

**Health and Wellness Trust Fund  
Commission  
Teen Tobacco Prevention Initiative**

**Grantees 6 Month Report  
October 17, 2003**

**UNC Department of Family Medicine  
Outcomes Evaluation Project**

## I. Executive Summary

In the monthly Progress Tracking System (PTS) reports, Health and Wellness Trust Fund Commission (HWTFC) grantees document their activities and accomplishments in relation to their objectives. In their Six Month Reports grantees provide a self-assessment of their individual programs and the linkage and support they are getting from other grantee agencies (NOT, SAVE etc.). They also write a story describing one of their accomplishments and make suggestions for improving the Teen Tobacco Prevention Initiative. These individual Six Month Reports are combined in this report to give a statewide view of the grantees' perspectives on how their tobacco prevention initiatives are progressing.

All of the Community/Schools grantees (26) and the Priority Population grantees (4) submitted this first Six Month Report in October 2003, and the results from these two groups are reported separately below. The individual reports from each of the grantees are also included in the appendix.

On the basis of the first ten program assessment questions in the 6 Month Report, grantees assess their own program progress as follows:

- About 80% (20 of 26) of the Community Schools grantees and all of the Priority Population grantees report that they have achieved most of their formative objectives during this initial 6 month period.
- Almost all (25 of 26) of the Community Schools grantees and 75% (3 of 4) of the Priority Population grantees report that to a large extent they feel well-prepared to achieve their program objectives for the next 6 month period.
- About 40% (11 of 26) of the Community Schools grantees and 25% (1 of 4) of the Priority Population grantees report that they have encountered significant barriers relatively frequently.
- About 75% of both the Community Schools grantees (19 of 26) and the Priority Population grantees (3 of 4) report that youth are actively involved in their program planning.
- About 90% (23 of 26) of the Community Schools grantees and all of the Priority Population grantees report that both new and existing community partnerships have assisted them in meeting their program objectives.
- About 70% (18 of 26) of the Community Schools grantees and 75% (3 of 4) of the Priority Population grantees report that the perceived health risks of tobacco use are only moderate or higher in their communities.
- About 45% (12 of 26) of the Community Schools grantees and 75% (3 of 4) of the Priority Population grantees report a low to moderate utilization level of media advocacy to promote their program objectives.

Community/School grantees' mean scores on the 10 program progress questions ranged from 5 to 7.9 on a 10 point scale, with a mean of 6.5 or more on 6 of the questions. Priority Population grantees' mean scores ranged from about 5 to 8.5, with a mean of 6.5 or more on 7 of the questions. (The higher the number,

the more positive the assessment except in the case of question #2, barriers, where a lower number is more positive) These measures reflect healthy program status for this early period. See Charts 1-4 for a graphical representation of the responses to several of these questions.

In terms of the 9 questions inquiring about linkages and support from statewide initiatives and other resources:

