

Tobacco Prevention Evaluation Program
UNC-CH Dept. of Family Medicine

Quarterly Report for HWTF Teen Tobacco Use
Prevention and Cessation Initiative
October – December 2004

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

March 28, 2005



Tobacco Prevention Evaluation Program
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I. Executive Summary

This quarterly report reflects the progress and activities of Phase I and Phase II grantees of the Health and Wellness Trust Fund (HWTF) Teen Tobacco Use Prevention and Cessation Initiative during the period of October to December 2004. Key findings and recommendations for this quarter are as follows:

Initiation

- Work by two grantees resulted in the adoption of 100% Tobacco-Free School (TFS) Policies in Macon and Richmond Counties during this quarter. Forty-five percent (28 of 62) of the school districts represented by the 34 Community/School grantees have now adopted a 100% TFS Policy. Efforts to advance the policy in 22 of the remaining 34 districts were reported during this quarter.
- Six grantees did work in educating youth about product pricing this quarter. In light of the Governor's recommended tax increase of 45 cents per pack of cigarettes, and the time sensitivity of the legislative process, this is an opportunistic time to consider how grantees can become more involved in providing educational presentations on pricing incentives.
- Approximately 65 trainings were offered to youth this quarter. Future consideration may be given to how youth empowerment trainings translate into youth-led policy successes.
- Youth continue to be actively involved in planning and implementing grantee activities. Out of approximately 283 youth-led indicator changes this quarter, 63 (22%) were in policy-related areas (i.e., SHS, 100%TFS, product pricing). Increased youth involvement in policy areas should be encouraged.
- Tobacco prevention education activities continue to be a large part of grantees' efforts, especially in the schools. These activities are becoming more comprehensive in nature, including information about health risks of tobacco use and secondhand smoke, cessation resources, and ways youth can become involved. Prevention activities should continue to be linked to policy initiatives.

Secondhand Smoke

- Smoke-free restaurant campaigns and youth group advocacy resulted in 23 newly-identified smoke-free restaurants and six restaurants adopting a smoke-free policy. One grantee's advocacy work resulted in the city council making four parks smoke-free.
- Nine grantees reported 29 meetings with owners/managers/leaders to advocate for smoke-free policies in indoor/outdoor areas frequented by youth. Opportunities exist for substantially increasing greater grantee involvement with this indicator.

Cessation

- While most cessation promotion is done in conjunction with other prevention activities or with the Great American Smokeout, grantees are developing presentations that focus specifically on cessation and are making efforts to increase the number of schools that offer the youth cessation program Not on Tobacco (N-O-T).
- Logistical issues related to the implementation of the N-O-T program continue to be a barrier for many grantees.

Disparities

- Priority Population grantees total number of activities increased this quarter, with an increased percentage of tobacco control events. Three widely-attended events targeting identified populations were organized by the NC Commission on Indian Affairs (NCCIA), General Baptist State Convention, and Old North State Medical Society (i.e., Steppin Out for a Smoke-Free Robeson, Tobacco-Free Sunday, TRU Youth X-Plosion Summit).
- The NCCIA continue to be effective at addressing and achieving policy successes in the American Indian community.
- Community/School grantees are showing a commitment to reducing disparities among multiple identified populations including African American, Hispanic, and Low SES youth. Twenty-seven Community/Schools grantees reported approximately 74 indicator changes that were uniquely designed for identified populations.

Media

- The largest numbers of media indicators this quarter were in the areas of cessation, enforcement of 100% TFS policy, and tobacco prevention education. The Great American Smokeout events taking place in November provided opportunities for earned media in cessation. Football game PSAs and other reminders of 100% TFS policy contributed to high numbers in that area. Grantees also reported several creative media activities to promote 100% TFS policies and smoke-free dining events in their communities.

