

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
October – December 2005

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

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I. Executive Summary

This quarterly report reflects the progress and activities of Health and Wellness Trust Fund (HWTF) Teen Tobacco Use Prevention and Cessation Initiative Community/School and Priority Population grantees during the period of October 1, 2005 to December 31, 2005 (Quarter 2, 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 grantees reported work in four focus areas: 1) tobacco prevention education and youth empowerment, 2) 100% Tobacco-Free School (TFS) policies (including adoption and/or implementation/compliance), 3) secondhand smoke (SHS), and 4) cessation.
- Fifty-three percent of programmatic indicator changes are in the tobacco prevention education and youth empowerment focus area, while 45% represent work in the areas of 100% Tobacco-Free School (TFS) policies, SHS, and cessation. While much of the increase in tobacco prevention education indicator changes may be due to a change in the way these events were counted, field coordinators should continue to urge grantees to focus their efforts on policy-related indicators, including 100% TFS and smoke-free policy adoptions.
- Nearly 95% of all media messages are reported in four focus areas: 1) tobacco prevention education and youth empowerment, 2) SHS, 3) compliance with 100% TFS policies, and 4) cessation.
- No new school districts adopted 100% TFS policies this quarter, thus, the percentage of school districts where HWTF Community/School grantees are working that have now adopted 100% TFS policy remains at 65% (40 of 62). Statewide, 64 of the 115 (55.7%) school districts had adopted 100% TFS policies at the end of this reporting period.
- Thirty-two percent of all indicator changes in the initiative's four goal areas were youth-led. The number of youth-led indicator changes this quarter increased by 61% compared to the number reported last quarter. Also, the number of skill building youth trainings reported this quarter almost tripled compared to last quarter (30 trainings in Q1, 80 trainings in Q2).
- Thirty-four 100% smoke-free policy adoptions were reported this quarter (23% of overall target achievement for Year 3, 64% cumulative total for Year 3). Grantees reported direct involvement in 21 (62%) of these policy changes, with restaurants accounting for about half.
- Six SHS readiness assessment, surveys, or petitions were reported as being disseminated to managers/owners/leaders this quarter (None were reported in Q1). Grantees should continue to ensure that findings from previous SHS assessment/surveys/petitions are disseminated.
- Fifteen percent of all indicator changes in the initiative's four goal areas were uniquely designed for youth from identified populations.
- Indicator changes in the cessation goal area increased substantially this quarter compared to last quarter, largely in part to Great American Smokeout events held in November.

- Among administrative indicators, 100% of grantees reported staff/partner attendance at trainings, while only 34% of grantees reported meeting with state/local government leaders to promote HWTF and local initiatives.
- Over 40% of grantees reported holiday schedules and inclement weather as barriers to their progress this quarter.

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 October 1, 2005 to December 31, 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 January 15, 2006 (Some additional time was provided for coordinators 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:

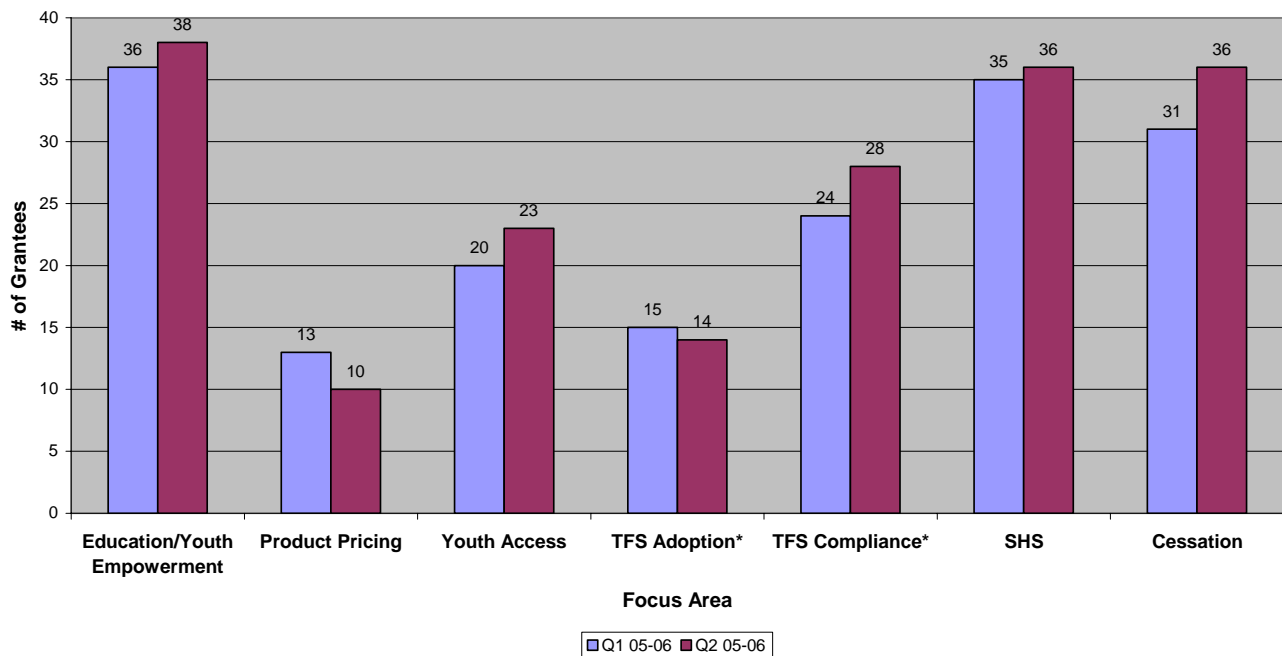
- Goal #1: Prevent youth initiation of tobacco use;
- Goal #2: Eliminate youth exposure to secondhand smoke;
- Goal #3: Promote tobacco use cessation among youth; and
- Goal #4: Eliminate health disparities among minority youth or other youth populations identified with tobacco-related health disparities.