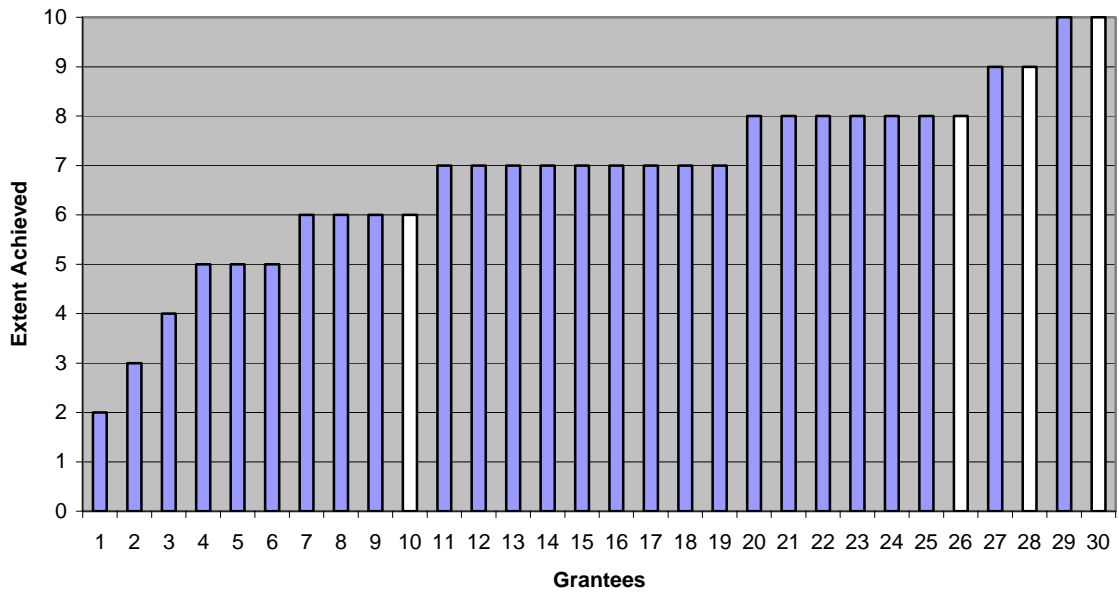
- About 95% (25 of 26) of the Community Schools grantees and all of the Priority Population grantees report that they are getting very good technical assistance and training support.
- About 55% (14 of 26) of the Community Schools grantees and 25% (1 of 4) of the Priority Population grantees reported that they have found PTS useful in tracking their program activities.
- About 85% (22 of 26) of the Community Schools grantees and all of the Priority Population grantees reported making good use of the Tobacco Reality Unfiltered (TRU) print media, but only 75% of Community Schools grantees and 50% of Priority Populations grantees reported moderate or greater exposure to the radio messages.
- Community Schools grantees reported the lowest level of partnering with the Priority Population grantees (20%:5 of 26), the next higher level with the SAVE program (35%: 9 of 26) and the highest level with the NOT program (45%:12 of 26). Priority Population grantees reported their highest level of partnering with each other (100%: 4 of 4), the next highest level with the NOT program (75%: 3 of 4) , and the lowest level (25%: 1 of 4) with the SAVE program.

The mean scores on these 9 program linkage questions ranged from 3.2 to 8.2 for Community/School grantees, and from 1.5 to 8.3 for Priority Population grantees, a greater spread than that for the program progress questions. See Charts 5 and 6 for a graphical representation of responses to two of these questions.

All of the grantees also wrote stories describing one of their accomplishments. This report highlights one or two stories related to each of the four HWTF program goals. From these narratives we learn more detail about the progress being made toward reaching the desired outcomes. They also reflect the energy and commitment of grantees for meeting the challenge of reducing the morbidity and mortality associated with tobacco use in their communities.

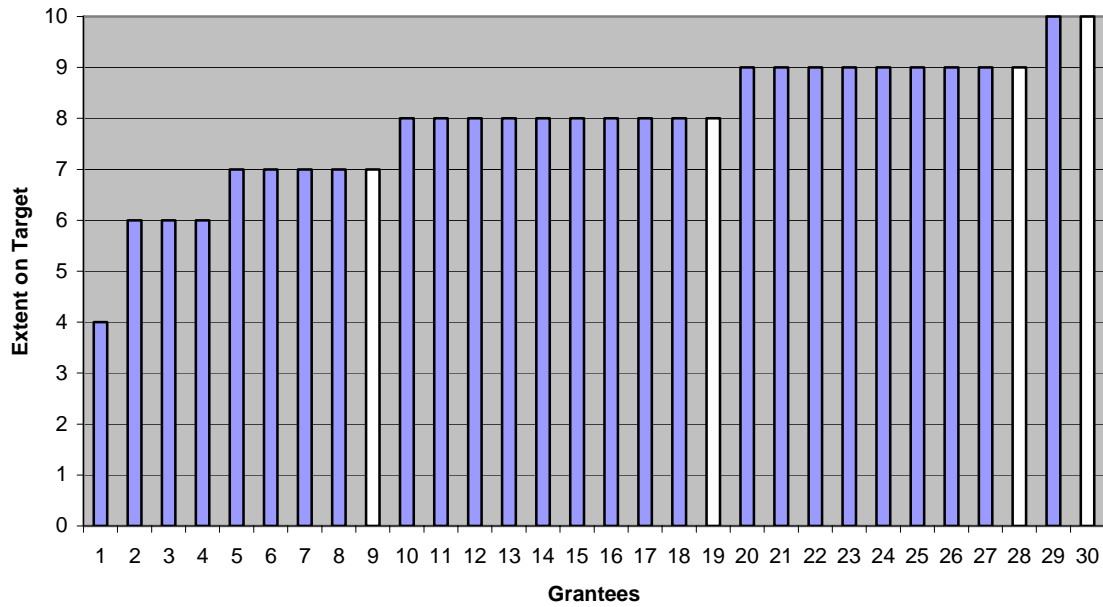
Addressing the desire for making better connections with the statewide initiatives, grantees offered a number of suggestions. These dealt with media themes, exposure, and utilization training; increased awareness of programs and resources available from the various initiatives; and overall communication of what is happening project-wide. These suggestions, summarized in this report, will be shared with the appropriate persons or groups so that all programs and initiatives can benefit.