Administrative

- Almost all grantees participated in staff and/or partner trainings this quarter. The majority of training occurred around the HWTF Kick-Off Conference, Media Advocacy workshops, and regional 100% TFS Workshops coordinated by the Tobacco Prevention and Control Branch.
- Only 26% of grantees reported meetings or contacts with local or state government leaders to discuss their work and that of the HWTF Initiative.
- Over three quarters of grantees report using of TRU website or list serv.

II. Introduction and Methods

The following quarterly report summarizes the progress and activities of HWTF Commission Teen Tobacco Use Prevention and Cessation grantees during the period of October to December 2004.

The format of this report has been modified to reflect revisions to program objectives and indicators, and changes to the Progress Tracking System (PTS), taking place in the fall of 2004. A set of nine focus areas and 36 indicators were developed and approved the HWTF, Tobacco Prevention and Control Branch (TPCB), and UNC Tobacco Prevention and Evaluation Program (TPEP) for use with all Community/Schools and Priority Population grantees (See Appendix). These policy-focused indicators, derived from best practices and HWTF logic models, serve as a guideline for grantee action plans.

After several phases of revision to the old PTS, all grantees were trained to use the newly developed Indicator Progress Tracking System (iPTS) in January 2005. At this time, all Community/Schools grantees were asked to input their October, November, and December data into the new iPTS. Priority Population grantees were asked to continue using the old PTS for these months until the iPTS was fully revised to accommodate their needs. Therefore, in this quarterly report, data for all Community/Schools grantees corresponds to the new iPTS and data for all Priority Population grantees corresponds to the old PTS. Future quarterly reports will use iPTS data for all Community/Schools and Priority Population grantees. Other Statewide Groups (i.e., NC Amateur Sports, Question Why, NC STEP, SAVE, etc.) will be evaluated under Technical Assistance, and are currently using a separate reporting system.

With assistance from the TPCB, grantee compliance for submitting data was high. Thirty-four Community/Schools grantees (including 23 Phase I and 11 Phase II grantees) and four Priority Population grantees submitted data for the months of October through December 2004. Grantee data were compiled and analyzed by the UNC-TPEP, with an emphasis on data collected in policy areas.

Limitations for this report are as follows:

- Due to PTS revisions taking place in the fall, grantees were required to back-enter iPTS data for the months of October, November, and December beginning in February 2005. While efforts were made to assist grantees with this process (i.e., use of an interim Monthly Progress Tracking Form, allocating time for data entry during iPTS trainings, etc.) data quality and detail may have been impacted by delays in reporting.
- Data quality for some indicators was also impacted by grantees' inexperience using the iPTS and changing to an indicator-based reporting system. Despite pilot testing, training, and the integration of an online help file into iPTS, some indicators, units, and uses of the system were interpreted differently by grantees. With time, experience, and additional feedback from the iPTS team, data quality is hoped to improve in these areas.

III. Summary of Quarter Activities

a. Initiation

100% Tobacco-Free Schools

The 34 Community/School grants cover 62 school districts (54% of the 115 N.C. districts). At the beginning of this quarter 26 of these districts had 100% TFS Policies in place. With the addition of Macon County (unanimous) and Richmond County (4-2) voting to adopt the policy this quarter, that total is now 28.

The following numbers reflect the 36 districts that began the quarter without a 100% TFS policy:

- Sixteen grantees have been at work in 22 school districts, promoting 100% TFS policy adoption.
- Six grantees presented the findings of five surveys assessing readiness and three petitions encouraging 100% TFS policy adoption to school boards, superintendents, and other key leaders.
- Cessation resources for staff (i.e., Quitline, classes) were promoted through posters, intercom announcements, flyers, and brochures in four school districts by three grantees.
- Fourteen coalitions report 37 presentations or meetings with community leaders and key decision makers encouraging adoption of 100% TFS policy. These advocacy efforts took place in 20 school districts. There were five presentations to four school boards. School board members, school staff and administrators from 11 districts attended TFS Leadership Forums or were given presentations by the TPCB TFS Coordinator.
- The grantee working with college campuses reported meeting with the manager of the local community college's bookstores to advocate for no tobacco sales on the campus. The manager agreed that as of March 2005, the bookstores will no longer sell tobacco products.
- Barriers: School board member loyalty to tobacco industry; lack of interest among high school principals for ATS program; replacement of a supportive school board chair with a less sympathetic school board chair; postponed presentation to key leaders due to school board elections.

