

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
January – March 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 Health and Wellness Trust Fund (HWTF) Teen Tobacco Use Prevention and Cessation Initiative Community/School (C/S) and Priority Population grantees during the period of January 1, 2006 to March 31, 2006 (Quarter 3, Year 3). Findings are based on monthly data submitted by grantees using the Indicator Progress Tracking System (iPTS). As in Quarter 2, over 80% of grantees reported work in 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:

- The total number of indicator changes this quarter has nearly doubled relative to Quarter 1, indicating substantial progress toward HWTF goals. Grantees reported a total of 2,263 indicator changes in the four programmatic goal areas (compared to 1,235 in Quarter 1 and 1,986 in Quarter 2). Forty-seven percent of programmatic indicator changes are in the tobacco prevention education/youth empowerment focus area, while 39% represent work in SHS and cessation.
- Work towards advancing 100% TFS policy took place in 18 of the 22 districts where C/S grantees are working. Three of these school districts adopted 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 70% (45 of 64). This compares to 47% (24 of 51) of the districts without HWTF C/S grantees that have adopted 100% TFS policy. Statewide, 69 of the 115 (60%) school districts had adopted 100% TFS policies at the end of this reporting period.
- Quarter 3 saw a dramatic increase in activity related to smoke-free policy adoptions. Ninety-five 100% smoke-free policy adoptions were reported this quarter, compared to 34 smoke-free policy adoptions in Quarter 2. There have been 194 smoke-free policy adoptions this fiscal year. This number exceeds the initial target achievement for this indicator by 27%. Grantees reported direct involvement in 67 (71%) Quarter 3 policy changes, with restaurants accounting for almost half and healthcare facilities accounting for approximately one third.

Other programmatic findings from Quarter 3 include the following:

- Over 85% of all media messages are reported in three focus areas: 1) tobacco prevention education and youth empowerment, 2) SHS, and 3) cessation.
- Data suggest that grantees are increasing their efforts to communicate with key decision makers about the need for adoption of 100% TFS policies. The number of indicator changes for presentations/meetings with key leaders increased by 283% from Quarter 2.
- Twenty-three percent of all of the programmatic indicator changes this quarter were youth-led. Grantees offered a total of 153 skill-building trainings to youth this quarter, a 91% increase from Quarter 2.
- Fifteen percent of all indicator changes in the four goal areas of the initiative were uniquely designed for youth from identified populations. This percentage is equal to the percentage of uniquely designed indicator changes in Quarter 2.

- Among administrative indicators, 106 new partnerships were formed by 29 grantees. New partners included school staff, faith communities, healthcare professionals, diverse racial/ethnic populations.
- Over 60% of grantees reported barriers to their progress this quarter. Barriers included scheduling and communication with partners, student disinterest, and decision-makers' resistance to policy change.
- Overall, grantees report exceeding projected target levels in 24% (7 of 29) of the indicators across all four goal areas.

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 January 1, 2006 to March 31, 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 the 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 Programs (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 improve data quality.

This report combines all Community/School and Priority Population grantee data for this quarter that were received by April 30, 2006 (Some additional time was provided for 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:

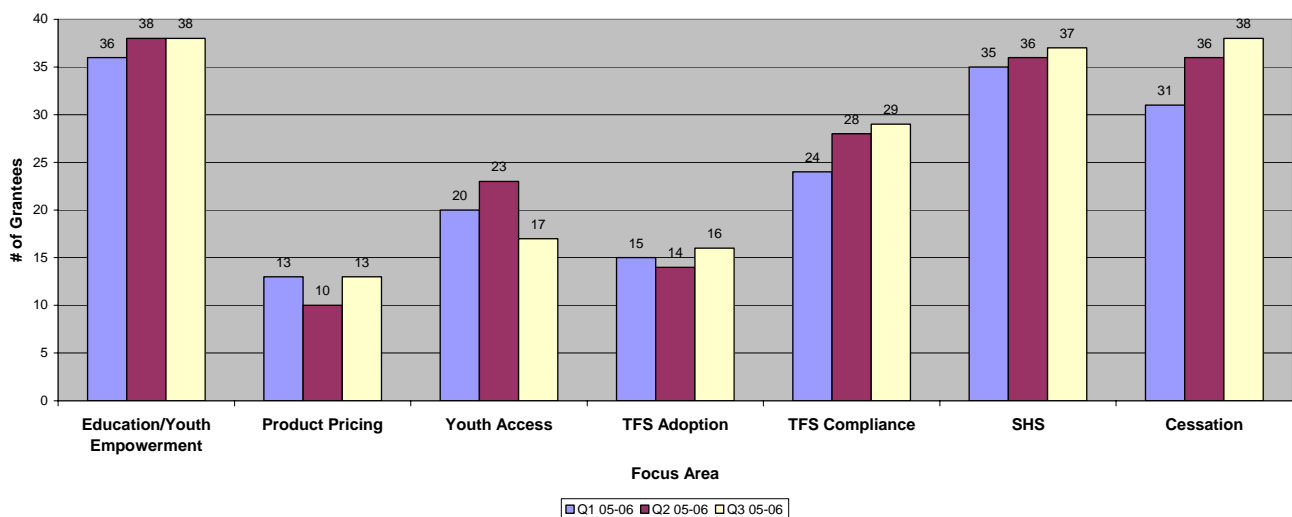
- Goal #1: Prevent youth initiation of tobacco use;
- Goal #2: Eliminate youth exposure to secondhand smoke;
- Goal #3: Promote tobacco use cessation among youth; and
- Goal #4: Eliminate health disparities among minority youth or other youth populations identified with tobacco-related health disparities.

