North Carolina
Health and Wellness Trust Fund
Teen Tobacco Use Prevention and
Cessation Initiative

Quarterly Report
January 1 – March 31, 2007

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Health and Wellness Trust Fund
Teen Tobacco Use Prevention and Cessation Initiative,
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Table of Contents

A. EXECUTIVE SUMMARY

The 2006-07 Fiscal Year (FY) of the Teen Tobacco Use Prevention and Cessation Initiative (TTUPCI) involves 42 local community/school grantees and 4 statewide priority population grantees in activities designed to address the problem of tobacco use among youth in North Carolina, including 10 new grantees this year. Twenty-seven grantees have been active since the inception of the Initiative in 2003. General findings include the following:

- Substantial activity in HWTF goal areas is occurring statewide as demonstrated by the following findings:
    - 80% of grantees offered at least one training to youth this quarter,
    - 72% of grantees held at least one youth-led prevention activity this quarter,
    - 34% of grantees held presentations/meetings promoting adoption of smoke-free policies,
    - 50% of grantees held presentations/meetings promoting cessation resources, and
    - 91% of grantees attended at least one training event this quarter.
- The TTUPCI program appears to be on track for this FY in meeting its goals for smoke-free policy adoption as well as Alternative-to-Suspension (ATS) program adoption in schools with 100% Tobacco-Free Schools (TFS) policies in place.
- While outcomes related to tobacco cessation resources for youth will not likely meet FY goals, there was a substantial increase in the number of venues adopting best practices for cessation in Q3.
- Overall, the program continues to see a natural shift in activity toward compliance with 100% TFS policies, rather than adoption of 100% TFS policies, as more school districts become 100% Tobacco-Free.
- While the pace of 100% TFS policy adoption seems to have slowed, grantees continue to report substantial effort in this area.
- A notable accomplishment of Q3 is one grantee's report of the total removal of tobacco ads from seven stores. Further investigation of this outcome is warranted to determine whether strategies used in this achievement could assist other grantees.
- Outcomes related to reducing health disparities indicate a need for increased focus in this goal area.
- Training and technical assistance functions in the area of youth empowerment continue to occur at rates that should translate to policy outcomes in the future.

Prevent youth initiation of tobacco use

Previous years' data show that 100% Tobacco-Free School (TFS) policy adoption tends to increase during Q3 and Q4; however, no school districts adopted 100% TFS policies in this or the previous quarter, leaving target achievement at 14% of the annual goal.

- Community/ school (C/S) grantees worked towards promoting 100% TFS policy adoption in 14 out of 18 (78%) non-TFS school districts.
- The shift toward activity in compliance with rather than adoption of TFS policies continues in Q3, as all nine schools adopting ATS policies were located in 100% TFS districts.

- Similarly, community/school grants worked towards promoting compliance with 100% TFS Policy in 37 out of the 57 (65%) TFS school districts that have adopted the policy.
- Grantees report a total of eight stores removing tobacco ads completely, including one grantee reporting seven of those stores.

Eliminate youth exposure to secondhand smoke

This quarter, 41 out of 46 grantees reported working in the secondhand smoke exposure focus area. Activities that support policy adoption continue to occur at high rates.
- To date, the total number of 100% smoke-free policy adoptions reported by the 46 grantees in 2006-07 is 186, including the 100 policies reported this quarter. At the end of Q3 of 2005-06, when the total number of grantees was 38, the total number of smoke-free policy adoptions reported was 194.
- Grantees reported 62 meetings with key business leaders to promote adoption of smoke-free policies, compared to 123 in Q1 and 160 in Q2.
- Forty-one patron survey campaigns/petition drives were held, bringing the total this FY to 80 and representing a 100% increase relative to the total of 40 in all of 2005-06.
- The total number of policies adopted does not completely capture the specific accomplishments of individual grantees.

Provide tobacco cessation resources for youth

Grantee reports on providing cessation resources for youth, based on the first three quarters of this FY, indicate that grantees will not likely meet end-of-year targets for this outcome.

- Relative to Q2, grantees reported a 300% increase in the number of adoptions of best practices for cessation in schools this quarter (32 adoptions reported in Q3). Grantees reported 8 such adoptions in Q1, 5 in Q2, and 32 in Q3, bringing the total target achievement for this FY to 29%.
- Grantees reported 52 presentations/meetings promoting youth cessation resources in Q3 (compared to 21 in Q1 and 54 in Q2). At the end of Q3 last year, 234 presentations were reported.

Reduce health disparities among youth attributable to tobacco use

Quarter 3 data continue to show relatively few C/S grantees who are addressing the goal of reducing tobacco-related health disparities among youth in their communities
- Fifteen percent of all programmatic indicator changes reported in Q3 were uniquely designed for youth from populations experiencing disparities, compared to 17% in Q1 and 13% in Q2.
- Thirty-nine percent of these indicator changes were designed for African-American youth. Another 37% were designed for American Indian youth.

Infrastructure- Administrative Activity and Youth Empowerment

Decreases have occurred in staff participation in training activities relative to this time in 2005-06 (28% decrease). This decrease may be due to the transitional state of the processes for involving TA providers, for attending trainings outside of the network of HWTF TA providers, or for the transitional state of the grantees themselves, especially in the first two quarters of the fiscal year.
- Grantees reported 177 units for attendance at training events in Q3, bringing the total number reported this year to 454. At the end of Q3 of 2005-06, grantees had reported 354 such events.

- Twelve grantees reported having contact with elected state or local government leaders this quarter (8 grantees in Q1 and 10 grantees in Q2 reported such contacts).

