

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

Quarterly Report for the HWTF Teen Tobacco Use
Prevention and Cessation Initiative
July – September 2005

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

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Table of Contents

	Page
I. Executive Summary.....	1
II. Methods.....	2
III. Summary of Quarter Activities.....	3
A. Goal Area: Initiation	5
B. Goal Area: Secondhand Smoke	8
C. Goal Area: Cessation	11
D. Goal Area: Disparities.....	12
E. Media.....	13
F. Administrative	14
G. Barriers	15
IV. Appendices.....	16

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 and Priority Population grantees during the period of July 1, 2005 to September 30, 2005 (Quarter 1, Year 3). Findings are based on monthly data submitted by grantees using the Indicator Progress Tracking System (iPTS).

Key findings and recommendations are as follows:

- Over 80% of all grantees reported work in three focus areas: 1) tobacco prevention education and youth empowerment, 2) secondhand smoke (SHS), and 3) cessation.
- Over 80% of all indicator changes are in three focus areas: 1) tobacco prevention education and youth empowerment, 2) SHS, and 3) 100% Tobacco-Free School (TFS) policy enforcement. Forty percent of all indicator changes this quarter were in the tobacco prevention education and youth empowerment focus area.
- Over 80% of all media messages are reported in three focus areas: 1) TFS policy enforcement, 2) SHS, and 3) tobacco prevention education and youth empowerment.
- Two new school districts adopted 100% TFS policies this quarter. Sixty-five percent (40 of 62) of the school districts where HWTF Community/School grantees are working have now adopted the policy. Statewide, 63 of the 115 (55%) school districts have adopted 100% TFS policies.
- Twenty-four percent of all indicator changes in the initiative's four goal areas were youth-led.
- Sixty-four 100% smoke-free policy adoptions were reported this quarter (42% of overall target achievement for Year 3). Grantees reported direct involvement in 21 (33%) of these policy changes, with restaurants accounting for almost half. The number of policy changes in which grantees reported direct involvement substantially increased from previous quarters.
- No SHS readiness assessment, surveys, or petitions were reported as being disseminated to managers/owners/leaders this quarter. Field coordinators should inform grantees and work to ensure that findings from previous SHS assessment/surveys/petitions are disseminated.
- Fourteen percent of all indicator changes in the initiative's four goal areas were uniquely designed for youth from identified populations.
- Among administrative indicators, over 80% of grantees reported: 1) at least one new partnership and 2) staff attendance at trainings, while only 19% of grantees reported meeting with state/local government leaders to promote HWTF and local initiatives.
- Few substantive barriers were reported by grantees this quarter.
- Further training and clarification of operational indicator definitions are necessary to address ongoing issues with iPTS data quality (e.g. incorrect units of measure, lack of detail regarding indicator changes, misclassification, etc.).
- As the fiscal year advances, progress towards targets should be closely monitored as data suggest that target achievement varies substantially across focus 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 July 1, 2005 to September 30, 2005.

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.

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 October 15, 2005 (Some additional time was provided for new coordinators and people with computer difficulties.) 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.

A selection of grantee activities in non-policy focused areas are highlighted in Appendix B.

III. Summary of Quarter Activities

Data for this quarterly report include 33 Community/School grantees and 4 Priority Population grantees (n=37). Data for one Community/School grantee is missing due to changes in staff. One Priority Population grantee is also missing September data.

Grantee involvement by focus area is highlighted in Figure 1. Most grantees reported work across Initiation (Education/Youth Empowerment and TFS), SHS, and Cessation goal areas.

Figure 1: Number of grantees reporting involvement by focus area (n=37)

