



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

Quarterly Report October 1 — December 31, 2006

Prepared for:
North Carolina Health and Wellness Trust Fund



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A. EXECUTIVE SUMMARY

A.1. Overview

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

- The TTUPCI program appears to be on track for this fiscal year in meeting its goals for smoke-free policy adoption as well as Alternative-to-Suspension (ATS) program adoption in schools with 100% Tobacco-Free Schools (TFS) policies in place.
- Overall, the program continues to see a natural shift in activity toward compliance with 100% TFS policies, rather than adoption of 100% TFS policies, as more school districts become 100% Tobacco-Free.
- While significant activity continues to take place across all program goals, certain barriers related to program administration need to be addressed.
- Outcomes related to tobacco cessation resources for youth do not appear likely to meet fiscal year goals based on current trends. Outcomes related to Quitline use are reported elsewhere.
- Outcomes related to reducing health disparities indicate a need for increased focus in this goal area.

A.2. Key Outcomes and Program Accomplishments

Prevent youth initiation of tobacco use

While no school districts adopted 100% Tobacco-Free School (TFS) this quarter, and only 14% of the annual target for 100% TFS policy adoption had been achieved by the end of the Q2, previous years' data show that activity under this outcome is low at this time of year and tends to increase during Q3 and Q4.

- Community/ school grantees worked towards promoting 100% TFS policy adoption in 13 out of 18 (72%) non-TFS school districts.
- Similar to the pattern seen with the 11 schools in Q1, all of the 22 schools that adopted ATS programs this quarter are located in 100% TFS districts, demonstrating a shift toward activity in compliance with rather than adoption of TFS policies as more and more school districts become 100% tobacco-free.
- Similarly, community/school grants worked towards promoting compliance with 100% TFS Policy in 35 out of the 57 (61%) TFS school districts that have adopted the policy.
- One store in this quarter removed tobacco ads completely from their building.

Eliminate youth exposure to secondhand smoke

This quarter, 40 out of 46 grantees reported working in the secondhand smoke exposure focus area during this quarter. Activities that support policy adoption continue to occur at high rates.

- To date, the total number of 100% smoke-free policy adoptions reported by the 46 grantees in 2006-07 is 88, including the 35 policies reported this quarter. At the end of Q2 of 2005-06,

when the total number of grantees was 38, the total number of smoke-free policy adoptions reported was 98.

- Grantees reported 160 meetings with key business leaders to promote adoption of smoke-free policies, compared to 123 in Q1.
- Thirty patron survey campaigns/petition drives were held, bringing the total this fiscal year to 39 (compared to 40 in all of 2005-06).
- The total number of policies adopted does not completely capture the specific accomplishments of individual grantees. For example, this quarter included *one policy change that created 21 individual smoke-free recreational areas*.

Provide tobacco cessation resources for youth

Grantee reports on providing cessation resources for youth, based on the first two quarters of this fiscal year, indicate that it is unlikely that grantees will meet end-of-year targets for this outcome.

- Grantees reported five adoptions of best practices for cessation in schools this quarter, including N-O-T, 5A counseling for youth, Quitline, and/or the NC STEP spit tobacco curriculum. This compares to 8 such adoptions in Q2 and brings the total target achievement for this fiscal year to 5.2%.
- Grantees reported 54 presentations or meetings promoting cessation resources for youth this quarter (compared to 21 in Q1). At the end of Q2 in 2005-06, 139 such presentations had been reported.

Reduce health disparities among youth attributable to tobacco use

Quarter 2 data reveal a lack of focus among many grantees on addressing the goal of reducing tobacco-related health disparities among youth in their communities. This low participation rate may be a result of a lack of emphasis from program staff on the importance of addressing disparities, grantees' perceived lack of opportunity to address disparities in their communities, the incorrect assumption that disparities are not being addressed because the majority of a community's population are members of a population experiencing disparities, or, simply, the failure to correctly report activities in IPTS as uniquely-designed.

- Thirteen percent of all programmatic indicator changes reported in Q2 were uniquely designed for youth from populations experiencing disparities, compared to 17% in the previous quarter.
- Sixty-two percent of these indicator changes were designed for American Indian youth. This majority may be explained by the fact that there are now three grantees whose efforts are primarily directed toward this population.

Infrastructure- Administrative Activity and Youth Empowerment

Decreases have occurred in staff participation in training activities relative to this time in 2005-06 (30% decrease). This decrease may be due to the transitional state of the processes for involving TA providers, for attending trainings outside of the network of HWTF TA providers, or for the transitional state of the grantees themselves.

- Grantees reported 141 indicator changes for attendance at training sessions or events this quarter, bringing the total number of training events reported this year to 177. At the end of Q2 of 2005-06, grantees had reported approximately 245 such events.
- Ten grantees reported having contact with elected state or local government leaders this quarter (8 grantees reported such contacts in Q1).

Youth empowerment continues to be an important component of the Teen Initiative. More detailed information on the extent to which grantees are involved in their coalition can be found in the UNC Semi-Annual Report for July-December of 2006.

- Twenty-six percent (347 of 1,315) of all programmatic indicator changes not including administrative measures were youth-led this quarter, compared to 22% in Q1 of 2006-07 and 32% in Q2 of 2005-06.
- To date, grantees have reported a total of 102 skill-building trainings for youth this FY, including the 65 trainings reported in Q2. At the end of Q2 of the previous FY, grantees had reported 110 trainings for youth.

