide tobacco cessation resources for youth

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

- Nearly all grantees reported activity in this goal area (43 of 44; 98%)
- Tobacco cessation activities accounted for 20% of total indicator changes this quarter (475 changes). This is the second-highest category for the quarter (youth empowerment was first), and a 52% increase over the third quarter last year.
- Compared to Q3 last year, increases in this area were evenly distributed across all three indicators: media/promotional messages (305 vs. 195), presentations/meetings promoting cessation resources (148 vs. 103), and trainings for health care professionals (22 vs. 14).

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

This area summarizes grantee progress toward the goal of addressing tobacco-related health disparities among youth in their communities. Target populations vary by community, and include American Indian, disabled, Hispanic, and low-income youth, among others. Data are collected across other goal areas. This goal area includes activities/messages specifically designed for these groups, as well as those that reached a target population in the grantees' communities.

- In this quarter grantees reported reaching a total of 2,501 individuals from groups experiencing health related disparities.
- Grantees reported an increase in the percentage of program indicators that were uniquely designed for youth from populations experiencing disparities: this quarter had 29% (709 of 2456 indicators), compared to 18% last year (325 of 1,770).
- Of these 709 indicator changes, the largest population groups for whom the indicator activities were designed included African-American (265 indicator changes or 37%), American Indian (120 indicator changes or 17%) and Hispanic (109 indicator changes or 15%) youth.
- The majority of the uniquely designed indicator changes (91%) came from community/school grantees, with the remaining 9% from grantees specifically tasked with addressing disparities in identified populations.

Goal Area 5: Develop infrastructure/administrative activity

This goal area encompasses administrative activity and development of infrastructure, including conducting staff training sessions or events, developing and maintaining contacts with community leaders (e.g. representatives from local and state government), and forming new partnerships related to teen tobacco use prevention.

- Grantees reported a total of 284 indicator changes in this quarter, substantially down from Q3 of last year, which had 889.
- All three indicators in this area showed fewer indicator changes: training sessions decreased from 182 last year to 104 this year; contacts and meetings with government leaders decreased from 537 last year to 86; and new partnerships formed decreased from 170 to 94.

A.3. Key Barriers to Program Activities

The majority of grantees (98%; 43 of 44) reported at least one barrier to their progress during this quarter. The most frequently reported barriers were:

- Problems with scheduling, time conflicts and planning (75% or 33 grantees)
- Issues related to weather and holidays (55% or 24 grantees)
- Issues with cooperation and/or coordination with community partners (45% or 20 grantees)
- Staff issues such as vacancies, turnover, and training (32% or 14 grantees)
- Problems with student participation and involvement (30% or 13 grantees)

Some grantees reported transportation (16% or 7 grantees) and administrative (16% or 7 grantees) barriers. Less frequently reported barriers included trouble getting media messages disseminated, funding/ budgetary cuts, recruiting diverse students, and program-wide internet access.

A.4. Recommendations for Program Development and Improvement

The following recommendations for program development and improvement are based on third quarter data and trends seen during the year.

- HWTF should communicate successes of the program in Q3 and FY 2008-2009 to grantees and decision-makers.
- In light of pending smoke-free legislation, consider revising the Teen Initiative logic model to reflect shifting priorities.
- HWTF should re-assess activities, goals, and outcomes for reducing tobacco-related disparities for 2009-2010.
- Consider convening a small group of public health, policy and evaluation coordinators to discuss implications of smoke-free policy adoptions and compliance.

- Consider developing a more efficient ATS tracking system, so an accurate and up-to-date summary of ATS programs could be reported as a component of 100% TFS compliance.

B. METHODS

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 related to seven focus areas and 24 performance indicators developed by the UNC Tobacco Prevention and Evaluation Program (UNC TPEP) in collaboration with HWTF (See Appendix A for list of indicators). Action plans for the 2008-09 fiscal year were developed by grantees based on these indicators and focus areas.

All 44 grantees (100%) participated in the quarterly WiPTS reporting. Data for this quarter were compiled and analyzed by UNC TPEP. Established criteria and reporting procedures are used to verify indicator changes.

The report is organized as follows:

- Overview: summarizes grantee activity across all focus areas for this quarter
 - Focus Area 1: Youth Empowerment
 - Focus Area 2: Tobacco Pricing and Youth Initiation
 - Focus Area 3: Tobacco sales and advertising
 - Focus Area 4: Promoting Tobacco-Free Schools (TFS) (4 indicators)
 - Focus Area 5: Eliminate youth exposure to secondhand smoke (5 indicators)
 - Focus Area 6: Providing Cessation Resources
- Infrastructure/ Administrative Development
- Media
- Reduce health disparities among youth attributable to tobacco use
- Barriers
- Accomplishments

C. SUMMARY OF THIRD QUARTER ACTIVITIES (2008-2009)

C.1. Overview

Data from this quarter are based on reports from 44 grantees across North Carolina (38 Community/School grantees and 6 grantees working with populations experiencing tobacco-related health disparities). The following figures summarize grantees' activities across focus areas for this quarter.

Figure 1 shows the number of grantees who reported involvement across focus areas. This reflects involvement resulting in indicator changes, and making progress toward indicator changes (i.e. having responded that they had done *any* work in each of the focus areas).