**Chart 1**  
**FIRST 6 MONTHS' PROGRAM OBJECTIVES ACHIEVED**

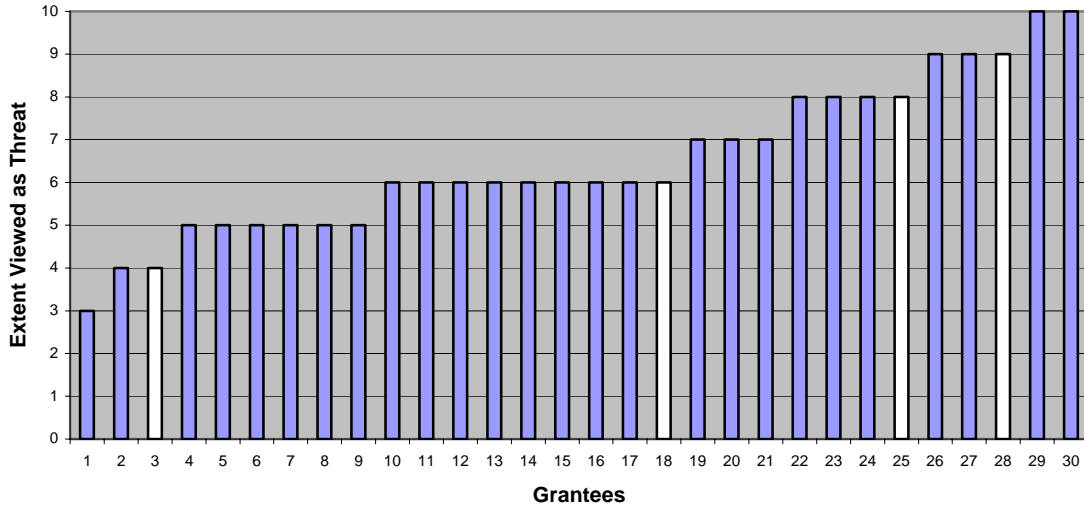


<b>Dark bars</b>	Community/ Schools	<b>Light bars</b>	Priority Populations
------------------	--------------------	-------------------	----------------------

