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

Quarterly Report
July 1 – September 30, 2006

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

Tobacco Prevention and Evaluation Program

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

**Web: www.fammed.unc.edu/TPEP
Email: [tpep@med.unc. edu](tpep@med.unc.edu)**

Table of Contents

A. SUMMARY AND RECOMMENDATIONS

Overall, the Teen Tobacco Use Prevention and Cessation Initiative continues to make strong progress toward its goals. The maturation of the program is evident in the high levels of policy change and progress toward policy change reported by coalitions during Quarter 1.

A.1. Key Outcomes and Program Accomplishments

Major outcomes from Quarter 1 include the following:

- Grantees reported a total of 859 non-administrative indicator changes. For the first time, the highest number of indicator changes occurred in the area of secondhand smoke exposure reduction in areas frequented by youth (thirty-one percent of all non-administrative indicator changes (270 of 859) took place in this focus area).

- Fifty-one 100% smoke-free policies were adopted in indoor/outdoor areas frequented by youth, continuing the trend seen in the previous year of consistent success in policy adoptions in this area. Two notable 100% smoke-free policies reported this quarter are:

    o A bowling alley in Boone

    o All Lumbee tribal facilities (including two Boys and Girls Clubs)

- Eleven schools adopted the ATS program during this quarter (see Table 1 below for a listing of these schools), more than adopted the program in the entire 2005-2006 fiscal year. Nine of these 11 schools were located in 100% Tobacco-Free School (TFS) districts.

- One school district, at a time when policy adoption is historically low, adopted a 100% TFS policy during this quarter.

- Grantees reported eight adoptions of best practices for cessation in schools, including N-O-T, 5A counseling for youth, Quitline, and NC STEP spit tobacco curriculum. Of these, 4 schools adopted the N-O-T program.

- Progress toward policy change is evident in both 100% TFS policies and policies to reduce exposure to secondhand smoke in venues frequented by youth.

    o Community/School grantees worked towards promoting 100% TFS policy adoption in 16 out 19 (84%) non-TFS school districts.

    o Grantees reported 123 meetings with key business leaders to promote adoption of smoke-free policies.

Other programmatic findings from Quarter 1 include the following:

- There were a total of 438 media/promotional indicator changes this quarter. The majority of media messages (55%, 243 of 438) are unpaid, including promotional items, fliers, and brochures. Approximately one-third (145 of 438) of the messages were earned media.

- Twenty-two percent (188 of 859) of all non-administrative indicator changes were youth-led this quarter. Grantees offered a total of 37 skill-building trainings to youth this quarter.

- Seventeen percent of all non-administrative indicator changes were uniquely designed for youth from identified populations. Thirty-five percent of these indicator changes were designed for Hispanic youth.

- Grantees reported 136 indicator changes for attendance at training sessions or events this quarter, including beginner and refresher trainings for the iPTS reporting system.

A.2. Key Barriers to Program Activities

Approximately two-thirds of the grantees submitting reports this quarter noted at least one barrier to their progress. Common barriers included:

- Scheduling conflicts (e.g., summer break),
- Difficulties getting youth involved or committed (e.g., transportation and competition from other school activities),
- Limited resources (e.g., cost or lack of media/promotional resources and need for trainings),
- Resistance to policy change (e.g., lack of community interest, pro-tobacco influence, compliance with policy change, and reversal of policy change due to loss of revenue),
- Communication or scheduling difficulties with partners, and
- Grantee staff turnover.

A.3. Recommendations for Program Development and Improvement

- New grantees should be encouraged to learn and share ideas not only from TA providers, but also from other, experienced coalitions within the initiative. This collaboration occurs during regularly scheduled conference calls and the listserv, but may prove beneficial if conducted through other channels, as well (e.g. small group teleconferences).

- Grantees should work with their grants managers to address resource needs as reported in the barriers section of this report.

- Grants managers may want to contact any grantee that did not attend a training in Quarter 1 to ensure that any TA and training needs are optimally met.

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 July 1- September 30, 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 is reviewed by two UNC TPEP staff. Established criteria and reporting procedures are used to verify indicator changes and grantee involvement.

Summaries of quarter activities, including policy highlights and indicator change data tables, 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 40 Community/School grantees and 4 Priority Population grantees (n=44). Two grantees did not submit reports for this quarter.