III. Summary of Quarter Activities

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, and 3 of the 2005-2006 fiscal year is highlighted in Figure 1. All grantees worked in Education/Youth Empowerment and Cessation this quarter. Most grantees (i.e., more than 30) reported work across Initiation (Education/Youth Empowerment and TFS Adoption and/or Compliance), SHS, and Cessation goal areas in all three quarters.

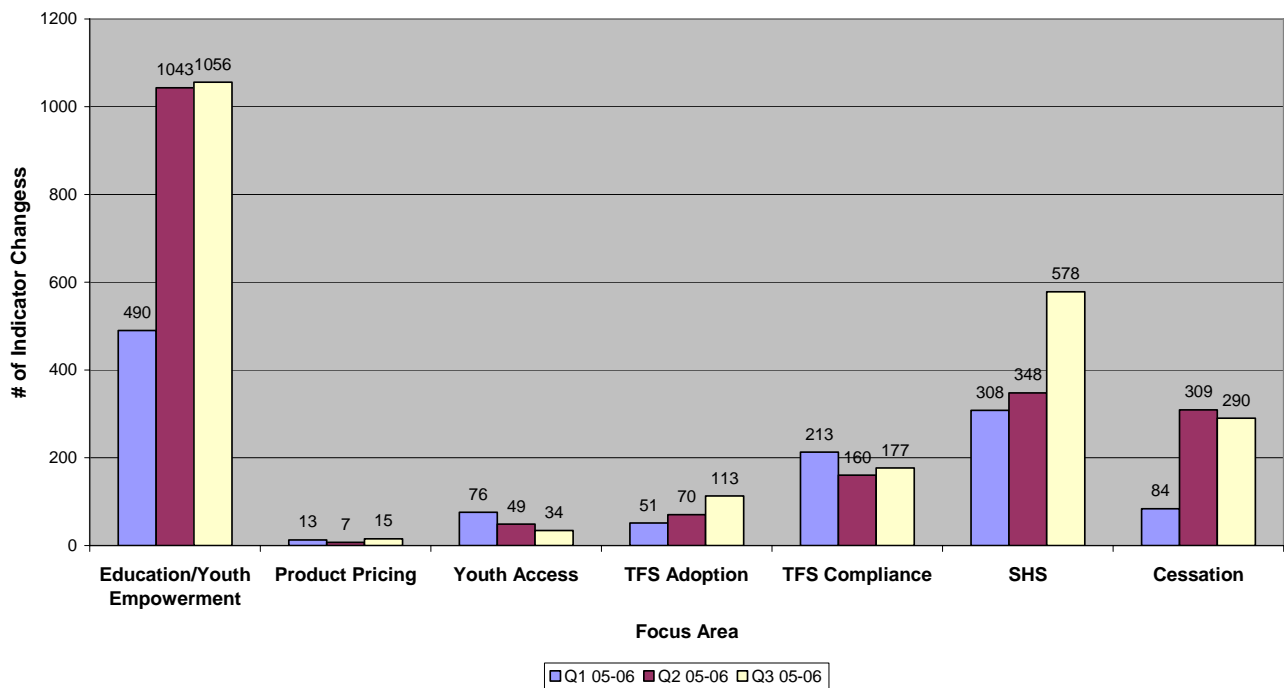
Figure 1: Number of grantees reporting involvement by focus area (Q1: n=37; Q2: n=38; Q3: n=38)



The total number of indicator changes this quarter has nearly doubled relative to activity in the beginning of the fiscal year, indicating substantial progress toward HWTF goals. Grantees reported a total of 2,263 indicator changes in the four goal areas (compared to 1,235 in Quarter 1 and 1,986 in Quarter 2).

Figure 2 shows the total number of indicator changes within each focus area for Quarters 1, 2, and 3 of the 2005-2006 fiscal year. In Quarter 3, Tobacco prevention education and youth empowerment continues to have the highest number of indicator changes (47% of the total number of indicator changes in the programmatic focus areas), followed by indicator changes in SHS (26%). Quarter 3 saw a 66% increase in the SHS activity relative to Quarter 2. Approximately 13% of programmatic indicator changes occurred in the areas of 100% Tobacco-Free Schools (adoption or implementation and compliance).

Figure 2: Number of indicator changes by focus area



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 three school districts covered by HWTF grantees adopted 100% TFS policies:
 - Camden County Schools
 - Haywood County Schools
 - Wilkes County Schools
- The percentage of school districts where HWTF C/S grantees are working that have now adopted 100% TFS policy has increased to 70% (45 of 64). This compares to 47% (24 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 18 out of 22 (82%) non-TFS school districts.
- Grantees worked towards promoting compliance with 100% TFS policy in 32 out of the 45 (71%) TFS school districts that have adopted the policy. Two districts that had previously adopted 100% TFS policies were added to the scope of work for one grantee, changing the total number of school districts covered by HWTF grantees to 64.
- Three new schools adopted Alternatives-To-Suspension (ATS) programs.