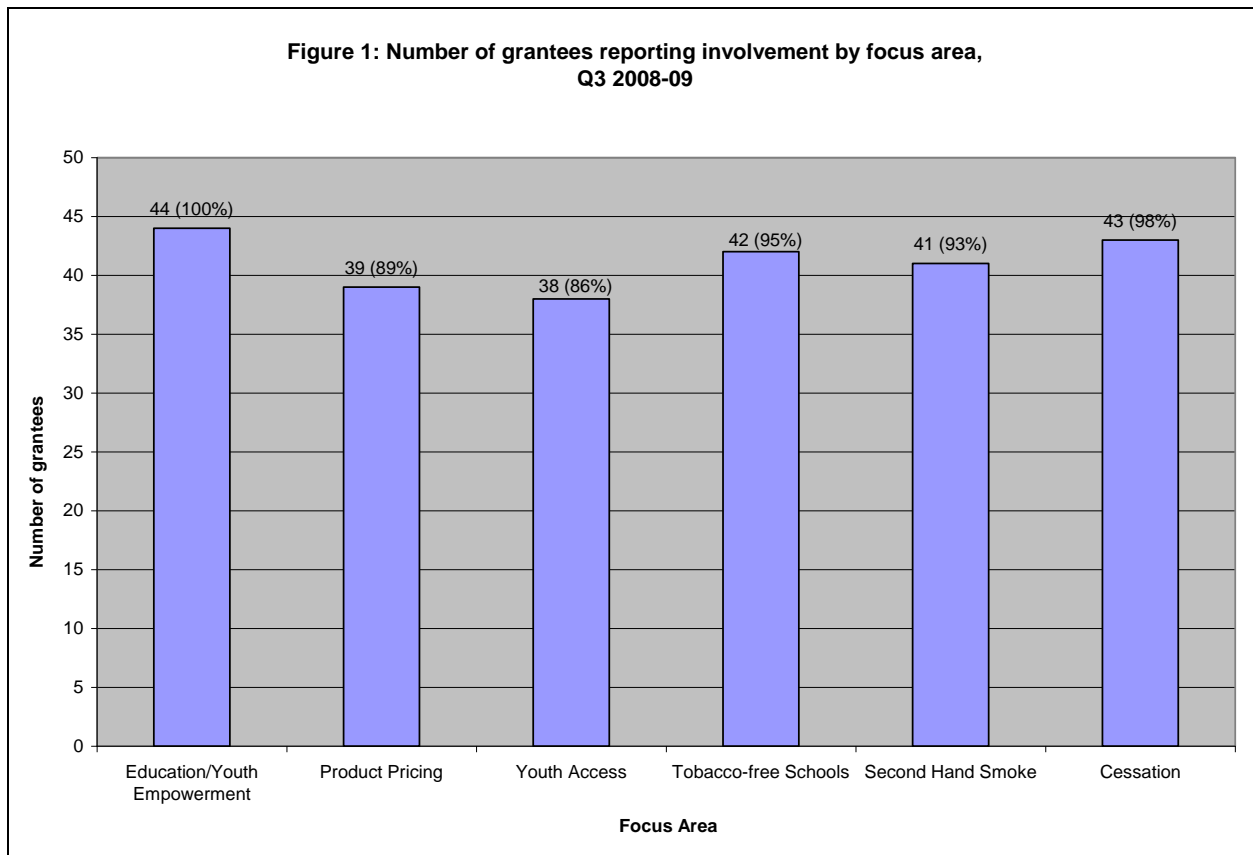


Figure 2 presents changes in indicators compared to the third quarter of 2007-08. Since last year, indicators have increased in all six focus areas, from 1,770 to 2,457. Indicator changes in the area of youth access nearly doubled compared to Q3 of last year (76 in Q3 of 2007-08, and 150 in Q3 of this year). Substantial increases were also seen in Product Pricing (61% increase), Tobacco-free schools (54% increase), and Cessation (52% increase).