Youth empowerment continues to be an important component of the Teen Initiative.
- Thirty-two percent (350 of 1,091) of all programmatic indicator changes not including administrative measures were youth-led this quarter, compared to 22% in Q1 and 26% in Q2 of 2006-07. Blank percent of programmatic indicator changes were youth-led in Q3 of 2005-06.
- A total of 179 skill-building trainings for youth were reported this FY, including 77 trainings reported this quarter. At the end of Q3 of 2005-06, grantees reported 269 trainings for youth.

A.3. Key Barriers to Program Activities

Thirty-six of 46 grantees (78%) reported at least one barrier to their progress this quarter. The most common barriers reported by HWTF grantees during Q3 included:

- Communication or scheduling difficulties with partners including HWTF (n=18 of 46; 39%);
- Scheduling conflicts including holiday break and weather-based cancellations (n=13 of 46; 28%);
- Difficulties getting youth involved e.g. competition from other activities (n=9 of 46; 20%);
- Limited resources including cost or lack of media/promotional resources and need for trainings (n=11 of 46; 24%);
- Resistance to policy change including lack of community/school interest or investment and pro-tobacco influence (n = 13 of 46; 28%);
- Staff turnover (n=3 of 46; 7%); and
- Inability to provide direct services and subsequent decrease in contact with youth (n=3 of 46; 7%).

A.4. Recommendations for Program Development and Improvement

The following are recommendations for program development and improvement based on data received this quarter (and including those made in Quarters 1 and 2):

- Grants managers should continue to encourage grantees to address the goal of reducing health disparities among youth attributable to tobacco use.
- Grants managers should continue to discuss with grantees ways of optimizing communication and other concerns amenable to intervention in order to increase program success.
- Grants managers may consider communicating an expectation that, in Q4, all grantees contact at least one elected official to communicate their accomplishments and the goals of HWTF.
- HWTF should consider making "# of stores that remove tobacco ads" an outcome indicator in 2007-08. This would provide youth and coordinators with a focused goal for addressing the area of reducing tobacco advertising that appeals to youth.
- HWTF should consider conducting a special study for the next fiscal year that would verify the complete removal of tobacco ads in stores.
- HWTF should consider compiling accomplishments related to SHS policy adoption by county to disseminate on an ongoing basis.
- Grants managers and TA providers should provide strategies and support to grantees in areas where 100% TFS policy adoption is difficult, but where room for improvement in ATS adoptions in individual schools still exists.
- Grantees should be encouraged to attend relevant trainings and to report such trainings each month.

B. METHODS

This quarterly report summarizes the progress and activities of HWTF Teen Tobacco Use Prevention and Cessation Initiative (Teen Initiative) grantees during the period January 1- 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 a customized, computer-based, Indicator Progress Tracking System (iPTS). iPTS collects data based on eight focus areas and 34 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 actions plans for the 2006-2007 fiscal year, including targets for policy indicators, were developed by grantees based on these indicators and focus areas. Percentage progress toward targets is based on these targets.

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 iPTS data are reviewed by at least two UNC TPEP staff. Established criteria and reporting procedures are used to verify indicator changes and grantee involvement.

The report begins with a discussion of outcomes reached this quarter 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

C.1. Introduction

Data for this quarterly report include 42 Community/School grantees and 4 Priority Population grantees (n=46). Grantee involvement by <u>focus area</u> for Q3 of the 2006-07 fiscal year is highlighted in Figure 1.

Figure 1: Number of grantees (n = 46) reporting involvement by focus area, Quarter 3 2006-2007
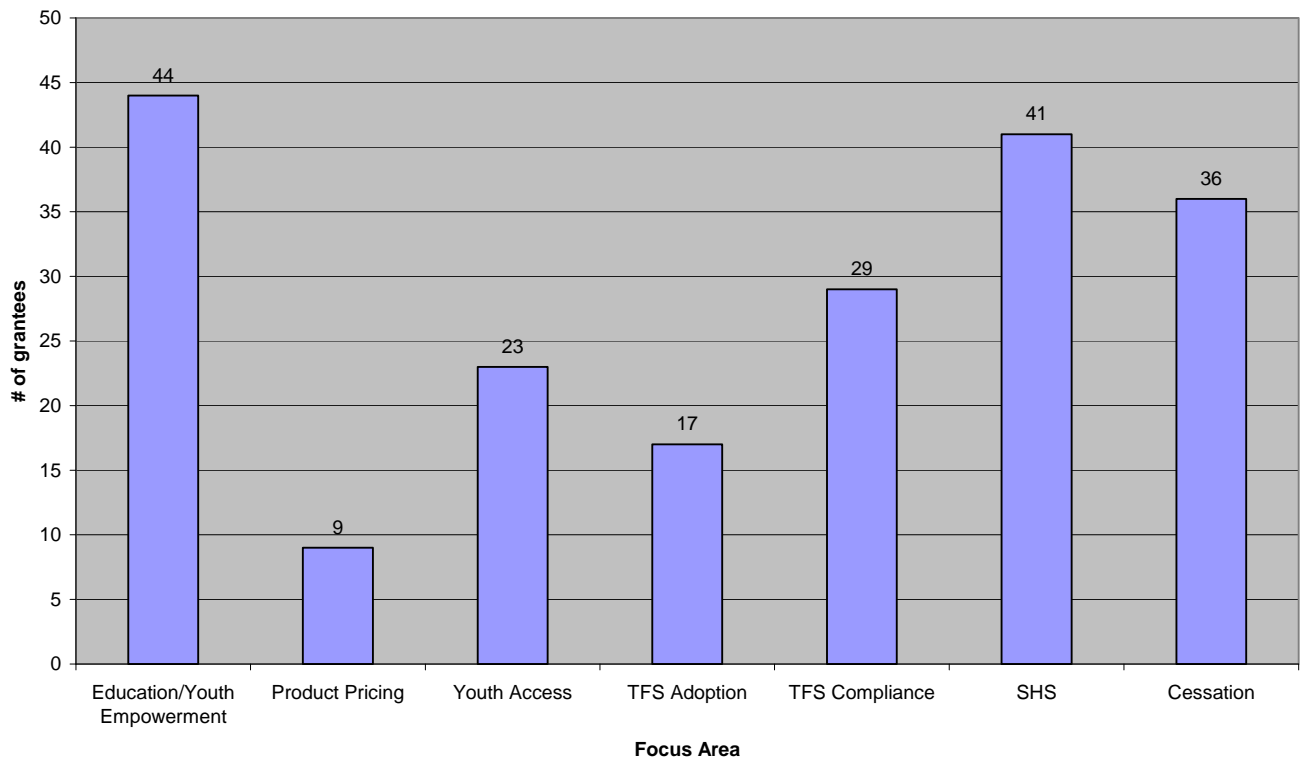
Figure 2 shows the total number of <u>indicator changes</u> within each focus area for Quarter 3 of the 2006-2007 fiscal year. Grantees reported 1,091 programmatic indicator changes (not including administrative measures) in Q3, a 17% decrease in total activity relative to Q2. In Q3, approximately 40% of all programmatic indicator changes (435 of 1,091) were in the tobacco prevention education/youth empowerment focus area. Secondhand smoke policy work accounted for 24% of all indicator changes (263 of 1,091), and 100% TFS (adoption and compliance) activities accounted for 13% of all indicator changes (139 of 1,091).