Grantee involvement by <u>focus area</u> for Quarter 1 of the 2006-2007 fiscal year is highlighted in Figure 1.

Figure 1: Number of grantees (n = 44) reporting involvement by focus area, Quarter 1 2006-2007
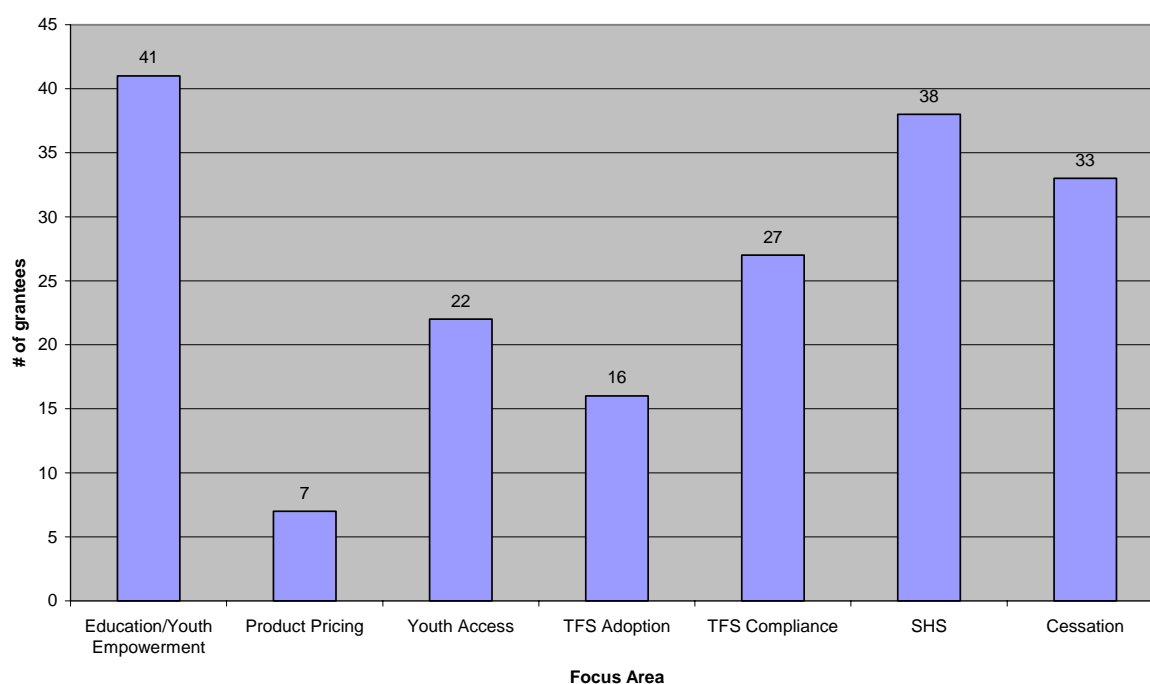

Figure 2 shows the total number of <u>indicator changes</u> within each focus area for Quarter 1 of the 2006-2007 fiscal year. This is the first quarter in over a year where tobacco prevention education and youth empowerment indicator changes have not substantially outnumbered indicator changes in other areas. In Quarter 1, nearly one-third of all indicator changes (270 of 859) were in the second-hand smoke focus area. Tobacco prevention education/youth empowerment accounted for 28% of all indicator changes (238 of 859), and tobacco-free school (adoption and compliance) activities accounted for 26% of all indicator changes (224 of 859).