**Chart 2**  
**ON TARGET TO ACHIEVE NEXT 6 MONTHS' PROGRAM OBJECTIVES**

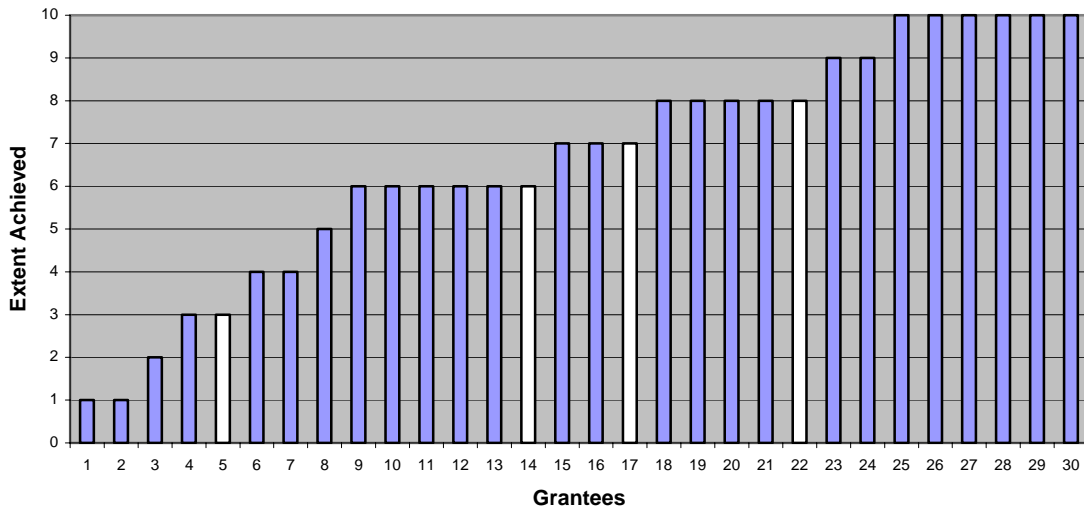


**Chart 3**  
**TOBACCO USE BY YOUTH VIEWED AS SERIOUS HEALTH THREAT BY COMMUNITY**

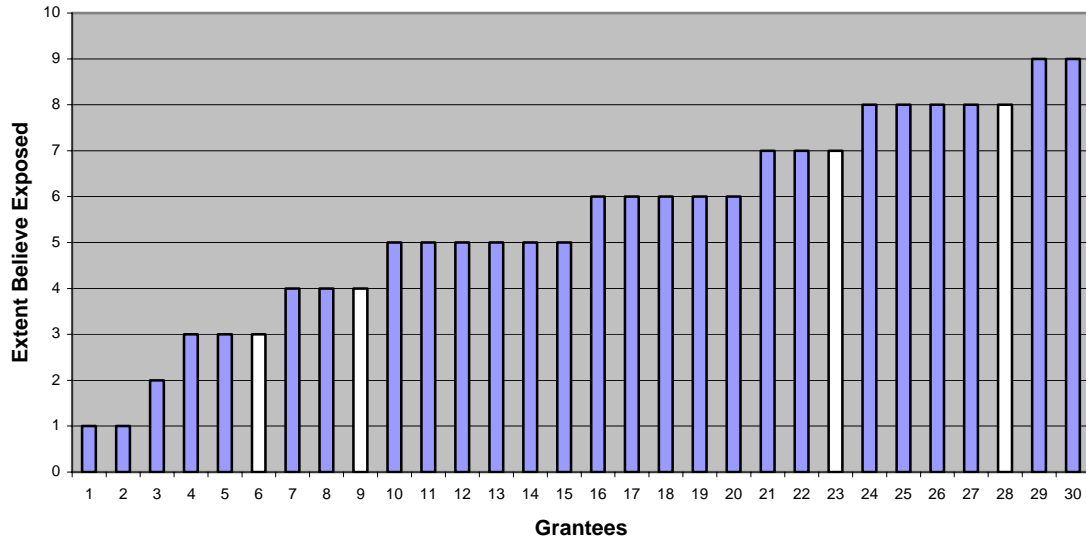


<b>Dark bars</b>	Community/ Schools	<b>Light bars</b>	Priority Populations
------------------	--------------------	-------------------	----------------------