III. Summary of Quarter Activities

Data for this quarterly report include 34 Community/School grantees and 4 Priority Population grantees (n=38).

Grantee involvement by focus area for Quarters 1 and 2 of the 2005-2006 fiscal year is highlighted in Figure 1. Most grantees (i.e., more than 30) reported work across Initiation (Education/Youth Empowerment and TFS Adoption and/or Compliance), SHS, and Cessation goal areas in both quarters.

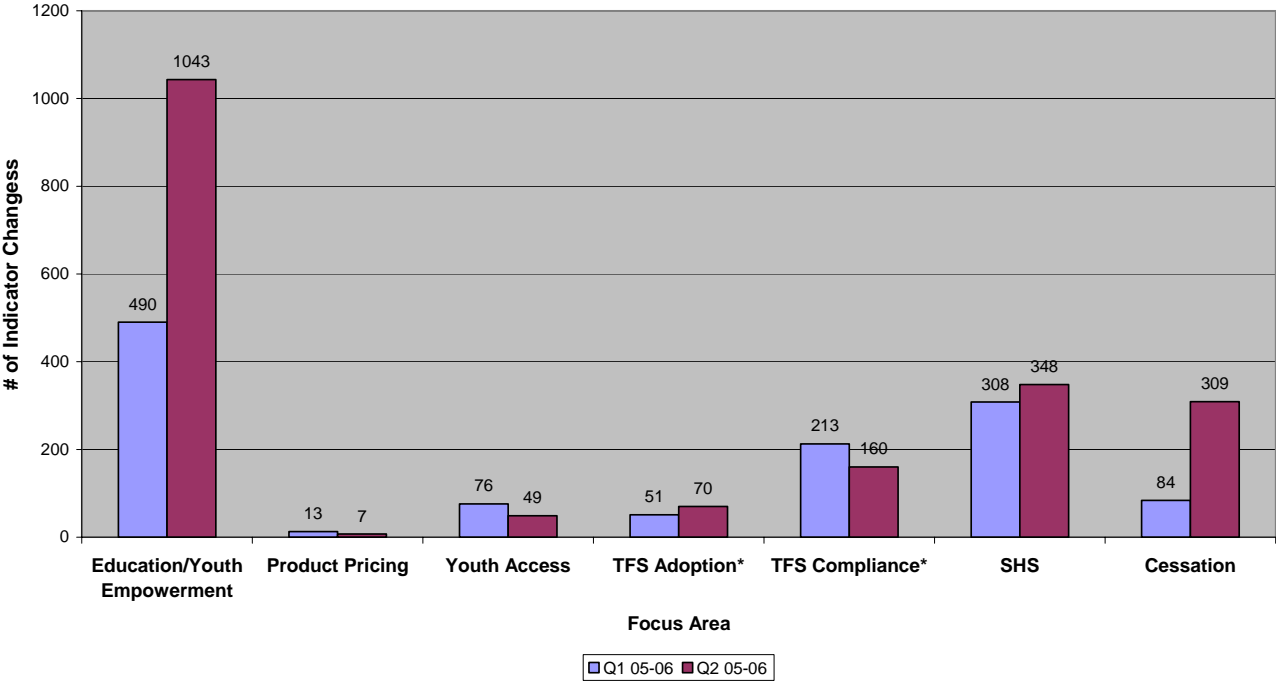
Figure 1: Number of grantees reporting involvement by focus area
(Q1: n=37; Q2: n=38)



* Includes one C/S grantee working with colleges

Figure 2 shows the total number of indicator changes within each focus area for Quarters 1 and 2 of the 2005-2006 fiscal year. In Quarter 2, Tobacco prevention education and youth empowerment continues to have the highest number of indicator changes (53% of the total number of indicator changes in the programmatic focus areas), followed by indicator changes in SHS (18%). Quarter 2 saw an increase in the area of Cessation with those activities counting for approximately 16% of all indicator changes in the quarter. Much of the increase in tobacco prevention education and youth empowerment indicator changes this quarter may be due to a change in the way units for prevention education activities were reported. While data were cleaned uniformly across quarters, a new awareness of the counting method for this indicator among grantees may have affected the way they reported them in IPTS.