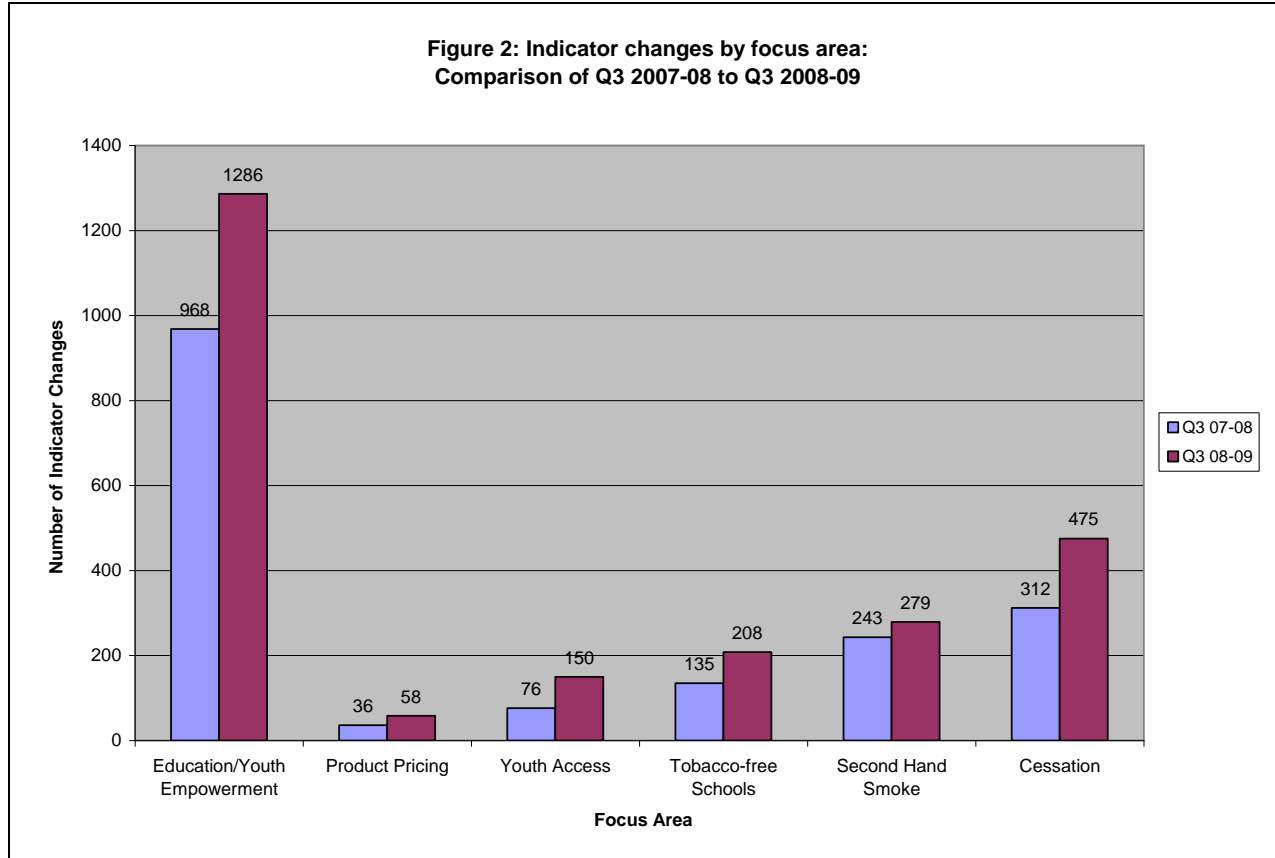
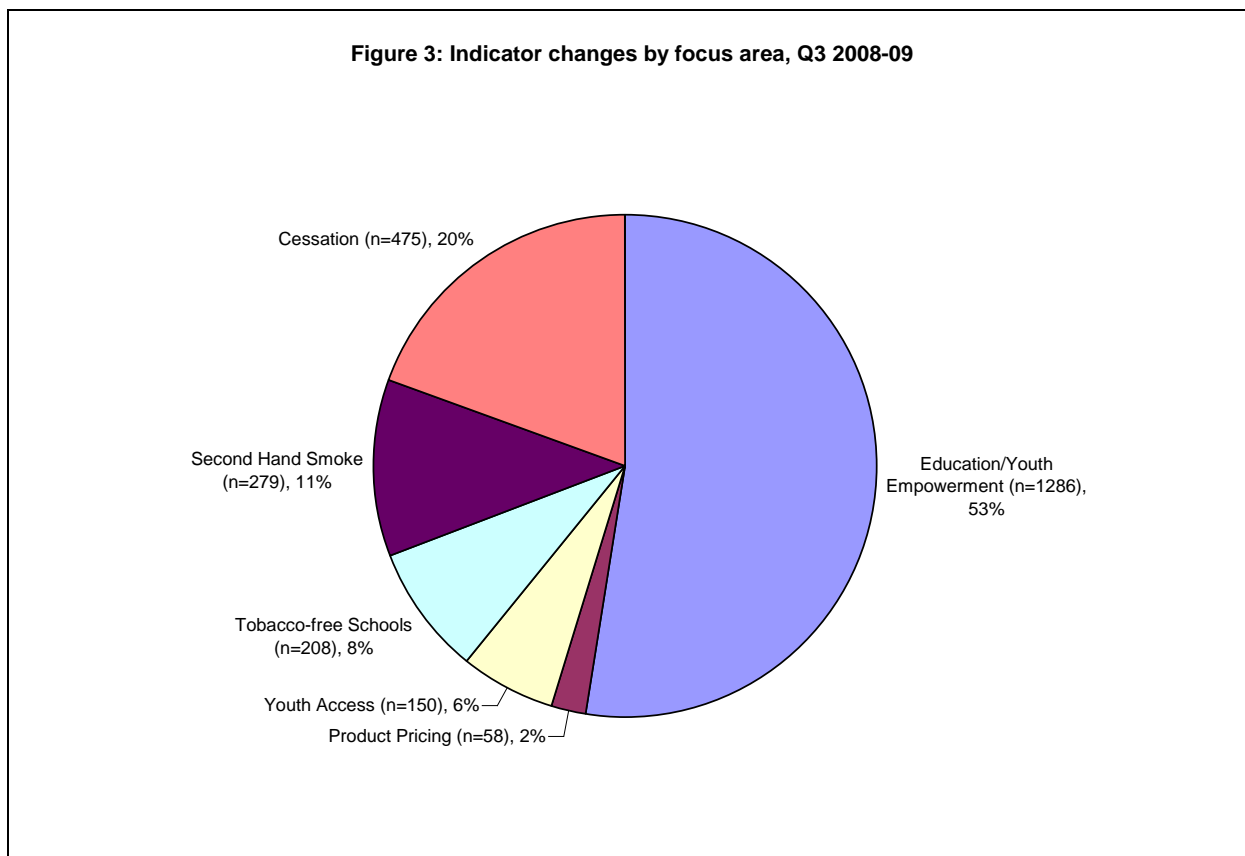


Figure 3 shows the breakdown of indicator changes by focus area. Education and Youth Empowerment activities are responsible for more than half of indicator changes during this quarter (53%) (see Figure 3).