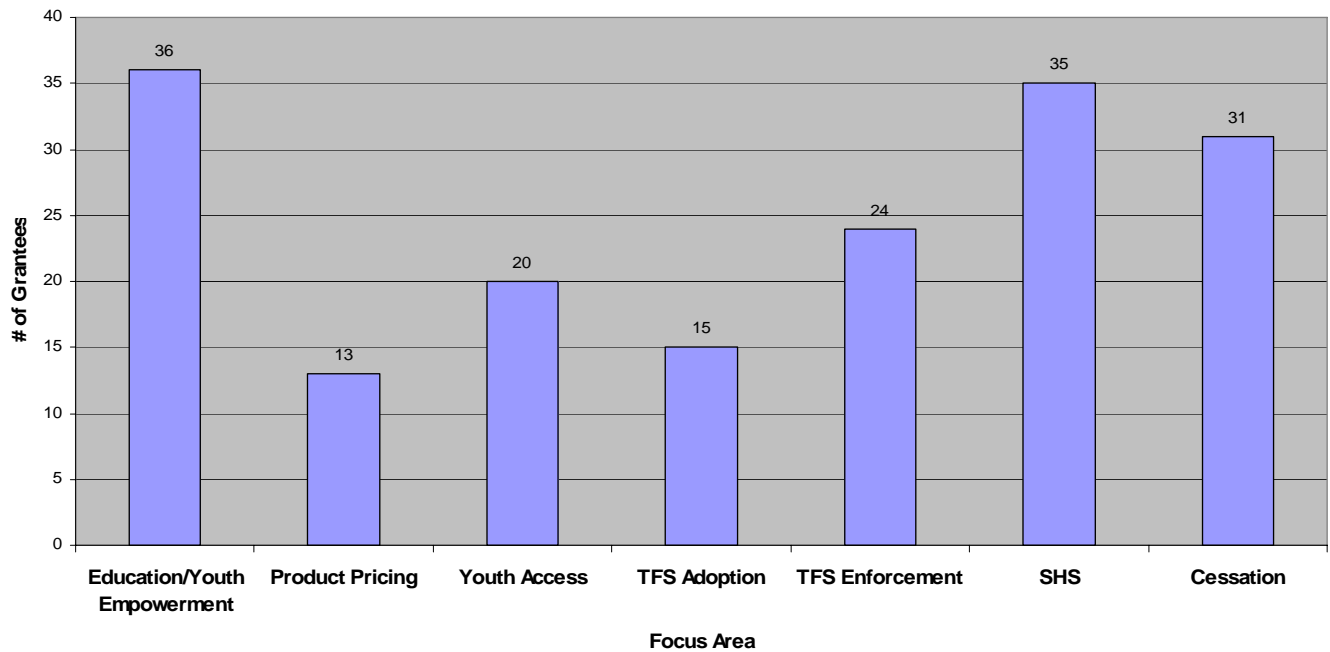
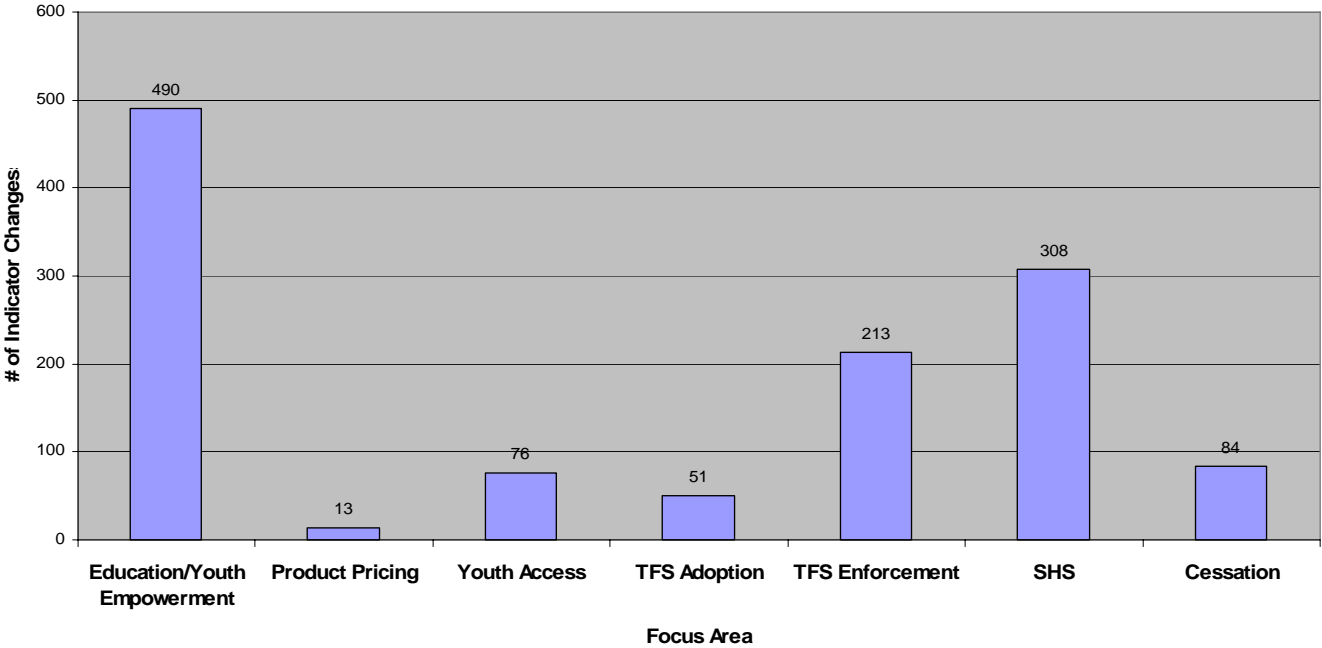