Figure 2: Number of indicator changes by focus area



A. Goal Area: Initiation

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

- No school districts covered by HWTF grantees adopted 100% TFS policies.
- Grantees worked towards promoting 100% TFS policy adoption in 18 out of 22 (82%) non-TFS school districts.
- Grantees worked towards promoting compliance with 100% TFS policy in 29 out of the 40 (73%) TFS school districts that have adopted the policy.
- Nine 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 six quarters. The number of grantees working in the area of compliance with adopted 100% TFS policies has grown steadily, showing a 65% increase from the same quarter last year (Q2, 04-05)

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

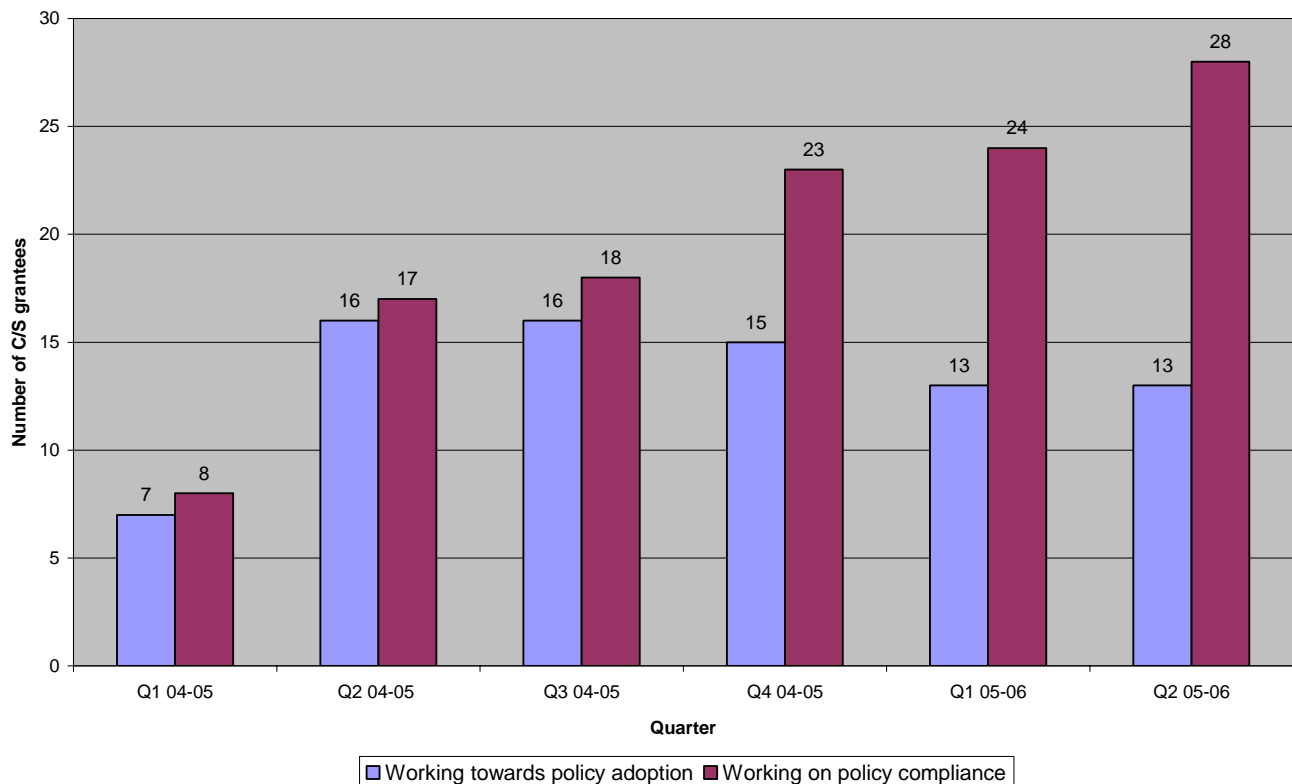


Table 1 summarizes grantee data, overall Year 3 targets, and target achievement for all indicators in the Initiation goal area. Overall, the number of indicator changes reported under the 100% TFS policy compliance, product pricing, and youth access focus areas decreased compared to the number of indicator changes reported in these focus areas last quarter. In contrast, the number of indicator changes reported under the tobacco use prevention/youth empowerment focus area increased substantially compared to last quarter. As mentioned earlier, this is likely due to changes in reporting for the tobacco prevention education activities indicator that took place during this quarter.