Figure 2: Number of indicator changes by focus area (n=1091) Quarter 3 2006-2007
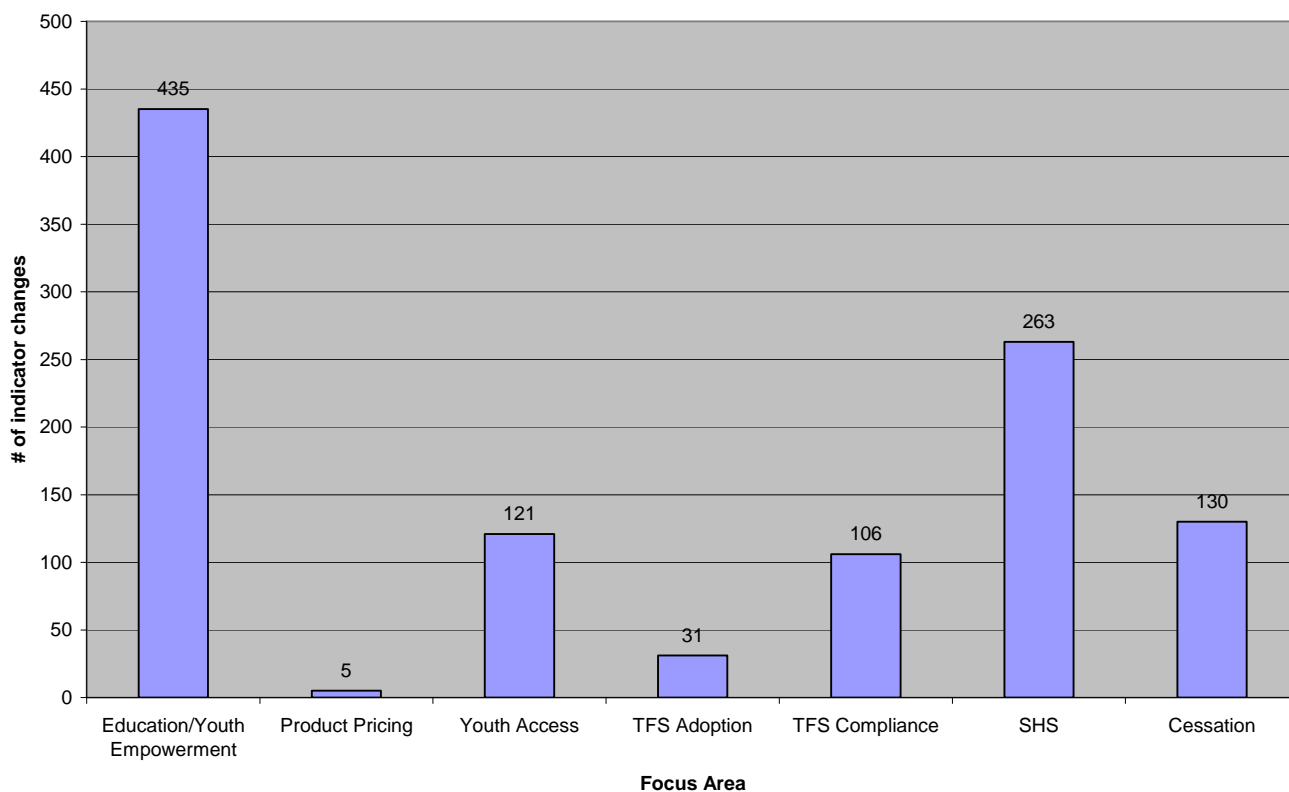
C.2. Outcomes

The following section summarizes Q3 outcome data reported by Community/School and Priority Population grantees.

The primary short-term and intermediate outcomes associated with Community/School and Priority Population grants are summarized below:

- *Community/School prevention programs* work locally to address the initiative's four goal areas as described on the previous page.

- *Priority Population grantees* address, on a statewide basis, the disparities related to tobacco use among African American, American Indian, and Hispanic youth.

Highlights of grantee outcome achievements are reported below.

C.2.a. Alternative to Suspension (ATS) Program Adoption in Schools with and without 100% TFS Policies

- Nine schools adopted an ATS program during Q3, compared to 11 in Q1 and 22 in Q2 (see Table 1 below). All of the 9 schools adopting ATS programs this quarter reside in 100% TFS districts.