Figure 3 shows trends in the number of grantees involved in TFS focus areas over the past seven quarters. The number of grantees working in the area of compliance with adopted 100% TFS policies has grown steadily as new policies have been adopted.

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

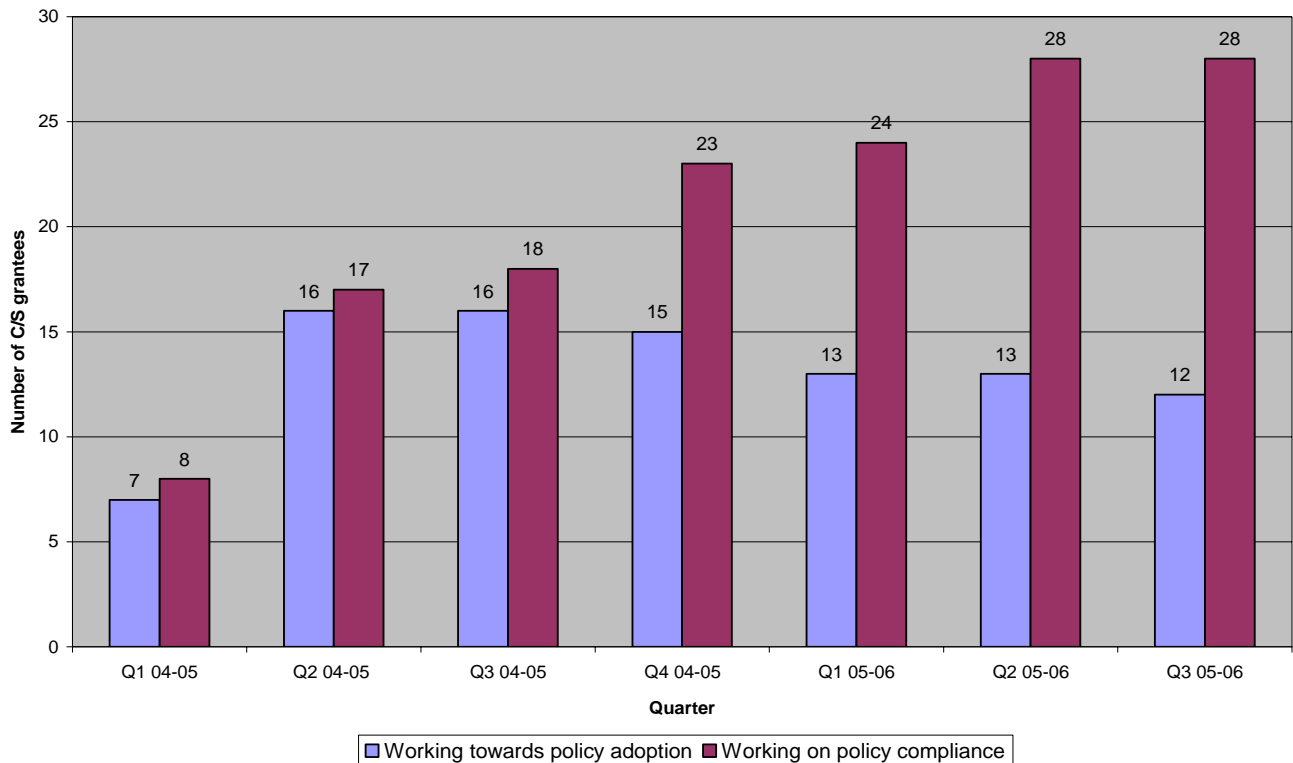


Table 1 summarizes grantee data, overall Year 3 targets, and target achievement for all indicators in the Initiation goal area. Overall, the number of indicator changes reported under the tobacco use prevention/youth empowerment and 100% TFS policy adoption and compliance focus areas has increased relative to the previous quarter. Data suggest that grantees are increasing their efforts to communicate with key decision makers about the need for adoption of 100% TFS policies. The number of indicator changes for presentations/meetings with key leaders increased by 283% from Quarter 2. Additionally, the data show a dramatic increase in the number of presentations promoting effective cessation resources for staff in schools that have and have not already adopted 100% TFS policies.

Progress toward adoption of Alternative to Suspension (ATS) programs has been minimal. 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.

Activity in youth access has decreased relative to Quarter 2. Activity in product pricing approximately doubled from last quarter; however the number of indicator changes for this focus area remains small and has been the focus area with the least activity throughout Quarters 1, 2, and 3.

Table 1. Summary of Quarter 3 grantee data in Initiation goal area

	# of grantees reporting indicator changes (n= 38)	# of Q3 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	6	30	88	34.1	88.6
# of readiness assessments, surveys, or petitions whose findings are disseminated to school leaders	3	3	40	7.5	15.0
# of presentations/meetings with community leaders/key decision makers encouraging adoption of 100% TFS policy	13	53	94	56.4	118.1
# of presentations promoting effective cessation resources for staff	4	23	71	32.4	45.1
# of schools without 100% TFS policy adopting ATS program	1	1	26	3.8	7.7
# of school district votes to adopt 100% TFS policy	3	3	23	13.0	21.7

* These numbers refer to targets set in the initial AAP meetings. Revised targets set in mid-year review meetings will be used in future reports.

** This number includes 12 Community/School grantees and two Priority Population grantees working toward adoption of TFS policies in public school districts. In addition, two Community/School grantees are working toward TFS policy adoption in a private school and one Community/School grantee is working with colleges.