Table 1. Summary of Quarter 2 grantee data in Initiation goal area

	# of grantees reporting indicator changes (n= 38)	# of Q2 indicator changes	Overall Year 3 targets	% of overall targets reached this quarter	% of overall targets reached this year
Focus Area: Advance the adoption of 100% TFS policy in a school system (Number of grantees reporting activity in this focus area = 14*)					
# of media messages encouraging adoption of 100% TFS policy that are published/aired	8	29	88	33.0	54.5
# of readiness assessments, surveys, or petitions whose findings are disseminated to school leaders	3	3	40	7.5	7.5
# of presentations/meetings with community leaders/key decision makers encouraging adoption of 100% TFS policy	10	31	94	33.0	61.7
# of presentations promoting effective cessation resources for staff	4	6	71	8.4	12.7
# of schools without 100% TFS policy adopting ATS program	1	1	26	3.8	3.8
# of school district votes to adopt 100% TFS policy	0	0	23	0	8.7
Focus Area: Encourage implementation/compliance of 100% TFS policy throughout school district (Number of grantees reporting activity in this focus area =28)					
# of media messages encouraging compliance with 100% TFS policy that are published or aired	16	92	266	34.6	73.3
# of meetings with school/community agencies to encourage implementation and compliance of 100% TFS policy	21	45	177	25.4	63.8
# of presentations promoting effective cessation resources for staff	8	15	123	12.2	32.5
# of schools with 100% TFS policy adopting ATS program	4	8	169	4.7	14.8

* This number includes 11 Community/School grantees and one Priority Population grantee working toward adoption of TFS policies in public school districts. In addition, one Community/School grantee is working toward TFS policy adoption in a private school and one Community/School grantee is working with colleges.

Table 1 (continued). Summary of Quarter 2 grantee data in Initiation goal area

	# of grantees reporting indicator changes (n=38)	# of Q2 indicator changes	Overall Year 3 targets	% of overall targets reached this quarter	% of overall targets reached this year
Focus Area: Provide youth tobacco use prevention education and empowerment opportunities in schools and the community (Number of grantees reporting activity in this focus area =38)					
# of tobacco use prevention education media messages published or aired	32	200	361	55.4	74.5
# of tobacco use prevention education activities	37	763	1165	65.5	98.5
# of skill building trainings offered to youth	30	80	638	12.5	18.2
Focus Area: Promote awareness of research that cites a relationship between price of tobacco products and youth initiation (Number of grantees reporting activity in this focus area = 10)					
# of product pricing media messages published or aired	1	1	102	1.0	4.9
# of educational presentations on product pricing to school/community	5	6	69	8.7	21.7
Focus Area: Promote enforcement of underage tobacco sale laws and reduced tobacco advertising that appeals to youth (Number of grantees reporting activity in this focus area = 23)					
# of enforcement media messages published or aired	6	10	106	9.4	15.1
# of activities to increase compliance (e.g., merchant education)	8	28	89	31.5	83.1
# of efforts to limit/remove tobacco ads targeting youth in stores	9	11	116	9.5	30.2

Youth Empowerment

Grantee efforts to promote youth empowerment in Quarter 2 are summarized as follows:

- 80 skill-building, youth trainings.
 - 23 (29%) were uniquely designed for youth from identified populations.
- 32% (627 of 1986) of all Quarter 2 indicator changes in the four goal areas were youth-led.
 - 30% (186 of 627) 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 2. Key findings are as follows:

- 34, 100% smoke-free policies were adopted in indoor/outdoor areas frequented by youth. One of these policy changes represents a partnership between a Community/School and a Priority Population grantee, both of whom reported the area as an indicator change and progress towards their targets.
 - 21 (62%) of these policy changes involved direct involvement by 16 grantees.
 - 13 (38%) of these policy changes involved indirect/unidentified involvement by 6 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 polices with direct grantee involvement

Name of venue	Location
1. The Challenge Golf Club	Graham
2. Four Boys Restaurant	Burlington
3. Mountain View Pediatrics	Burke County
4. The Cramerton Rec	Gaston County
5. J & S Cafeteria	Catawba County
6. Kristy's Place	Chowan County
7. Nickalen's Deli	Perquimans County
8. Spring Green Missionary Baptist Church	Warren County
9. Ridgeway Baptist Church	Warren County
10. Harshaw Grove Missionary Baptist Church	Guilford County
11. Ivory Hill Baptist Church*	Halifax County
12. McDonald's	Lenoir
13. Subway	Marion
14. Zero's Subs	Camden County
15. Bob's Grill	Kill Devil Hills
16. Bon's Home Cook'n	Orange County
17. Toe River District Board of Health	Toe River
18. Gas Station (Name Not Available)	Clay County
19. NC Far West Youth Build	Murphy
20. Wesley Chapel Weddington Athletic Association	Union County
21. Village Inn Pizza	Wilkes County

* Ivory Hill Baptist Church was reported by both General Baptist State Convention and Halifax County Schools.

