



North Carolina Health and Wellness Trust Fund

Teen Tobacco Use Prevention and Cessation Initiative

Quarterly Report
Quarter 2

October 1 – December 31, 2008

Prepared for:
North Carolina Health and Wellness Trust Fund



Prepared by:
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A. EXECUTIVE SUMMARY

A.1. Overview

The North Carolina Health and Wellness Trust Fund (HWTF) funds programs to reduce and prevent tobacco use among youth and young adults in North Carolina. The HWTF Teen Tobacco Use Prevention and Cessation Initiative (Teen Initiative) was established in 2003 and continues to grow both in the number of policy outcomes and in the number of organizations involved. Since the Teen Initiative began, the number of grantees has increased from 30 in 2003 to 45 in 2008.

Grantees of the Teen Initiative are involved in activities designed to address tobacco use among youth in North Carolina. Thirty nine programs are local community or school grantees and six additional programs specifically address health disparities related to tobacco use. This report addresses the progress of the Teen Initiative for the three month period of October 1-December 31, 2008 (second quarter/Q2). General findings from this quarter include the following:

- Grantees reported a total of 2,464 program indicator changes during Q2. This is a 65% increase in total activity relative to Q2 of 2007-2008, and the highest number to date.
- 100% of grantees (n=45) reported activities related to youth education/empowerment and tobacco cessation.
- The vast majority of programs also reported activity related to tobacco free schools (44 of 45; 98%) and second hand smoke (42 of 45; 93%).
- 89% of grantees (n=41) held at least one youth-led prevention activity this quarter.
- Grantees reported increased work in activities uniquely designed for youth from populations experiencing disparities relative to previous quarters.
- A total of 192 skill-building trainings were offered, serving 9,895 youth and 686 adult leaders.

A.2. Key Outcomes and Program Accomplishments by Focus Area

Grantees reported 2,464 program indicator changes during Q2 of 2008-09, a 65% increase in total activity relative to Q2 of 2007-2008. This section highlights accomplishments across programs in each of the five goal areas.

Goal Area 1: Prevent youth initiation of tobacco use

This is the broadest goal area and encompasses indicators from four focus areas: 1) providing youth empowerment and prevention activities, 2) Promoting awareness of the link between tobacco pricing and youth initiation, 3) reducing underage tobacco sales and tobacco advertisement, and 4) promoting implementation of 100% tobacco-free school (TFS) and compliance with those policies. Highlighted activities in these four areas include:

Focus Area: Youth Empowerment

- All programs (100%) reported some activity related to youth empowerment during this quarter.

- Programs reported a total of 1,042 indicator changes related to youth empowerment, a 32% increase from the same quarter last year (2007-08).
- Overall, 42% of prevention activities were led by youth (433 of 1042).
- A total of 192 skill-building trainings were offered. The majority of these (171 or 89%) were trainings offered to youth.

Focus Area: Tobacco Pricing and Youth Initiation

- There were a total of 36 indicator changes in this focus area, an increase compared to the same quarter last year (which had 18); this increase is primarily due to more educational presentations on tobacco pricing and youth initiation (12 in Q2 of 07-08 vs. 28 in Q2 of 08-09).
- Ten grantees (22%) reported conducting educational presentations related to tobacco pricing and youth initiation and five grantees (11%) reported publishing or airing media messages on this topic.

Focus Area: Tobacco Sales and Advertising

- There were a total of 160 indicator changes in this focus area, an increase compared to the same quarter last year (which had 107); this increase is primarily due to more activities to increase compliance, such as merchant education (93 in Q2 of 07-08 vs. 150 in Q2 of 08-09).
- Ten grantees (22%) reported conducting activities related to increased compliance and four grantees (9%) reported publishing or airing media messages related to tobacco sales and advertising.

Focus Area: Promoting Tobacco-free Schools (TFS)

- There were a total of 266 indicator changes in this focus area, more than double the number compared to the same quarter last year (which had 128). This increase is largely due to an increase in media and promotional messages encouraging compliance (61 in Q2 of 07-08 vs. 165 in Q2 of 08-09).
- More than half of grantees (n=28; 62%) published media or promotional messages encouraging compliance with TFS.
- Forty-seven percent of grantees (21 programs) conducted meetings with school or community agencies to encourage 100% TFS compliance.
- Five schools adopted Alternative to Suspension (ATS) programs during this period, compared with two during Q2 last year.

Goal Area 2: Eliminate youth exposure to secondhand smoke

Activities within this goal area center on adoption of smoke-free policies. Indicators include media messages, presentations in schools and other community locations, dissemination of campaigns and petitions, and incremental steps towards smoke-free policies (e.g. smoke-free nights). The following are key findings reported by grantees:

- Ninety three percent of grantees (42 of 45) reported activities related to reducing youth exposure to secondhand smoke.
- A total of 329 indicator changes were seen in this focus area, compared with 151 in Q2 last year.
- Grantees reported 16 smoke-free policies adopted, a decrease from the 38 reported in the second quarter last year.

- There was a marked increase in the number of venues to whom patron surveys were disseminated: this quarter had 218 indicator changes, compared to 12 in Q2 of 2007-08. Indicators in the areas of media/promotional messages, presentations/meetings, and improvements in smoke-free policies were comparable to Q2 of last year.

Goal Area 3: Provide tobacco cessation resources for youth

The indicators in this area focus on providing access to effective tobacco cessation resources for youth. Activities include media and promotional messages, presentations promoting community resources (e.g. Quitline NC, counseling, etc.), and trainings for health care professionals.

- Tobacco cessation activities accounted for 26% of total indicator changes during this quarter (631 indicator changes). Indicators in this area more than doubled from Q2 last year (with 232 indicator changes).
- Compared to Q2 of last year, there was a dramatic increase in both media/promotional messages (410 vs. 131) and presentations/meetings (210 vs. 100) promoting cessation resources.
- Trainings for health care professionals remained similar to Q2 of last year.

Goal Area 4: Reduce health disparities among youth attributable to tobacco use

This area summarizes grantee progress toward the goal of addressing tobacco-related health disparities among youth in their communities. Target populations vary by community, but include American Indian youth and disabled youth, among others. Data are collected across other goal areas. This goal area includes activities/messages specifically designed for these groups, as well as those that, although not specifically designed for a population, reached a target population in the grantees' communities.

- Across all programs, grantees reported reaching a total of 3,064 individuals from groups experiencing tobacco-related health disparities.
- The percentage of program indicators uniquely designed for youth from populations experiencing disparities more than doubled from Q2 last year: this quarter had 27% (653 of 2464 indicators), compared to 11% (162 of 1,491) last year.
- Of these indicator changes, 17% were achieved by grantees specifically tasked with addressing disparities in identified populations, and the remaining 83% by community/school grantees.
- The largest population groups for whom the indicators were designed were African-American youth (21% of indicators), low income (16%), Hispanic (13%), and American Indian (13%).

Goal Area 5: Develop infrastructure/administrative activity

Administrative activity and development of infrastructure includes indicators such as: conducting staff training sessions or events, developing and maintaining contacts with community leaders

(e.g. representatives from local and state government), and forming new partnerships related to teen tobacco use prevention.

- There were a total of 1,013 indicator changes in this quarter, slightly down from Q2 of last year, which had 1,204 indicator changes.
- When compared to Q2 of last year, this quarter had an increase in number of grantees reporting staff trainings (43 grantees this quarter vs. 35 grantees in Q2 last year) and forming new partnerships (24 grantees this quarter vs. 20 grantees in Q2 last year).
- For this quarter, grantees had similar contacts or meetings with state and/or local government leaders (782 this quarter vs. 864 in Q2 last year); and fewer new contacts across programs (98 this quarter vs. 216 during Q2 last year).