Figure 2: Number of indicator changes by focus area (n=848) Quarter 1 2006-2007
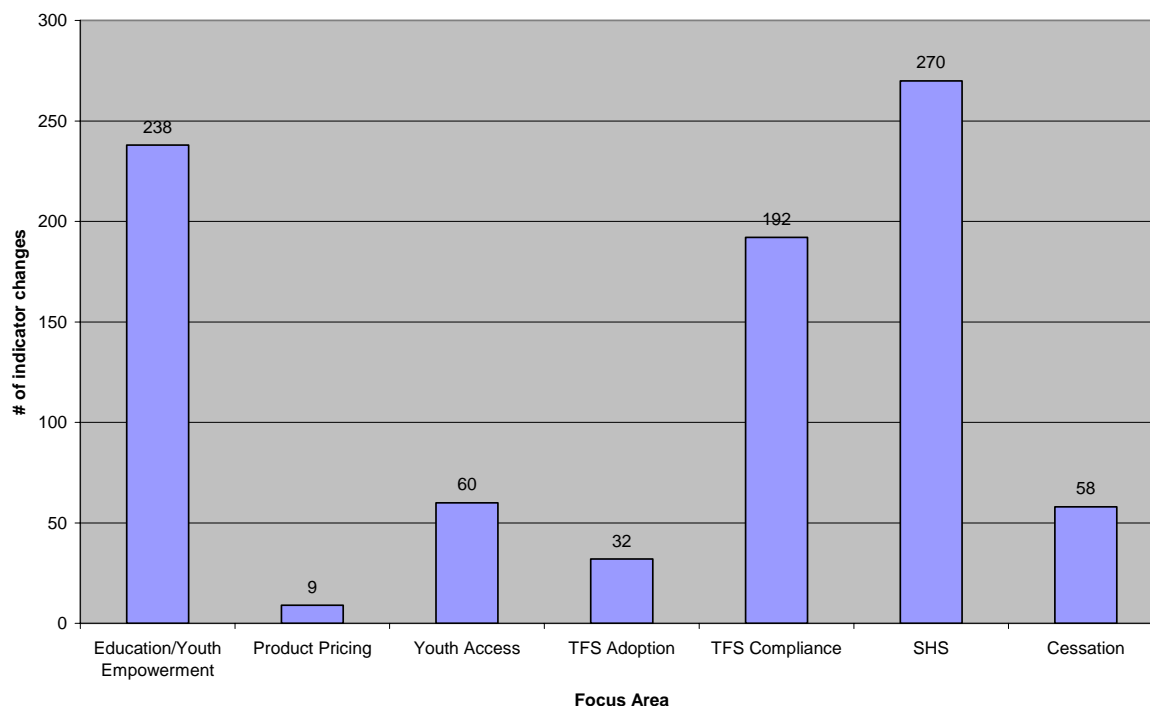
C.2. Outcomes

The following section summarizes Q1 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

- Eleven schools adopted the ATS program during this quarter (see Table 1 below for a listing of these schools).

Table 1. Quarter 1 ATS Program Adoption in Schools

School Name	City/County	Part of a 100% TFS District?
Northern Nash High School	Rocky Mount / Nash	No
Nash Central High School	Rocky Mount / Nash	No
Piney Creek Elementary School	Piney Creek / Alleghany	Yes
Glade Creek Elementary School	Ennice / Alleghany	Yes
Alleghany High School	Sparta / Alleghany	Yes
Sparta Elementary School	Sparta / Alleghany	Yes
Ashe County Middle School	Warrensville / Ashe	Yes
Ashe County High School	West Jefferson / Ashe	Yes
T.C. Roberson High School	Arden / Buncombe	Yes
Robbinsville High School	Robbinsville / Graham	Yes
Watauga High School	Boone / Watauga	Yes

Nine of the eleven schools adopting the ATS program reside in 100% TFS districts. Further attention should be given to determine what unique challenges to ATS adoption are present in schools with and without 100% TFS policies in place.

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

- The following school district adopted a 100% Tobacco-Free School policy during this quarter:

  o   Lenoir County Public School System

This policy was adopted in July 2006 and was reported by both the Lenoir County Health Department (a Phase III Community/School grantee) and Old North State Medical Society (a priority population grantee).

- The percentage of school districts where HWTF C/S grantees are working that have now adopted 100% TFS policy is 76% (57 of 75). This compares to 53% (21 of 40) of the districts without HWTF community/school grantees that have adopted 100% TFS policy.

C.2.c. Smoke-Free Policy Adoptions

- Fifty-one 100% smoke-free policies were adopted in indoor/outdoor areas frequented by youth.
- Thirty (59%) of these policy changes involved *direct* involvement by 12 grantees (see Table 2 below).