Figure 4 shows the percentage of all 100% smoke-free policy adoptions (direct and indirect/unidentified grantee involvement) by type of venue or area. The number of recreational facilities and churches adopting smoke-free policies increased this quarter compared to last quarter, while the number of restaurants slightly decreased. Still, restaurants account for more than half of the venues adopting smoke-free policies reported by grantees.

Figure 4: 100% Smoke-free policies adopted (n=34) by type of venue

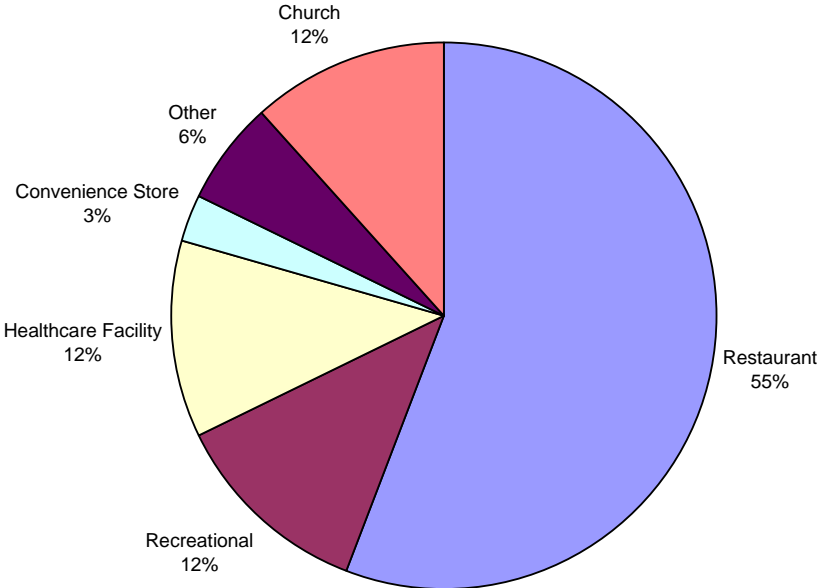


Figure 5 shows trends in grantee involvement in SHS and 100% smoke-free policies adopted over the past five quarters. This graph highlights a positive trend, with increasing numbers of grantee involved in SHS, and smoke-free policies adopted, since Quarter 1 of Year 2 (Q1, 04-05).