Table 1 (continued). Summary of Quarter 3 grantee data in Initiation goal area

	# of grantees reporting indicator changes (n=38)	# of Q3 indicator changes	Overall Year 3 targets*	% of overall targets reached this quarter*	% of overall targets reached this year*
Focus Area: Encourage implementation/compliance of 100% TFS policy throughout school district (Number of grantees reporting activity in this focus area = 29)					
# of media messages encouraging compliance with 100% TFS policy that are published or aired	16	43	266	16.2	89.5
# of meetings with school/community agencies to encourage implementation and compliance of 100% TFS policy	16	43	177	24.3	88.1
# of presentations promoting effective cessation resources for staff	16	89	123	71.5	104.8
# of schools with 100% TFS policy adopting ATS program	2	2	169	1.2	16.0
Focus Area: Provide youth tobacco use prevention education and empowerment opportunities in schools and the community (Number of grantees reporting activity in this focus area =38)					
# of tobacco use prevention education media messages published or aired	31	220	361	60.9	135.5
# of tobacco use prevention education activities	37	683	1165	58.6	157.2
# of skill building trainings offered to youth	31	153	638	24.0	42.2
Focus Area: Promote awareness of research that cites a relationship between price of tobacco products and youth initiation (Number of grantees reporting activity in this focus area = 13)					
# of product pricing media messages published or aired	3	4	102	3.9	8.8
# of educational presentations on product pricing to school/community	3	11	69	15.9	37.7
Focus Area: Promote enforcement of underage tobacco sale laws and reduced tobacco advertising that appeals to youth (Number of grantees reporting activity in this focus area = 17)					
# of enforcement media messages published or aired	5	7	106	6.6	21.7
# of activities to increase compliance (e.g., merchant education)	5	11	89	12.4	95.5
# of efforts to limit/remove tobacco ads targeting youth in stores	5	16	116	13.8	44.0

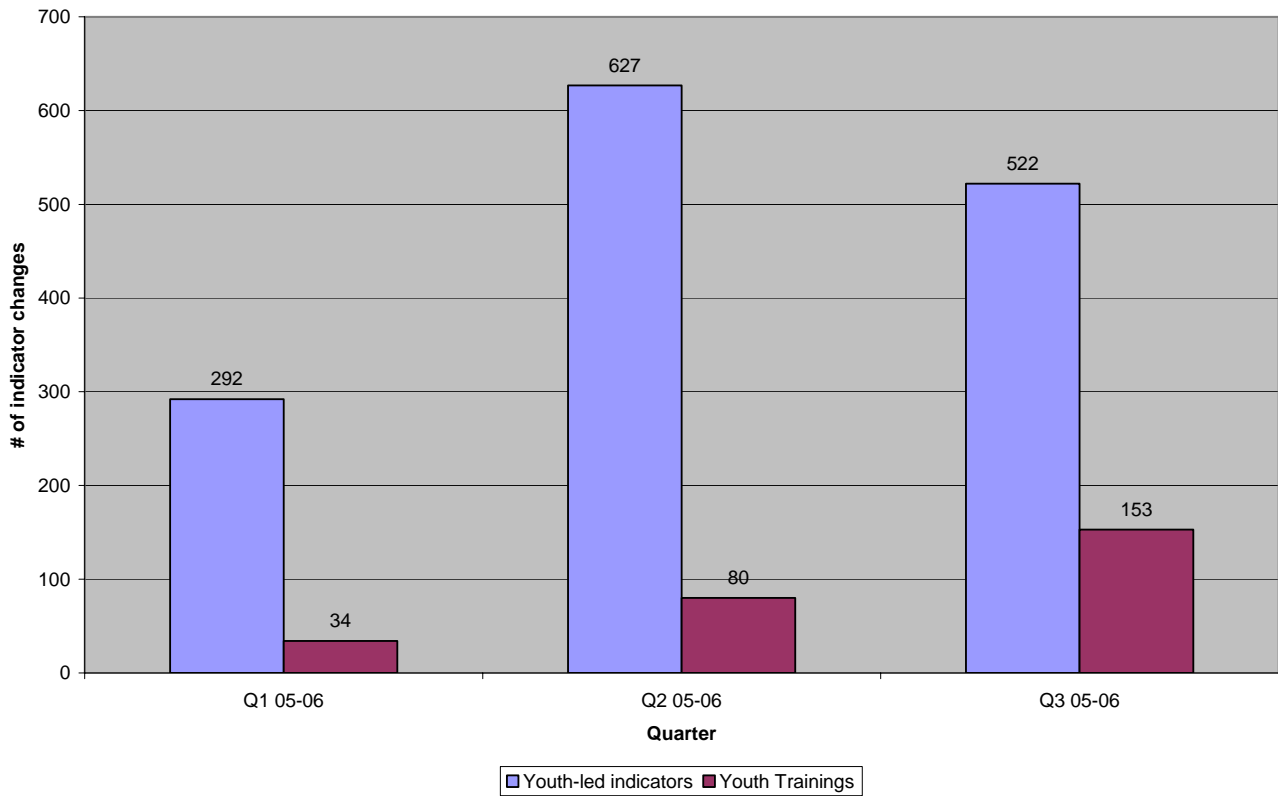
* These numbers refer to targets set in the initial AAP meetings. Revised targets set in mid-year review meetings will be used in future reports.