A.3. Key Barriers to Program Activities

Almost three-quarters of the grantees submitting reports this quarter noted at least one barrier to their progress. Of note are the reports of communication difficulties between grantees and HWTF staff. Barriers reported included:

- Scheduling conflicts (e.g., holiday breaks),
- 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), and
- Communication or scheduling difficulties with partners including HWTF.

A.4. Recommendations for Program Development and Improvement

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

- All grantees should be encouraged (if they are not already doing so) to address the goal of reducing health disparities among youth attributable to tobacco use, look for ways to reach out to populations experiencing disparities within their areas, and consult with their grants managers for TA on how best to accomplish this recommendation.
- HWTF should promptly discuss with grantees ways of improving communication, streamlining processes, and resolving concerns. In addition, HWTF should implement a system by which grantees receive feedback on program activities based on their monthly iPTS reports.
- Given the recommendation from the UNC School of Medicine's 2006-07, 3-year Independent Outcomes Evaluation report regarding potential financial threats to the Program, all grantees should be encouraged to make and report contacts with elected officials each quarter to ensure that continued awareness of the grantees' activities and successes occurs among policy-makers.
- HWTF should consider making "# of stores that remove tobacco ads" an outcome indicator in 2007-08. This would provide youth and coordinators with a focused goal for addressing the area of reducing tobacco advertising that appeals to youth.

- Grants managers and TA providers should provide strategies and support to grantees in areas where 100% TFS policy adoption is difficult, but where room for improvement in ATS adoptions in individual schools still exists.
- Grantees should be encouraged to attend relevant trainings and to report such trainings each month.

B. METHODS

This quarterly report summarizes the progress and activities of HWTF Teen Tobacco Use Prevention and Cessation Initiative (Teen Initiative) grantees during the period October 1- December 31, 2006.

As a requirement of their grant, progress reports are submitted by all Community/School and Priority Population grantees on the 5th of each month using a customized, computer-based, Indicator Progress Tracking System (iPTS). iPTS collects data based on eight focus areas and 34 performance indicators developed and approved by the HWTF, Tobacco Prevention and Control Branch (TPCB), and the UNC Tobacco Prevention and Evaluation Program (UNC TPEP) (See Appendix A). Annual actions plans for the 2006-2007 fiscal year, including targets for policy indicators, were developed by grantees based on these indicators and focus areas. Percentage progress toward targets is based on these targets.

Data for this quarter were compiled and analyzed by UNC TPEP, with an emphasis on data collected in policy areas (i.e., Tobacco-Free Schools and Secondhand Smoke). To ensure data quality, aggregate iPTS data are reviewed by at least two UNC TPEP staff. Established criteria and reporting procedures are used to verify indicator changes and grantee involvement.

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 42 Community/School grantees and 4 Priority Population grantees (n=46). Grantee involvement by focus area for Q2 of the 2006-07 fiscal year is highlighted in Figure 1.

Figure 1: Number of grantees (n = 46) reporting involvement by focus area, Quarter 2, 2006-2007