The following numbers reflect the 28 districts with a 100% TFS policy at the end of the quarter:

- Seventeen grantees worked in 18 school districts to enforce 100% TFS policies this quarter.
- Sixteen grantees reported 41 meetings with school and community agencies in 17 school districts to encourage implementation and enforcement of 100% TFS policy.
- Six grantees in the same number of school districts gave 31 presentations promoting effective cessation resources for staff. Most of these took place during staff meetings. One grantee led the Freedom from Smoking program for five staff members.
- One grantee reported the adoption of the ATS program in 11 schools in two districts. Program facilitators at from each school were identified and trained.
- Three grantees who had success in adopting the policy shared their experiences with those still seeking to adopt the policy at TFS Leadership Forums.
- Barriers: Lack of support for ATS program (i.e., lack of interest among principals, lack of staff, lack of funding for sustainability if paid staff could be found).

Relationship of Product Pricing and Initiation

Six grantees reported presentations on product pricing as it relates to youth initiation:

- Two included information in presentations to school classes, youth groups, or health departments that are reported under tobacco education activities or secondhand smoke presentations.
- One grantee set up a display on product pricing in the high school lunchroom, and another presented to the tobacco prevention youth group.
- Two youth groups were involved in presentations: one to legislators and the other to peers, including gathering signatures on a petition to be presented to decision makers.

Youth Access to Tobacco Products

Four grantees reported activities to increase compliance including:

- Twelve visits to merchants, presenting them with information on identifying fake IDs, state laws concerning underage sales, and advertising that targets minors.
- Partnering with Alcohol Law Enforcement (ALE) to hold a “Be A Responsible Seller” presentation, attended by 22 representatives from local businesses.

Youth Trainings

- Twenty-four grantees reported approximately 65 youth trainings this quarter. The greatest number of grantees (16) were involved in general tobacco prevention/ advocacy-related trainings including Tobacco 101 education, media literacy, presentation and advocacy skills, and peer education strategies. Most trainings were offered to existing youth groups.
- Forty-eight trainings were youth-led.
- Six coalitions reported trainings provided by, or in collaboration with, ?Y. These trainings helped youth develop advocacy, media literacy, action planning, interviewing, and peer education skills. One training helped youth develop skills for talking with their principals about 100% TFS policy.
- Four coalitions reported culturally-specific youth trainings. Lumbee youth will use the knowledge and skills gained from trainings to educate community and church members towards policy change in their community. African American youth will use their skills learned to develop action plans for a tobacco-free church service.
- Three coalitions coordinated trainings that helped youth develop skills in speaking with legislators and policy makers.
- Other youth trainings skill areas included: merchant education, starting youth advocacy groups, conducting a survey, changing social norms, SHS advocacy, spit tobacco prevention, and how to run booths or information tables at health fairs, football games, etc.

Youth-Led Activities

- Approximately 283 indicator changes this quarter were reported as being youth-led (i.e., youth were actively involved in planning and/or implementing of the activity with adult guidance). Sixty-three (22%) of these indicator changes were policy-related (i.e., indicator changes in 100% TFS, secondhand smoke, and product pricing focus areas).
- Fifty-four percent of youth-led, policy-related indicator changes were in the area of secondhand smoke. Youth from one coalition wrote and mailed letters to 34 restaurants managers who agreed to participate in their Annual Smoke-Free Dining Day. Youth from four coalitions held meetings with eight restaurants and two churches to advocate for smoke-free policies. Two restaurants and four parks (including two gazebos) adopted smoke-free policies as a result of youth-led efforts.
- Forty-three percent of youth-led, policy efforts were related to 100% TFS Policy (27% promoting adoption and 16% promoting enforcement). Youth were actively involved in conducted surveys and presentations with school board members and community groups. They attended board meetings, luncheons, workshops, and distributed several flyers to promote the policy. To promote enforcement, youth developed media messages to be aired at football games and on school PA announcements. One mini-grant recipient also presented at a Town Hall meeting, including the Mayor and County Commissioners, to update and thank them for their support of the policy.
- Youth from two coalitions were involved in activities that provided education around the relationship of product pricing and youth initiation of tobacco use.