**Chart 4**  
**ACTIVE INVOLVEMENT OF 4 OR MORE YOUTH IN PLANNING AND EXECUTION OF PROGRAM ACTIVITIES**

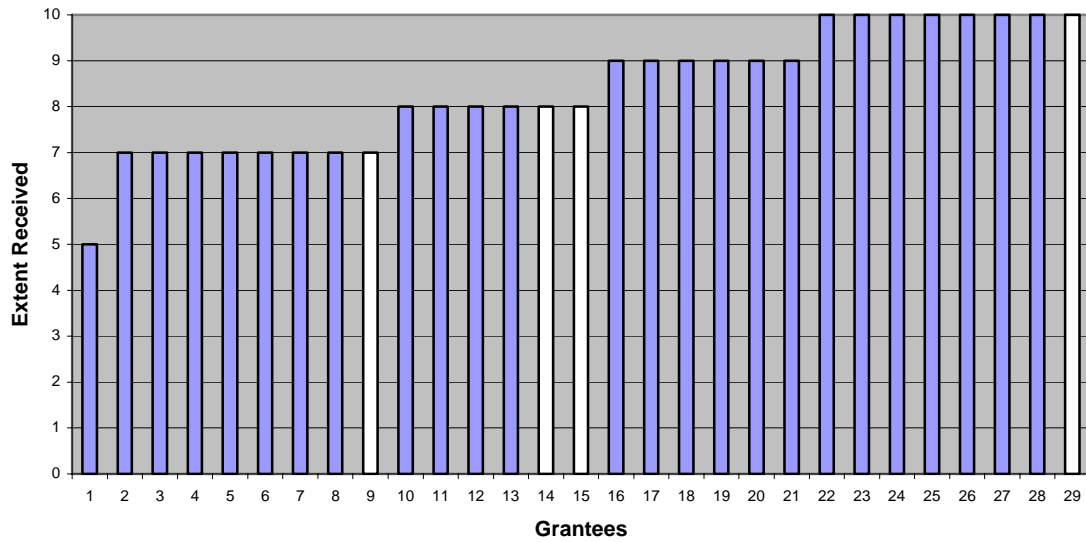


**Chart 5**  
**TEEN EXPOSURE TO "TOBACCO.REALITY.UNFILTERED."**



<b>Dark bars</b>	Community/ Schools	<b>Light bars</b>	Priority Populations
------------------	--------------------	-------------------	----------------------

**Chart 6**  
**TRAINING SUPPORT RECEIVED**



## II. Narratives

Grantees were asked to write stories describing some aspect of their progress toward meeting the goals of the HWTFC Teen Tobacco Prevention Initiative. A selected number of these stories are presented below organized according to their respective goals.

### ***Goal 1: Prevent Youth Initiation of Tobacco Use***

#### **Story # 1- Community Schools grantee**

*As I explained my role as the project manager of the Youth Tobacco Use Prevention project to a co-worker, he became emotional and shared the following: "You don't know how happy I am to have you here working on this project. It means so much to me for so many reasons. You see, both my parents died of emphysema when I was younger. My kids didn't even meet their grandparents. I think it's so important to get to young people and let them know the dangers of smoking. Although my kids don't know it, if they wanted to do one thing that would absolutely crush me, it would be to start smoking." This co-worker's appreciation for my work, and his hope that through it youth, like his children, will be able to lead healthy, tobacco-free lives, has strengthened my passion for this cause and will push me to meet the project's ultimate objectives.*

#### **Story # 2 – Community Schools grantee**

*"We want to get our message out!" "We want to make a difference at our school!" Excitement ripples through the Butler High School DREAM meeting as students brainstorm ideas. "Football is a big deal at our school;, we should do something around the football game." The students let their creative juices flow and decided on "Project Pre-Game." To encourage great crowd participation, the first 200 students to show up at the game received a free wristband with "Refuse to Use", the DREAM team's current slogan. From signs and banners flanking the stadium to Public Service Announcements throughout the game, the DREAM team definitely made its presence felt that night! "Project Pre-Game's" great success gave added motivation to the DREAM team's tobacco prevention efforts. The youth came away from the experience with a true feeling of accomplishment and with the belief that they have the power to make a real difference in the lives of people around them.*

### ***Goal 2: Significantly Reduce Youth Exposure to Environmental "Secondhand" Smoke***

#### **Story # 3 – Community Schools grantee**

*Last school year, I introduced myself to the principal of our largest high school, describing the programs I hoped to initiate within our schools. The principal responded, "Hope you don't need my help, cause there is no way I'm going to get involved with any tobacco issue." He did agree to allow me to hang out at the*

*school, talk to kids, and hand out Not On Tobacco pamphlets to interested kids. This school year the same principal called me into his office, saying, "Guess you're going to stay around here." I replied that I was. "How about this year we go smokeless in the bleachers," he suggested. After recovering from my shock, I told him that would be a great start. He put up signs and had PSAs on the radio about No Smoking in the bleachers. Our deal involves my attending all home sporting events to hand out information on quitting tobacco while the principal polices the bleachers for offenders! I have a TRU table with gobs of info and lots of freebies for kids. Because of doing TNT in the middle school, my TRU table is the new hang-out for kids. These kids are becoming peer activists. I can only see good coming from this. I am a happy health educator.*

### ***Goal 3: Provide Treatment Options for Youth Who Want to Quit***

#### **Story # 4 – Community Schools grantee**

*Ann is a 16 year-old student who began smoking at age 12. She contacted the school social worker seeking help for her addiction and, in return, the social worker referred her to my program. Before implementing a cessation program, I asked Ann why she wanted to quit smoking. She promptly replied, "I dunno. I just don't want to smoke anymore." After a couple of sessions in N-O-T, I asked Ann again why she wanted to quit smoking. She slowly said, "I want to prove to myself and everybody else that I can." I reminded Ann of her first answer and inquired why her reason changed. Ann responded, "Well, if I can quit smoking I can do anything, and then maybe my dad will quit too." Ann's answer captures our goals here in Ashe County. We want our students to know that they have the ability to achieve any goal they set for themselves, especially if that goal is breaking an addiction such as smoking. We want them to realize that they can be role models for others—even for their parents. Ann began the N-O-T program smoking a pack of cigarettes a day. Currently, she smokes one a day and is determined to quit altogether. Most teenage smokers want to quit and it is our job to help them. An empowered teenager can achieve anything!*