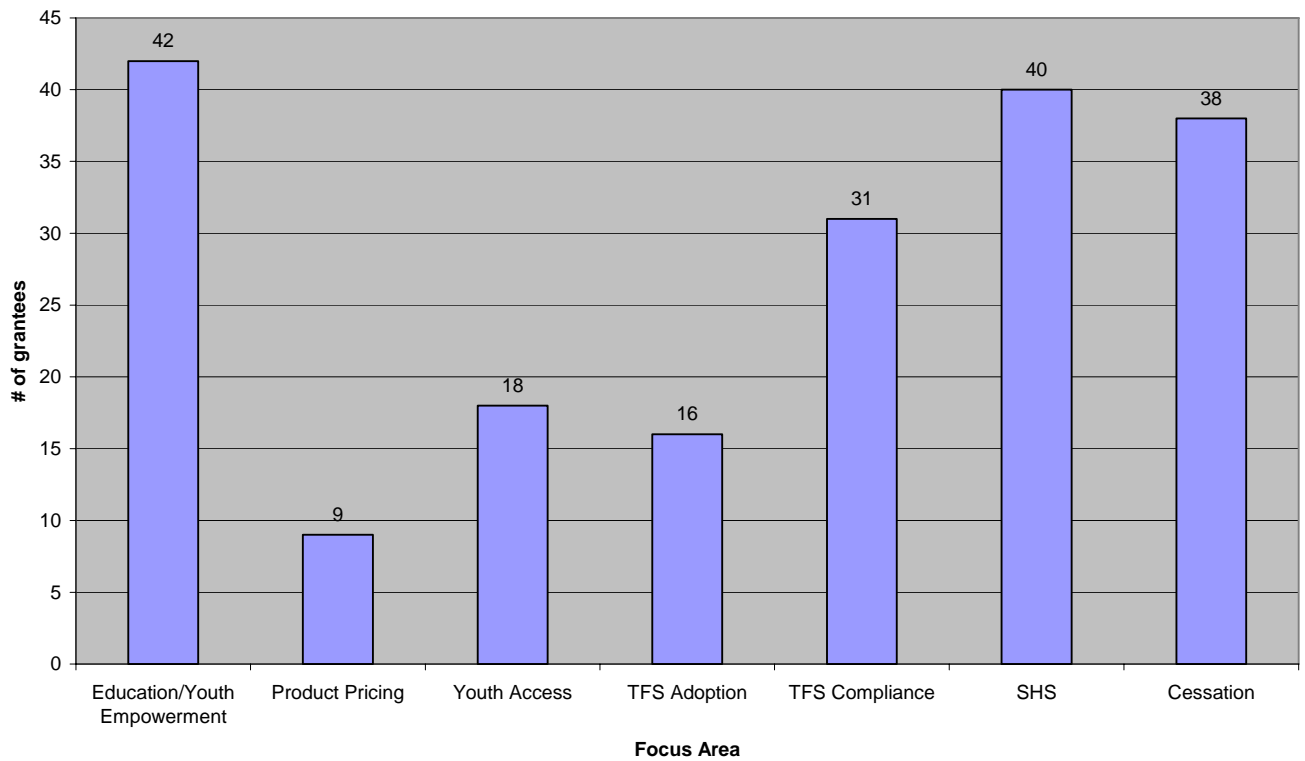
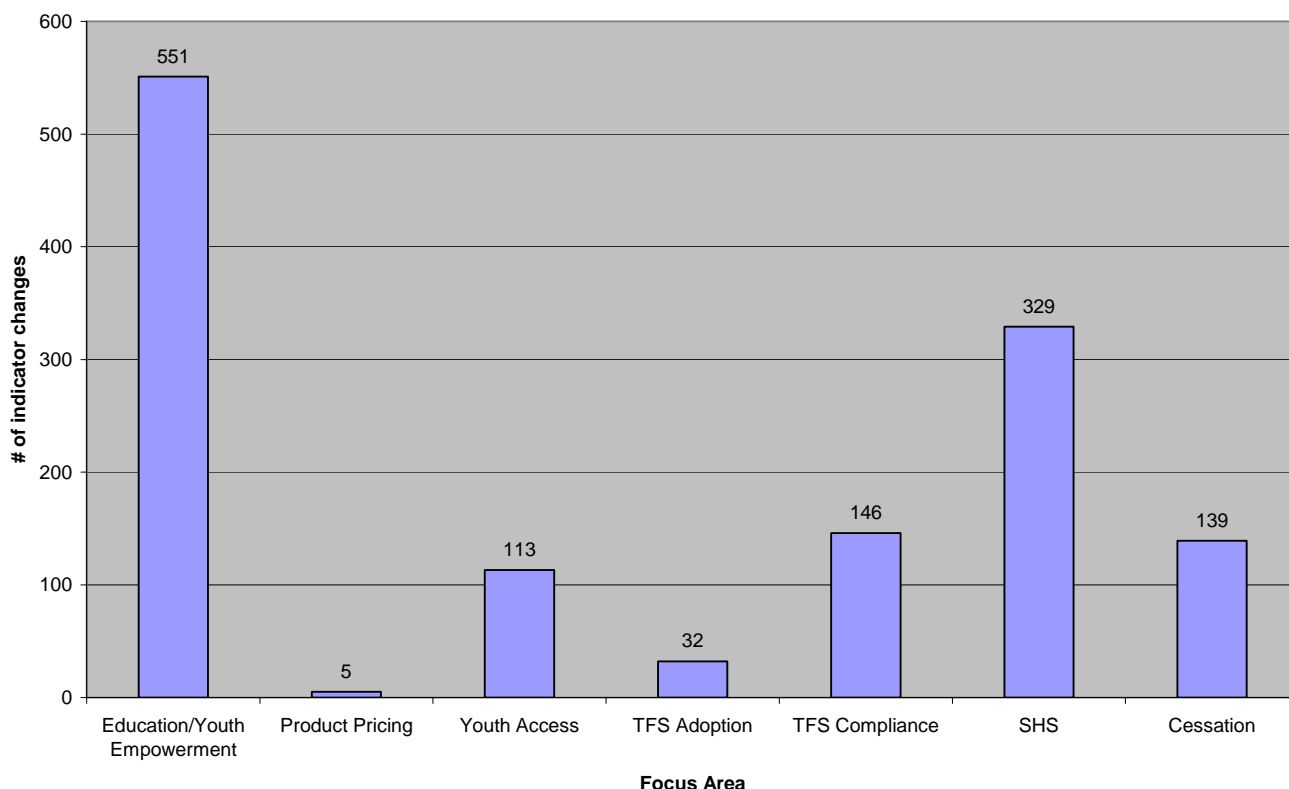


Figure 2 shows the total number of indicator changes within each focus area for Quarter 2 of the 2006-2007 fiscal year. Grantees reported 1,315 programmatic indicator changes (not including administrative measures) in Q2, a 53% increase in total activity relative to Q1. In Q2, approximately 42% of all programmatic indicator changes (551 of 1,315) were in the tobacco prevention education/youth empowerment focus area. Secondhand smoke policy work accounted for 25% of all indicator changes (329 of 1,315), and 100% TFS (adoption and compliance) activities accounted for 14% of all indicator changes (178 of 1,315).