Tobacco Prevention Education

Thirty-two grantees reported tobacco prevention education activities, with an average of seven activities per grantee reported this quarter. One activity often represents multiple presentations (i.e., a SAVE survivor speaking to 5 classes at a middle school is counted as one activity).

- Examples of tobacco prevention education activities include: a lunchroom display developed by students for Great American Smokeout, weekly health education classes, school wide assemblies, youth-led classes for middle or elementary students, and Red Ribbon Week games.
- Topics covered in most activities were awareness of dangers of tobacco use, secondhand smoke, and cessation resources available. Media literacy, letter-writing campaigns, or opinion surveys are often included in these activities.

b. Secondhand Smoke

Twenty-one grantees recorded indicator changes related to adopting or advancing smoke-free policies in indoor/outdoor areas frequented by youth.

- Two grantees developing smoke-free restaurant dining guides identified 23 smoke-free restaurants this quarter. Three new restaurants opened smoke-free in one county. In another county, two existing restaurants adopted a smoke-free policy, one of these having participated in the smoke-free dining day organized by the youth club last year. An existing restaurant in another county also adopted a smoke-free policy. One grantee reported the city council's adoption of 100% tobacco-free policy for four parks and two gazebos.
- One improved smoke-free policy was reported. A bowling alley where local youth groups advocated with management for a smoke-free establishment designated the last week of each month to be 100% smoke-free.
- The results of seven patron surveys were presented to restaurant owners, county health departments, or local government leaders. This reflects the work of youth advocates in five grantee coalitions.
- Meetings with twenty-nine restaurant owners/managers, leaders of three churches, managers of three stadiums, local government leaders in three regions, and vice president of a community college were reported by nine grantees. The purpose of these meetings was to encourage adoption of smoke-free policies in areas frequented by youth.
- Educational presentations promoting the adoption of smoke-free policies included:
 - A Smoke-free Dining Day with 34 restaurants participating.
 - Twelve presentations by three grantees on the dangers of SHS and the importance of policies to protect youth. These were given to parents, restaurant workers, and school staff.
 - Presentations to four community groups and a statewide church convention by three grantees.
 - Four health fair booths focusing on the adoption of smoke-free policies. The emphasis in two of these was smoke-free homes and autos.
 - Almost all tobacco use prevention education activities (see Initiation section) included education about the dangers of secondhand smoke and the need for adoption change.
- Barriers: Delays when working with franchised establishments.