Figure 2 shows the total number of indicator changes within each focus area. Tobacco prevention education and youth empowerment continues to have the highest number of indicator changes (40% of the total number of indicator changes in the four goal areas), followed by indicator changes in SHS (25%) and TFS policy enforcement (17%).

Figure 2: Number of indicator changes by focus area



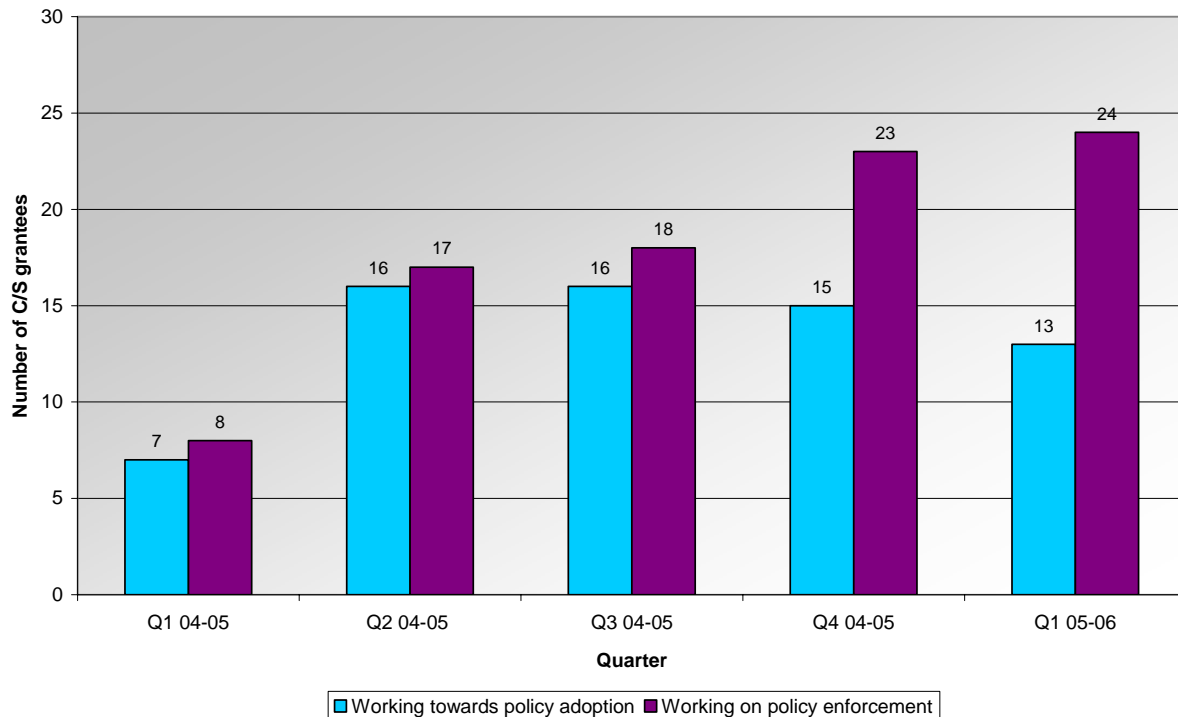
A. Goal Area: Initiation

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

- Two school districts covered by HWTF grantees adopted 100% TFS policies.¹
 - Halifax County Schools (unanimous vote)
 - Watauga County Schools (unanimous vote)
- Grantees worked towards promoting 100% TFS policy adoption in 18 out of 24 (75%) non-TFS school districts.
- Grantees worked towards promoting compliance with 100% TFS policy in 24 out of 40 (60%) TFS school districts.
- No 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 five quarters. Grantees show a marked increase in TFS-related activity this quarter (Q1, 05-06), when compared to same quarter last year (Q1, 04-05).