A.3. Key Barriers to Program Activities

The data collection system offers dedicated space for grantees to report up to three barriers they experience each month. During this quarter, all grantees except one (98%; 44 of 45) reported at least one barrier to their progress. Frequently reported barriers included the following:

- Issues related to weather and holidays (60% or 27 grantees)
- Problems with scheduling, time conflicts and planning (53% or 24 grantees)
- Staff issues including vacancies, turnover, and training (44% or 20 grantees)
- Issues with cooperation and/or coordination with community partners (40% or 18 grantees)
- Problems with student participation and involvement (36% or 16 grantees)

Less frequently reported barriers included providing student transportation to events and activities; cultural barriers and spit tobacco use; recruiting diverse students; securing supplemental funding, and technical problems (e.g. internet access, posting events online).

A.4. Recommendations for Program Development and Improvement

The following are recommendations for program development and improvement based on data received in the second quarter as well as the semi-annual questionnaire.

- Increase focus in Q3 on educational presentations about pricing incentives and youth smoking to utilize increased legislative interest on this issue.
- Increase focus on policy work on secondhand smoke during Q3 to utilize increased legislative interest in secondhand smoke issues.
- Encourage grantees to follow-up with youth participating in training events, to increase the number of youth who become actively involved in the planning and implementation process of tobacco use prevention activities.
- Consider developing a more efficient ATS tracking system, so an accurate and up-to-date summary of ATS programs could be reported as a component of 100% TFS compliance.

B. METHODS

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, Web-based, Indicator Progress Tracking System (WiPTS). WiPTS collects data related to seven focus areas and 24 performance indicators developed by the UNC Tobacco Prevention and Evaluation Program (UNC TPEP) in collaboration with HWTF (See Appendix A for list of indicators). Action plans for the 2008-09 fiscal year were developed by grantees based on these indicators and focus areas.

Grantees also completed an on-line semi-annual questionnaire addressing cumulative indicators for the period from July 1 through December 31, 2008. This questionnaire includes data in three areas: 1) additional semi-annual indicator data, 2) perceptions of program progress, and 3) resources, support, and technical assistance (TA). Indicator data is incorporated into this quarterly report, with figures and tables from the semi-annual questionnaire noted as such. A summary of perceptions of program progress is included in this report as Appendix B, and the TA information is provided separately to grants managers.

All 45 grantees (100%) participated in both the quarterly WiPTS reporting and the online semi-annual survey. Data for this quarter were compiled and analyzed by UNC TPEP. Established criteria and reporting procedures are used to verify indicator changes.

The report is organized as follows:

- Overview: summarizes grantee activity across all focus areas for this quarter
 - Focus Area 1: Youth Empowerment
 - Focus Area 2: Tobacco Pricing and Youth Initiation
 - Focus Area 3: Tobacco sales and advertising
 - Focus Area 4: Promoting Tobacco-Free Schools (TFS) (4 indicators)
 - Focus Area 5: Eliminate youth exposure to secondhand smoke (5 indicators)
 - Focus Area 6: Providing Cessation Resources
- Infrastructure/ Administrative Development
- Media
- Reduce health disparities among youth attributable to tobacco use
- Barriers
- Accomplishments

C. SUMMARY OF SECOND QUARTER ACTIVITIES (2008-2009)

C.1. Overview

Data from this quarter include reports from 45 grantees (39 Community/School grantees and 6 grantees working with populations experiencing tobacco-related health disparities). The following figures summarize grantees' activities across focus areas for this quarter.

Figure 1 shows the number of grantees who reported involvement across focus areas. This includes involvement resulting in indicator changes, as well as making progress toward indicator changes (i.e. having responded that they had done *any* work in each of the focus areas).