Youth Empowerment

Grantee efforts to promote youth empowerment in Quarter 3 are summarized as follows:

- 153 skill-building, youth trainings. This number represents a 91% increase from Quarter 2.
 - 41 (27%) were uniquely designed for youth from identified populations.
- 23% (522 of 2263) of all Quarter 3 indicator changes in the four goal areas were youth-led.
 - 30% (137 of 522) 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 3. Key findings are as follows:

- 95, 100% smoke-free policies were adopted in indoor/outdoor areas frequented by youth. This number represents a dramatic increase from previous quarters. 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.
 - 67 (71%) of these policy changes involved direct involvement by 18 grantees.
 - 28 (29%) of these policy changes involved indirect/unidentified involvement by 14 grantees.
- Quarter 3 saw a 179% increase in the number of 100% smoke-free policies adopted relative to Quarter 2.

Figure 4 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 about half of the venues adopting smoke-free policies reported by grantees. Approximately one-third of the policies adopted affected healthcare facilities or systems. It is important to note that many policies represent more than one smoke-free area (e.g. a health system may adopt a single policy that requires all of their subsidiaries to become smoke-free).

Figure 5: 100% Smoke-free policies adopted (n=95) by type of venue

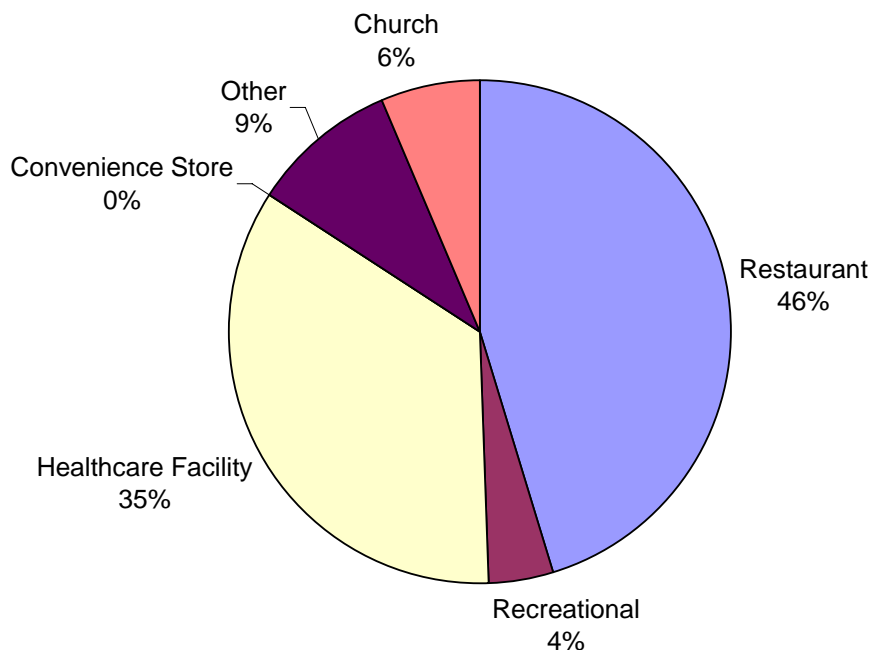


Table 2 below lists the names and locations of venues that adopted 100% smoke-free policies this quarter with direct involvement of HWTF grantees.

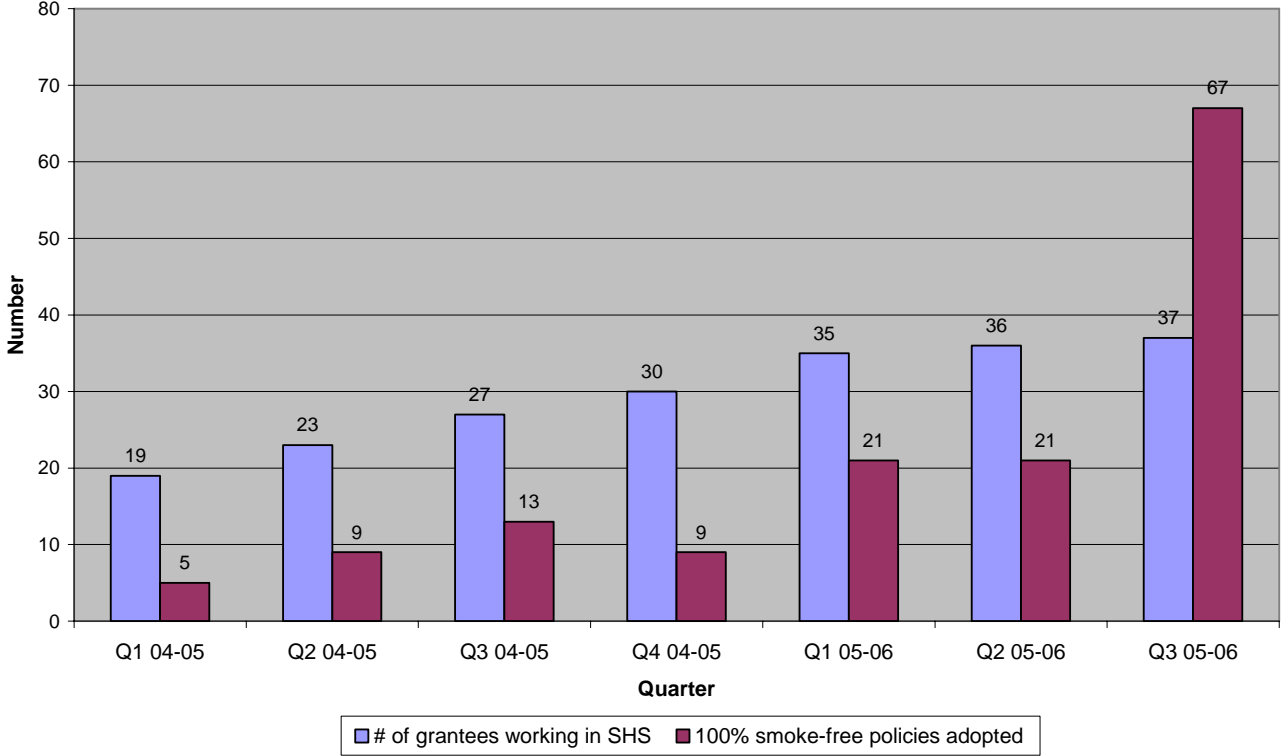
Table 2. List of venues adopting 100% smoke-free polices with direct grantee involvement