C.2. Outcomes by Focus Area

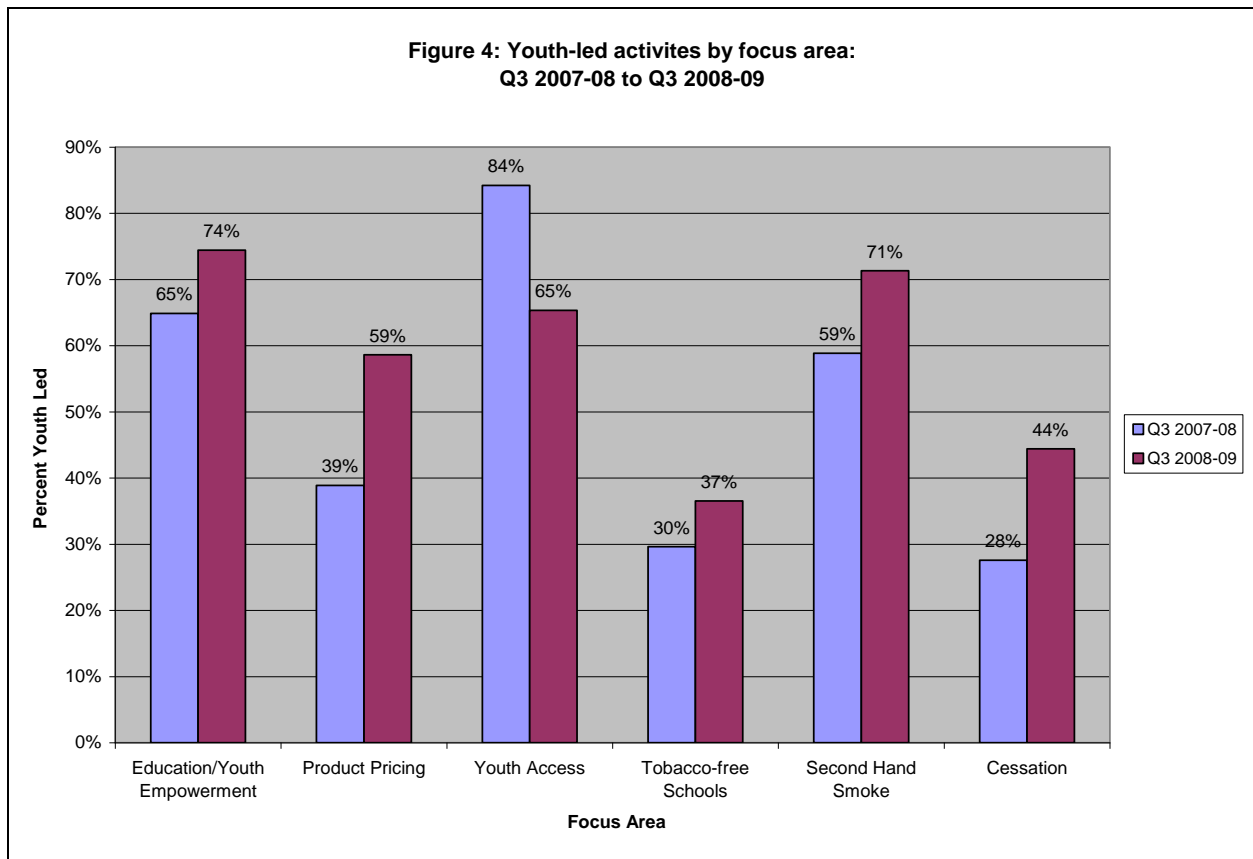
C.2.a Focus Area 1: Youth Empowerment

The youth empowerment focus area encompasses tobacco use prevention, education, and empowerment opportunities in schools and the community (see Table 1). A total of 44 grantees (100%) reported activity in this focus area (grantees may note activity without having had any indicator changes).

Across all focus areas, 64% of indicator changes were youth-led (1,575 of 2,456). The percentage of youth-led activities ranged from 37% among tobacco-free schools activities to 74% for education/ youth empowerment activities. Compared to the third quarter last year, the percentage of activities that were youth-led increased in all but one focus area (youth access) (see Figure 4).

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

	Number of grantees reporting changes	Number of Q3 indicator changes	YTD indicator changes
Media/promotional messages published or aired	38	688	1499
Skill-building trainings offered to youth	37	142	451
Skill building trainings offered to adult leaders	16	32	89
Youth-led prevention activities	42	424	1273



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

This focus area reflects activities promoting an awareness of research citing a relationship between increased price of tobacco products and decreased youth initiation. The total number of grantees reporting any activity in this focus area was 39, or 89% (grantees may note activity without having had any indicator changes).

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

	Number of grantees reporting changes	Number of Q3 indicator changes	YTD indicator changes
Media/promotional messages published or aired	7	10	26
Educational presentations linking tobacco prices and youth initiation	17	48	105

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

Activities in this area focus on promoting enforcement of underage tobacco sale laws and reducing tobacco advertising appealing to youth. Thirty eight (38) grantees reported having accomplished some activity in this area (86%). Notably, one store removed all tobacco ads; this is the first such indicator change so far this year (FY 2008-09).

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

	Number of grantees reporting changes	Number of Q3 indicator changes	YTD indicator changes
Media/promotional messages published or aired regarding tobacco sales and advertising	6	19	59
Number of activities to promote compliance (e.g., merchant education)	17	130	454
Stores that removed tobacco ads	1	1	1

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

This focus area reflects activities encouraging the implementation of and compliance with a 100% TFS policy in a school system. Currently all schools in North Carolina are smoke free campuses, so grantees' work in this area addresses compliance, cessation for staff, and implementation of complementary programs such as Alternative to Suspension (ATS). Most grantees (42) reported activity in this focus area, including fourteen new adoptions of ATS programs.

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

	Number of grantees reporting changes	Number of Q3 indicator changes	YTD indicator changes
Schools adopting an Alternative to Suspension (ATS) program (see also Table 5)	8	14	61
Presentations promoting cessation resources for school staff	14	23	93
Media/promotional messages encouraging compliance with 100% TFS policy that are published or aired	22	81	447
Meetings with school/community agencies to encourage 100% TFS policies	22	90	268

Table 5: Schools Reporting Adoption of an Alternative to Suspension (ATS) Program

Grantee	School
Alleghany County Schools	Alleghany High School
Catawba County Public Health Department	Bandys High School
Chowan Regional Healthcare Foundation	John A. Holmes High School
Duplin County Health Services	E.E. Smith Middle School
FirstHealth of the Carolinas	Union Pines High School
Wilkes County Schools	East Wilkes High School
Wilkes County Schools	West Wilkes High School
Wilkes County Schools	Wilkes Central High School
Wilkes County Schools	North Wilkes High School
Wilkes County Schools	CTE Magnet High School
Wilkes County Schools	North Wilkes Middle School
Wilkes County Schools	East Wilkes Middle School
Wilkes County Schools	Central Wilkes Middle School
Wilkes County Schools	West Wilkes Middle School

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

This area focuses on eliminating youth exposure to secondhand smoke through the adoption of smoke free policies in venues frequented by youth. Venues include new or existing restaurants, places of worship, tribal facilities, convenience stores, and others. Smoke-free policies in restaurants prohibit smoking in both indoor and outdoor serving areas. Forty-one grantees reported activity in this area (93%).