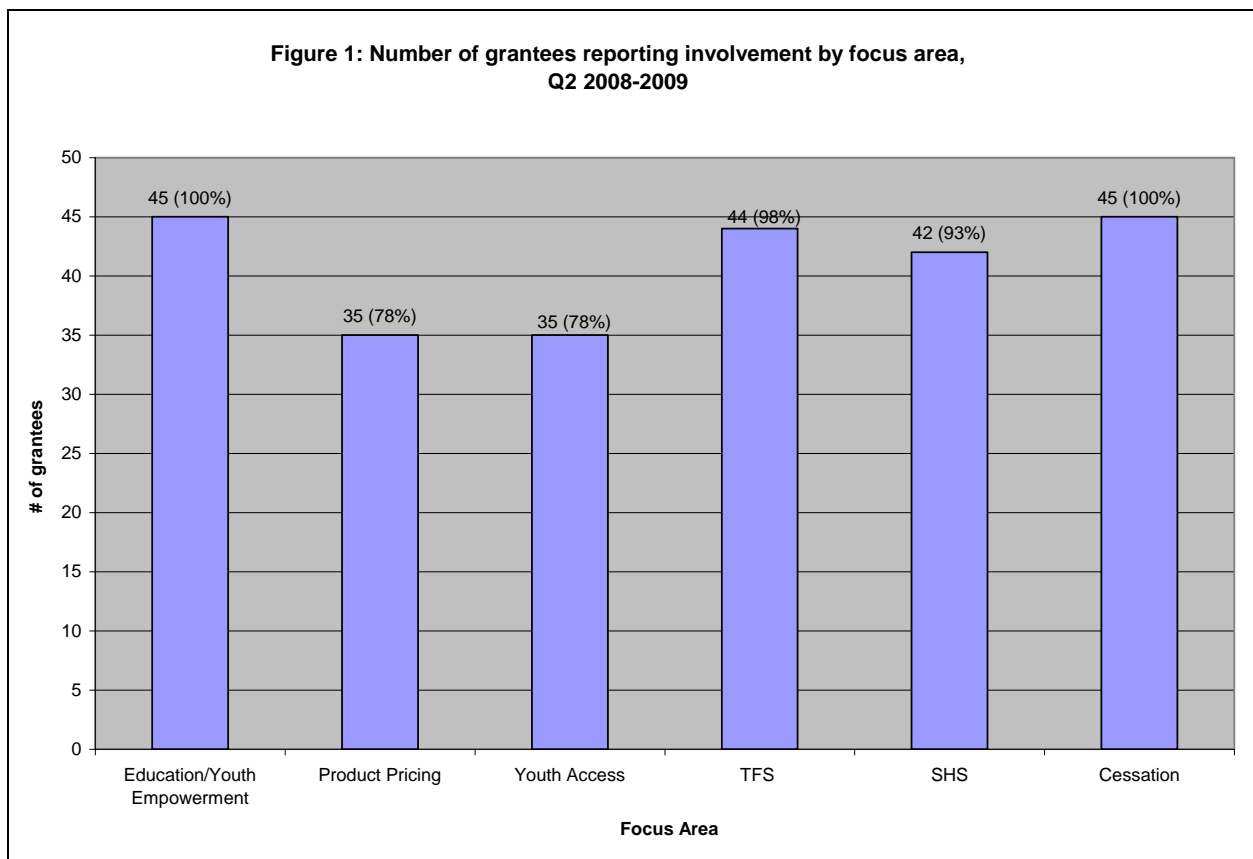
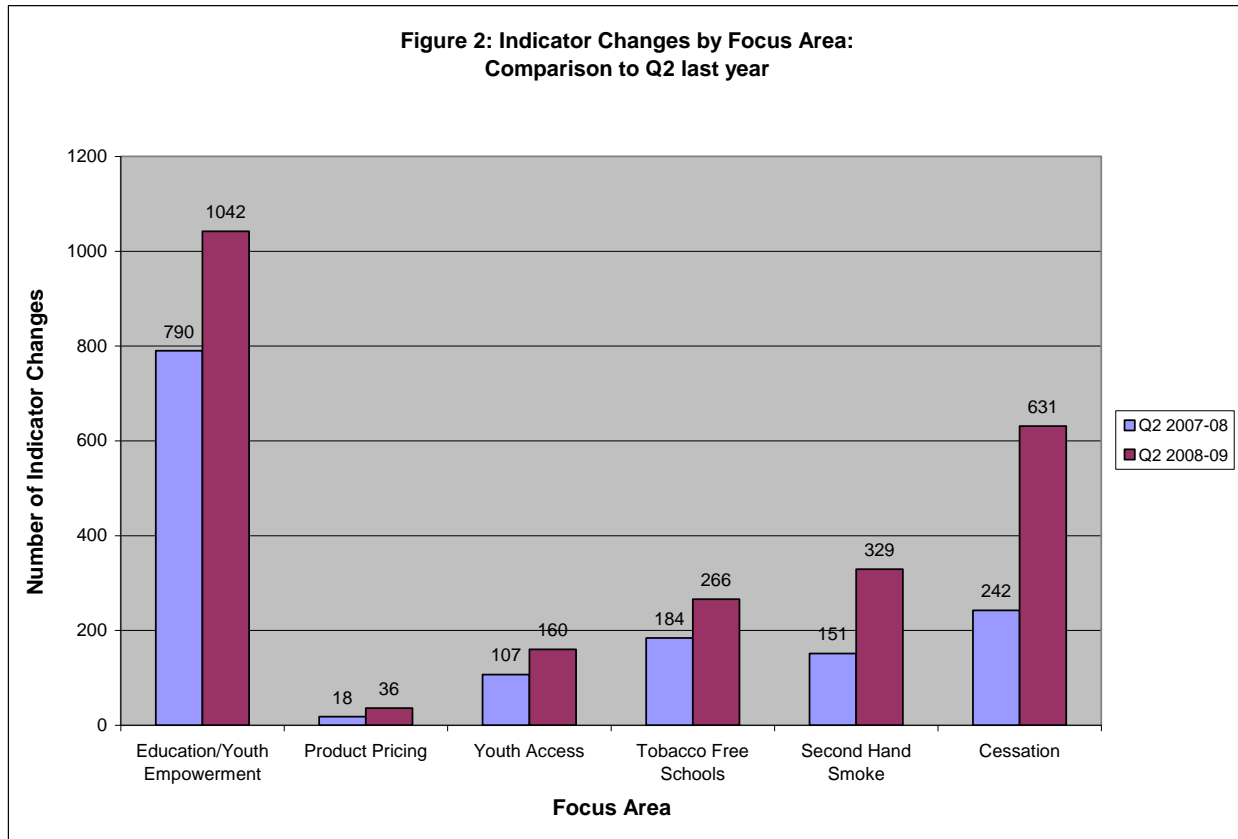
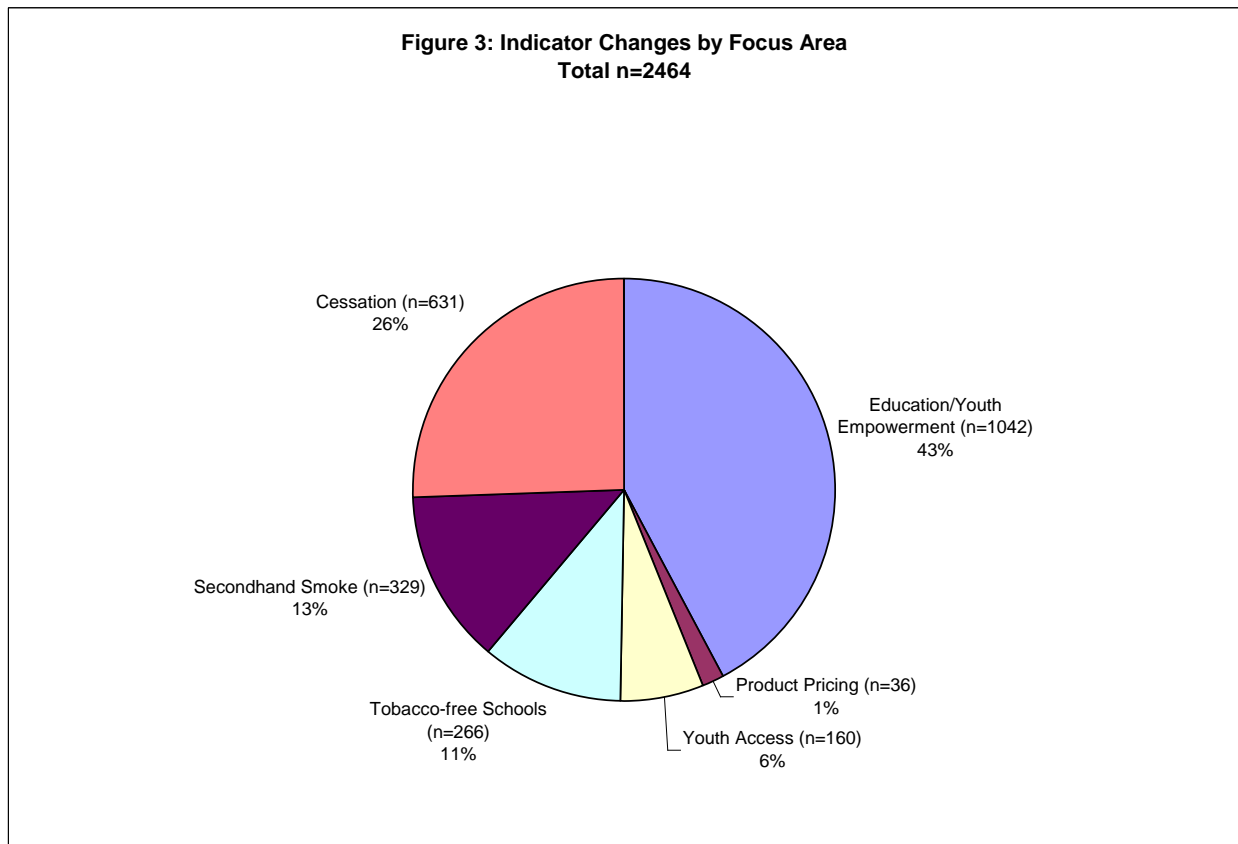


Figure 2 presents changes in indicators compared to the second quarter for 2007-08. Since last year, indicators have increased in all of the focus areas. The total number of indicators across all focus areas jumped from 1,492 to 2,464, and the indicator changes in the areas of Product Pricing, Secondhand Smoke, and Cessation have doubled or more.



Education and Youth Empowerment activities are responsible for the largest share of total indicator changes at 43% (Figure 3).



Across all focus areas, youth were responsible for leading a substantial number of activities. The vast majority of activities related to youth access (91%) and secondhand smoke (81%) were led by youth, as were many activities across the other focus areas.

C.2. Outcomes by Focus Area

C.2.a Focus Area 1: Youth Empowerment

The youth empowerment focus area encompasses tobacco use prevention, education, and empowerment opportunities in schools and the community. A total of 45 grantees reported activity in this focus area (grantees may note activity without having had any indicator changes).

Table 1: Summary of Indicators for Focus Area 1: Youth Empowerment

	Number of grantees reporting changes	Number of Q2 indicator changes	YTD indicator changes
Media/promotional messages published or aired	36	417	584
Skill-building trainings offered to youth	33	170	268
Skill building trainings offered to adult leaders	14	22	49
Youth-led prevention activities	41	433	681

Across all focus areas, 63% of indicator changes were youth-led (1,557 of 2,464). The percentage of youth-led activities ranged from 40% for cessation activities to 91% for youth access. Compared to the second quarter last year, grantees reported a substantial increase in youth-led activities related to tobacco-free schools and secondhand smoke during Q2 of this year (see Figure 4).