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

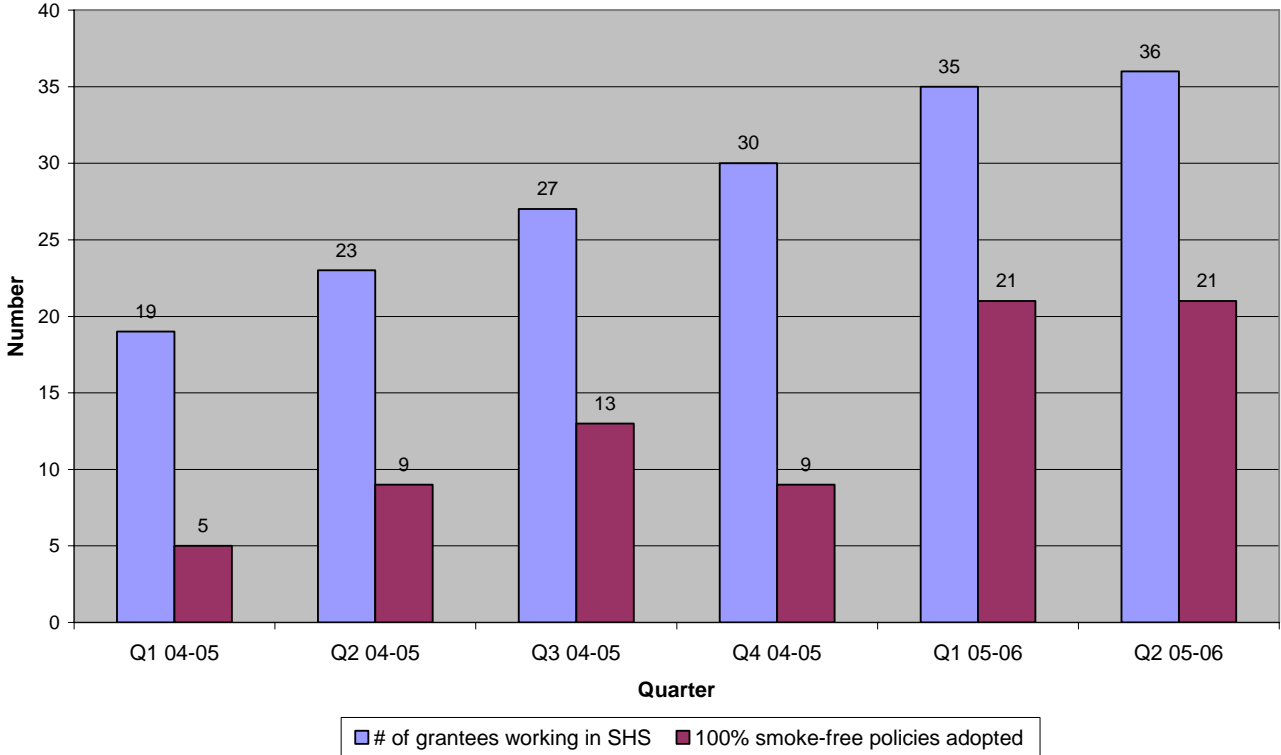


Table 3 summarizes grantee data, overall Year 3 targets, and target achievement for all indicators in the SHS goal area.

Table 3. Summary of Quarter 2 grantee data in SHS goal area

	# of grantees reporting indicator changes (n=38)	# of Q2 indicator changes	Overall Year 3 targets	% of overall targets reached this quarter	% of overall targets reached this year
Focus Area: Indoor/outdoor area frequented by youth in contract area adopts or advances towards a smoke-free policy (Number of grantees reporting activity in this focus area = 36)					
# of media messages promoting adoption of smoke-free policies published or aired	26	110	325	33.8	59.4
# of educational presentations in school/community promoting adoption of smoke-free policies	16	40	272	14.7	22.4
# of meetings with managers/owners/leaders regarding smoke-free policy	21	128	327	39.1	76.8
# of patron survey campaigns/petition drives whose findings are disseminated to manager/owners/ leader	6	6	113	5.3	10.6
# of areas adopting an improved smoke-free policy (e.g., smoke-free night)	8	29	123	23.6	32.5
# of areas adopting smoke-free policy	18	35*	154	22.7	64.3

* Note that 2 grantees worked directly on one of these policies; thus, 35 indicator changes for 34 policies adopted.

C. Goal Area: Cessation

Table 4 summarizes grantee data, overall Year 3 targets, and target achievement for all indicators in the Cessation goal area. Overall, the number of indicator changes in the cessation goal area increased substantially this quarter compared to last quarter, particularly in the areas of cessation media messages, presentations, and trainings for health professionals. This is largely due to Great American Smokeout Events taking place in November 2005.

Table 4. Summary of Quarter 2 grantee data in Cessation goal area

	# of grantees reporting indicator changes (n=38)	# of Q2 indicator changes	Overall Year 3 targets	% of overall targets reached this quarter	% of overall targets reached this year
Focus Area: Provide access to effective tobacco use cessation resources (Number of grantees reporting activity in this focus area =36)					
# of cessation media messages published or aired	32	196	367	53.4	61.3
# of presentations promoting Quit line, N-O-T, or 5A counseling for youth	26	95	333	28.5	41.7
# of schools adopting N-O-T program	7	12	103	12	21.4
# of trainings coordinated for health care professionals on 5A counseling for youth	5	6	70	9	10.0
# of clinics, hospitals, and practices adopting Clinical Practice Guidelines for youth cessation (Priority Population grantees only)	0	0	13	0	0