Table 2. 100% Smoke-Free Policies Adopted with Direct Involvement by HWTF Grantees

Venue Name	City/County		Venue Name	City/County
Ye Olde Country Kitchen	Snow Camp / Alamance		Captain's Galley	Granite Falls / Caldwell
Subway	Hertford / Perquimins		Lumbee Tribe	Statewide
General Mercantile	Tyner / Chowan		China 1	Marion / McDowell
Arby's	Southern Pines / Moore		Rutherford Health Department	Spindale / Rutherford
Little River Café	Troy / Montgomery		Bryan YMCA	Greensboro / Guilford
Mazatlan Family Mexican Restaurant	Troy / Montgomery		Center City Park	Greensboro / Guilford
Ms Pumpkins Deli Bakery	Winston-Salem / Forsyth		Doc Green's	Greensboro / Guilford
Cloverdale Kitchen	Winston-Salem / Forsyth		Moe's Southwest Grill	High Point / Guilford
Neuse River Association Headquartesr	Multiple		East Coast Wings	High Point/ Guilford
First Calvary Baptist Church	Rocky Mount / Nash		Red Robin	Greensboro / Guilford
Faithful Band Baptist Church	Pleasant Hill / Northampton		The Daily Grind	High Point/ Guilford
Roanoke Salem Baptist Church	Garysburg / Northampton		Pinetop Swim and Tennis Club	Greensboro / Guilford
J.T. Kerr Memorial Baptist Church	Jacksonville / Onslow		Van's Pizza	Elizabeth City / Pasquotank
Coley Springs Missionary Baptist Church	Warrenton / Warren		Department of Social Services	Salisbury / Rowan
New Vester Baptist Church	Wilson / Wilson		Boone Bowling Center	Boone / Watauga

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 nearly 70% of the venues adopting smoke-free policies reported by grantees.
- Seven places of worship adopted 100% smoke-free policies this quarter.
- Many policies affect more than one building or physical space. This quarter, the 51 adopted policies represented a total of 58 physical locations.

Places of Worship
14%

Other
4%

Convenience Store
2%

Healthcare Facility
2%

Recreational
10%

Restaurant
68%
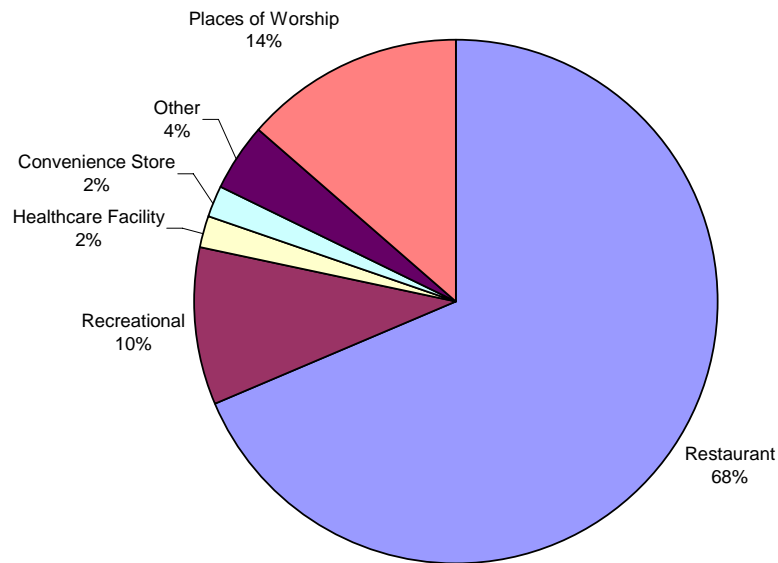
C.2.d. Schools and Community Settings Adopting Best Practices for Cessation

Grantees reported eight educational settings that institutionalized best practices for cessation, including N-O-T, 5A counseling for youth, Quit line, and NC STEP spit tobacco curriculum. Many of these institutions adopted more than one of the best practice programs.

C.2.e. Summary of Outcome Indicators

The following table summarizes all Q1 outcome indicator changes reported by Community/ School and Priority Population grantees.