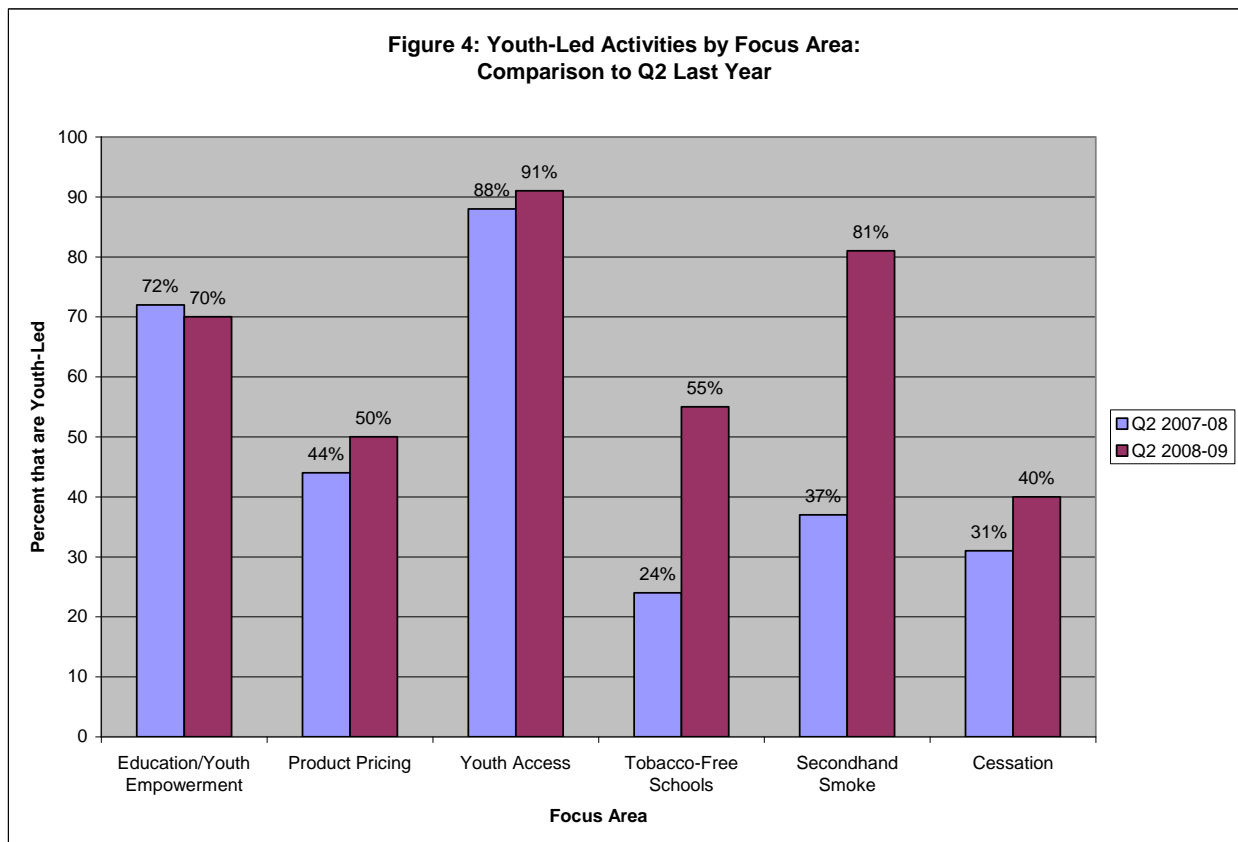
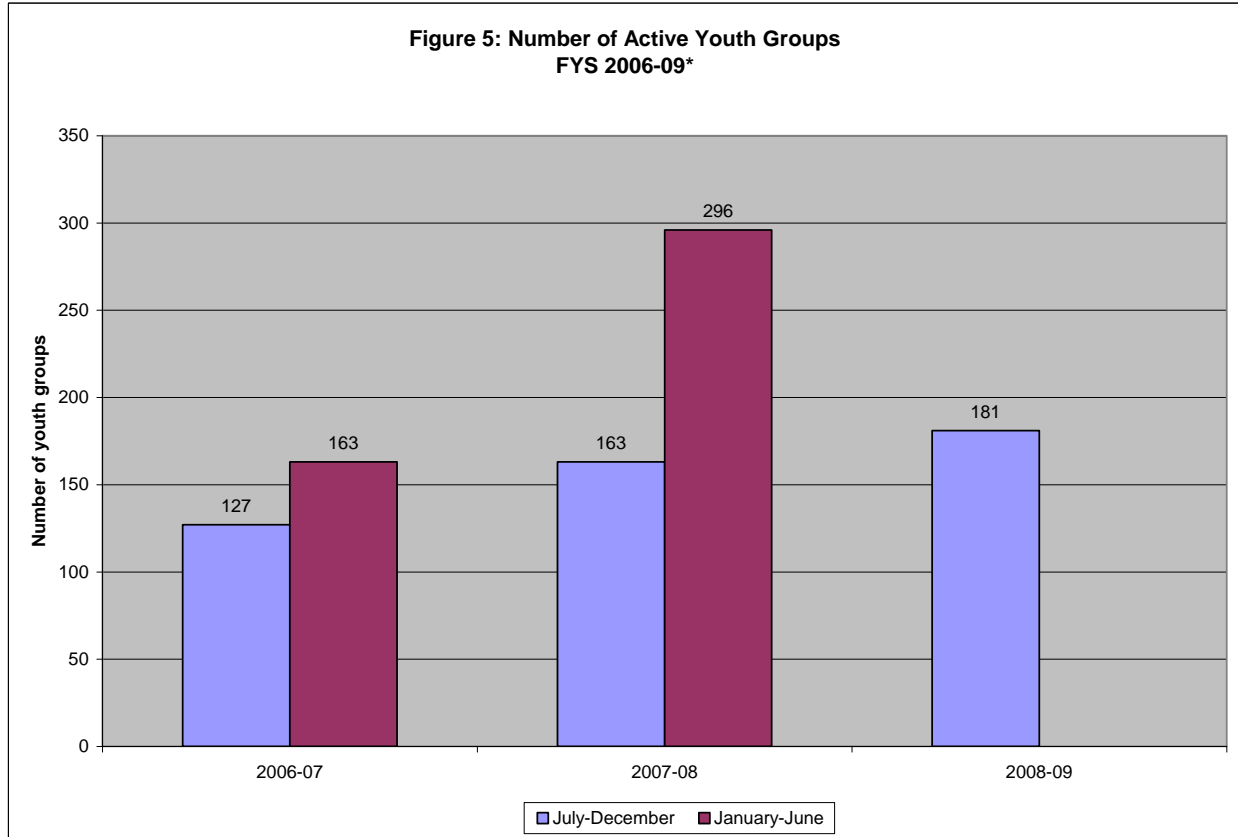
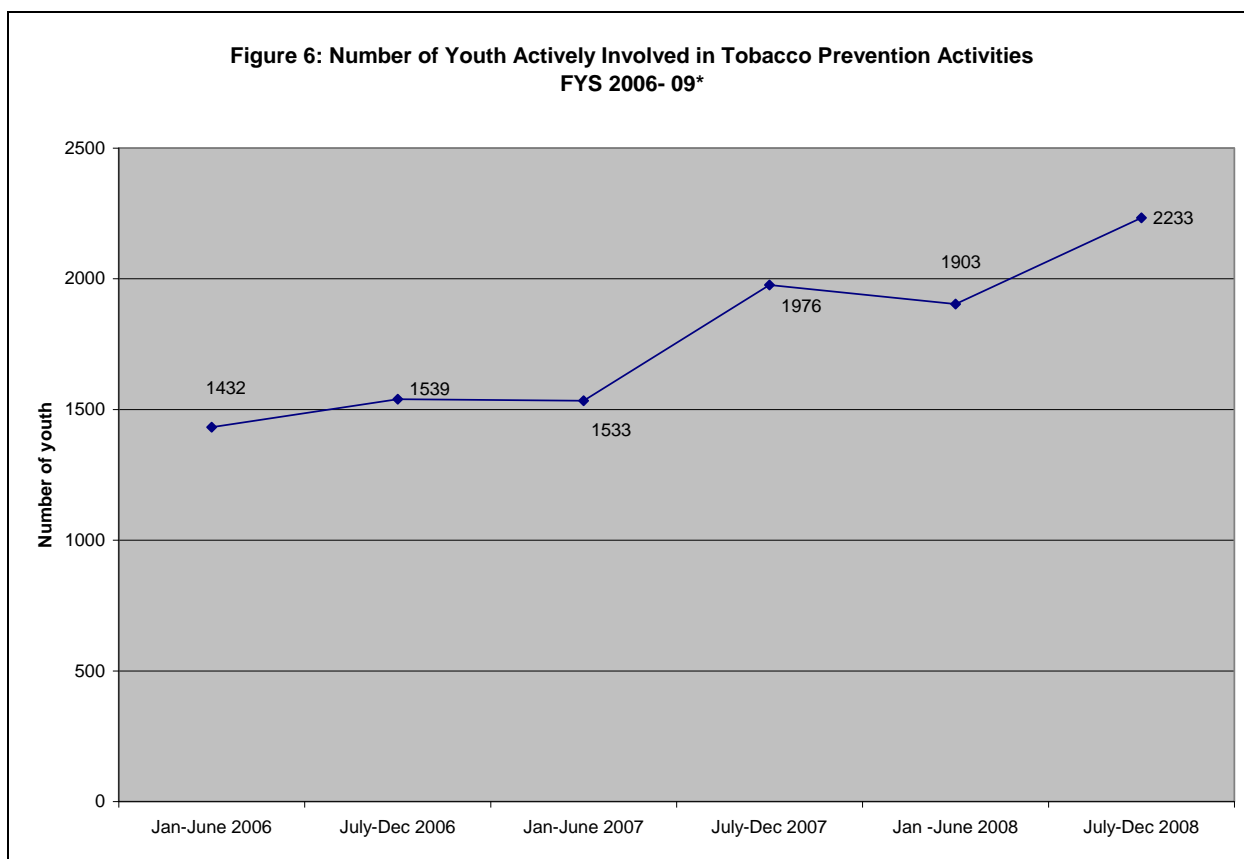