c. Cessation

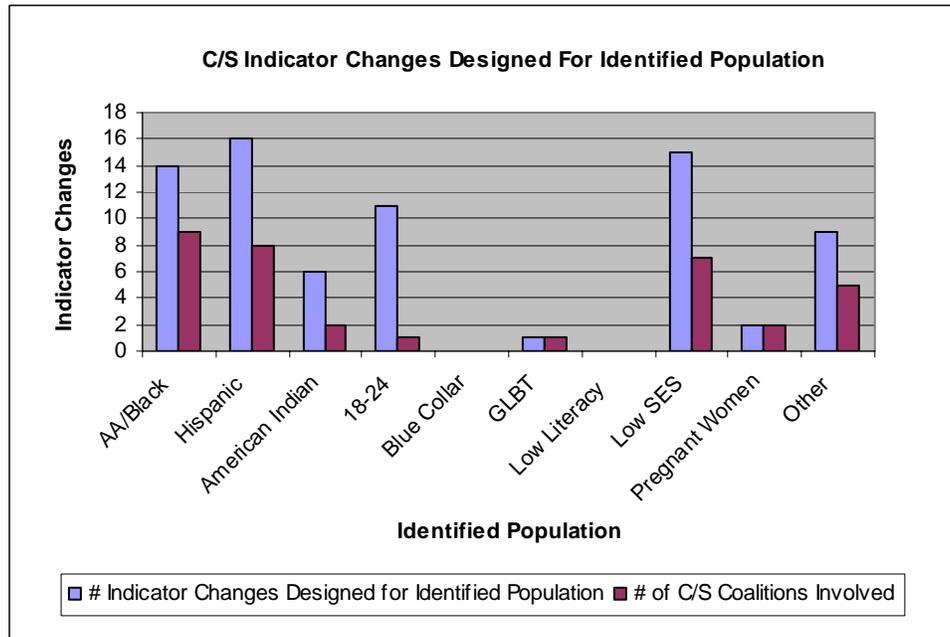
Twenty-six grantees reported indicator changes that promoted youth access to cessation resources. For the most part, this meant including information about quit-line and N-O-T programs, along with brochures, in their tobacco prevention education activities, or putting up posters with contact numbers.

- Presentations specifically geared toward promoting cessation resources were given to community and church groups (6); parent groups (2); school classes or campuses (22); school staff (3); and health department staff (1). These presentations represent the work of 13 grantees.
- Fifteen schools have agreed to promote N-O-T for the first time or after a lapse in promotion, with six schools reporting holding classes during the quarter.
- Two grantees reported coordinating training for clinicians in 5As. Two other grantees provided information on 5As, PHS Guidelines, and cessation resources to school nurses and health educators.
- Barriers: Challenges associated with implementing the N-O-T program (i.e., finding enough students to participate in groups, length of sessions, lack of attendance by youth, transportation issues for youth in rural/urban areas, lack of attendance by school personnel to N-O-T trainings, delays in decision-making by school administration); Lack of time for college campus clinic staff to attend Clinical Guidelines/5A trainings.

d. Disparities

Community/Schools Grantees

Community/Schools grantees were asked to designate indicator changes (i.e., educational activities, media messages, partnerships, etc.) that were designed uniquely and specifically for members of an identified population. In total, approximately 74 indicator changes reported by Community/Schools grantees were designed for a unique, identified population.



Examples of Community/Schools indicator changes uniquely designed for identified populations include:

- An African American Youth Summit held at North Carolina Central University (NCCU) with approximately 160 youth in attendance. This event was organized by two Community/School grantees in collaboration with one Priority Population grantee and ?Y.
- Distribution of Spanish tobacco prevention education materials; trainings for Latina Lay Health Advisors about youth tobacco use prevention
- Quit Line promotions targeting low SES groups at Wal-Mart; trainings for youth attending low-income area schools
- Youth training on maintaining a tobacco prevention group for expectant mothers; distribution of materials with quitting tips for pregnant women
- Meetings with college bar managers promoting the adoption of smoke-free policies; Great American Smokeout events held on six college campuses
- Other unique populations reached by targeted Community/Schools activities include at-risk and/or alternative school students, rural youth, coaching staff and student athletes.

Priority Population Grantees

Priority Population grantees submitted data for this quarter using the old PTS. Thirty-eight percent of their total 125 activities were reported as infrastructure events and 62% were reported as tobacco control events. Their total number of events increased by 23% (96 events were reported last quarter, 125 events were reported this quarter). Their percentage of tobacco control events also increased from the previous quarter (49% of their activities last quarter were tobacco control events).