Table 3: Summary of Q1 Outcome Indicator Changes

Outcome Indicator	# of grantees involved (n=44)	Total # of Q1 indicator changes	Target for outcome indicator	% of target reached this quarter	% of target reached this year
# of schools without 100% TFS policy adopting ATS program	1	2	16	13%	13%
# of school district final votes to adopt 100% TFS policy	2	2	14	14%	14%
# of schools with 100% TFS policy adopting ATS program	5	9	57	16%	16%
# of smoke-free policies adopted	15	51	204	25%	25%
# of school/community settings institutionalizing best practices for cessation (e.g. NOT, 5A, Quit line, Spit Tobacco)	7	8	155	5%	5%

C.3. Program Development

The following section describes program or process-orientated data reported by Community/School and Priority Population grantees during Q1.

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. Phase III grants added 9 new Community/School grantees and 12 school districts, of which 6 already had 100% TFS policies and one adopted the policy early in this quarter.

Key findings are as follows:

- Community/School grantees worked towards promoting 100% TFS policy adoption in 16 out of 19 (84%) non-TFS school districts.

- Community/School grantees worked towards promoting compliance with 100% TFS policy in 38 out of the 57 (67%) 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 Q1 Process Indicator Changes for Initiation Goal Area

	# of grantees reporting indicator changes (n= 44)	# of Q1 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 =15)*			
# of media/promotional messages encouraging adoption of 100% TFS policy published or aired	7	11	11
# of readiness assessments, surveys, or petitions whose findings are disseminated to school leaders	0	0	0
# of presentations/meetings with community leaders/key decision makers encouraging adoption of 100% TFS policy	6	16	16
# of presentations promoting effective cessation resources for staff in schools without 100% TFS policy	1	1	1
Focus Area: Encourage implementation/compliance of 100% TFS policy throughout school district *(Number of grantees reporting activity in this focus area = 27)*			
# of media/promotional messages encouraging compliance with 100% TFS policy that are published or aired	22	125	125
# of meetings with school/community agencies to encourage implementation and compliance with 100% TFS policy	18	46	46
# of presentations promoting effective cessation resources for staff in schools with 100% TFS policy	7	12	12
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 = 40)*			
# of tobacco use prevention education media/promotional messages published or aired	23	140	140
# of skill building trainings offered to youth promoting youth led activities	17	37	37
# of skill building trainings offered by grantee to adult leaders	4	10	10
# of youth led prevention activities	16	51	51
# of presentations to educate American Indian youth on cultural role of tobacco	0	0	0
# of prevention education presentations to adult congregation leaders or members	0	0	0

(Table 4 continued)	# of grantees reporting indicator changes (n= 44)	# of Q1 indicator changes	Total # of indicator changes this year
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 = 7)*			
# of media/promotional messages published or aired that link increased price of tobacco with decreased youth initiation	3	3	3
# of educational presentations on pricing to school/community linking increased price of tobacco with decreased youth	4	6	6
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 = 22)*			
# of enforcement media/promotional messages published or aired	5	10	10
# of activities to increase compliance (e.g., merchant education)	4	50	50
# of stores that remove tobacco ads	0	0	0

Youth Empowerment

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

- Grantees provided 37 skill-building trainings to youth this quarter.
    - 6 (16%) were uniquely designed for youth from identified populations.
    - An additional 10 trainings were provided by grantees for adult leaders
- 22% (188 of 859) of all Quarter 1 indicator changes in the four goal areas were youth-led.
    - 52% (98 of 188) 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 all indicators in the SHS goal area. Grantees reported 123 meetings with key business leaders to promote adoption of smoke-free policies. In addition, nine petitions were administered with results disseminated to owners, managers, and/or leaders.

Table 5. Summary of Quarter 1 grantee data in SHS goal area

	# of grantees reporting indicator changes (n=44)	# of Q1 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 = 37)*			
# of media/promotional messages promoting adoption of smoke-free policies published or aired	23	124	124
# of presentations/meetings in schools/communities or with managers/owners/leaders promoting adoption of smoke-free policies	25	123	123
# of patron survey campaigns/petition drives whose findings are disseminated to manager/owners/leaders	4	9	9
# of improved smoke-free policies (e.g., smoke-free night)	11	14	14

C.3.c. Goal Area: Cessation

Table 6 summarizes grantee data for all indicators in the cessation goal area. Overall activity in this focus area decreased substantially from Quarter 4 of 2005-2006. This decrease is likely due to summer schedules and a subsequent decrease in time spent in the schools.