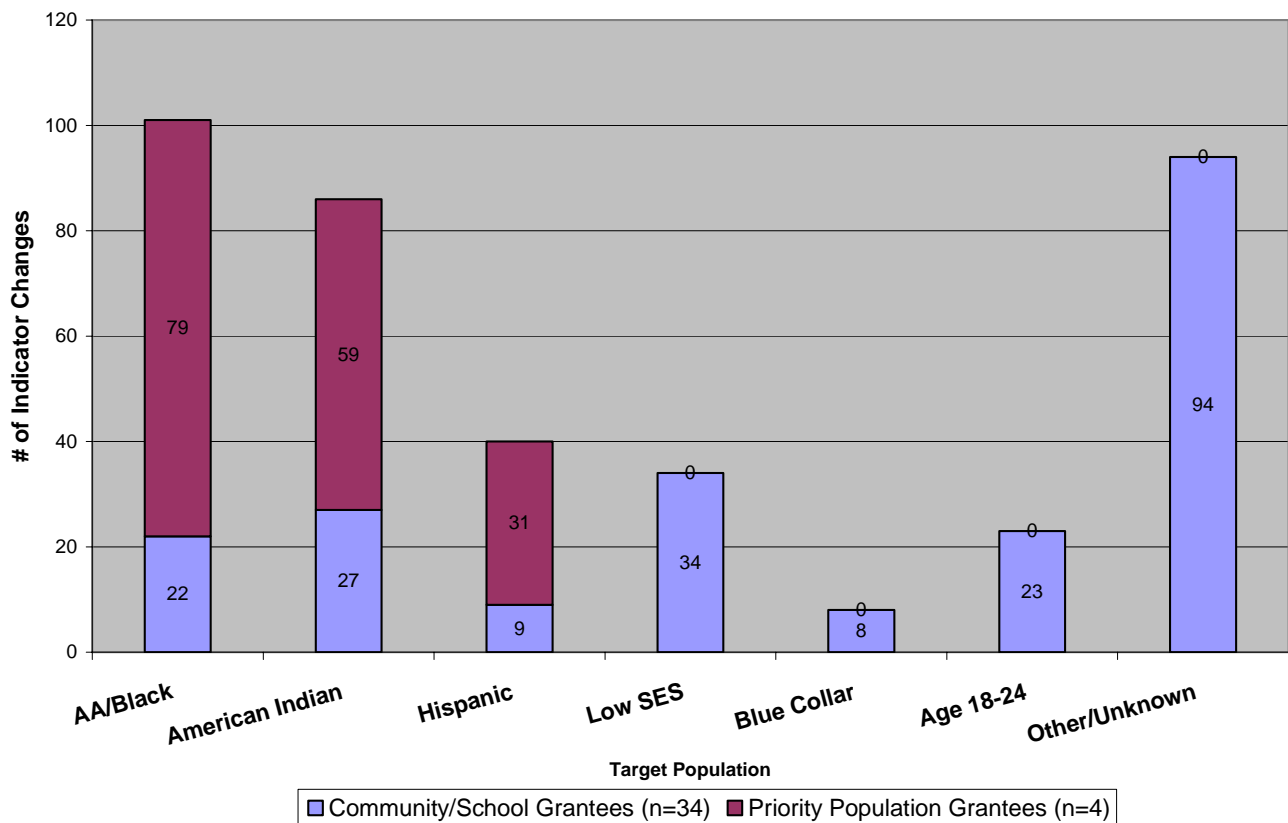
D. Goal Area: Disparities

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:

- 386 indicator changes were uniquely designed for an identified population (124% increase from Q1).
 - 217 (56%) were reported by Community/School grantees (n=24)
 - 169 (44%) were reported by Priority Population grantees (n=4)
- 15% (298 of 1986) of all Quarter 2 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. Twenty-six percent of all uniquely designed indicator changes targeted African American youth, while 22% targeted American-Indian youth, and 10% targeted Hispanic youth.

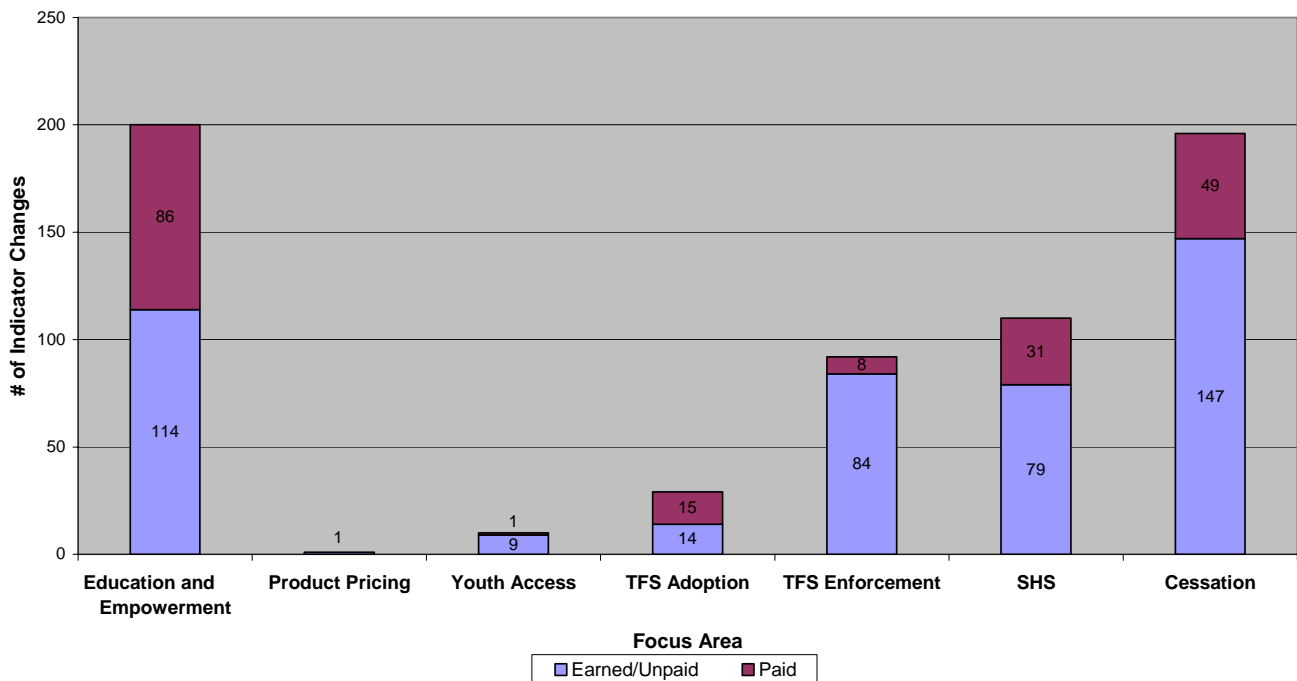
Figure 6: Number of uniquely designed indicator changes by target population and type of grantee