Infrastructure

- Infrastructure events represented 38% (47) of the total activities (125) reported by Priority Populations grantees between October and December. The largest proportion of infrastructure events included providing technical assistance or training (40%), building leadership capacity (17%), and partnering (17%). Last quarter, their largest proportion of infrastructure events (31%) was planning activities.
- Infrastructure events reported by grantees included providing technical assistance to community partners and adult advisors in areas such as working with Latino college students and African American Youth Action Teams. One grantee met with several of their mini-grant recipients regarding smoke-free policy advocacy. Three of the four grantees attended the October Kick-Off Summit for HWTF grantees. One grantee reported their efforts to develop culturally-specific resources this quarter (i.e., Tobacco-Free Manual and Tool Kit for African American population). Three Americorp fellows were also hired by two Priority Population grantees.

Policy Initiatives

- The NC Commission of Indian Affairs (NCCIA) was the only Priority Population grantee this quarter to report specific work towards 100% TFS Policy adoption at their “Steppin Out for a Smoke-Free Robeson” event. This youth-led event brought together 200 participants and 8 schools to promote smoke-free policies throughout Robeson County (Note: According to the 2000 Census, Robeson county has the ninth largest population of American Indians in the U.S.).
- In addition to their “Steppin Out for a Smoke-Free Robeson” event, the NCCIA reported several other key accomplishments in tobacco-free policy advocacy this quarter. Two organizations, the Burnt Swamp Association and Healing Lodge, passed tobacco-free policies this quarter as the result of their work with the Commission. The NCCIA also conducted seven faith-based presentations to advocate for tobacco-free homes and churches, and one policy advocacy training for 52 participants, including 15 youth. In addition, they worked with a Teen Tobacco Task Force (representing 14 different churches) to promote tobacco-free policies.

Non-Policy Initiatives

- The General State Baptist Convention (GSBC) and Old North State Medical Society (ONSMS) partnered together to organize a Tobacco-Free Sunday event on November 14, 2004. The purpose of this event was to promote awareness of tobacco-related health problems, smoke-free environments, and access to cessation resources among African American congregations using announcements, bulletin inserts, and the distribution of tobacco prevention materials. Thirty churches from across the state, with approximately 8,500 members, participated in TF Sunday. Another TF Sunday is currently being organized for April 05 with a focus on smoke-free policies.
- El Pueblo provided two tobacco education presentations to Latino middle school students and a youth group at Planned Parenthood. Six tobacco awareness presentations were also provided by GBSC and ONSMS to African American at various churches and schools.

- One ONSMS physician was actively involved in promoting youth cessation among physicians this quarter. Presentations were made to approximately 130 physicians from four Medical Societies. According to ONSMS reports, this physician also presented to approximately 30 churches across the state, as well as at one conference and two workshops, about the health effects of tobacco and access to cessation resources.
- About 5-7 staff at the Booker T Washington Learning Center in Reidsville, NC received training this quarter for implementing N-O-T and ATS programs. These programs are scheduled to begin at the Center in January 2005 as a result of the work of ONSMS and their partners.

Media

- Media activities reported by Priority Population grantees this quarter included NCCIA's participation in a radio show about tobacco-free churches and homes, and El Pueblo's participation in TRU Town Hall filming for UNC-TV. An article about Tobacco-Free Sunday, sponsored by GSBC and ONSMS, was also featured in The Durham Herald Sun. TRU materials were distributed by Priority Population grantees at several events.