Table 6. Summary of Quarter 1 grantee data in Cessation goal area

|	# of grantees reporting indicator changes (n=44)	# of Q1 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 =33)*			
# of cessation media / promotional messages published or aired	11	25	25
# of presentations or meetings promoting Quit line, N-O-T, 5A counseling for youth or Spit Tobacco cessation	12	21	21
# of trainings coordinated for health care professionals on 5A counseling for youth or Spit Tobacco cessation	4	4	4

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:

- 17% (148 of 859) of Quarter 1 non-administrative indicators were uniquely designed for an identified population
    - 59 (40%) were reported by Community/School grantees (n=18)
    - 89 (60%) were reported by Priority Population grantees (n=4)

Figure 4 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-five percent of all uniquely designed indicator changes targeted Hispanic youth, while 31% targeted African-American youth, and 29% targeted American Indian youth.

Figure 4: Number of uniquely designed indicator changes by target population and type of grantee; Quarter 1 2006-2007
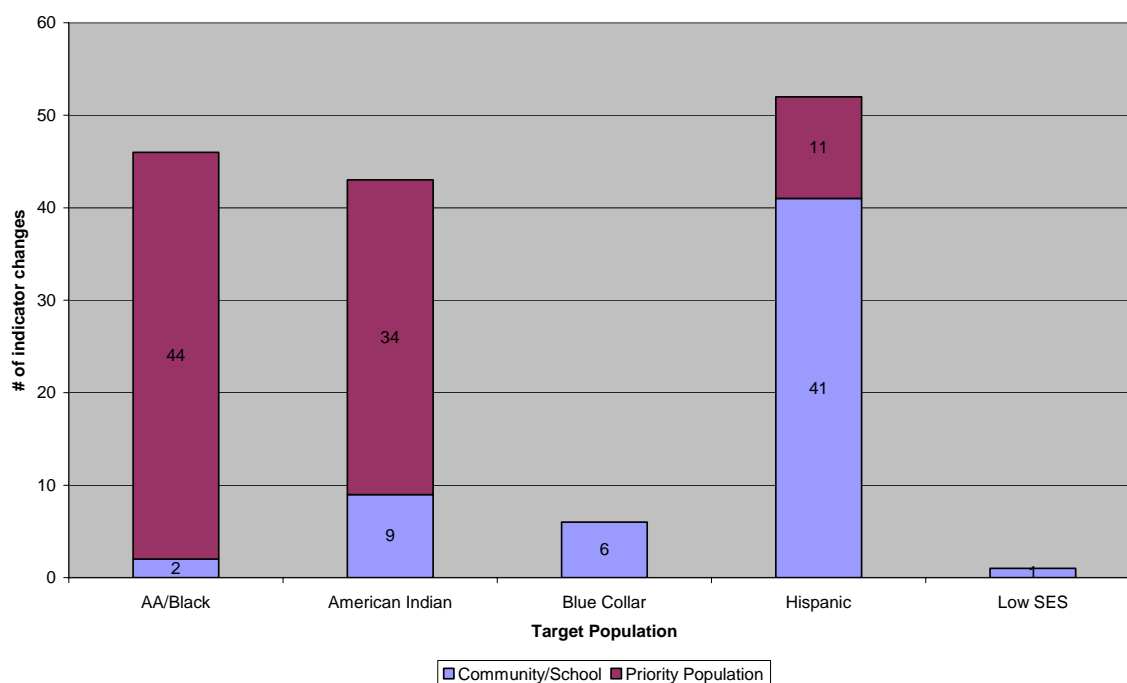
C.4. Media

There were a total of 438 media/promotional indicator changes this quarter. Of these, 198 (45%) were school-, church-, or club-based. Figure 5 below describes overall grantee media efforts by focus area in Quarter 1. The figure also shows the proportion of paid, earned, and unpaid media messages within each focus area.   Nearly 90% (389 of 438) of all media messages reported this quarter were in the areas of Tobacco Education and Youth Empowerment, 100% TFS Compliance, and Secondhand Smoke. The majority of media messages (55%, 243 of 438) are unpaid, including promotional items, fliers, and brochures. Approximately one-third (145 of 438) of the messages were earned media.