Table 1. ATS Program Adoption in Schools Quarter 3, 2006-2007

School Name	City/ County	Part of a 100% TFS District?	School Name	City/ County	Part of a 100% TFS District?
Erwin Middle School	Asheville/ Buncombe	Yes	Deyton Elementary (3-5)	Spruce Pine/ Mitchell	Yes
Bowman Middle School	Bakersville/ Mitchell	Yes	Harris Middle School	Spruce Pine/ Mitchell	Yes
Tipton Hill Elementary (K-8)	Green Mountain/ Mitchell	Yes	Ardrey Kell High School	Charlotte/ Mecklenburg	Yes
Buladean Elementary (K-8)	Bakersville/ Mitchell	Yes	Laney High School	Wilmington/ New Hanover	Yes
Mitchell High School	Bakersville/ Mitchell	Yes			

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

- No school districts adopted a 100% Tobacco-Free School policy during this quarter.

- The percentage of school districts where HWTF C/S grantees are working that have adopted 100% TFS policy remains at 76% (57 of 75). This compares to 55% (22 of 40) of the districts without HWTF community/school grantees that have adopted 100% TFS policy.

C.2.c. Smoke-Free Policy Adoptions

- In Q3, 100 100% smoke-free policies in indoor/outdoor areas frequented by youth were reported, compared to 51 in Q1 and 35 in Q2.
- Thirty-two (32%) of these policy changes involved *direct* involvement by 16 grantees (see Table 2 below).

Table 2. 100% Smoke-Free Policies Adopted with Direct Involvement by HWTF Grantees
Quarter 3, 2006-2007

Venue Name	City/County	Venue Name	City/County
Yesterday's Grill	Snow Camp/ Alamance	McDonalds (Lewisville-Clemmons)	Clemmons/ Forsyth
Weeping Willow AME Zion Church	Charlotte/ Mecklenburg	McDonalds (Martin Luther King Drive)	Winston-Salem/ Forsyth
Jerusalem Missionary Baptist Church	Warrenton/ Warren	McDonalds (University Parkway)	Winston-Salem/ Forsyth
Al's Diner	Pittsboro/ Chatham	McDonalds (North Point Boulevard)	Winston-Salem/ Forsyth
Mama's Pizza	Plymouth/ Washington	Meedo's	Lenoir/ Caldwell
Creswell's Cool Spring Café	Creswell/ Washington	Village Inn Pizza	Lenoir/ Caldwell
Henry's	Wilmington/ New Hanover	Christopher's Restaurant	Kinston/ Lenoir
The Oceanic	Wrightsville Beach/ New Hanover	Gondolas Italian Restaurant	Franklin/ Macon
Freedom Chapel AME Zion Church	Raeford/ Hoke	McDowell County Hospital	Marion/ McDowell
McLaughlin Chapel	Raeford/ Hoke	DT's	Spruce Pine/ Mitchell
MountainGrove Church	Raeford/ Hoke	St. Joseph's AME Church	Durham/ Durham
Mount Zion Church	Raeford/ Hoke	Haywood County Health Department	Waynesville/ Haywood
Bridges Grove Church	Shannon/ Hoke	Boone Drug Company	Boone/ Watauga
McDonalds (Hanes Mall Circle)	Winston-Salem/ Forsyth	Adam's Seafood	Wilkesboro/ Wilkes
McDonalds (Jonestown Road)	Winston-Salem/ Forsyth	Carousel Café	Wilkesboro/ Wilkes
McDonalds (Main St.)	Kernersville/ Forsyth	Fatz	Marion/ McDowell

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

- Restaurants account for 65% of the venues adopting smoke-free policies reported by grantees this quarter, compared to 70% in Q1 and 65% in Q2.
- Ten places of worship adopted 100% smoke-free policies this quarter, compared to seven in Q1 and five in Q2.
- Many policies affect more than one building or physical space. This quarter, the 100 adopted policies represented a total of 159 physical locations.

Figure 3: 100% Smoke-free policies adopted (n=100) by type of venue Quarter 3 2006-2007

Places of Worship
14%

Other
3%

Healthcare Facilities
9%

Recreational Facilities
9%

Restaurants
65%
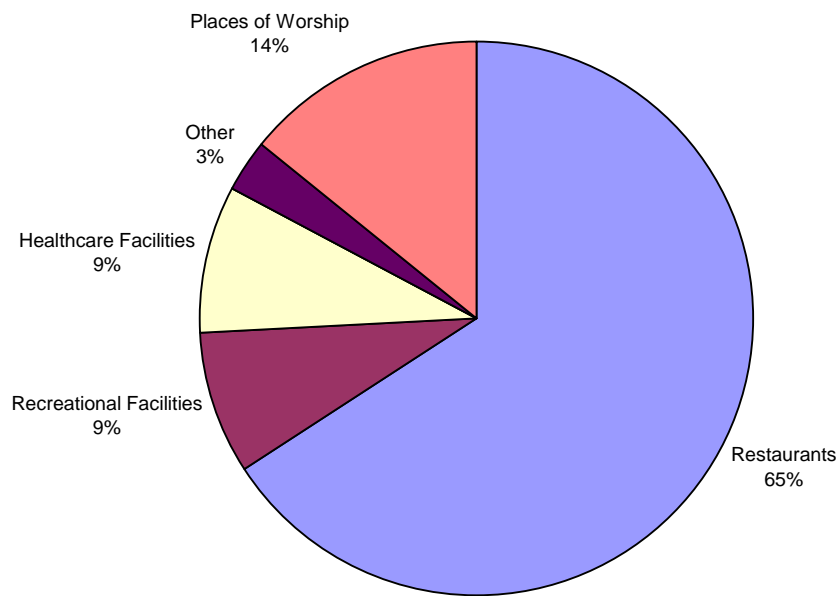
C.2.d. Schools and Community Settings Adopting Best Practices for Cessation