Figure 3: Community/School grantee involvement in 100% TFS policy adoption and enforcement activities by quarter (n=34)



¹ The only other district to adopt a 100% TFS policy during this quarter, Duplin County, involved Question Why East and a youth ambassador from NC Amateur Sports, a HWTF Special Projects grantee.

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

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

	# of grantees reporting indicator changes	# of Q1 indicator changes	Overall Year 3 targets	% of overall targets reached
Focus Area: Advance the adoption of 100% TFS policy in a school system (Number of grantees reporting activity in this focus area = 15*)				
# of media messages encouraging adoption of 100% TFS policy that are published/aired	8	19	88	21.6
# of readiness assessments, surveys, or petitions whose findings are disseminated to school leaders	0	0	40	0
# of presentations/meetings with community leaders/key decision makers encouraging adoption of 100% TFS policy	7	27	94	28.7
# of presentations promoting effective cessation resources for staff	3	3	71	4.2
# of schools without 100% TFS policy adopting ATS program	0	0	26	0
# of school district votes to adopt 100% TFS policy	2	2	23	8.7
Focus Area: Encourage implementation/enforcement of 100% TFS policy throughout school district (Number of grantees reporting activity in this focus area = 24**)				
# of media messages encouraging compliance with 100% TFS policy that are published or aired	18	103	266	38.7
# of meetings with school/community agencies to encourage implementation and enforcement of 100% TFS policy	22	68	177	38.4
# of presentations promoting effective cessation resources for staff	11	25	123	20.3
# of schools with 100% TFS policy adopting ATS program	3	17	169	10.1

* This number includes 13 Community/School grantees and two Priority Population grantees working toward adoption of TFS policy in public school districts. In addition, one Community/School grantee is working toward TFS policy adoption in a private school.

** In addition to the 24 grantees working in 100% TFS school districts, one grantee reported work toward enforcement in a school with a TFS policy.

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

	# of grantees reporting indicator changes (n=37)	# of Q1 indicator changes	Overall Year 3 targets	% of overall targets reached
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 = 36)				
# of tobacco use prevention education media messages published or aired	20	69	361	19.1
# of tobacco use prevention education activities	34	385	1165	33.0
# of skill building trainings offered to youth	17	36	638	5.6
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	2	4	102	3.9
# of educational presentations on product pricing to school/community	5	9	69	13.0
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 = 20)				
# of enforcement media messages published or aired	5	6	106	5.7
# of activities to increase compliance (e.g., merchant education)	7	46	89	51.7
# of efforts to limit/remove tobacco ads targeting youth in stores	4	24	116	20.7

Youth Empowerment

Grantee efforts to promote youth empowerment in Quarter 1 are summarized as follows:

- 34 skill-building, youth trainings.
 - 8 (24%) were focused on policy-related skill development.
 - 5 (15%) were uniquely designed for youth from identified populations.
- 24% (292 of 1235) of all Quarter 1 indicator changes in the four goal areas were youth-led.
 - 45% (130 of 292) of youth-led indicator changes were in policy areas (TFS and SHS).

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 1. Key findings are as follows:

- 64, 100% smoke-free policies were adopted in indoor/outdoor areas frequented by youth.
 - 21 (33%) of these policy changes involved direct involvement by 11 grantees.
 - 43 (67%) of these policy changes involved indirect/unidentified involvement by 9 grantees.

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 policies with direct grantee involvement

Name of venue	Location
1. Golden China	Graham
2. Lori's Old Fashion Sandwiches	Burlington
3. Catawba County Health Department	Catawba
4. Catawba Valley Medical Center	Catawba County
5. Frye Regional Memorial Center	Catawba County
6. Animal Shelter of Perquimans Co.	Perquimans County
7. El Rodeo Mexican Restaurant	Raleigh
8. Sandhills Sports Center	Hoke County
9. Subway	Marion
10. Coharie Powwow	Clinton
11. Guilford Native American Association Powwow	Greensboro
12. McDonalds #1947	Elizabeth City
13. McDonalds #10523	Elizabeth City
14. Pizza Hut	Elizabeth City
15. Town Hall Grill	Orange County
16. Sandwhich	Orange County
17. Flying Fish	Orange County
18. Graham Children's Health Services of Toe River	Toe River
19. Spruce Pine Community Hospital	Yancey
20. Baseball Field	Mitchell County
21. Mission Family Medical Center	Yancey County

Figure 4 shows the percentage of all 100% smoke-free policy adoptions (direct and indirect/unidentified grantee involvement) by type of venue or area.