Figure 5 illustrates youth group activity as reported by grantees in the semi-annual questionnaire. During the last half of 2008, grantees reported 181 active youth groups. Within these groups, there were 2,233 youth actively involved in planning and implementing tobacco prevention activities (See Figure 6). A majority of these youth (62% or 1,383) are from populations experiencing tobacco-related disparities (e.g. African American, Latino, American Indian, LGBTQ, low SES).



* This figure based on data from the semi-annual questionnaire



* This figure based on data from the semi-annual questionnaire

C.2.b Focus Area 2: Tobacco Pricing and Youth Initiation

Activities in this area focus on promoting an awareness of research citing a relationship between increased price of tobacco products and decreased youth initiation. The total number of grantees reporting activity in this focus area was 35 (grantees may note activity without having had any indicator changes).

Table 2: Summary of Indicators for Focus Area 2: Tobacco Pricing and Youth Initiation

	Number of grantees reporting changes	Number of Q2 indicator changes	YTD indicator changes
Media/promotional messages published or aired	5	8	15
Educational presentations linking tobacco prices and youth initiation	10	28	44

C.2.c Focus Area 3: Tobacco Sales and Advertising

Activities in this area focus on promoting enforcement of underage tobacco sale laws and reducing tobacco advertising appealing to youth. Thirty five (35) grantees reported having accomplished some activity in this area. There were no stores that removed all tobacco advertising.

Table 3: Summary of Indicators for Focus Area 3: Tobacco Sales and Advertising

	Number of grantees reporting changes	Number of Q2 indicator changes	YTD indicator changes
Media/promotional messages published or aired regarding tobacco sales and advertising	4	10	28
Number of activities to promote compliance (e.g., merchant education)	10	150	289
Stores that removed tobacco ads	0	0	0

C.2.d Focus Area 4: Promoting Tobacco-Free Schools (TFS)

This focus area reflects activities encouraging the implementation of and compliance with a 100% TFS policy in a school system. Currently all schools in North Carolina are smoke free campuses, so this focus area currently addresses compliance, cessation for staff, and implementation of complementary programs such as Alternative to Suspension (ATS). There were 44 grantees reporting activity in this focus area.

Table 4: Summary of Indicators for Focus Area 4: Promoting Tobacco-Free Schools (TFS)

	Number of grantees reporting changes	Number of Q2 indicator changes	YTD indicator changes
Schools adopting an Alternative to Suspension (ATS) program (see also Table 5)	5	5	31
Presentations promoting cessation resources for school staff	12	35	69
Media/promotional messages encouraging compliance with 100% TFS policy that are published or aired	28	165	335
Meetings with school/community agencies to encourage 100% TFS policies	21	61	168

Table 5: Schools Reporting Adoption of an Alternative to Suspension (ATS) Program

Grantee	School
1. Blue Ridge Health Care	East Burke High School
2. Buncombe County Schools	Cane Creek Middle School
3. Cherokee County Schools	Mountain Youth School
4. FirstHealth of the Carolinas	Pinckney Academy
5. Nash County Health Department	Nash Central Middle School

Table 6: Cumulative Summary of Alternative to Suspension (ATS) Program Adoptions*

	July-December 2007	January-June 2008	July-December 2008
Number of schools offering an ATS program	203	145	203
Number of youth attending at least one ATS session for tobacco-related issues	222	313	265
Number of youth completing all sessions of ATS course for tobacco-related issues	127 (57%)	203 (65%)	138 (52%)
Number of youth from populations experiencing tobacco-related disparities	116 (53%)	187 (60%)	120 (45%)

* This table based on data from the semi-annual questionnaire

C.2.e Focus Area 5: Eliminate youth exposure to secondhand smoke (5 indicators)

Smoke-free policy adoptions are defined as new or existing venues frequented by youth implementing no-smoking bylaws. Venues include restaurants, places of worship, tribal facilities, convenience stores, and others. A total of 42 grantees reported activity in this area.

Table 6: Summary of Indicators for Focus Area 5: Secondhand Smoke

	Number of grantees reporting changes	Number of Q2 indicator changes	YTD indicator changes
Adoption of smoke free policies (see also figures 7 and 8 and Table 7)	8	16	58
Media/promotional messages promoting adoption of smoke-free policies published or aired	14	49	88
Presentations/meetings promoting adoption of smoke-free policies	19	36	167
Patron survey findings disseminated to business owners/community leaders	6	219	237
Improvements in smoke-free policies (e.g., smoke-free night)	6	9	17