E. Media

Figure 7 below describes overall grantee media efforts by focus area in Quarter 2. The figure also shows the proportion of paid and earned/unpaid media messages within each focus area. Cessation media messages include a substantial number of announcements related to the Great American Smokeout. The majority of media messages are earned or unpaid (448 out of 638, 70%) versus paid (190 out of 638, 30%). Examples of paid media messages include billboards, newspaper advertisements, theater slides, and brochures.

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. Grantee staff and/or partners participated in a substantial number of trainings this quarter. The number of contacts/meetings with state/local government leaders reported increased by 79% from Q1.

Table 5. Summary of Quarter 2 grantee data in administrative area

	# of grantees reporting indicator changes (n=38)	# of Q2 indicator changes	Overall Year 3 targets	% of overall targets reached this quarter	% of overall targets reached this year
Focus Area: Other monthly administrative measures					
# of HWTF conference calls engaged in during the month	29	31	258	12.0	32.9
# of training sessions/events attended by staff or partners	38	142	286	49.7	85.7
# of contacts/meetings with state/local government leaders	13	25	174	14	22.4
# of new partnerships formed	27	73	234	31.2	N/A
Focus Area: Create linkages with the statewide TRU campaign					
# of postings and/or downloads on TRU website or list serv	31	143	818	17.5	33.6
# of TRU/HWTF-sponsored events attended by youth at school or in the community	6	7	179	3.9	N/A
# of different types of TRU materials disseminated locally	29	147	371	39.6	N/A

N/A = Not available

G. Barriers

Twenty-six grantees reports at least one barrier to their progress this quarter. The most common barriers reported by HWTF grantees during Quarter 2 include:

- Transportation and scheduling conflicts including inclement weather and holidays (n=16);
- Lack of support from key leaders including school board resistance to TFS, N-O-T, and/or ATS (n=7);
- Difficulty with partners (e.g. unreturned phone calls, delay in receipt of needed materials) (n=7);
- Lack of involvement/interest from youth (n=5);
- Concerns and/or lack of interest among managers/leaders of potential smoke-free areas (n=6);
- Negativism among community members and pro-tobacco influence (n=3);
- Budget issues (e.g. decrease in partners' budgets, expense of transporting youth to distant trainings and events) (n=3); and
- Grantee or partner staff turnover (n=2).

IV. APPENDIX A: IPTS Indicators for HWTF grantees

GOAL AREA: INITIATION

Focus Area #1: Provide youth tobacco use prevention education and empowerment opportunities in schools and the community

of tobacco use prevention education media messages published or aired

of tobacco use prevention education activities

of skill building trainings offered to youth

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

of product pricing media messages published or aired

of educational presentations on product pricing to school/community

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

of enforcement media messages published or aired

of activities to increase compliance (e.g., merchant education)

of efforts to limit or remove tobacco ads targeting youth in stores

Focus Area #4: Advance the adoption of 100% TFS policy in a school system

of media messages encouraging adoption of 100% TFS policy that are published or aired

of readiness assessments, surveys, or petitions whose findings are disseminated to school leaders

of presentations/meetings with community leaders/key decision makers encouraging adoption of 100% TFS policy

of presentations promoting effective cessation resources for staff

of schools without 100% TFS policy adopting ATS program

of school district votes to adopt 100% TFS policy

Focus Area #5: Encourage implementation and compliance of 100% TFS policy throughout school district

of media messages encouraging compliance with 100% TFS policy that are published or aired

of meetings with school/community agencies to encourage implementation and compliance of 100% TFS policy

of presentations promoting effective cessation resources for staff

of schools with 100% TFS policy adopting ATS program

GOAL AREA: SECONDHAND SMOKE

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

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

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

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

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

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

of areas adopting smoke-free policy

GOAL AREA: CESSATION

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

of cessation media messages published or aired

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

of schools adopting N-O-T program

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

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

GOAL AREA: ADMINISTRATIVE

Focus Area #8: Other monthly administrative measures

of HWTF conference calls engaged in during the month

of training sessions/events attended by staff or partners

of contacts/meetings with state/local government leaders

of new partnerships formed

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

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

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

of different types of TRU materials disseminated locally