Figure 4: 100% Smoke-free policies adopted (n=64) by type of venue

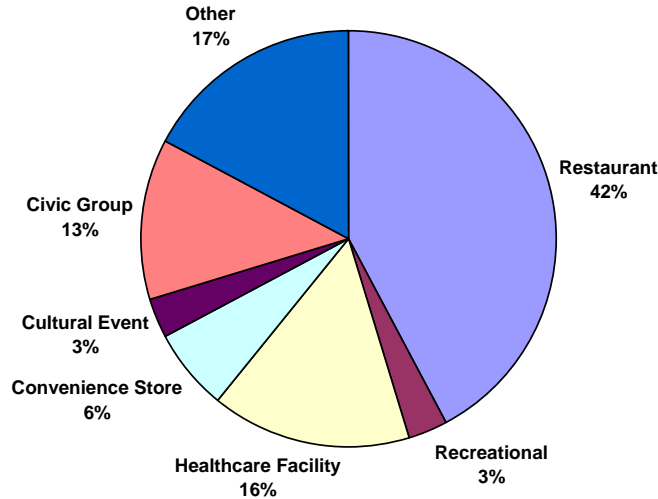


Figure 5 shows trends in grantee involvement in SHS and 100% smoke-free policies adopted over the past five quarters. This graph highlights a positive trend, with an increasing numbers of grantee involved in SHS since Quarter 1 of Year 2 (Q1, 04-05). The greatest number of 100% smoke-free policies adopted with direct grantee involvement was reported this quarter.

Figure 5: Number of grantees working in SHS (n=38) and number of 100% smoke-free policies adopted with direct grantee involvement by quarter

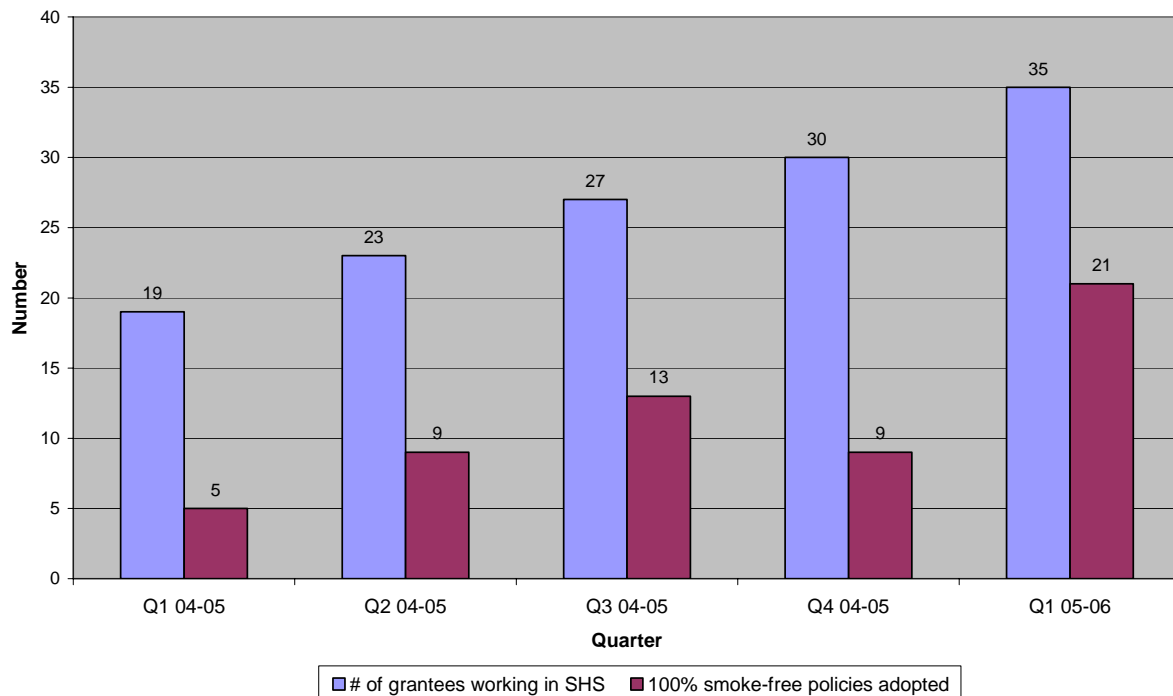


Table 3 summarizes grantee data, overall Year 3 targets, and target achievement for all indicators in the SHS goal area.