Grantees reported nearly a six-fold increase in the number of settings adopting best practices for cessation relative to Q2. Grantees reported a total of 32 venues (including 26 schools and 6 healthcare facilities) that institutionalized best practices for cessation, including N-O-T, 5A counseling for youth, Quit line, and/or NC STEP spit tobacco curriculum. There were 5 such venues in Q2 and 8 in Q1.
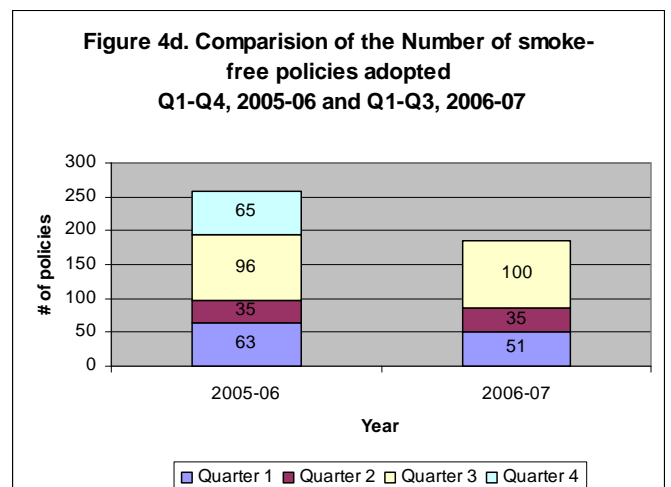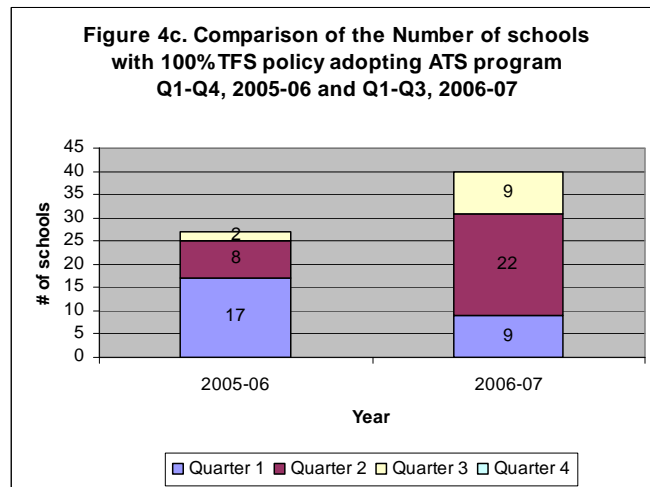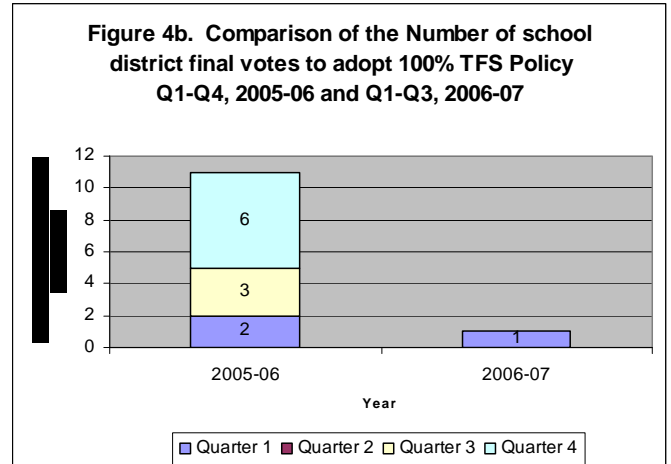
C.2.e. *Summary of Outcome Indicators*

The following table summarizes all Q3 outcome indicator changes reported by Community/ School and Priority Population grantees.

Table 3: Summary of Q3 Outcome Indicator Changes

Outcome Indicator	# of grantees involved (n=46)	Total # of Q3 indicator changes	Target for outcome indicator	% of target reached this quarter	Total # of indicator changes this year	% of target reached this year
# of schools without 100% TFS policy adopting ATS program	0	0	16	0%	2	13%
# of school district final votes to adopt 100% TFS policy	0	0	14	0%	2	14%
# of schools with 100% TFS policy adopting ATS program	4	9	57	16%	40	70%
# of smoke-free policies adopted	19	100	204	49%	186	91%
# of school/community settings institutionalizing best practices for cessation (e.g. NOT, 5A, Quit line, Spit Tobacco)	11	32	155	21%	45	29%

Figures 4a through 4d show the progress of grantees in key outcomes indicators this year relative to last year. Note that no graph is provided for the # of school/community settings institutionalizing best practices for cessation because a direct match for this indicator is not present in the 2005-06 indicator list. Also, note that the number of grantees working in 2006-07 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.

Figure 4a. Comparison of the Number of schools without 100% TFS policy adopting ATS program Q1-Q4, 2005-06 and Q1-Q3, 2006-07

Figure 4b. Comparison of the Number of school district final votes to adopt 100% TFS Policy Q1-Q4, 2005-06 and Q1-Q3, 2006-07

Figure 4c. Comparison of the Number of schools with 100%TFS policy adopting ATS program Q1-Q4, 2005-06 and Q1-Q3, 2006-07

Figure 4d. Comparision of the Number of smoke-free policies adopted Q1-Q4, 2005-06 and Q1-Q3, 2006-07

C.3. Program Development

The following section describes program or process-orientated data reported by Community/School and Priority Population grantees during Q3.

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.