Figure 2: Number of indicator changes by focus area (n=1315) Quarter 2, 2006-2007



C.2. Outcomes

The following section summarizes Q2 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

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

Table 1. ATS Program Adoption in Schools Quarter 2, 2006-2007

School Name	City/ County	Part of a 100% TFS District?	School Name	City/ County	Part of a 100% TFS District?
Ashbrook High School	Gastonia/ Gaston	Yes	Ranger Middle School	Murphy/ Cherokee	Yes
Crest High School	Shelby/ Cleveland	Yes	Andrews Middle School	Murphy/ Cherokee	Yes
Crest Middle School	Shelby/ Cleveland	Yes	Andrews High School	Andrews/ Cherokee	Yes
Burns High School	Lawndale/ Cleveland	Yes	Hiwassee Dam Middle School	Murphy/ Cherokee	Yes
Burns Middle School	Lawndale/ Cleveland	Yes	Hiwassee Dam High School	Murphy/ Cherokee	Yes
Shelby High School	Shelby/ Cleveland	Yes	Martins Creek Middle School	Murphy/ Cherokee	Yes
Shelby Middle School	Shelby/ Cleveland	Yes	Mountain Youth School	Murphy/ Cherokee	Yes
Kings Mountain High School	Kings Mountain/ Cleveland	Yes	Murphy Middle School	Murphy/ Cherokee	Yes
Kings Mountain Middle School	Kings Mtn/ Cleveland	Yes	Murphy High School	Murphy/ Cherokee	Yes
Caldwell County Career Center High School	Hudson/ Caldwell	Yes	Early College High School	Murphy/ Cherokee	Yes
North Buncombe High School	Weaverville/ Buncombe	Yes	South Mecklenburg High School	Charlotte/ Mecklenburg	Yes

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

- No school districts adopted a 100% Tobacco-Free School policy during this quarter.
- The percentage of school districts where HWTF C/S grantees are working that have adopted 100% TFS policy remains at 76% (57 of 75). This compares to 55% (22 of 40) of the districts without HWTF community/school grantees that have adopted 100% TFS policy.

C.2.c. Smoke-Free Policy Adoptions

- In Quarter 2, 35 100% smoke-free policies in indoor/outdoor areas frequented by youth were reported, compared to 51 in Quarter 1.
- One policy reported earlier was reversed due to a management change and fear of revenue loss.
- Twenty-five (71%) of these policy changes involved *direct* involvement by 16 grantees (see Table 2 below).

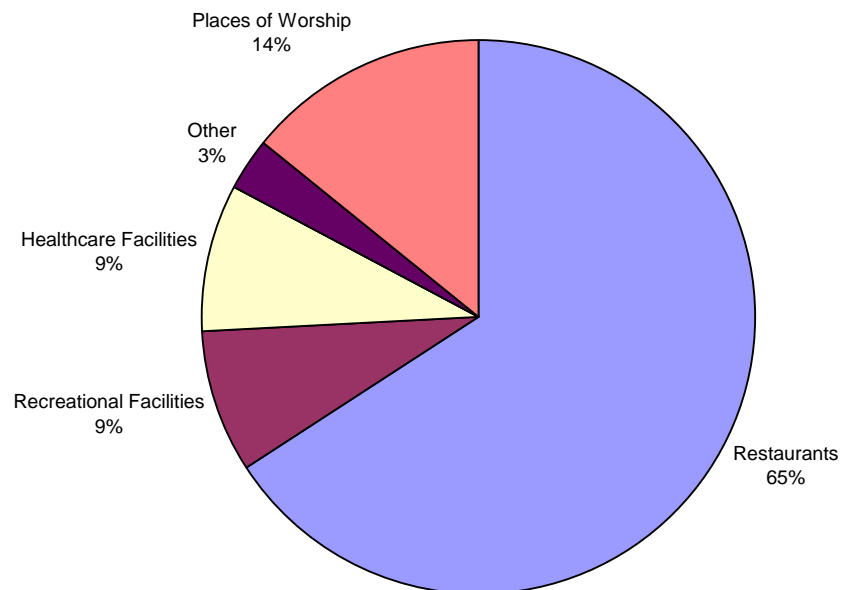
**Table 2. 100% Smoke-Free Policies Adopted with Direct Involvement by HWTF Grantees
Quarter 2, 2006-2007**

Venue Name	City/County	Venue Name	City/County
IHOP	Burlington/Alamance	Our Place Restaurant	Lenoir/Caldwell
Morazi's Italian Restaurant	Burlington/Alamance	Macon County Health and Human Services Building	Franklin/Macon
Brown's Restaurant	Sparta/Alleghany	McDonald's [1]	Marion/McDowell
New Sawyers Creek Baptist Church	Camden/Camden	McDonald's [2]	Marion/McDowell
Bazzel Creek Missionary Baptist Church	Fuquay Varina/Wake	City of Greensboro Parks and Recreation Playgrounds and Athletic Fields	Greensboro/Guilford
Gethsemane Missionary Baptist Church	Salisbury/Rowan	City of Gibsonville Parks	Gibsonville/Guilford
San Felipe	Pittsboro/Chatham	Beaufort County Health Department	Washington/Beaufort
Sir Pizza	Siler City/Chatham	Dare County Public Parks	Dare County
Faith Pentecostal Holiness Church	Edenton/Chowan	Baptist Grove Church	Raleigh/Wake
Ironwood Café	Southern Pines/Moore	Italy Café	Salisbury/Rowan
Salem Kitchen Café	Kernersville/Forsyth	Ed's Hometown Café	Roaring River/Wilkes
Monte de Rey Mexican Restaurant	Clemmons /Forsyth	Captain Nick's	Lenoir/Caldwell
McDonald's	Winston-Salem/Forsyth		

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

- Restaurants account for 65% of the venues adopting smoke-free policies reported by grantees this quarter, compared to 70% in Quarter 1.
- Five places of worship adopted 100% smoke-free policies this quarter, compared to seven in the previous quarter.
- Many policies affect more than one building or physical space. This quarter, the 35 adopted policies represented a total of 65 physical locations.