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

	# of grantees reporting indicator changes (n=37)	# of Q1 indicator changes	Overall Year 3 targets	% of overall targets reached
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 = 35)				
# of media messages promoting adoption of smoke-free policies published or aired	16	83	325	25.5
# of educational presentations in school/community promoting adoption of smoke-free policies	8	21	272	7.7
# of meetings with managers/owners/leaders regarding smoke-free policy	22	123	327	37.6
# of patron survey campaigns/petition drives whose findings are disseminated to manager/owners/ leaders	5	6	113	5.3
# of areas adopting an improved smoke-free policy (e.g., smoke-free night)	7	11	123	8.9
# of areas adopting smoke-free policy	16	64	154	41.6

C. Goal Area: Cessation

Table 4 summarizes grantee data, overall Year 3 targets, and target achievement for all indicators in the Cessation goal area.

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

	# of grantees reporting indicator changes (n=37)	# of Q1 indicator changes	Overall Year 3 targets	% of overall targets reached
Focus Area: Provide access to effective tobacco use cessation resources (Number of grantees reporting activity in this focus area = 31)				
# of cessation media messages published or aired	15	29	367	7.9
# of presentations promoting Quit line, N-O-T, or 5A counseling for youth	18	44	333	13.2
# of schools adopting N-O-T program	4	10	103	9.7
# of trainings coordinated for health care professionals on 5A counseling for youth	1	1	70	1.4
# of clinics, hospitals, and practices adopting Clinical Practice Guidelines for youth cessation (Priority Population grantees only)	0	0	13	0

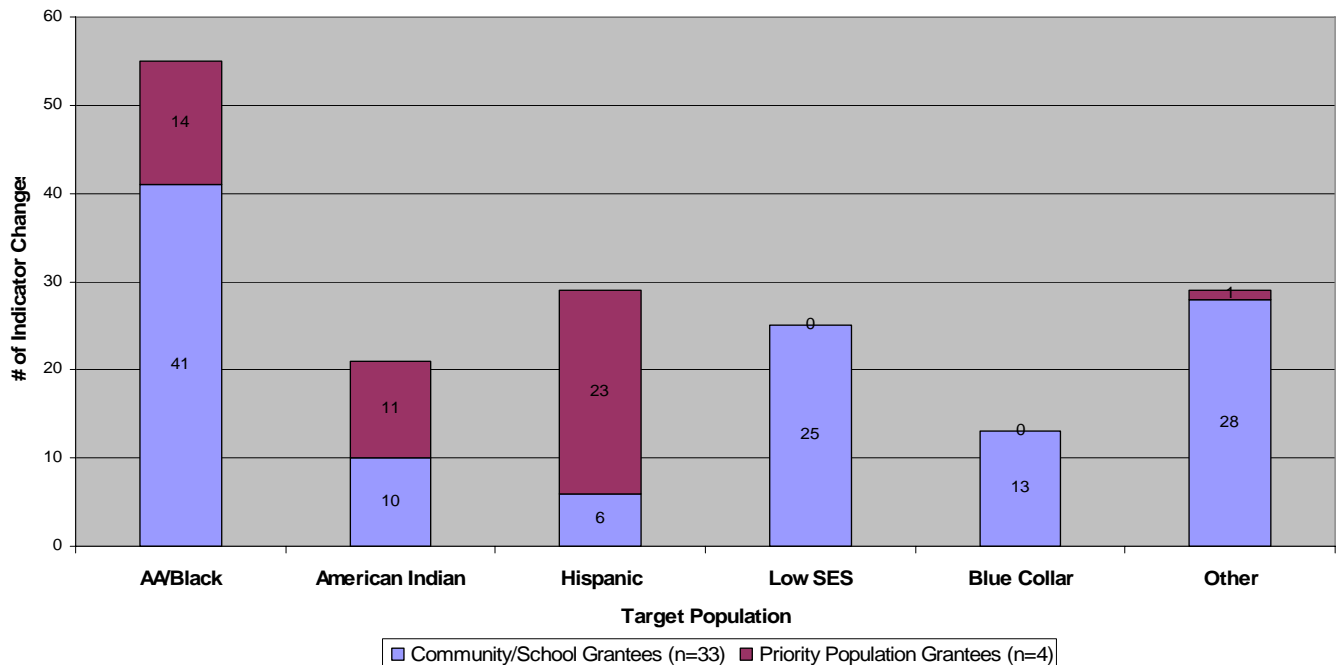
D. Goal Area: Disparities

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:

- 172 indicator changes were uniquely designed for an identified population.
 - 123 (72%) were reported by Community/School grantees (n=33)
 - 49 (29%) were reported by Priority Population grantees (n=4)
- 14% (172 of 1235) of all Quarter 1 indicator changes in the four goal areas were uniquely designed for an identified population.