Figure 7: Number of smoke-free policies adopted FYS 2005-09

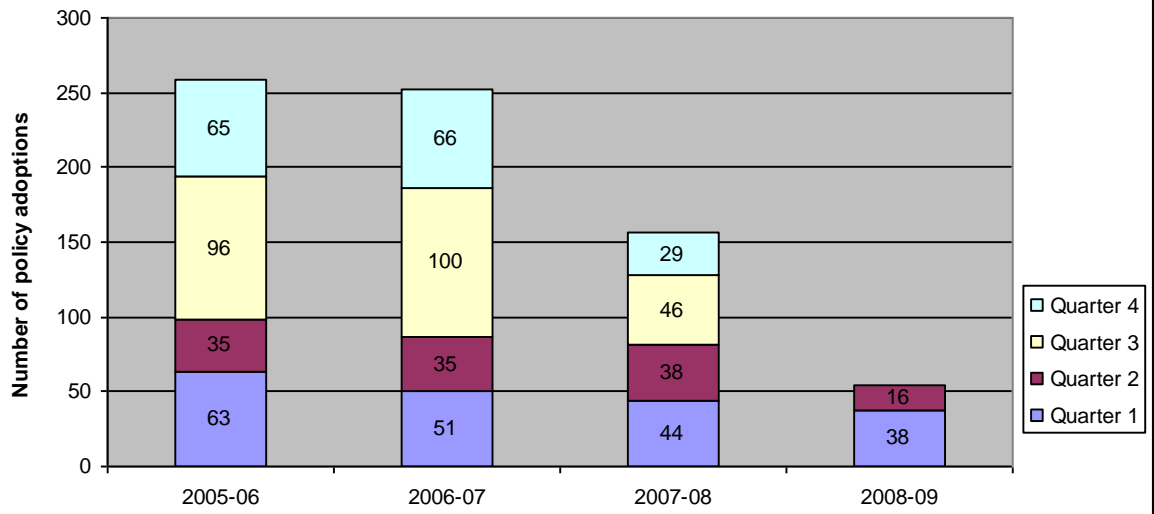


Figure 8: 100% Smoke-free policies adopted (n=16) by type of venue, Q2 2008-09

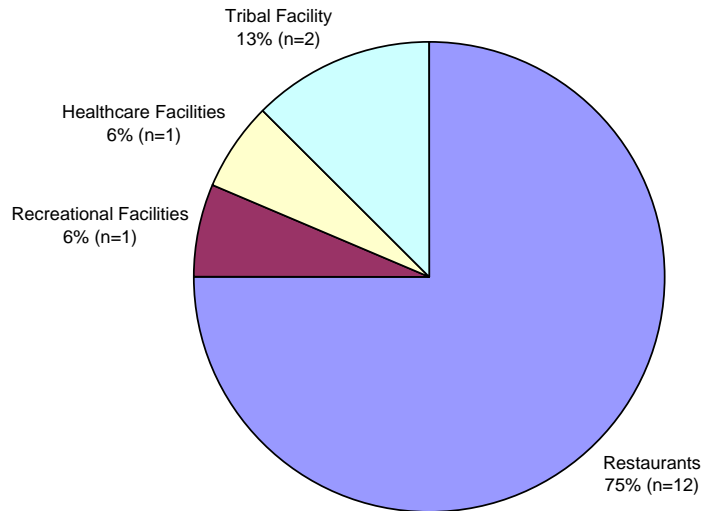


Table 7: Smoke-free policies adopted

Grantee	Venue	Location
Chowan Regional Health Care Foundation	Washington County Hospital	Washington County
Chowan Regional Health Care Foundation	The Soda Shoppe	Chowan County
Coastal Horizons Center, Inc.	Fat Tony's	New Hanover County
Coastal Horizons Center	Port City Chophouse	New Hanover
Coastal Horizons Center	Old Pierhouse	New Hanover
Coastal Horizons Center	Golden Eggs	New Hanover County
Coastal Horizons Center	Jack Mackerel's	New Hanover
Lumbee Tribal Nation Programs, Inc.	Lumbee Tribe of North Carolina	Robeson County
NC Commission of Indian Affairs	Native American Interfaith Ministries "The Healing Lodge"	Robeson County
NENCPPH NC Institute for Public Health	Front Porch Cafe	Dare County
Surry County Health and Nutrition Center	The Concession Stand	Surry County
Surry County Health and Nutrition Center	Soppers Restaurant	Surry County
Surry County Health and Nutrition Center	Dianna's Restaurant	Surry County

C.2.f. Focus Area 6: Providing Cessation Resources

Grantees reported an increase in activity related to cessation compared to Q2 of 2007-08. All grantees (n=45) reported some activity in this focus area. Tobacco cessation activities accounted for 26% of total indicator changes during this quarter, and indicator changes in this area more than doubled from the previous year (631 compared with 232).

Table 8: Summary of Indicators for Focus Area 6: Providing Cessation Resources

	Number of grantees reporting changes	Number of Q2 indicator changes	YTD indicator changes
Media and Promotional Messages for promoting cessation	26	410	534
Presentations or meetings promoting cessation resources (e.g. Quitline, N-O-T, 5A counseling for youth, or Spit Tobacco cessation)	33	203	277
Trainings coordinated for health care professionals on 5A counseling for youth or Spit Tobacco cessation	11	18	29

In the semi-annual survey, grantees also reported 424 schools/community settings adopting cessation programs during the six month reporting period (July 1- December 31, 2008). This is an increase from the previous 6 months (n=372) as well as from the same time period in 2007 (n=373). Cessation programs included N-O-T, 5As, QuitlineNC, and Spit Tobacco cessation.

C.3 Infrastructure and Administrative Development

There were a total of 1,013 indicator changes in the area of developing infrastructure and administration during this quarter. Contacts with local and state leaders showed a large jump from quarter one this year (59 in Q1 to 782 in Q2), although this quarter was similar to Q2 of last year (782 vs. 834 in Q2 last year).

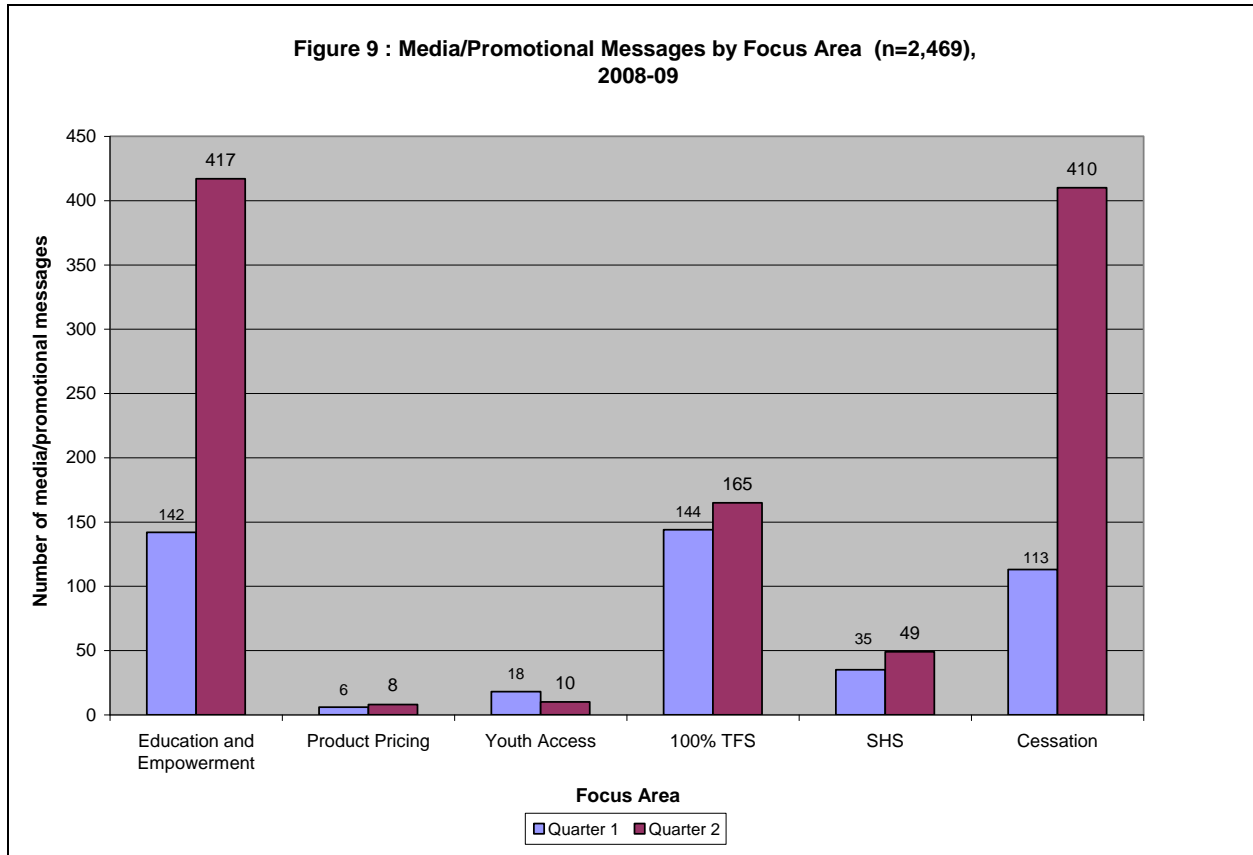
Table 9: Summary of Indicators for Focus Area 7: Infrastructure and Administrative Development