Name of Venue	City	Name of Venue	City
Asheville Pizza and Brewery	Asheville	Los Tres Hermanos	Haw River
Bengoshi Japanese Steak House	Burlington	Maiden Family Practice	Maiden
Cajah's Mountain Family Medical Center	Lenoir	Mazatalan	Washington
Carolina Medical Center - Union	Monroe	McDonald's	Ahoskie
Catawba Family Practice	Catawba	Medical Specialty Building, FRMC	Catawba
Catawba Valley Medical Center	Hickory	Moby's Coffee House	Mount Airy
China Wok	Boone	Mr. Original Gyros	Boone
Claremont Family Practice	Claremont	Mt. Pisgah Missionary Baptist Church	Raeford
Communities in Schools	Salisbury	New China Buffet	Boone
Crowell Missionary Baptist Church**	Halifax	New Happy Garden	Tri County
Cum Park Grill	Burlington	Northeast Family Practice	Hickory
Drexel Medical Practice	Valdese	Oakwood Place	Hickory
Elon University	Elon	Olive Grove Baptist Church	Littleton
Fairgrove Professional Building	Hickory	Panda Inn	Greensboro
Family Medical Associates	Morganton	Phifer Wellness Center	Morganton
Family Medicine Associates	Taylorsville	Piedmont Therapy	Hickory
FryeCare	Hickory	Pizza Hut	Granite Falls
Frye Regional Medical Center	Hickory	Prego's Italian Restaurant	Burlington
Frye Regional Medical Center South Campus	Hickory	Reeves Community Center	Mount Airy
Frye Surgery Center	Hickory	Ronnie's Restaurant	Elkin
Garden Tea Room	Burlington	Sonic Drive	Mebane
Gaston County Health Dept.	Gastonia	Southeast Catawba Family Practice	Denver
Golden Corral	Boone	Subway Restaurant	Mebane
Grace Hospital	Morganton	Sunrise Grill	Boone
Greensboro Coliseum	Greensboro	The Circle II Restaurant	Elizabeth City
Guajillo's Restaurant	Durham	Uncle Bob's Grill	Haw River
Hardee's Restaurant	Burlington, Glen Raven	Unifour Pain Treatment Center	Hickory
Hardee's Restaurant	Boone	Valdese Hospital	Rutherford College
Hildebran-Icard Family Medical Center	Hildebran	Valdese Internal Medicine	Valdese
The Hospitality House	Hickory	Valdese Medical Practice	Valdese
Irazu Coffee Shop	Burlington	Viewmont Family Practice	Hickory
Judge's Riverside	Morganton	Watauga County Health Department	Boone
Laurel Springs Baptist Church	Deep Gap	Wingfield Farm, Peanuts, and Jewelry	Tyner
Kiwanis Club of Salisbury	Salisbury		

** - Crowell Missionary Baptist church was reported by both General Baptist State Convention and Halifax County Schools.

Figure 5 shows trends in grantee involvement in SHS and 100% smoke-free policies adopted over the past seven quarters. This graph highlights a positive trend, with increasing numbers of grantee involved in SHS, and smoke-free policies adopted, since Quarter 1 of Year 2 (Q1, 04-05). Quarter 3, in particular saw a substantial increase in smoke-free policies developed with a 235% increase from Quarter 2 in the number of policies adopted with direct grantee involvement.

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 and one of the policies adopted in Quarter 3 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. Data suggest that grantees continue to educate managers, owners, and leaders on the importance of smoke-free policies in areas frequented by youth by conducting meetings. Few patron surveys have been used for this purpose. Grantees who have successfully used patron surveys to persuade venue owners to adopt smoke-free policies may consider sharing their methods and their success with other grantees to assist in them in their efforts.