Figure 3: 100% Smoke-free policies adopted (n=35) by type of venue Quarter 2, 2006-2007



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

Grantees reported four schools and one public health center that institutionalized best practices for cessation, including N-O-T, 5A counseling for youth, Quit line, and/or NC STEP spit tobacco curriculum.

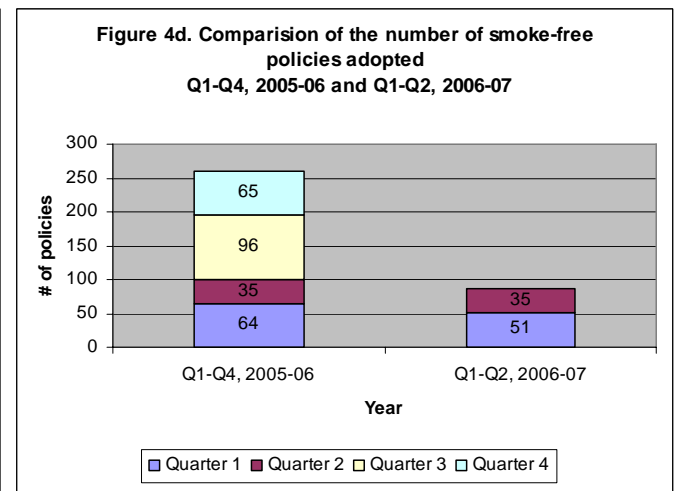
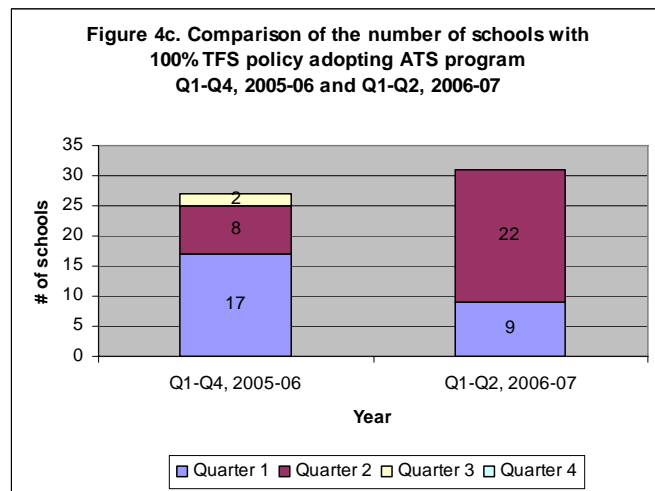
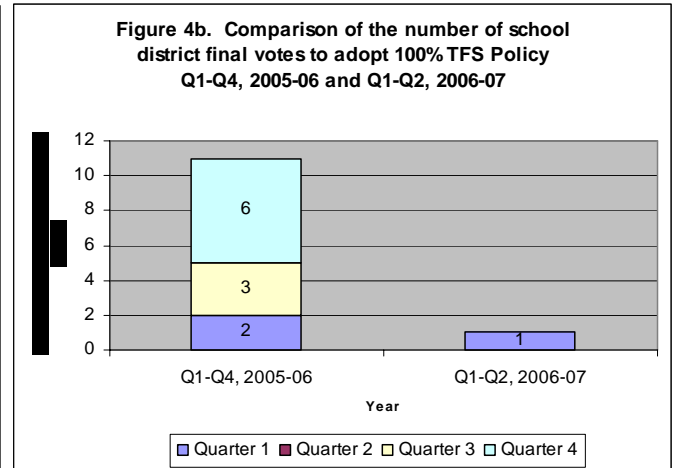
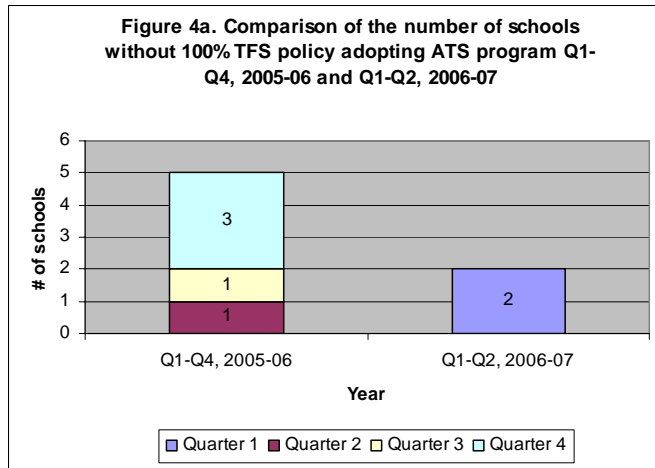
C.2.e. Summary of Outcome Indicators

The following table summarizes all Q2 outcome indicator changes reported by Community/ School and Priority Population grantees.