	Number of grantees reporting changes	Number of Q2 indicator changes	YTD indicator changes
Staff Training Events	43	133	223
Contacts with State and Local Leaders	13	782	814
Community Partnerships	24	98	202

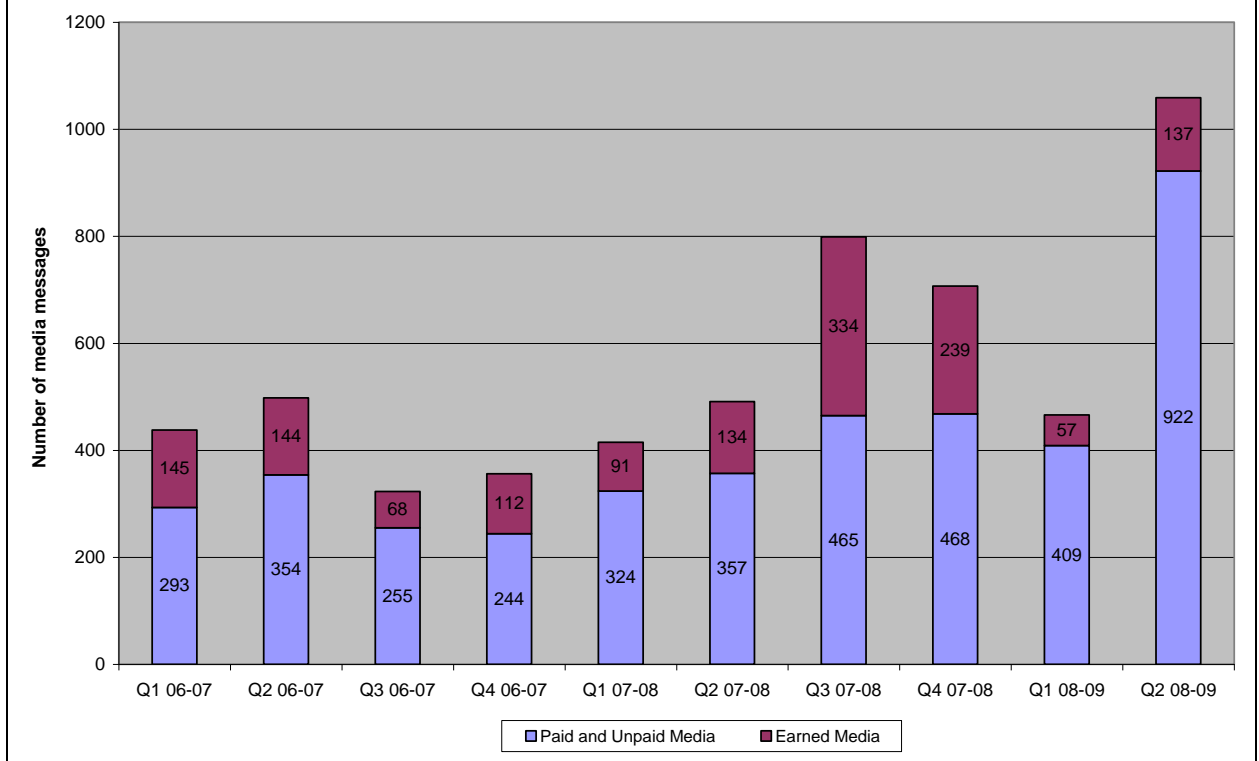
C.4. Media Indicators

Grantees reported a total of 1,059 media or promotional messages in the second quarter. For both education/empowerment and cessation, there was an approximately three-fold increase in media or promotional messages in this quarter compared to Q1 (see Figure 9). The number of messages were similar in the focus areas of product pricing, youth access, 100%TFS, and secondhand smoke.

The reported media messages during this quarter were also the highest to date (see Figure 10). The totals in this quarter are more than double last quarter's (466 to 1,059), and are a 33% increase from the previous high (Q3 of 2007-08, with 799).

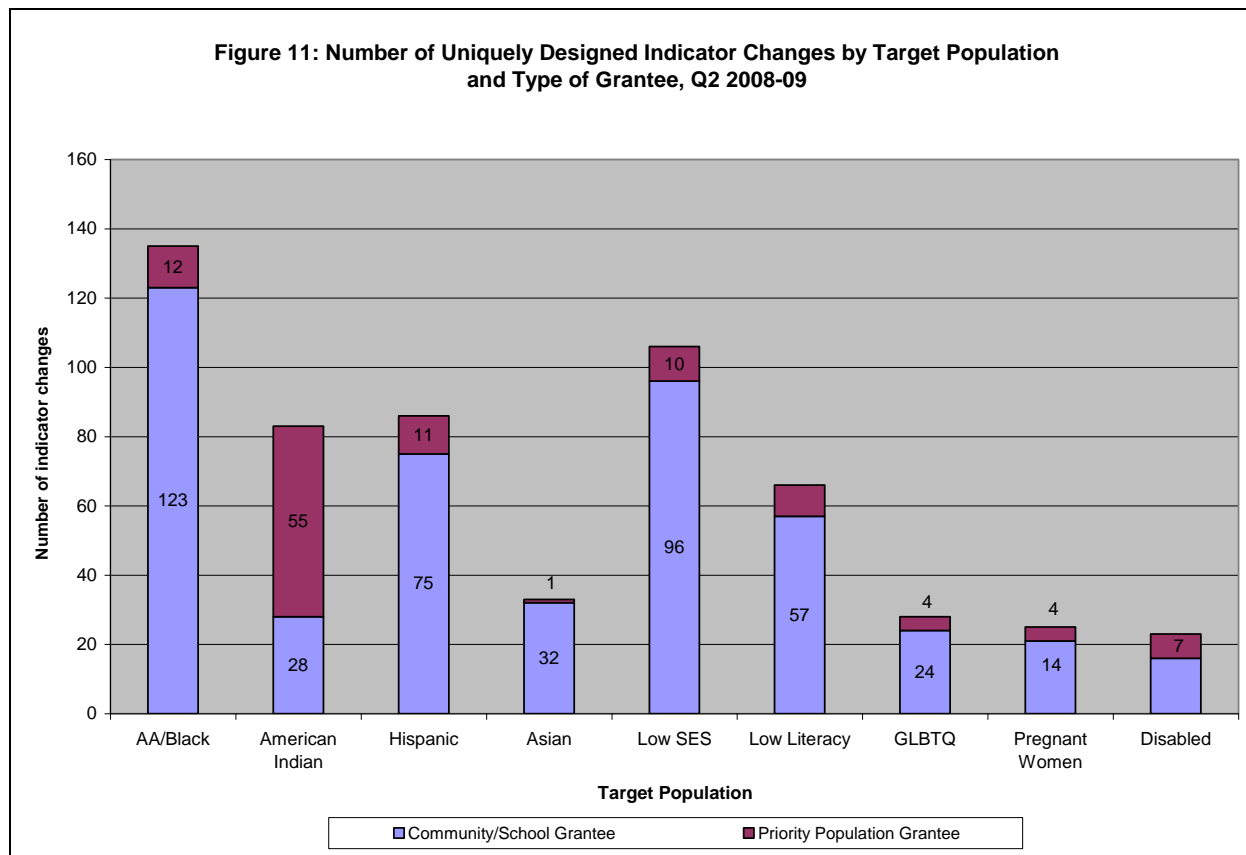


**Figure 10: Paid, Unpaid, and Earned Media Over Time
Q1 2006-07 - Q2 2008-09**



C.5 Reduce health disparities among youth attributable to tobacco use

Grantees reported on activities across focus areas designed for youth from populations disproportionately impacted by tobacco-related illnesses. During this quarter, the primary groups for whom activities were designed were Black/African American, low socioeconomic status (SES), Hispanic, and American Indian youth.