### ***Goal 4: Reduce Health Disparities among Minority Youth Attributable to Tobacco Use***

#### **Story # 5 – Priority Populations grantee**

*The pride and dignity of being Coharie shone through elders' stories of the tribe's history. We asked them to talk about tobacco and its impact on the tribe. Some came from tobacco growing families. Farming and land are a valued part of the culture providing for basic economic needs, from food and shelter to a college education. As we steered our questions toward the impact of tobacco use on their health, powerful and moving stories poured forth. These "tobacco stories", as well as later ones about tobacco from a faith perspective, have become a "bank" of testimonies. We plan to edit and include these in our materials and resources, using them in outreach and education. As one of the "tobacco story tellers"*



*poignantly observed, "I spent 40 years as a second hand smoker--my husband smokes. And now I have the worst things you can get-- cancer and heart conditions. I don't think nobody should be exposed to that."*

### **III. Program Progress and Utility of Other Resources**

The 6 Month Report form included a series of questions asking grantees to rank, on a scale of 1 to 10 (1= not at all and 10= to a large extent), the progress of their programs and the utility of specific outside resources. The first 10 questions probed program progress in the last 6 months, barriers, utilization of community partnerships and involvement of youth. These questions and their mean scores can be seen in Table 1 for both the Community Schools and Priority Populations grantees separately. Overall, grantees feel that they are on target to achieve their program objectives (all but one scoring 6 and higher). Three coalitions have had some major barriers in infrastructure, (no computers; staff only recently hired). With few exceptions, existing community partnerships were utilized and new partnerships developed. Youth were involved to a large extent in 13 coalitions (including two Priority Population groups), to a moderate extent in 9 coalitions (including 1 Priority Population), and to a small extent in 5 (including 1 Priority Population group). Eight coalitions (including two Priority Population groups) were able to use media advocacy techniques to a large extent (scoring 7 or above) in promoting their objectives. Community attitudes toward tobacco use scored mostly in the mid range with youth recognition of the health risks of tobacco ranking higher than that of adult recognition.

The next 9 questions, on the same scale of 1 to 10 (1= not at all and 10= to a large extent), probed the linkage and utility of other statewide resources for the Community/Schools and Priority Population coalition programs (see Table 2). Training and technical assistance support ranked highest among all questions, with 24 and 23 coalitions respectively scoring these 7 and above. Three of four Priority Population grantees ranked technical assistance and all ranked training support at 7 or above. Three questions on the "Tobacco Reality Unfiltered" campaign showed use of print materials ranked high, with the linkage to the grantee's program initiatives fairly evenly spread across the scale and perception of youth awareness of the campaign clustering around the middle of the scale. Eight Community/Schools coalitions have partnered with SAVE to a large extent and 12 grantees (including three Priority Population grantees) with N-O-T. Four Community/School grantees reported partnering to a large extent with Priority Populations, while all Priority Population grantees reported partnering to a large extent with one another. Fifteen coalitions (including three Priority Populations) indicated 'not at all' with regard to partnering with SAVE and 12 with Priority Populations. PTS was utilized to a large extent by thirteen grantees (including one Priority Population grantee), eight in the mid range, and six (including three Priority Population grantees) to a small extent.