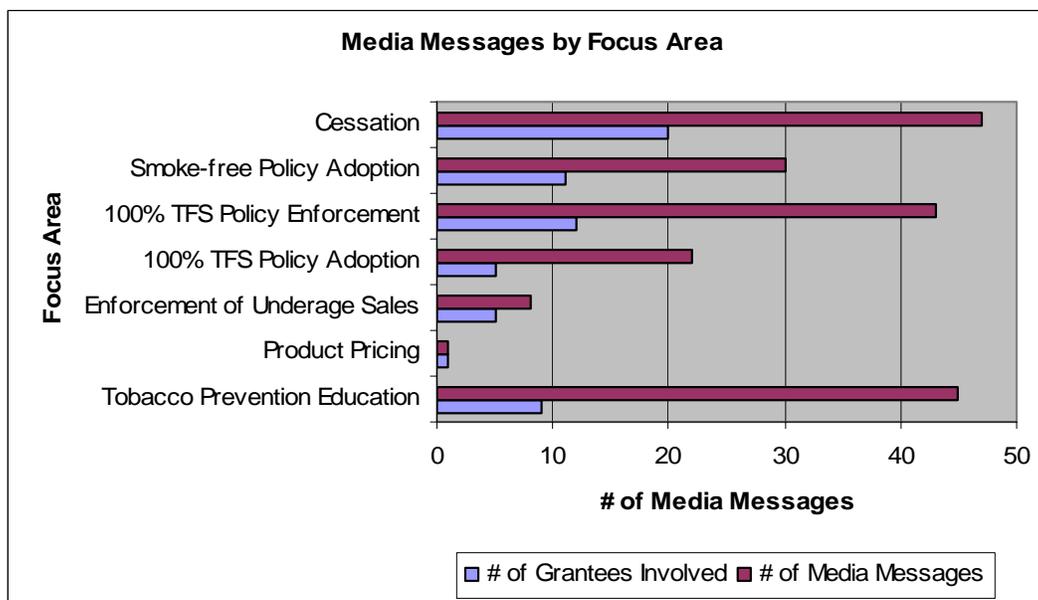
Youth Empowerment

- The percentage of youth-led, tobacco control events reported by Priority Population grantees increased from 19% (9 of 47) last quarter to 32% (25 of 78) this quarter.
- The TRU Youth X-plosion Summit was held at NCCU this quarter through the successful partnership of ONSMS, Orange and Durham County Health Departments, and ?Y. Approximately 160 youth from various counties, churches, and community organizations across NC attended this event. Courses included Cultural Diversity, Tobacco 101/102, Media Literacy, and Leadership. Several youth were involved in the planning and implementation of this event.
- American Indian youth advocated for smoke-free policy adoption at the Coharie Tribal Center.
- Youth Action Teams sponsored by the GBSC were involved in several activities (22 events) this quarter. They hosted tobacco awareness exhibits, conducted church opinion surveys, and provided presentations at eight churches on Tobacco-Free Sunday. Youth also received training in action planning, advocacy, cessation, and the Picture Me Tobacco Free Photovoice project.
- Youth also participated in public speaking and media trainings (organized by ONSMS in partnership with Webb Patterson and the People's Channel), as well as various youth-led tobacco awareness activities including a cigarette-butt pick-up, art contest, step show, and presentation at UNC-Pembroke.

e. Media

Using the IPTS, Community/Schools grantees were asked to report their number of media messages published and aired under each focus area. One media message is defined as any earned or paid message in print, broadcast, or web-based media that focuses on a particular focus area. One media message includes one product (i.e., one hundred copies of one poster = one media message).

- Approximately 196 media messages were reported for this quarter. Over 75% of these were earned media (i.e., grantee did not pay for media message). The following graph provides an overall picture of the media efforts by grantees in various focus areas.



- The greatest number of grantees reported media efforts in the area of cessation. This was largely due to Great American Smokeout (GASO) Day events taking place in November. Seven coalitions reported 12 cessation messages in magazines or newspapers (i.e., news stories, regular columns, paid placements), five of which were related to GASO. One coalition reports monthly distribution of cessation messages using their school website, announcements, newspaper, and theatre slides.
- Six grantees reported editorials or news stories appearing in local newspapers promoting 100% TFS Policy adoption. One coalition reported five messages, including news stories and press releases, about their upcoming school district votes regarding policy adoption.
- One grantee reported several types of media to help enforce their 100% TFS Policy (adopted in April 2004) including messages in sports program books, payroll stuffers, school website announcements, local and high school newspapers, TV, and radio. Eight coalitions reported policy enforcement media efforts at high school football and basketball games.
- Tobacco prevention education media messages covered a wide variety of topics including the dangers of tobacco use and personal stories related to the negative health consequences of tobacco use. Several of these messages promoted large tobacco prevention education events held this quarter including Red Ribbon Week, GASO, and performances by “No Puff Daddy.”
- One grantee publicized their 2004 Smoke-Free Dining Event using various types of media including a billboard, weather website PSA, online newsletters, local newspaper articles, posters, brochures, a radio PSA and talk show. Several other coalitions promoted the adoption of smoke-free policies via news stories, editorials, radio shows, billboards, and websites.