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-two percent of all uniquely designed indicator changes targeted African American youth.

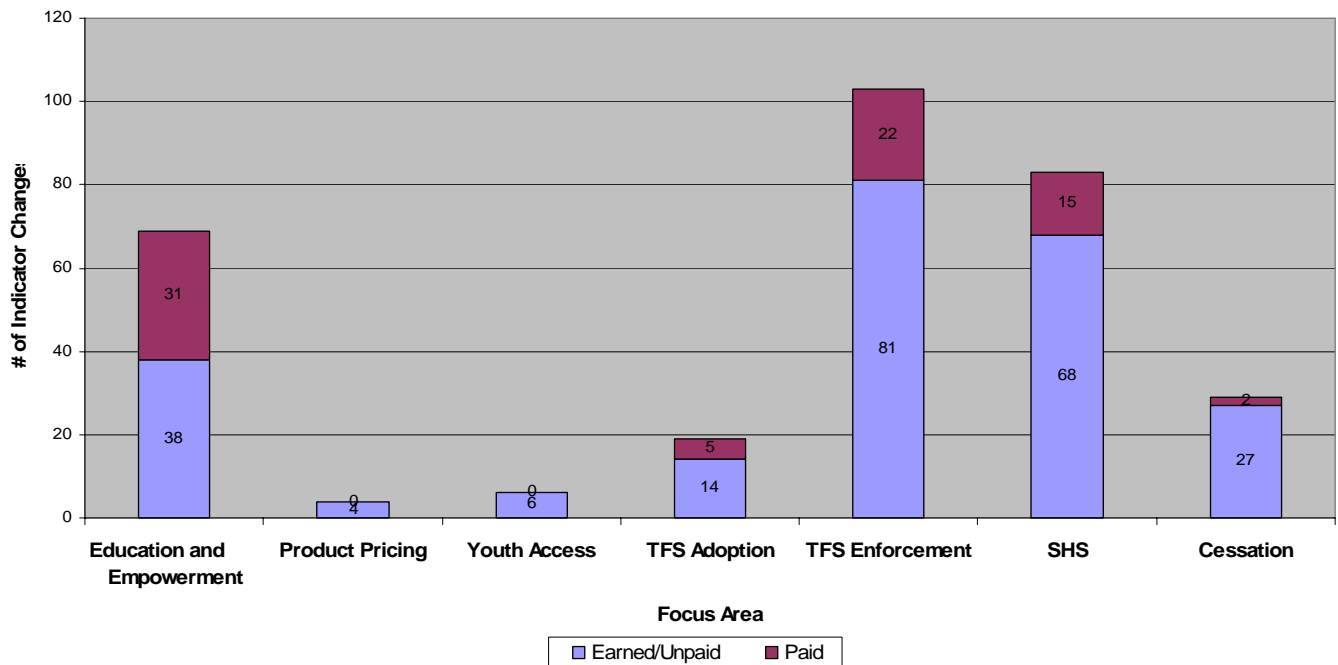
Figure 6: Number of uniquely designed indicator changes by target population and type of grantee



E. Media

Figure 7 below describes overall grantee media efforts by focus area in Quarter 1. The figure also shows the proportion of paid and earned/unpaid media messages within each focus area. TFS enforcement media messages include several announcements at school sporting events. The majority of media messages are earned or unpaid (76%) versus paid (24%). Examples of paid media messages include billboards, radio announcements, newsletters, brochures, websites, and ads in high school sports programs.

Figure 7: Media messages by focus area and type



F. Administrative

Table 5 below summarizes grantee data, overall Year 3 targets, and target achievement for administrative/infrastructure-related indicators.