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

	Number of grantees reporting changes	Number of Q3 indicator changes	YTD indicator changes
Adoption of smoke free policies (see also figures 7 and 8 and Table 7)	15	34	92
Media/promotional messages promoting adoption of smoke-free policies published or aired	21	71	185
Presentations/meetings promoting adoption of smoke-free policies	12	37	254
Patron survey findings disseminated to business owners/community leaders	11	133	408
Improvements in smoke-free policies (e.g., smoke-free night)	4	4	22

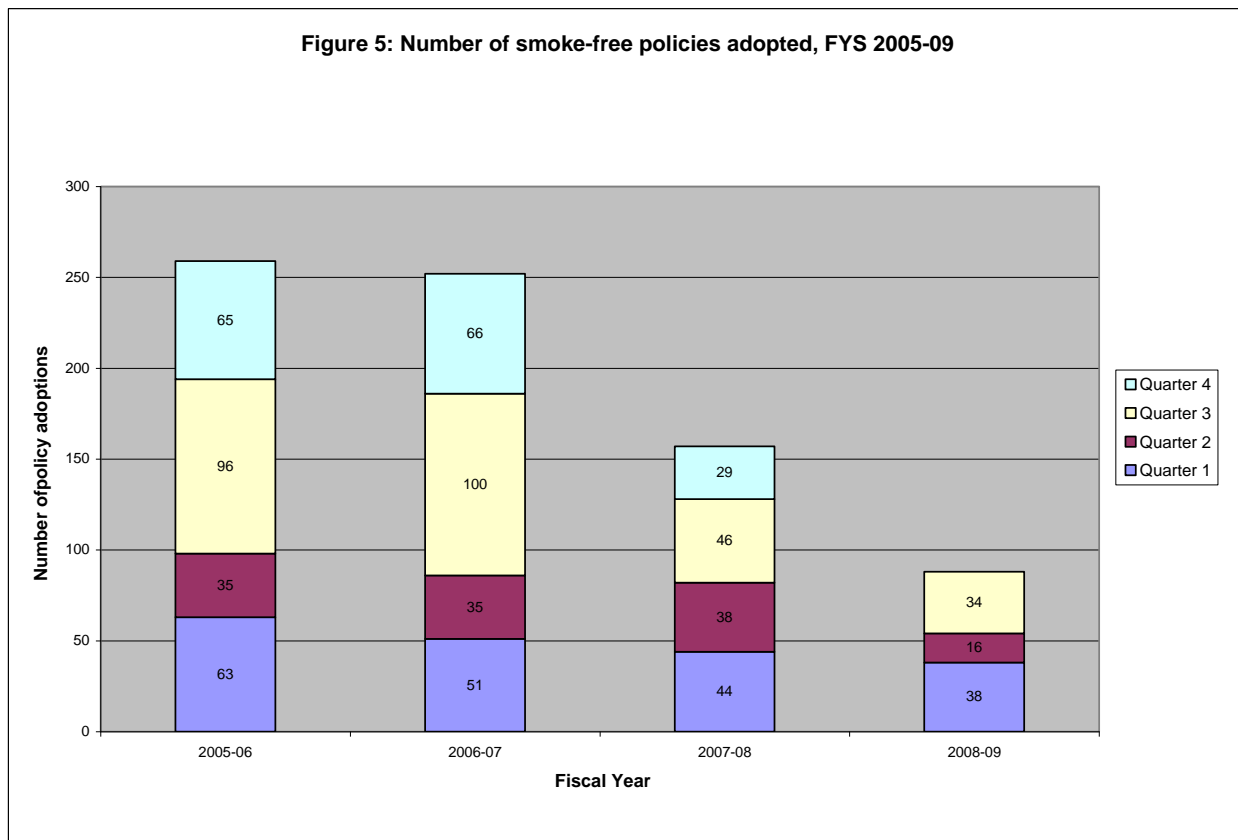


Figure 6: Smoke free policies adopted by type of venue, Q3 2008-09

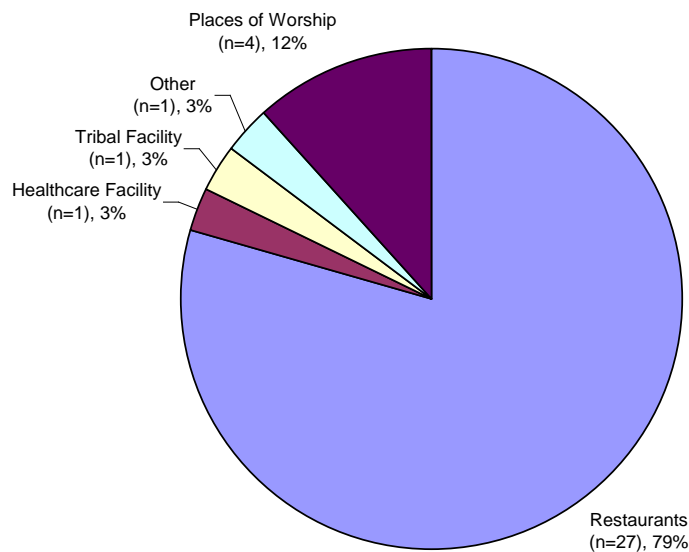


Table 7: Smoke-free policies adopted, Q3 2008-2009

Grantee	Venue	County
Alamance-Caswell Area MH/DD/SA Authority	Argy's Diner	Alamance
Alamance-Caswell Area MH/DD/SA Authority	116 Oak	Alamance
Alamance-Caswell Area MH/DD/SA Authority	Sam's Hot Dogs	Alamance
Alleghany County Schools	MIS Arodus	Alleghany
Ashe County Schools	Smithey's Cafe	Ashe
Ashe County Schools	19th Hole Bar and Grill	Ashe
Ashe County Schools	Riverview Restaurant	Ashe
Ashe County Schools	Mountain Music Jamboree	Ashe
Ashe County Schools	Decadence Bakery	Ashe
Blue Ridge Health Care	Hursey's Bar-B-Q	Burke
Cancer Services of Gaston County, Inc.	Outback Steakhouse	Gaston
Catawba County Public Health Department	Carrabba's of Hickory	Catawba
Center for Health and Healing, Inc.	Redhill United Church of Christ	Johnston

Grantee	Venue	County
Chowan Regional Health Care Foundation	Andy's of Edenton	Chowan
Chowan Regional Health Care Foundation	Subway of Edenton	Chowan
Chowan Regional Health Care Foundation	Mt. Hebron AME Zion	Washington
Chowan Regional Health Care Foundation	Long Ridge Missionary Baptist Church	Washington
Coastal Horizons Center, Inc.	The Seahorse Cafe	Pender
Coastal Horizons Center, Inc.	The Deckhouse	New Hanover
Coastal Horizons Center, Inc.	Buoy 32	New Hanover
Coastal Horizons Center, Inc.	Cape Fear Community College	New Hanover and Pender
Haliwa-Saponi Indian Tribe, Inc.	Haliwa-Saponi Tribal Land and Properties	Halifax and Warren
Healthy Caldwellians	FATZ Cafe	Caldwell
McDowell County Schools	Holly's Deli	McDowell
NC Commission of Indian Affairs	Collins Chapel	Robeson
TRU-6/Haywood HWTF	Dugan's Pub	Transylvania
TRU-6/Haywood HWTF	Henry's Restaurant	Transylvania
TRU-6/Haywood HWTF	Transylvania County Government (Cooperative Extension, Vocational Rehab, Employment Security, Transportation Department, Economic Development, Health Department, and Social Services)	Transylvania
Wilkes County Schools	Brame's Lunch Counter	Wilkes
Wilkes County Schools	Fuji Express	Wilkes
Wilkes County Schools	Fire Mountain	Wilkes
Wilkes County Schools	Pizza Hut (2 franchises)	Wilkes
Wilkes County Schools	Sonic	Wilkes