Key findings are as follows:

- Community/School grantees worked towards promoting 100% TFS policy adoption in 14 out of 18 (78%) non-TFS school districts.

- Community/School grantees worked towards promoting compliance with 100% TFS policy in 37 out of the 57 (61%) TFS school districts that have adopted the policy.

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

Table 4: Summary of Q3 Process Indicator Changes for Initiation Goal Area

	# of grantees reporting indicator changes (n= 46)	# of Q3 indicator changes	Total # of indicator changes this year
Focus Area: Advance the adoption of 100% TFS policy in a school system *(Number of grantees reporting activity in this focus area = 17)*			
# of media/promotional messages encouraging adoption of 100% TFS policy published or aired	7	12	33
# of readiness assessments, surveys, or petitions whose findings are disseminated to school leaders	2	3	6
# of presentations/meetings with community leaders/key decision makers encouraging adoption of 100% TFS policy	9	13	42
# of presentations promoting effective cessation resources for staff in schools without 100% TFS policy	3	3	10
Focus Area: Encourage implementation/compliance of 100% TFS policy throughout school district *(Number of grantees reporting activity in this focus area = 29)*			
# of media/promotional messages encouraging compliance with 100% TFS policy that are published or aired	22	57	267
# of meetings with school/community agencies to encourage implementation and compliance with 100% TFS policy	12	36	110
# of presentations promoting effective cessation resources for staff in schools with 100% TFS policy	4	4	27

Table 4 continued…	# of grantees reporting indicator changes (n= 46)	# of Q3 indicator changes	Total # of indicator changes this year
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 =44)*			
# of tobacco use prevention education media/promotional messages published or aired	30	147	515
# of skill building trainings offered to youth promoting youth led activities	37	77	179
# of skill building trainings offered by grantee to adult leaders	6	14	39
# of youth led prevention activities	33	190	478
# of presentations to educate American Indian youth on cultural role of tobacco	2	6	12
# of prevention education presentations to adult congregation leaders or members	1	1	1
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 =9)*			
# of media/promotional messages published or aired that link increased price of tobacco with decreased youth initiation	2	2	9
# of educational presentations on pricing to school/community linking increased price of tobacco with decreased youth	2	3	10
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 =23)*			
# of enforcement media/promotional messages published or aired	9	14	37
# of activities to increase compliance (e.g., merchant education)	11	100	249
# of stores that remove tobacco ads	1	7	8

Youth Empowerment

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

- Grantees provided 77 skill-building trainings to youth this quarter, compared to 37 in Q1 and 65 in Q2.
    - 15 (19%) were uniquely designed for youth from identified populations.
    - An additional 14 trainings were provided by grantees for adult leaders.

- 32% (350 of 1,091) of all Q3 indicator changes in the four goal areas were youth-led, compared to 22% in Q1 and 26% in Q2.
    - 37% (131 of 350) of youth-led indicator changes were in policy areas (TFS and SHS).

C.3.b. Goal Area: Secondhand Smoke

Table 5 summarizes grantee data for indicators in the SHS goal area. Grantees reported 62 meetings with key business leaders to promote adoption of smoke-free policies, compared to 160 in Q2. In addition, 41 petitions were administered with results disseminated to owners, managers, and/or leaders this quarter, compared to 9 in Q1 and 30 in Q2.

Table 5. Summary of Quarter 3 grantee data in SHS goal area

	# of grantees reporting indicator changes (n=46)	# of Q3 indicator changes	Total # of indicator changes 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 =41)*			
# of media/promotional messages promoting adoption of smoke-free policies published or aired	16	54	263
# of presentations/meetings in schools/communities or with managers/owners/leaders promoting adoption of smoke-free policies	17	62	345
# of patron survey campaigns/petition drives whose findings are disseminated to manager/owners/leaders	2	41	80
# of improved smoke-free policies (e.g., smoke-free night)	5	6	39

C.3.c. Goal Area: Cessation

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

Table 6. Summary of Quarter 3 grantee data in Cessation goal area

|	# of grantees reporting indicator changes (n=46)	# of Q3 indicator changes	Total # of indicator changes this year
Focus Area: Provide access to effective tobacco use cessation resources *(Number of grantees reporting activity in this focus area = 36)*			
# of cessation media / promotional messages published or aired	19	37	135
# of presentations or meetings promoting Quit line, N-O-T, 5A counseling for youth or Spit Tobacco cessation	23	52	127
# of trainings coordinated for health care professionals on 5A counseling for youth or Spit Tobacco cessation	6	9	20

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:

- 15% (161 of 1,091) of Q3 non-administrative indicators were uniquely designed for an identified population (compared to 13% in Q2).
  - 55 (34%) were reported by Community/School grantees (n=8)
  - 106 (66%) were reported by Priority Population grantees (n=4)

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 Priority Population grantees is also included. Thirty-nine percent of all uniquely designed indicator changes targeted African-American youth (compared to 27% in Q1), while 37% targeted American Indian youth, and 23% targeted Hispanic youth.