**Table 1: Program Progress Questions**

<b>QUESTIONS</b> October 2003	<b>Community/Schools</b>		<b>Priority Populations</b>	
	MEAN	RANGE	MEAN	RANGE
1. During the past 6 months, to what extent have you achieved your program objectives?	6.6	(2-10)	8.3	(6-10)
2. During the past 6 months, to what extent have you encountered significant barriers to your program objectives?	5.2	(2-10)	4.5	(2-7)
3. During the past 6 months, to what extent have you been able to use <i>existing</i> community partnerships to assist you in meeting your program objectives?	7.7	(3-10)	8.3	(7-10)
4. During the past 6 months, to what extent were you able to develop <i>new</i> community partnerships to assist you in meeting your program objectives?	7.2	(2-10)	7	(5-9)
5. During the past 6 months, to what extent did you utilize media advocacy techniques (e.g. letter writing, press release, interviews, psa, etc.) to promote your program objectives?	5	(1-10)	6.5	(3-9)
6. During the past 6 months, to what extent do you believe your community views tobacco use by youth as a serious health problem?	6.5	(3-10)	6.8	(4-9)
7. During the past 6 months, to what extent do you believe your community views tobacco use by adults as a serious health problem?	5.6	(2-10)	6.5	(4-9)
8. During the past 6 months, to what extent do you believe your community views secondhand smoke as a serious health problem?	5.3	(3-9)	5.8	(4-7)
9. During the past 6 months, to what extent are at least 4 or more youth actively involved with planning or execution of your project activities?	7.8	(1-10)	6	(3-8)
10. For the <i>upcoming</i> 6 months, to what extent do you believe you are on target to achieve your program objectives?	7.9	(4-10)	8.5	(7-10)

**Table 2: Questions on Linkage with Statewide Initiatives**

QUESTIONS  October 2003	Community/Schools		Priority Populations	
	MEAN	RANGE	MEAN	RANGE
1. During the last 6 months, to what extent do you believe that teens in your community have been exposed to the Health and Wellness Trust Fund's media campaign "Tobacco Reality Unfiltered"?	5.5	(1-9)	5.5	(3-8)
2. During the last 6 months, to what extent has the Health and Wellness Trust Fund's media campaign "Tobacco Reality Unfiltered" linked with your program initiatives?	5.7	(1-10)	6.3	(4-9)
3. During the last 6 months, to what extent has your program utilized print materials developed by the Health and Wellness Trust Fund's media campaign "Tobacco Reality Unfiltered"?	7	(1-10)	7.8	(6-10)
4. During the last 6 months, to what extent has your program received any technical assistance it needed?	8	(4-10)	7.5	(5-10)
5. During the last 6 months, to what extent has your program received any training support it needed?	8.2	(4-10)	8.3	(7-10)
6. During the last 6 months, to what extent have any of your program initiatives partnered with the SAVE (Survivors and Victims of Tobacco Empowerment) program?	4.4	(1-10)	1.5	(1-3)
7. During the last 6 months, to what extent has any of your program initiatives partnered with the N-O-T (Not on Tobacco) program?	4.9	(1-10)	5.8	(1-8)
8. During the last 6 months, to what extent has any of your program initiatives partnered with any of the priority population grantees (American Indian, African American, Hispanic, General Baptist)?	3.2	(1-9)	8.3	(7-10)
9. During the past 6 months, to what extent have you been able to use PTS to assist you in documenting your progress in meeting program objectives?	6.4	(1-10)	3.5	(2-7)

## IV. Suggestions

Grantees were asked to suggest one way that the Health and Wellness Trust Fund's statewide funded campaigns (Media, N-O-T, SAVE, Priority Populations) could more effectively be linked with their programmatic initiatives. Their suggestions are listed below. Priority population grantees' suggestions are listed in italics.

### **MEDIA**

- Media should include TV and newspapers, and run on radio stations that have a greater number of youth listeners
- Additional themes for media: Second Hand Smoke, Social Norms (i.e. 3 out of 4 teens don't smoke); less on negative consequences of tobacco use; short video clips with statements by tobacco survivors, link with 100% Tobacco Free Schools campaign
- Promotional materials, although "hip", had safety and quality issues
- More media training and technical assistance to better utilize resources available
- *Radio component of media campaign should also be produced in Spanish. Messages could be placed as Public Service Announcements on the many Spanish language radio stations in the Triangle, as well as used at Latino community events.*
- *Radio campaign should be expanded to include more stations that African American teens listen to*

### **PRIORITY POPULATIONS**

- Get the word out on what technical assistance and/or partnering capacity is available to grantees from priority population groups.
- Workshop or training by priority population groups to build skills for grantees working with special populations in their schools and communities.

### **N-O-T**

- Marketing tools for the N-O-T program (traditional and new on-line versions).
- A quarterly Health Action Council Newsletter to highlight best practice or successful examples of how N-O-T works in schools.

### **OTHER**

- HWTF Coordinator meetings for exchange of ideas, motivation, and support
- Bi-monthly newsletter to announce upcoming events, news, and resources, especially related to the statewide initiatives.