f. Administrative

Trainings for Staff and Partners

- Twenty-five grantees reported attendance of coordinators and other coalition members at the HWTF TRU Making a Difference conference in October
- Nineteen grantees attended regional media advocacy workshops led by TPCB Media Coordinator
- Sixteen grantees attended regional 100% TFS trainings or leadership forums
- Five or fewer grantees reported attending: media literacy workshop, ALA N-O-T trainings, adult leadership training by Question Why, ALA Fresh Start Training, pilot IPTS training, NCSTEP training in Spit Tobacco Prevention, 5As training, ALA ATS training, American Public Health Association Meeting, Prevention Professionals training at UNC, Nicotine Dependence Conference, ALE SYNAR, Disparities Workshop.

Meetings with Government Leaders

- Nine grantees reported 13 meetings or contacts with local and state government leaders to share the work being done through the HWTF grants and to encourage continued support for the initiative.

TRU Website and Listserv

- Twenty-five grantees reported over 325 postings and/or downloads on the TRU website or listserv.

TRU Materials

- Twenty-seven grantees report dissemination of TRU materials at over 165 events. These included: brochures, stickers, light-up key chains, wristbands, backpacks, lanyards, t-shirts, bracelets, suckers, pen lights, mini-footballs, temporary tattoos, bookmarks, pens, cups, magnets, mouse-pads, notepad holders, carabiners, flashlights, and logo lights. Billboards, banners, table tents, and posters also displayed the TRU logo.

IV. Appendix: 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

iPTS Indicators for Guilford County – Colleges (18-24)

Focus Area #1: Provide youth/young adults tobacco use prevention education and empowerment opportunities in schools, colleges, 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/young adults

Focus Area #2: Promote awareness of research that cites a relationship between price of tobacco products and youth/young adult initiation

- # of product pricing media messages published or aired
- # of educational presentations on product pricing in school, campus, and community

Focus Area #3: Promote enforcement of underage tobacco sale laws and reduced tobacco advertising that appeals to youth/young adults

- # of media messages encouraging enforcement of existing policy published or aired
- # of activities to influence on-campus merchants to refuse to sell tobacco products
- # of efforts to limit or remove tobacco ads targeting youth/young adults in stores, bars, or other entertainment venues

Focus Area #4: Advance the adoption of 100% Tobacco Free Building and Campus Policy

- # of media messages encouraging adoption of 100% TF policy that are published or aired
- # of readiness assessments, surveys, or petitions whose findings are disseminated to campus leaders
- # of presentations/meetings to key decision makers encouraging adoption of 100% TF policy
- # of presentations promoting effective cessation resources for staff and faculty
- # of TF Building or Campus policies enacted or strengthened

Focus Area #5: Encourage implementation and enforcement of 100% Tobacco Free Building and Campus policy

- # of campus media messages encouraging compliance with 100% TF policy that are published or aired
- # of meetings with school/college/community agencies to encourage implementation and enforcement of 100% TF policy
- # of presentations identifying effective cessation resources for staff

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

- # of media messages promoting adoption of smoke-free policies published or aired
- # of educational presentations 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 managers/owners/leaders
- # of areas adopting an improved smoke-free policy (e.g., smoke-free night)
- # of areas adopting smoke-free policy

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

- # of cessation media messages published or aired
- # of presentations promoting Quit line, classes, or 5A counseling for youth/young adults

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/young adults
- # of different types of TRU materials disseminated locally