**Figure 5: Number of uniquely designed indicator changes by target population
and type of grantee; Quarter 3 2006-2007**
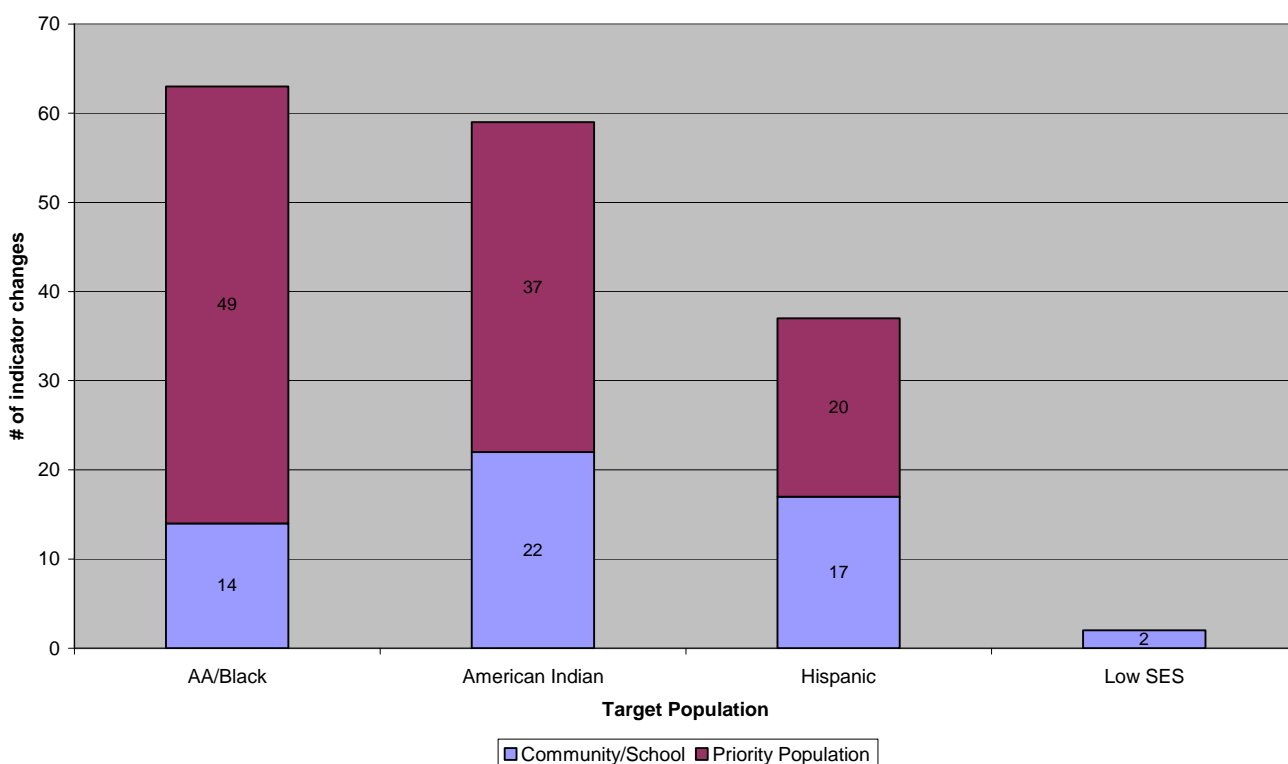
C.4. Media

There were a total of 323 media/promotional indicator changes this quarter. Figure 6 below describes overall grantee media efforts by focus area in Q3. The figure also shows the proportion of paid, earned, and unpaid media messages within each focus area.   Nearly half (147 of 323; 45%) of all media messages reported this quarter were in the area of Tobacco Education and Youth Empowerment. The majority of media messages (65%, 209 of 323) are unpaid, including promotional items, fliers, and brochures. Twenty-one percent (68 of 323) of the messages were earned media.

Figure 6: Media/Promotional messages by focus area and type; Quarter 3 2006-2007
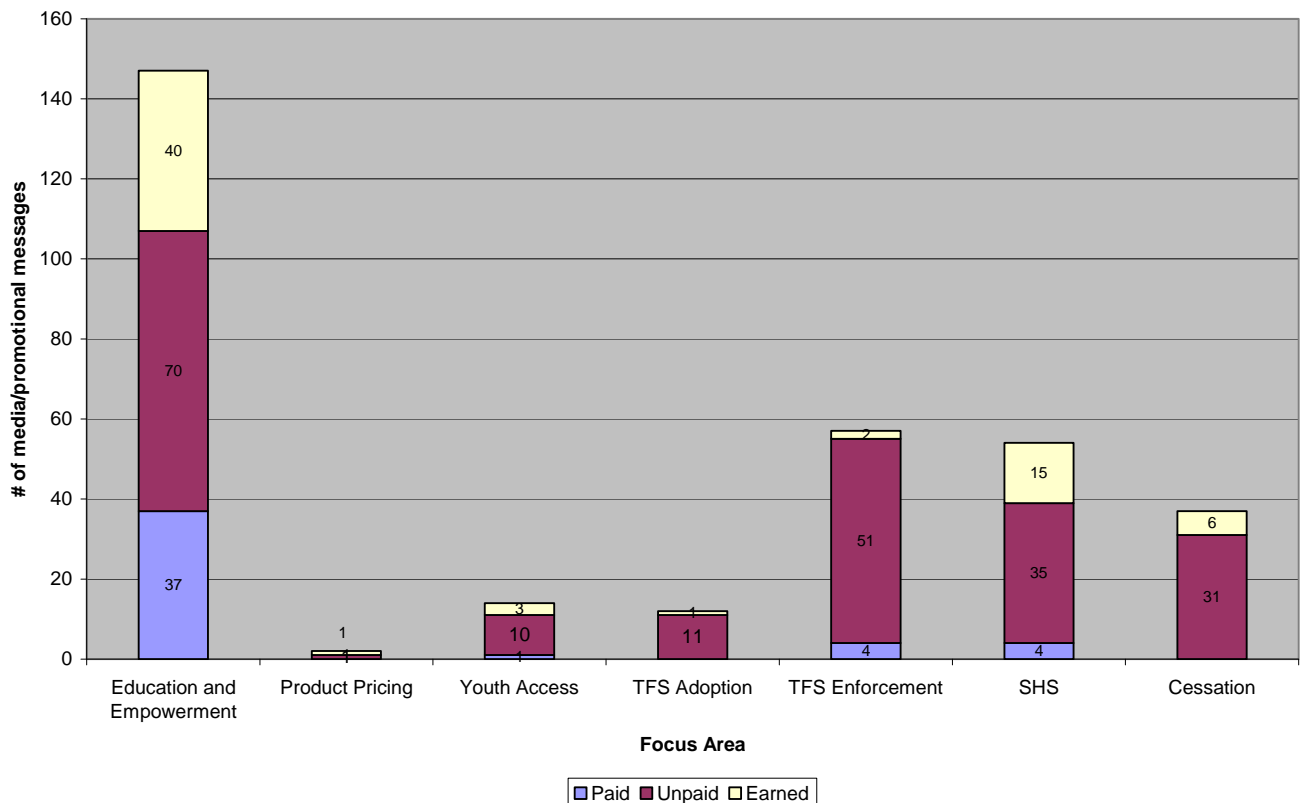
C.5. Administrative Measures