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

	# of grantees reporting indicator changes (n=38)	# of Q3 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 = 37)					
# of media messages promoting adoption of smoke-free policies published or aired	27	150	325	46.2	105.8
# of educational presentations in school/community promoting adoption of smoke-free policies	23	95	272	34.9	57.4
# of meetings with managers/owners/leaders regarding smoke-free policy	31	211	327	64.5	141.3
# of patron survey campaigns/petition drives whose findings are disseminated to manager/owners/ leader	4	6	113	5.3	15.9
# of areas adopting an improved smoke-free policy (e.g., smoke-free night)	10	19	123	15.4	48.0
# of areas adopting smoke-free policy	27	96**	154	62.3	126.6

* These numbers refer to targets set in the initial AAP meetings. Revised targets set in mid-year review meetings will be used in future reports.

** Note that 2 grantees worked directly on one of these policies; thus, 96 indicator changes for 95 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. Six schools adopted the N-O-T program this quarter, and trainings for health care professionals nearly tripled from last quarter. Lack of progress in the indicator for adopting Clinical Practice Guidelines for youth cessation has prompted the IPTS team to omit the indicator in for the next fiscal year and replace it with more appropriate measures for the grantees involved.

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

	# of grantees reporting indicator changes (n=38)	# of Q3 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 =38)					
# of cessation media messages published or aired	32	131	367	35.7	97.0
# of presentations promoting Quit line, N-O-T, or 5A counseling for youth	31	136	333	40.8	82.6
# of schools adopting N-O-T program	5	6	103	5.8	27.2
# of trainings coordinated for health care professionals on 5A counseling for youth	8	17	70	24.3	34.3
# of clinics, hospitals, and practices adopting Clinical Practice Guidelines for youth cessation (Priority Population grantees only)	0	0	13	0	0

* These numbers refer to targets set in the initial AAP meetings. Revised targets set in mid-year review meetings will be used in future reports.

D. Goal Area: Disparities

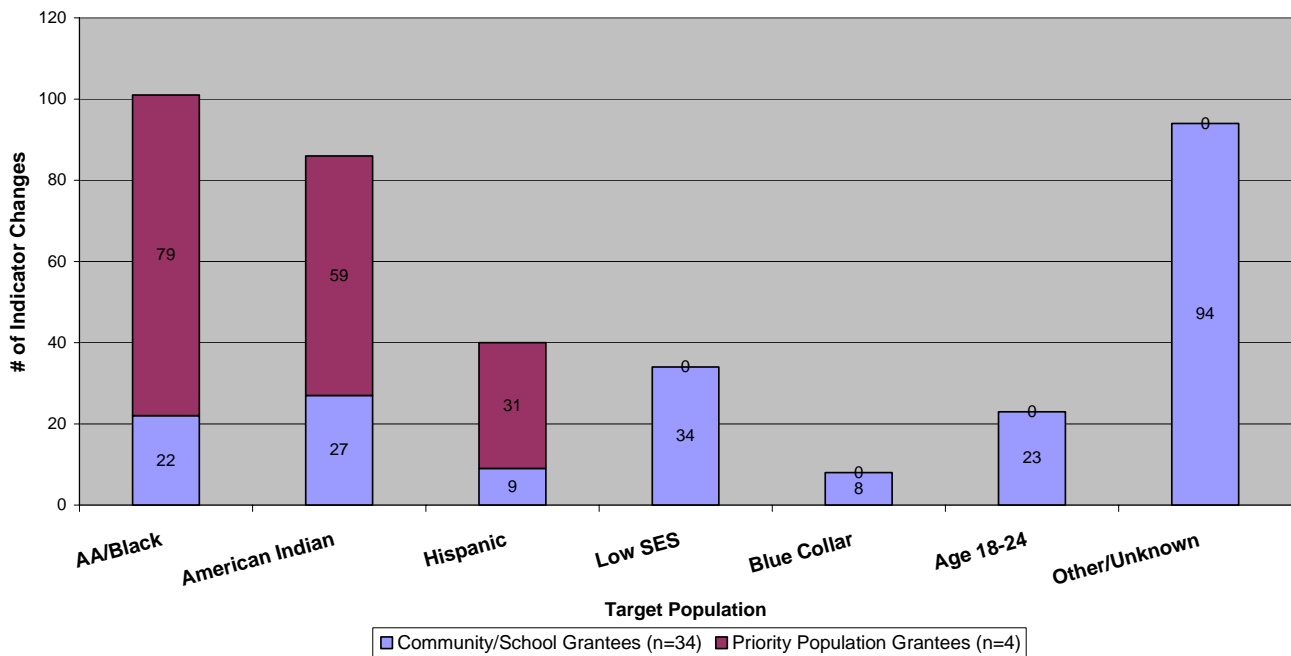
This section highlights Community/School and Priority Population grantee indicator changes that were reported being uniquely designed for identified populations. Key findings are as follows:

- 15% (333 of 2263) of Quarter 3 indicators in the four goal areas were uniquely designed for an identified population (0% change from Quarter 2)
 - 166 (55%) were reported by Community/School grantees (n=24)
 - 137 (45%) were reported by Priority Population grantees (n=4)

Figure 6 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-one percent of all uniquely designed indicator changes targeted African American youth, while 20% targeted American-Indian youth, and 10% targeted Hispanic youth. Some of the populations represented in the Other/Unknown category in Figure 6 include GLBT groups, pregnant women, and low literacy groups.

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. These data suggest that grantees should consider increasing efforts to address the problem of smoking among Hispanic teens.