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

Grantees reported an increase in activity related to cessation compared to Q2 of 2007-08. Forty-three grantees (98%) reported some activity in this focus area (see Table 8).

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

	Number of grantees reporting changes	Number of Q3 indicator changes	YTD indicator changes
Media and Promotional Messages for promoting cessation	37	305	938
Presentations or meetings promoting cessation resources (e.g. Quitline, N-O-T, 5A counseling for youth, or Spit Tobacco cessation)	33	148	451
Trainings coordinated for health care professionals on 5A counseling for youth or Spit Tobacco cessation	12	22	57

C.3 Infrastructure and Administrative Development

This quarter grantees reported a total of 284 indicator changes related to developing infrastructure and administration, a decline in activity in this area compared to both last quarter (Q2) and to the same quarter (Q3) last year (a 72% decrease from last quarter and a 68% decrease from Q3 of last year).

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

	Number of grantees reporting changes	Number of Q3 indicator changes	YTD indicator changes
Staff Training Events	36	104	346
Contacts with State and Local Leaders	20	86	916
Community Partnerships	28	94	310

C.4. Media Indicators

Grantees reported a total of 1,174 media and promotional messages in the third quarter. Several focus areas saw noteworthy increases: the education/empowerment area saw a 65% increase over last quarter, youth access messages nearly doubled, and secondhand smoke messages increased by about 45% (see Figure 7). These changes were offset by drops in media messages related to tobacco-free schools and cessation.

The total media and promotional messages reported this quarter were the highest to date (see Figure 8). There was an additional 11% increase over the previous high seen last quarter (Q2 of 2008-09).

Figure 7: Media/ promotional messages by focus area (n=1,174), FY 2008-09

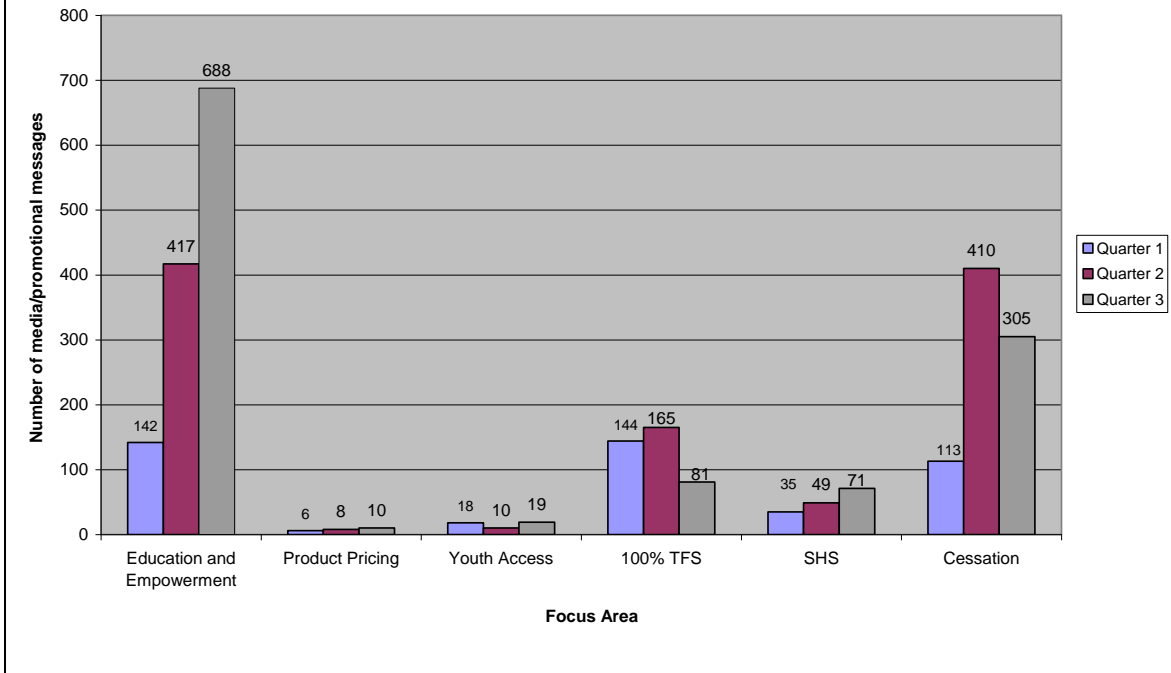
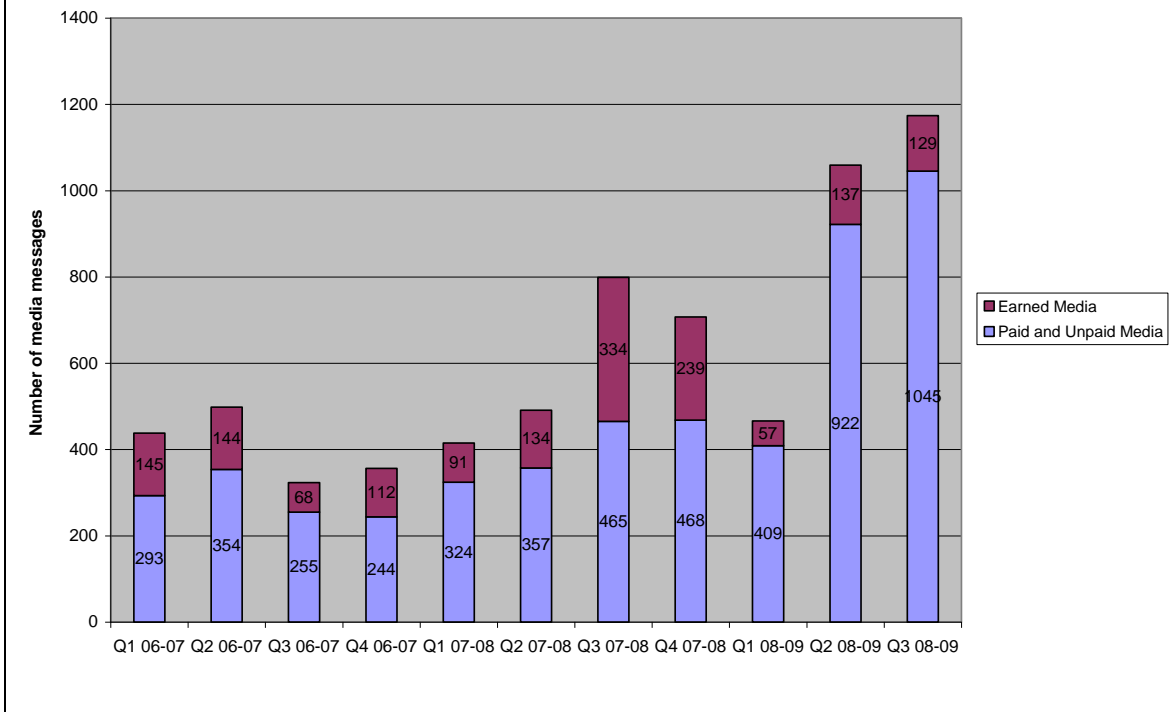