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

Table 7. Summary of Quarter 3 grantee data in administrative area

	# of grantees reporting indicator changes (n=46)	# of Q3 indicator changes	Total # of indicator changes this year
Focus Area: Other monthly administrative measures			
# of training sessions/events attended by staff or partners	42	177	454
# of contacts/meetings with elected state/local government leaders	12	25	107
# of contacts/meetings with non-elected, but influential community leaders	17	49	179
# of new partnerships formed to advance a tobacco prevention initiative	22	51	158

C.6. Barriers

Thirty-six of 46 grantees (78%) reported at least one barrier to their progress this quarter. The most common barriers reported by HWTF grantees during Q3 included:

- Communication or scheduling difficulties with partners including HWTF (n=18 of 46; 39%);
- Scheduling conflicts including holiday break and weather-based cancellations (n=13 of 46; 28%);
- Difficulties getting youth involved or committed including transportation and competition from other school activities (n=9 of 46; 20%);
- Limited resources including cost or lack of media/promotional resources, address lists for mass mailings, and need for trainings (n=11 of 46; 24%);
- Resistance to policy change including lack of community/school interest or investment, pro-tobacco influence, compliance with policy change, and reversal of policy change due to loss of revenue (n = 13 of 46; 28%);
- Staff turnover (n=3 of 46; 7%); and
- Inability to provide direct services and subsequent decrease in contact with youth (n=3 of 46; 7%).

D. APPENDIX: PROCESS AND OUTCOMES INDICATORS

GOAL AREA: INITIATION
Focus Area: #1: Provide youth tobacco use prevention education and empowerment opportunities in schools and the community
45   # of tobacco use prevention education media/promotional messages published or aired
46   # of skill building trainings offered to youth promoting youth led activities
47   # of skill building trainings offered by grantee to adult leaders
48   # of youth led prevention activities
49   # of presentations to educate American Indian youth on cultural role of tobacco (Priority Populations Only)
50   # of prevention education presentations to adult congregation leaders or members. (Priority Populations Only)

Focus Area: #2: Promote awareness of research that cites a relationship between price of tobacco products and youth initiation.
51   # of media/promotional messages published or aired that link increased price of tobacco with decreased youth initiation
52   # of educational presentations to school/community linking increased price of tobacco with decreased youth initiation

Focus Area #3: Promote enforcement of underage tobacco sale laws and reduced tobacco advertising that appeals to youth.
53   # of enforcement media/promotional messages published or aired
54   # of activities to increase compliance (e.g. merchant education)
55   # of stores that remove tobacco ads

Focus Area #4: Advance the adoption of 100% TFS policy in a school system
56   # of schools without 100% TFS policy adopting ATS program
57   # of school district final votes to adopt 100% TFS policy
58   # of media/promotional messages encouraging adoption of 100% TFS policy published or aired
59   # of readiness assessments, surveys, or petitions whose findings are disseminated to school leaders
60   # of presentations/meetings with community leaders/key decision makers encouraging adoption of 100% TFS policy
61   # of presentations promoting effective cessation resources for staff in schools without 100% TFS policy

Focus Area #5: Encourage implementation and compliance of 100% TFS policy throughout school district
62   # of schools with 100% TFS policy adopting ATS program
63   # of media/promotional messages encouraging compliance with 100% TFS policy that are published or aired
64   # of meetings with school/community agencies to encourage implementation and compliance of 100% TFS policy
65   # of presentations promoting effective cessation resources for staff in schools with 100% TFS policy

GOAL AREA: SECONDHAND SMOKE
Focus Area #6: Indoor/outdoor area frequented by youth in contact area adopts or advances towards a smoke-free policy
66   # of smoke-free policies adopted
67   # of media/promotional messages promoting adoption of smoke-free policies published or aired
68   # of presentations/mtgs in schools/communities or with managers/owners/leaders promoting adoption of smoke-free policies
69   # of patron survey campaigns/petition drives whose findings are disseminated to manager/owners/leaders
70   # of improved smoke-free policies (e.g., smoke-free night)

GOAL AREA: CESSATION
Focus Area #7: Provide access to effective tobacco use cessation resources
71   # of schools/community settings institutionalizing best practices for cessation (e.g. N-O-T, 5A, Quitline, Spit Tobacco)
72   # of cessation media/promotional messages published or aired
73   # of presentations or meetings promoting Quit line, N-O-T, 5A counseling for youth or Spit Tobacco cessation
74   # of trainings coordinated for health care professionals on 5A counseling for youth or Spit Tobacco cessation

GOAL AREA: ADMINISTRATIVE
Focus Area #8: Other monthly administrative measures
75   # of training sessions/events attended by staff or partners
76   # of contacts/meetings with elected state/local government leaders
77   # of contact/meetings with non-elected, but influential community leaders
78   # of new partnerships formed to advance a tobacco prevention initiative