Table 5. Summary of Quarter 1 grantee data in administrative area

	# of grantees reporting indicator changes (n=37)	# of Q1 indicator changes	Overall Year 3 targets	% of overall targets reached
Focus Area: Other monthly administrative measures				
# of HWTF conference calls engaged in during the month	31	54	258	20.9
# of training sessions/events attended by staff or partners	34	103	286	36.0
# of contacts/meetings with state/local government leaders	7	14	174	8.0
# of new partnerships formed	30	N/A	234	N/A
Focus Area: Create linkages with the statewide TRU campaign				
# of postings and/or downloads on TRU website or list serv	26	132	818	16.1
# of TRU/HWTF-sponsored events attended by youth at school or in the community	8	N/A	179	N/A
# of different types of TRU materials disseminated locally	27	N/A	371	N/A

N/A = Not available at this time.

G. Barriers

Barriers reported by HWTF grantees during Quarter 1 include:

- Scheduling conflicts including summer scheduling for school-related activities (n=16);
- Lack of support from school administration or changes in school staff (n=7);
- Grantee or partner staff turnover (n=5);
- Influence of tobacco industry (e.g., resistance to TFS policy in tobacco-farming regions) (n=4); and
- Use of tobacco products by key decision makers (e.g. athletic director, coaches, teachers) (n=3).

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 enforcement 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 enforcement of 100% TFS policy

of presentations promoting effective cessation resources for staff

of schools with 100% TFS policy adopting ATS program

GOAL AREA: SECONDHAND SMOKE

Focus Area #6: Indoor/outdoor area frequented by youth in contract area adopts or advances towards a smoke-free policy

of media messages promoting adoption of smoke-free policies published or aired

of educational presentations in school/community promoting adoption of smoke-free policies

of meetings with managers/owners/leaders regarding smoke-free policy

of patron survey campaigns/petition drives whose findings are disseminated to manager/owners/leaders

of areas adopting an improved smoke-free policy (e.g., smoke-free night)

of areas adopting smoke-free policy

GOAL AREA: CESSATION

Focus Area #7: Provide access to effective tobacco use cessation resources

of cessation media messages published or aired

of presentations promoting Quit line, N-O-T, or 5A counseling for youth

of schools adopting N-O-T program

of trainings coordinated for health care professionals on 5A counseling for youth

of clinics, hospitals, and practices adopting Clinical Practice Guidelines for youth cessation (Priority Pops only)

GOAL AREA: ADMINISTRATIVE

Focus Area #8: Other monthly administrative measures

of HWTF conference calls engaged in during the month

of training sessions/events attended by staff or partners

of contacts/meetings with state/local government leaders

of new partnerships formed

Focus Area #9: Create linkages with the statewide TRU campaign

of postings and/or downloads on TRU website or list serv

of TRU/HWTF-sponsored events attended by youth at school or in the community

of different types of TRU materials disseminated locally

APPENDIX B: Examples of Grantee Activities

The following examples highlight some grantee activities in non-policy focused areas.

- Catawba County Public Health Department partnered with the Council on Adolescents to provide two multi-day, tobacco prevention and merchant education camps to 26 African American youth. Following the camps, youth offered merchant education to 10 convenience store manager/owners regarding compliance with underage tobacco sales and removal of tobacco advertisements targeting youth.
- Blue Ridge Health Care partnered with Paul Turner of NC STEP to provide spit tobacco education presentations at three middle schools in Burke County, reaching approximately 2,800 students and teachers. Tri-County Community Health Partnership also coordinated spit tobacco educational presentations by National speaker, Gruen Von Behrens, at all middle and high schools in Cherokee and Graham counties. Presentations were followed by opportunities for oral exams, promotion of cessation resources, and teacher requests for NC STEP spit tobacco modules.
- El Pueblo worked with 60 Latino youth leaders to run a Smoke-free Zone at the 12th annual La Fiesta del Pueblo. This event provided several opportunities for youth to educate the Latino community on the dangers of tobacco use, secondhand hand smoke, and cessation resources. Youth leaders also trained other Latino youth to become tobacco prevention advocates.
- As a result of Orange County Health Department (OCHD) grantee efforts, the Chapel Hill/Carrboro City school district officially adopted a new substance abuse policy for the 2005-2006 school year which formally incorporated N-O-T and ATS programs in all middle and high schools. The OCHD Program Manager, in partnership with the School Health Coordinator, drafted the policies and developed a guide/memo of agreement to encourage proper N-O-T program implementation.
- Several grantees reported events promoting the new NC Tobacco Quitline.