Figure 5: Media/Promotional messages by focus area and type; Quarter 1 2006-2007
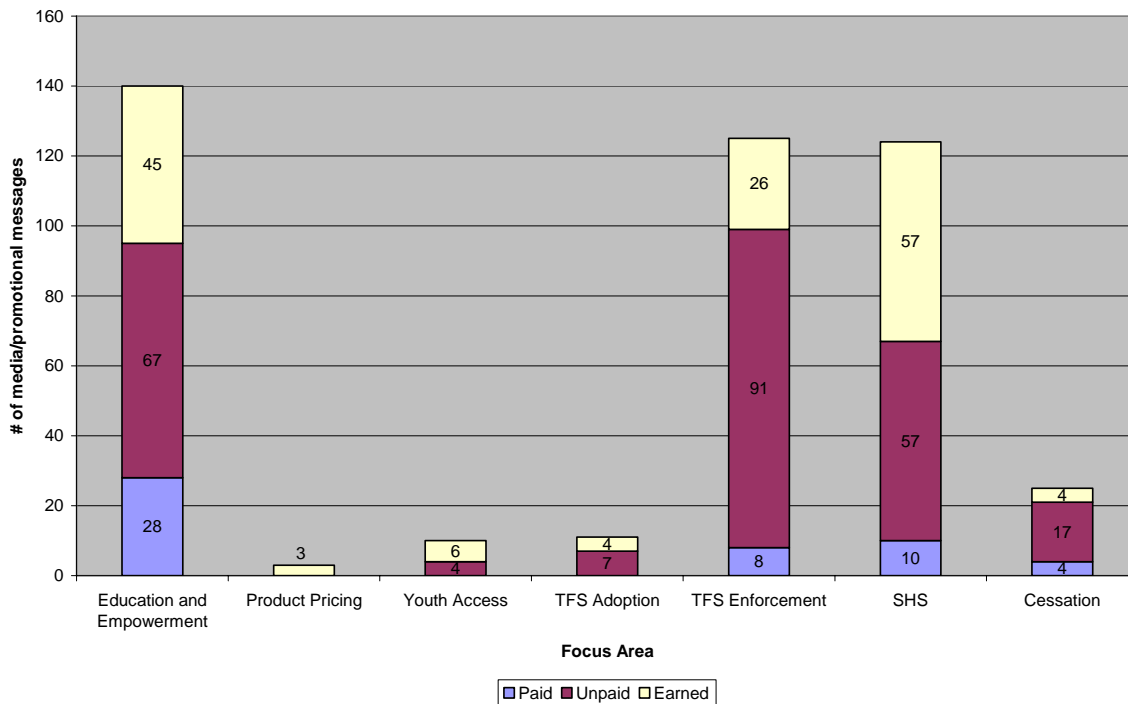
C.5. Administrative Measures

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

Table 7. Summary of Quarter 1 grantee data in administrative area

	# of grantees reporting indicator changes (n=44)	# of Q1 indicator changes	Total # of indicator changes this year
Focus Area: Other monthly administrative measures			
# of training sessions/events attended by staff or partners	40	136	136
# of contacts/meetings with elected state/local government leaders	8	39	39
# of contacts/meetings with non-elected, but influential community leaders	20	86	86
# of new partnerships formed to advance a tobacco prevention initiative	26	62	62

C.6. Barriers

Twenty-eight of 44 grantees (64%) reported at least one barrier to their progress this quarter. The most common barriers reported by HWTF grantees during Quarter 1 included:

- Scheduling conflicts including summer break and vacations (n=13 of 44; 30%);
- Difficulties getting youth involved or committed including transportation and competition from other school activities (n=6 of 44; 14%);
- Limited resources including cost or lack of media/promotional resources, address lists for mass mailings, and need for trainings (n=7 of 44; 16%);
- 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 = 12 of 44; 27%);
- Communication or scheduling difficulties with partners (n=14 of 44; 32%); and
- Grantee staff turnover (n=6 of 44; 16%).

Many of these barriers are beyond grantees' control. However, grantees should continue to work with their grants managers to resolve resource needs and for strategies to deal with resistance to policy change in their communities. In addition, TA providers can assist with getting youth involved and committed in their youth groups.

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