Table 3: Summary of Q2 Outcome Indicator Changes

Outcome Indicator	# of grantees involved (n=46)	Total # of Q2 indicator changes	Target for outcome indicator	% of target reached this quarter	Total # of indicator changes this year	% of target reached this year
# of schools without 100% TFS policy adopting ATS program	0	0	16	0%	2	13%
# of school district final votes to adopt 100% TFS policy	0	0	14	0%	2	14%
# of schools with 100% TFS policy adopting ATS program	6	22	57	39%	31	54%
# of smoke-free policies adopted	17	35	204	17%	86	42%
# of school/community settings institutionalizing best practices for cessation (e.g. NOT, 5A, Quit line, Spit Tobacco)	3	5	155	3%	13	8%

Figures 4a through 4d show the progress of grantees in key outcomes indicators this year relative to last year. Note that no graph is provided for the # of school/community settings institutionalizing best practices for cessation because a direct match for this indicator is not present in the 2005-06 indicator list. Also note that the number of grantees working in 2006-07 is 46 while the number of grantees working in 2005-06 was 38. Finally, an important clarification was made in the way that grantees should regard smoke-free policies, resulting in what may be a higher number of policies adopted in 2005-06.



C.3. Program Development

The following section describes program or process-orientated data reported by Community/School and Priority Population grantees during Q2.

C.3.a. Goal Area: Initiation

The first part of this section summarizes grantee efforts to promote 100% TFS policy adoption and compliance this quarter.

Key findings are as follows:

- Community/School grantees worked towards promoting 100% TFS policy adoption in 13 out of 18 (72%) non-TFS school districts.
- Community/School grantees worked towards promoting compliance with 100% TFS policy in 35 out of the 57 (61%) TFS school districts that have adopted the policy.

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

Table 4: Summary of Q2 Process Indicator Changes for Initiation Goal Area

	# of grantees reporting indicator changes (n= 46)	# of Q2 indicator changes	Total # of indicator changes this year
Focus Area: Advance the adoption of 100% TFS policy in a school system <i>(Number of grantees reporting activity in this focus area = 16)</i>			
# of media/promotional messages encouraging adoption of 100% TFS policy published or aired	4	10	21
# of readiness assessments, surveys, or petitions whose findings are disseminated to school leaders	2	3	3
# of presentations/meetings with community leaders/key decision makers encouraging adoption of 100% TFS policy	9	13	29
# of presentations promoting effective cessation resources for staff in schools without 100% TFS policy	6	6	7
Focus Area: Encourage implementation/compliance of 100% TFS policy throughout school district <i>(Number of grantees reporting activity in this focus area =31)</i>			
# of media/promotional messages encouraging compliance with 100% TFS policy that are published or aired	24	85	210
# of meetings with school/community agencies to encourage implementation and compliance with 100% TFS policy	16	28	74
# of presentations promoting effective cessation resources for staff in schools with 100% TFS policy	8	11	23

Table 4 continued...	# of grantees reporting indicator changes (n= 46)	# of Q2 indicator changes	Total # of indicator changes this year
Focus Area: Provide youth tobacco use prevention education and empowerment opportunities in schools and the community (<i>Number of grantees reporting activity in this focus area =42</i>)			
# of tobacco use prevention education media/promotional messages published or aired	30	228	368
# of skill building trainings offered to youth promoting youth led activities	29	65	102
# of skill building trainings offered by grantee to adult leaders	7	15	25
# of youth led prevention activities	31	237	288
# of presentations to educate American Indian youth on cultural role of tobacco	3	6	6
# of prevention education presentations to adult congregation leaders or members	0	0	0
Focus Area: Promote awareness of research that cites a relationship between price of tobacco products and youth initiation (<i>Number of grantees reporting activity in this focus area =9</i>)			
# of media/promotional messages published or aired that link increased price of tobacco with decreased youth initiation	4	4	7
# of educational presentations on pricing to school/community linking increased price of tobacco with decreased youth	1	1	7
Focus Area: Promote enforcement of underage tobacco sale laws and reduced tobacco advertising that appeals to youth (<i>Number of grantees reporting activity in this focus area =18</i>)			
# of enforcement media/promotional messages published or aired	4	13	23
# of activities to increase compliance (e.g., merchant education)	10	99	149
# of stores that remove tobacco ads	1	1	1

Youth Empowerment

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

- Grantees provided 65 skill-building trainings to youth this quarter, compared to 37 in Q1.
 - 5 (8%) were uniquely designed for youth from identified populations.
 - An additional 15 trainings were provided by grantees for adult leaders.
- 26% (347 of 1315) of all Q2 indicator changes in the four goal areas were youth-led, compared to 22% in Q1.
 - 28% (98 of 347) of youth-led indicator changes were in policy areas (TFS and SHS).