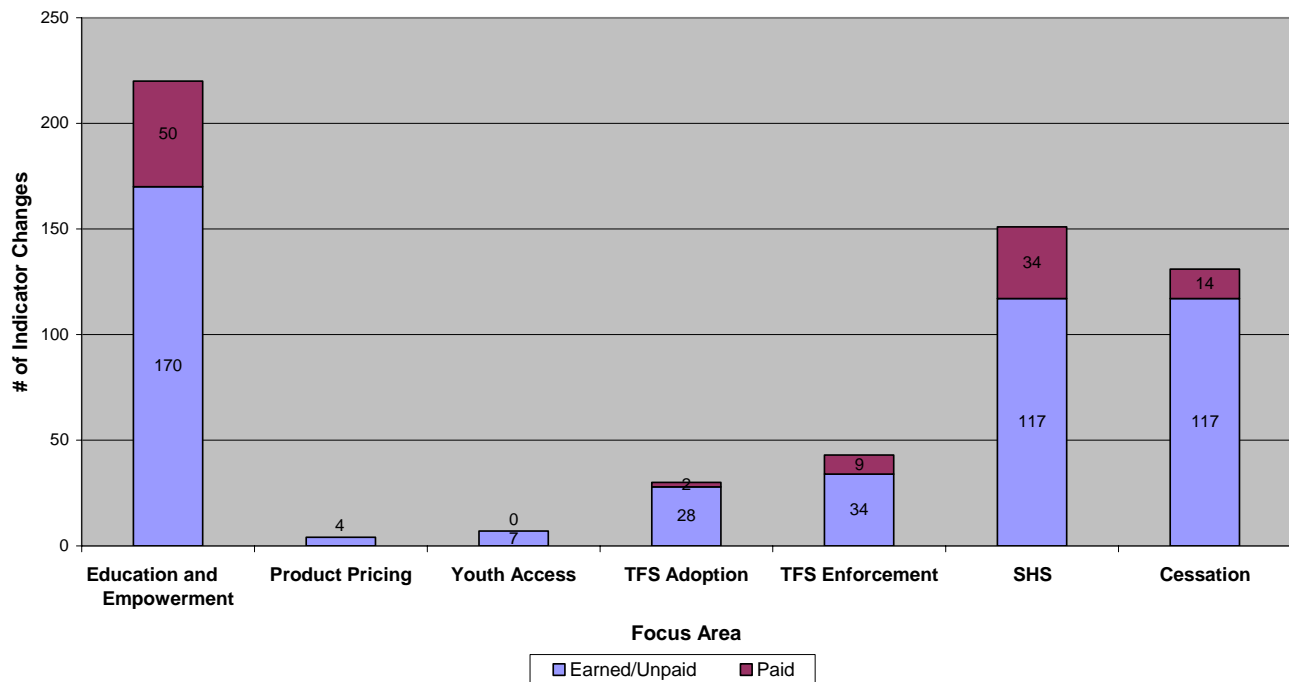
Figure 7: Number of uniquely designed indicator changes by target population and type of grantee



E. Media

Figure 7 below describes overall grantee media efforts by focus area in Quarter 3. The figure also shows the proportion of paid and earned/unpaid media messages within each focus area. The majority of media messages are earned or unpaid (476 out of 586, 81%) versus paid (110 out of 586, 19%). Examples of paid media messages include newspaper and radio advertisements and theater slides.

Figure 8: Media messages by focus area and type; Q3 05-06



F. Administrative

Table 5 below summarizes grantee data, overall Year 3 targets, and target achievement for administrative/infrastructure-related indicators. While the number of staff trainings decreased by approximately 23% from 142 in Quarter 2 to 109 in Quarter 3, the number of contacts with state/local government leaders nearly doubled from 25 contacts in Quarter 2 to 47 contacts in Quarter 3. No TRU/HWTF-sponsored events were held this quarter.

Table 5. Summary of Quarter 3 grantee data in administrative area

	# of grantees reporting indicator changes (n=38)	# of Q3 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	35	63	258	24.4	57.4
# of training sessions/events attended by staff or partners	32	109	286	38.1	123.8
# of contacts/meetings with state/local government leaders	18	47	174	27.0	49.4
# of new partnerships formed	29	106	234	45.3	115.4
Focus Area: Create linkages with the statewide TRU campaign					
# of postings and/or downloads on TRU website or list serv	31	209	818	25.6	59.2
# of TRU/HWTF-sponsored events attended by youth at school or in the community	0	0	179	0	11.1
# of different types of TRU materials disseminated locally	30	103	371	27.8	95.7

G. Barriers

Twenty-four grantees report at least one barrier to their progress this quarter. The most common barriers reported by HWTF grantees during Quarter 3 include:

- Transportation and scheduling conflicts including inclement weather (n=13);
- Communication difficulties with partners/potential partners (e.g., unreturned phone calls) (n=7);
- Need for materials (e.g., TRU materials, Spanish language signage and training materials) (n=4);
- Lack of involvement/interest from youth, competition from other extracurricular activities (n=9);
- Negativism among community members, pro-tobacco influence, and resistance to policy change (n = 10);
- Grantee or partner staff turnover (n=6).

Many of these barriers are beyond the reach of grantees to overcome. However, grantees can and do work to counteract the negativism and pro-tobacco influence they face. Grantees should continue to generate positive press for their initiatives and conduct meetings and presentations to persuade community members of the importance of their work.

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