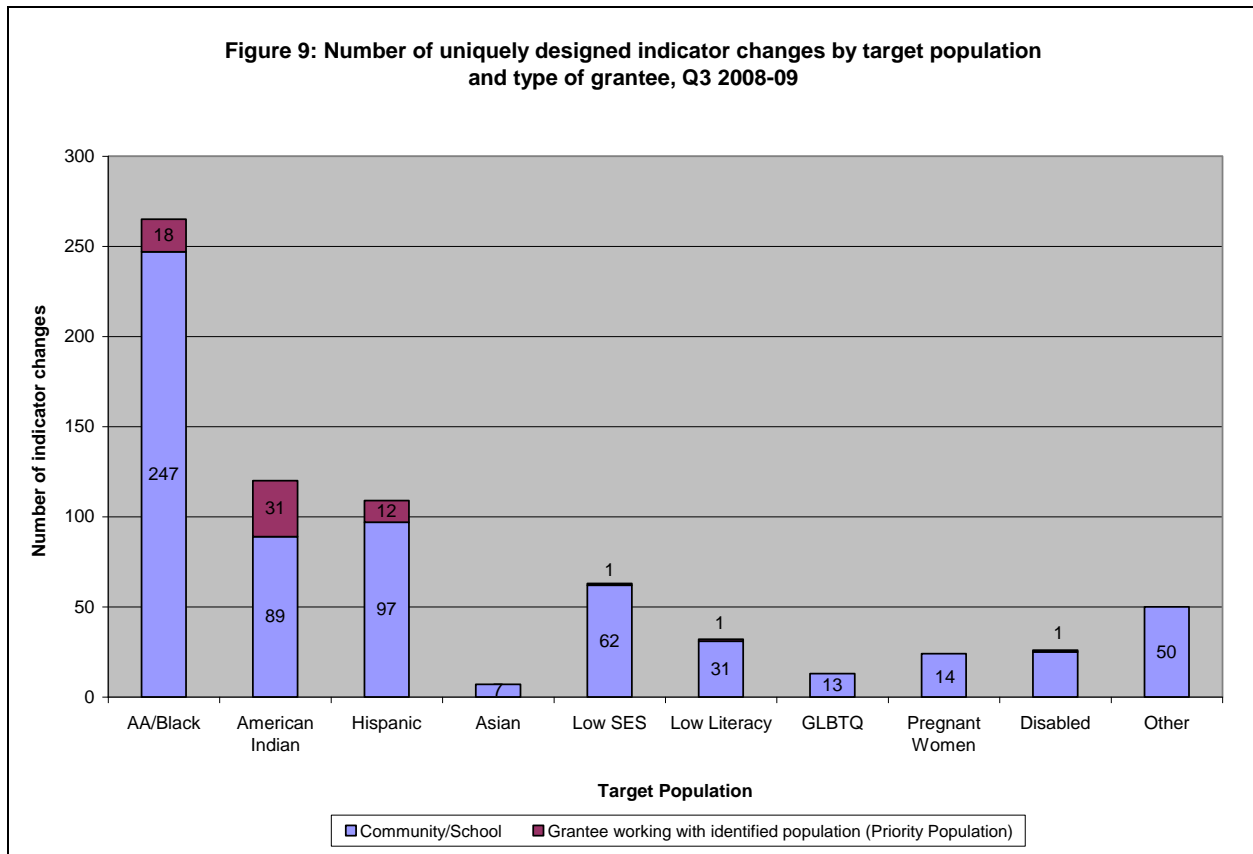
Figure 8: Paid, unpaid, and earned media by quarter (2006-2009)