C.3.b. Goal Area: Secondhand Smoke

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

Table 5. Summary of Quarter 2 grantee data in SHS goal area

	# of grantees reporting indicator changes (n=46)	# of Q2 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 (<i>Number of grantees reporting activity in this focus area =40</i>)			
# of media/promotional messages promoting adoption of smoke-free policies published or aired	21	85	209
# of presentations/meetings in schools/communities or with managers/owners/leaders promoting adoption of smoke-free policies	26	160	283
# of patron survey campaigns/petition drives whose findings are disseminated to manager/owners/leaders	7	30	39
# of improved smoke-free policies (e.g., smoke-free night)	10	19	33

C.3.c. Goal Area: Cessation

Table 6 summarizes grantee data for all indicators in the cessation goal area. Overall activity in this focus has increased from Quarter 1 when low activity may have been due to summer schedules and a subsequent decrease in time spent in the schools.

Table 6. Summary of Quarter 2 grantee data in Cessation goal area

	# of grantees reporting indicator changes (n=46)	# of Q2 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 = 38)			
# of cessation media / promotional messages published or aired	20	73	98
# of presentations or meetings promoting Quit line, N-O-T, 5A counseling for youth or Spit Tobacco cessation	25	54	75
# of trainings coordinated for health care professionals on 5A counseling for youth or Spit Tobacco cessation	7	7	11

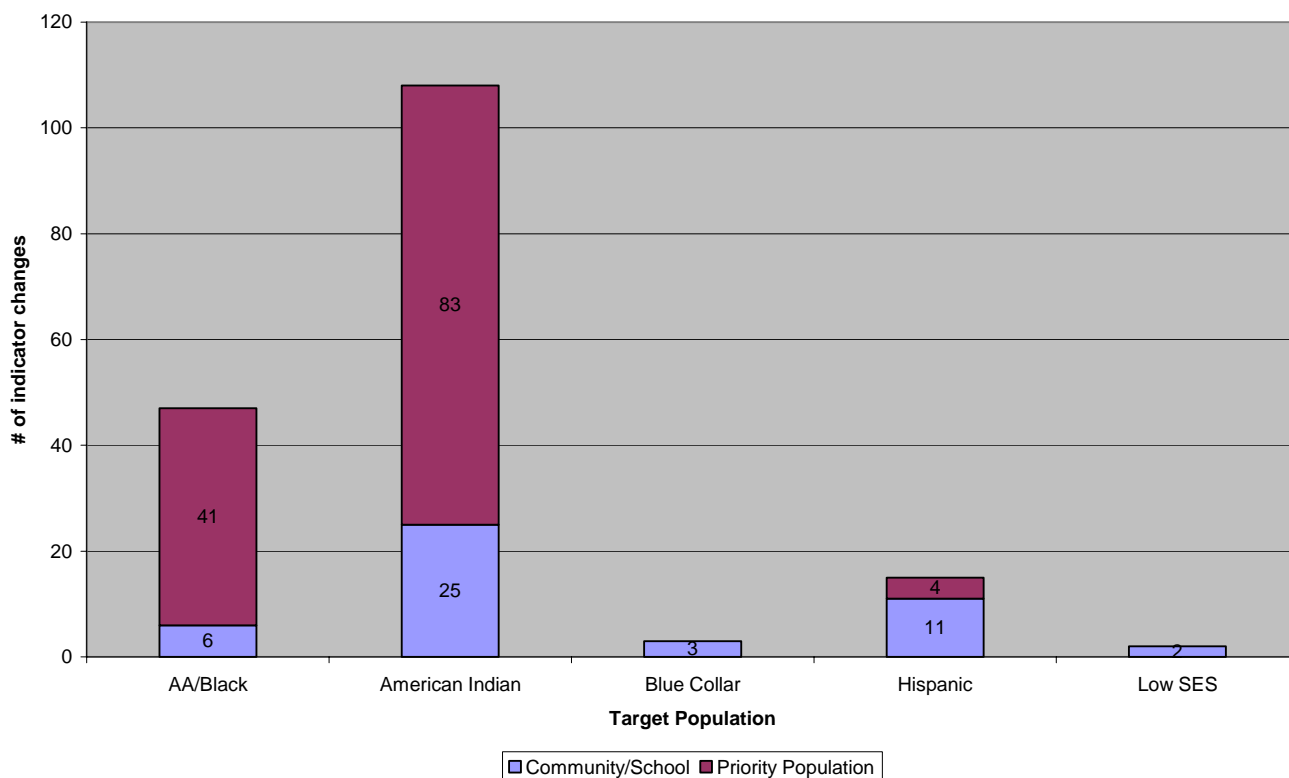
C.3.d. Goal Area: Disparities

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:

- 13% (175 of 1315) of Q2 non-administrative indicators were uniquely designed for an identified population
 - 47 (27%) were reported by Community/School grantees (n=12)
 - 128 (73%) were reported by Priority Population grantees (n=4)

Figure 5 highlights the number of indicator changes that were uniquely designed for various identified populations. The proportion of indicator changes reported by Community/School grantees and Priority Population grantees is also included. Sixty-two percent of all uniquely designed indicator changes targeted American Indian youth (compared to 29% in Q1), while 27% targeted African-American youth, and 9% targeted Hispanic youth.