C.6. Barriers

All grantees except one (98%; 44 of 45) reported at least one barrier to their progress during this quarter. Barriers included the following:

- Issues related to weather and holidays (60% or 27 grantees)
- Problems with scheduling, time conflicts and planning (53% or 24 grantees)
- Staff issues including vacancies, turnover, and training (44% or 20 grantees)
- Issues with cooperation and/or coordination with community partners (40% or 18 grantees)
- Problems with student participation and involvement (36% or 16 grantees)

Less frequently reported barriers included providing student transportation to events and activities; cultural barriers and spit tobacco use; recruiting diverse students; securing supplemental funding, and technical problems (e.g. internet access, WIPTS problems, and posting information or events online).

C.7. Accomplishments

All 45 grantees reported at least one accomplishment during this quarter. Notable accomplishments reported in this quarter include:

- Forty-three of 45 (96%) grantees attended the Annual Statewide HWTF TTUPC Meeting in Greensboro, NC.
- The percentage of smoke-free restaurants in Ashe County has increased from 59% to 67% in the past year (reported by Ashe County Schools).
- Washington County Hospital, the Native American Interfaith Ministries' Healing Lodge, and the Town of Scotland Neck adopted multi-facility smoke-free policies.
- Cabarrus Health Alliance conducted cessation training for 18 dentists, yielding additional scheduled cessation trainings for dental staff members.
- Coastal Horizons Center coordinated NCSTEP, SAVE, and TRU presentations at North Brunswick High School, earning television media on WWAY TV.
- Warren County Commissioner and tribal member Mr. Barry Richardson spoke to Haliwa-Saponi Indian Tribe's SWAT members about community concerns and developing good leadership skills.
- Rowan County Health Department conducted a TRU Beauty/TRU Fitness event for 5th-12th graders, with Terrie Hall and Wade Hampton as keynote speakers.
- Vance County Schools launched the "Join the Winning Team of Tobacco Free Champions" billboard advertisement campaign.
- NC Commission on Indian Affairs partnered with Wac-Siouan Drum Circle and Southeastern Community College to coordinate a smoke-free powwow.
- Partnership for Health & Healing contacted and distributed their winter newsletter to more than 600 local and state government leaders.
- The Center for Health & Healing, in partnership with Chowan Regional Health Care Foundation's Tobacco Free Church project, disseminated materials and discussed secondhand smoke policy adoptions with over 20 places of worship.
- Four grantees (Healthy Caldwellians, TRU-6/Haywood, Watauga County Schools, and Mecklenburg Health Department) conducted merchant compliance activities regarding underage tobacco sale laws to more than 100 store owners across North Carolina.

**Appendix A:
List of Indicators 2008-09**

- IND 1 : # of tobacco use prevention education media/promotional messages published or aired
- IND 2 : # of skill building trainings offered to youth promoting youth led activities
- IND 3 : # of skill building trainings offered by grantee to adult leaders
- IND 4 : # of youth led prevention activities
- IND 5 : # of media/promotional messages published or aired that link increased price of tobacco with decreased youth initiation
- IND 6 : # of educational presentations on pricing to school/community linking increased price of tobacco with decreased youth initiation
- IND 7 : # of enforcement media/promotional messages published or aired
- IND 8 : # of activities to increase compliance (e.g. merchant education)
- IND 9 : # of stores that remove tobacco ads
- IND 10 : # of schools adopting an ATS program
- IND 11 : # of presentations promoting effective cessation resources for school staff
- IND 12 : # of media/promotional messages encouraging compliance with 100% TFS policy that are published or aired
- IND 13 : # of meetings with school/community agencies to encourage implementation and compliance with 100% TFS policy
- IND 14 : # of smoke-free policies adopted
- IND 15 : # of media/promotional messages promoting adoption of smoke-free policies published or aired
- IND 16 : # of presentations/meetings in schools/communities or with manager/owners/leaders promoting adoption of smoke-free policies
- IND 17 : # of patron survey campaigns/petition drives whose findings are disseminated to manager/owners/leaders
- IND 18 : # of improved smoke-free policies (e.g. smoke-free night)
- IND 19 : # of cessation media/promotional messages published or aired
- IND 20 : # of presentations or meetings promoting Quitline, NOT, 5A, counseling for youth or Spit Tobacco cessation
- IND 21 : # of trainings held for health care professionals on 5A counseling for youth or Spit Tobacco cessation
- IND 22 : # of training sessions/events attended by staff or partners
- IND 23 : # of contacts/meetings with state/local government leaders
- IND 24 : # of new partnerships formed to advance a tobacco prevention initiative

Appendix B:
Perceptions of Program Progress from Semi-Annual Questionnaire

I. Grantees Perception of Progress toward Goals: Overall and Focus Areas

In this section of the survey, grantees reported their perceived progress in achieving pre-determined milestones towards goals outlined in their action plans. These include overall goals as well as those specific to the focus areas. Table 3 summarizes results for the last year (January-June and July-December 2008).

Throughout 2008, grantees' reports regarding reaching program goals in the next six months have remained relatively unchanged (see Table 3). However, the number of grantees reporting having achieved their overall program goals in the last six months has decreased from 67% to 36% between time periods. Grantees perceived relatively consistent progress on focus-area specific objectives throughout 2008.

Table 3. Summary of Grantees' Perception of Progress toward Goals, 2008 (n=45 grantees)

	January-June, 2008 n (%)	July-December, 2008 n (%)
<i>On target</i> to achieve program goals in the next six months	36 (80%)	33 (73%)
<i>Achieved</i> overall program goals in the last six months	30 (67%)	16 (36%)
Achieved goals related to Focus Areas:		
Youth tobacco prevention and empowerment	32 (71%)	27 (60%)
100%Tobacco-free Schools (TFS)	22 (49%)	18 (40%)
Product Pricing and Youth Initiation	7 (16%)	4 (9%)
Smoke-free policies/Second-hand smoke	9 (20%)	7 (9%)
Cessation	14 (31%)	13 (16%)
Priority Populations	13 (29%)	13 (29%)

II. Grantees Perception of Partnerships

Few grantees reported partnering across the initiative or with other community organizations. Although the number of grantees reporting utilization of community/school grantee partnerships nearly doubled since Spring 2008, only 16% (7 of 45) of all grantees reported partnerships at the end of 2008. Additionally, 82% (37 of 45) of the grantees reported that they rarely partner with other community/school grantees to address the Initiative's policy change objectives, and only one grantee reported working with grantees who work with priority populations.

Table 2. Summary of Grantees' Perception of Partnerships, 2008 (n=45)

	January-June, 2008 n (%)	July-December, 2008 n (%)
Partnered with other Grantees:		
Community/ School Grantee	3 (7%)	7 (16%)
Priority Population Grantee	1 (2%)	1 (2%)
Developed new community partnerships	12 (27%)	8 (18%)
Used existing partnerships	22 (49%)	15 (33%)

III. Grantees Perception of Community Views

Approximately one-third of grantees believed their communities viewed tobacco use by youth and adults as a serious health problem (see Table 3). Perception of tobacco as a serious health problem increased regarding adult use (from 24% to 36%) and decreased regarding youth tobacco use (47% to 31%). Perceptions of secondhand smoke as a serious health problem remained fairly consistent at around 20%.

Table 3: Summary of Grantees' Perception of Community Views, 2008 (n=45)

	January-June, 2008 n (%)	July-December, 2008 n (%)
Tobacco use by youth a serious health problem	21 (47%)	14 (31%)
Tobacco use by adults a serious health problem	11 (24%)	16 (36%)
Secondhand smoke a serious health problem	8 (18%)	10 (22%)