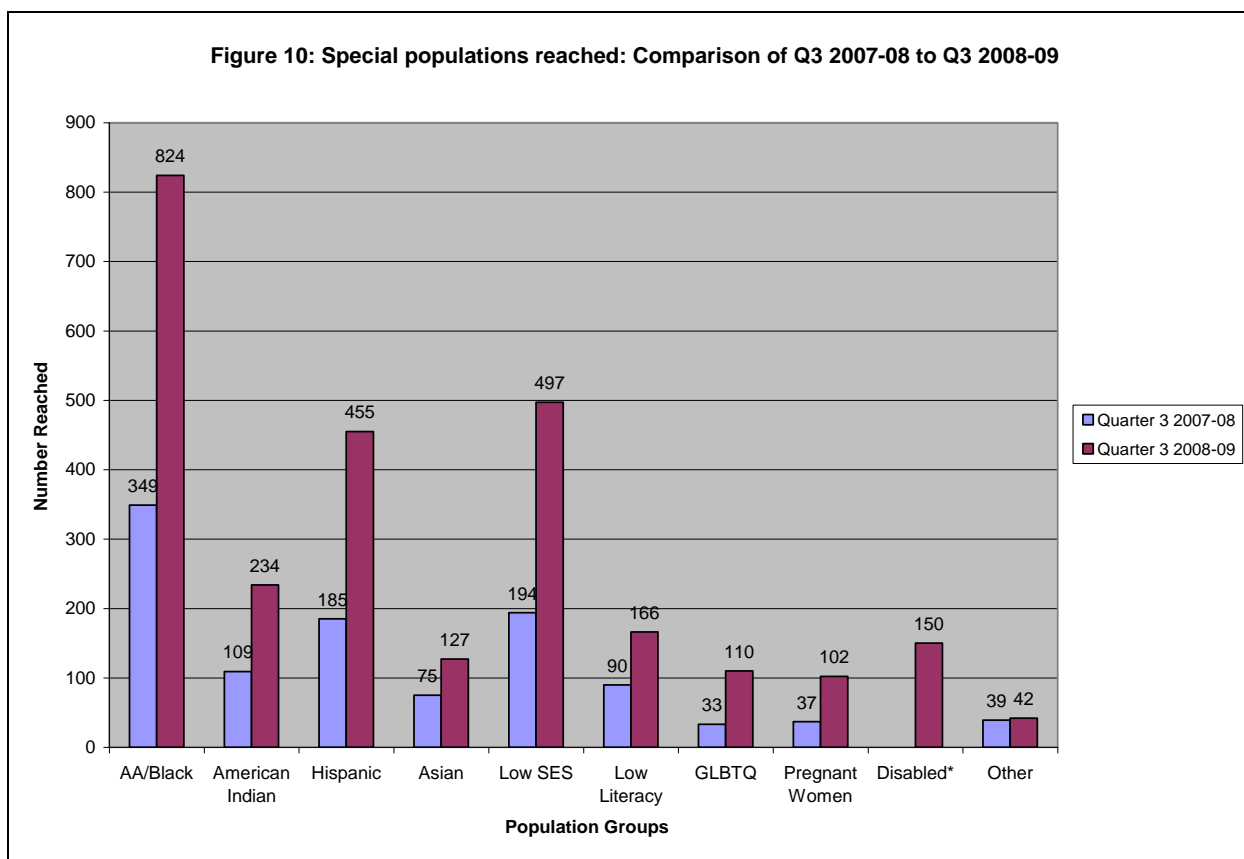


C.5. Reduce health disparities among youth attributable to tobacco use

Grantees reported on activities across focus areas designed for youth from populations disproportionately impacted by tobacco-related illnesses. During this quarter, the primary groups for whom activities were designed were Black/African American, American Indian, and Hispanic youth (Figure 9).

Grantees also reported reaching a total of 2,707 individuals from groups experiencing health related disparities. This number has more than doubled in the last year, from 1,111 reached in Q3 of 2007-2008 (see Figure 10). Grantees reported reaching Black/African American, low-income, and Hispanic populations in the greatest numbers.





* The category of “disabled” as a special population group was added in FY 2008-09 so no data is available for 2007-08 for this category.

C.6. Barriers

The majority of grantees (98%; 43 of 44) reported at least one barrier to their progress during this quarter.

- The majority of grantees reported problems with scheduling, time conflicts and planning with community partners (75% or 33 grantees).
- Cancellations and reduced work time due to weather and holidays were mentioned by 24 grantees (55%).
- Twenty grantees (45%) experienced barriers due to cooperation and/or coordination with community partners. Partners mentioned included school personnel, medical/ health partners, and other community staff.
- Staff issues such as vacancies, turnover, and training (32% or 14 grantees)
- Thirteen grantees (30%) mentioned problems with student participation. These included recruiting and motivating students to participate in events and trainings, and scheduling conflicts for students (e.g. with academic testing, athletics, or other club activities).

Other barriers included transportation and administrative barriers, trouble getting media messages disseminated, funding/ budgetary cuts, recruiting diverse students, and program-wide internet access.

C.7. Accomplishments

All 44 grantees reported at least one accomplishment during this quarter. Notable accomplishments reported in this quarter include:

- TRU-6/Haywood HWTF reported that Transylvania County Government has adopted smoke-free policy. This includes Cooperative Extension, Vocational Rehabilitation, Employment Security, Transportation Department, Economic Development, the Health Department, and Social Services.
- El Pueblo implemented a Latino Youth forum with over 170 youth participants. The forum included a TRU Table, and youth received workshops on Social Justice Theatre with an emphasis on Tobacco, Tobacco 101, Media Literacy, and Youth Advocacy.
- Youth and Grant Coordinators reported encouraging the House Representative for Duplin County to support smoke-free legislation.
- Multiple grantees reported youth activities related to Kick Butts day. These included:
 - Forsythe County Board of Commissioners and passed a Kick Butts Day Resolution
 - The Sandhills TATU clubs all conducted the “33 campaign” in their schools
 - An art contest was held among Kenansville Elementary students, Students were asked to draw "a way to say no to tobacco"; students will be recognized in the local newspaper.
 - Chowan Regional Health Care Foundation reported events including classroom door decorating contests, a photo voice bulletin board, TRU booths at basket ball games, 33 pairs of shoes, and prevention and cessation displays.
 - No Fumo and TATU youth presented at a Hammerheads soccer game, receiving radio, tv and newspaper media coverage.
 - TRU media given out in ten schools, and over 600 TRU pledges signed (Mecklenburg Health Department)
 - Mitchell County Schools reported local newspaper coverage of Kick Butts Day
- Union County Schools reported on a two-day Camp Caraway youth retreat. Nine Union County youth joined a total group of 55 regional youth trained in spit tobacco 101, emerging tobacco products, advocacy ideas and peer education. This effort also resulted in the formation of the Union County TRU Advisory Council.
- Several grantees reported that editorial letters by youth were published (Partnership for Health, Inc., Cherokee County Schools, Buncombe County Schools, Rowan County).

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

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