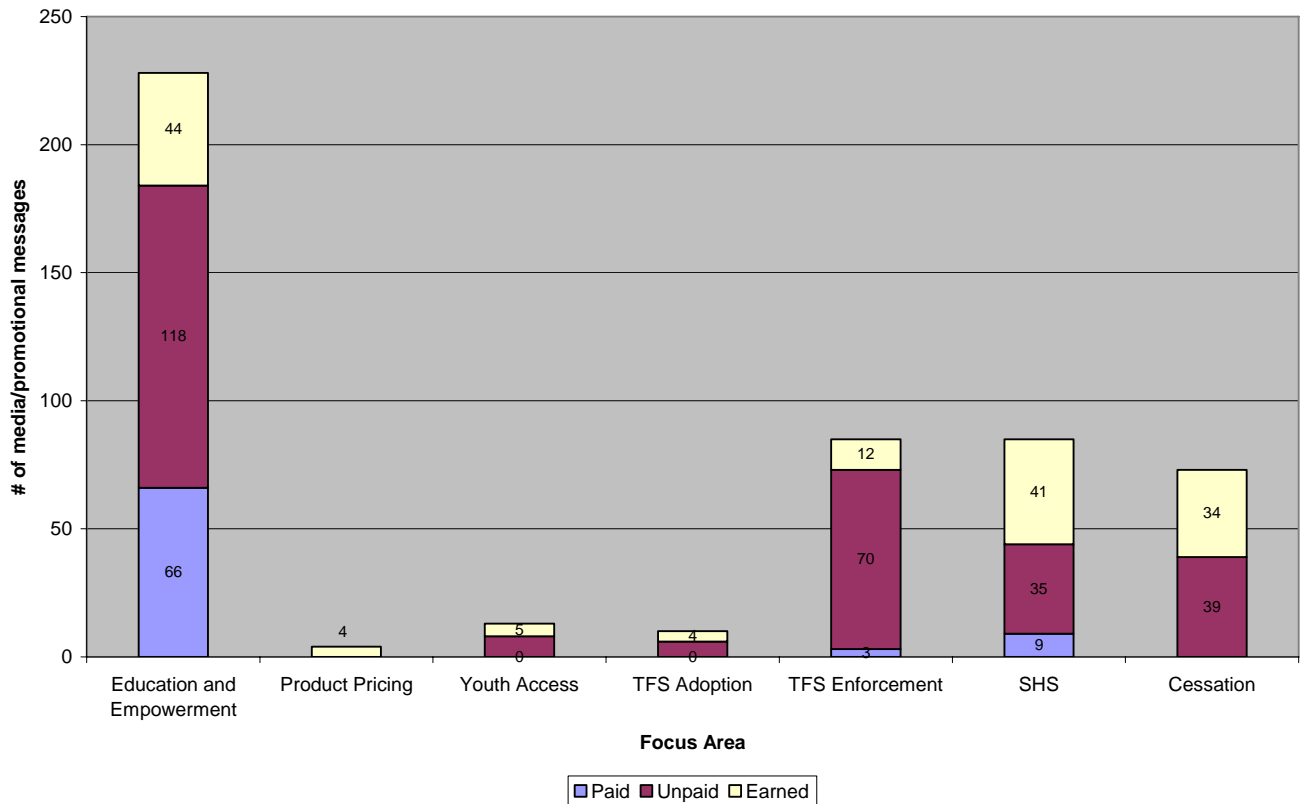
Figure 5: Number of uniquely designed indicator changes by target population and type of grantee; Quarter 2, 2006-2007



C.4. Media

There were a total of 498 media/promotional indicator changes this quarter. Of these, 241 (48%) were school-, church-, or club-based. Figure 6 below describes overall grantee media efforts by focus area in Quarter 2. The figure also shows the proportion of paid, earned, and unpaid media messages within each focus area. Nearly half (228 of 498; 46%) of all media messages reported this quarter were in the area of Tobacco Education and Youth Empowerment. The majority of media messages (55%, 276 of 498) are unpaid, including promotional items, fliers, and brochures. Twenty-nine percent (144 of 498) of the messages were earned media.

Figure 6: Media/Promotional messages by focus area and type; Quarter 2, 2006-2007



C.5. Administrative Measures

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

Table 7. Summary of Quarter 2 grantee data in administrative area

	# of grantees reporting indicator changes (n=46)	# of Q2 indicator changes	Total # of indicator changes this year
Focus Area: Other monthly administrative measures			
# of training sessions/events attended by staff or partners	42	141	277
# of contacts/meetings with elected state/local government leaders	10	43	82
# of contacts/meetings with non-elected, but influential community leaders	20	44	130
# of new partnerships formed to advance a tobacco prevention initiative	24	45	107

C.6. Barriers

Twenty-nine of 46 grantees (63%) reported at least one barrier to their progress this quarter. The most common barriers reported by HWTF grantees during Quarter 2 included:

- Communication or scheduling difficulties with partners including HWTF (n=18 of 46; 39%);
- Scheduling conflicts including holiday break and weather-based cancellations (n=10 of 46; 22%);
- Difficulties getting youth involved or committed including transportation and competition from other school activities (n=9 of 46; 20%);
- Limited resources including cost or lack of media/promotional resources, address lists for mass mailings, and need for trainings (n=7 of 46; 16%); and
- 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 = 8 of 46; 17%).

Of note are the grantees' reports of communication and other difficulties with HWTF staff including frustration with delays in the approval of action plans, confusion with the process for TA use, and an expressed desire for feedback following monthly submission of IPTS reports.

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