

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

Six Month Survey Report for the HWTF
Teen Tobacco Use Prevention
and Cessation Initiative

Phase I Grants: April – September 2004
Phase II Grants: July – December 2004

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

March 18, 2005



Tobacco Prevention Evaluation Program
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Executive Summary

Introduction

Health and Wellness Trust Fund (HWTF) Commission Teen Tobacco Use Prevention and Cessation Initiative Community/Schools and Priority Population grantees are required to complete a survey every six months during their grant period. The purpose of the Six Month Survey is to document the progress, barriers, accomplishments, and needs of grantees for evaluation and technical support purposes.

The Six Month Survey was designed by the UNC Tobacco Prevention Evaluation Program (TPEP). It includes Likert scale and open-ended questions addressing various program assessment areas. Grantees are asked to complete and submit the survey using the Progress Tracking System (PTS).

Grants were awarded by the HWTF in two phases: Phase I grants were initiated in April 2003 and Phase II grants were initiated in July 2004. Six Month Survey data from Phase I and Phase II grantees were compiled and analyzed to provide a statewide view of grantees' perspectives on how they are progressing.

The primary areas of data analysis included in this report are:

- 1) A comparison of Phase I Community/Schools and Priority Population grantees over three six month periods (April – September 2003; October 2003 – March 2004; April – September 2004);
- 2) October 2004 Six Month Survey results for Phase I Community/Schools and Priority Population grantees (April – September 2004); and
- 3) January 2005 Six Month Survey results for Phase II Community/Schools grantees (July – December 2004).

Overview of Findings and Recommendations

HWTF Teen Tobacco Use Prevention and Cessation Initiative Phase I grantees report having made good progress with their program activities since the beginning of their grants with high levels of youth involvement, community partnering, and use of the TRU media campaign. While some grantees report having experienced barriers, most feel they have received the technical assistance and training support needed to achieve their program objectives.

Most Phase II grantees feel they are on track to achieving their program objectives. With ongoing technical assistance and training support, progress by Phase II grantees in all program goal areas is expected.

Several key accomplishments in teen tobacco prevention and control in North Carolina have resulted from the work of HWTF grant recipients, their partners and youth, and the statewide resources that assist them. Especially significant are increases in school districts adopting 100% Tobacco-Free School (TFS) policies and events resulting from grantees partnering with each other for youth empowerment training and advocacy work.

As grantees continue to collaborate with one another and develop programs based on policy-focused, evidence-based practices (represented in the new Indicator Progress Tracking System [iPTS]), further achievements by the HWTF Teen Tobacco Use Prevention and Cessation Initiative are anticipated in the next six months.

Progress and Barriers

- Most Phase I Community/Schools grantees continue to feel they are making good progress with their programs and believe they are on target to achieving their objectives. In the past six months, two Priority Population grantees felt less confident about their progress and readiness to meet objectives compared to previous six month reporting periods.
- One quarter (7 of 26) of Phase I Community/Schools grantees report encountering significant barriers to carrying out their program objectives in the past six months. One half (2 of 4) of the Priority Populations grantees report significant barriers. Over time, reported barriers have gone slightly down for Community/Schools grantees and slightly up for Priority Population grantees.
- In the first six months since their initial funding, few Phase II grantees (2 of 11) report that they have significantly achieved their program objectives; however, most (9 of 11) feel they are on target to achieving their objectives in the next six months. More than half (6 of 11) reported encountering significant barriers to meeting their program objectives in the past six months.
- **Recommendation:** Agencies providing technical assistance and support should give special attention to grantees reporting low progress and/or significant barriers in the past six months.

Partnerships and Youth Empowerment

- Phase I grantees continue to be collaborating well with existing and new community partners.
- Phase I grantees continue to report high rates of active youth involvement in their program activities. Over time, Phase I grantees have increased their rates of active youth involvement, although Priority Population grantees report decreased youth involvement in the past six months.
- About half (6 of 11) of Phase II grantees report significant use of existing community partnerships to assist them with their programs. 5 of 11 Phase II grantees report that they have developed new partnerships to a significant extent.

Resources for Capacity Building

- Most Phase I grantees report high levels of technical assistance and training support for their programs; however, the average rating of Priority Population grantees for training and technical assistance received decreased over the past six months in comparison to previous months. This may reflect changes in support staff that occurred during this period.
- Due to recent revisions to the PTS, Phase II grantees felt less able than other grantees to document their progress in the past six months using interim reporting systems.

Partnering with Statewide HWTF Coalitions

- Phase I Community/Schools grantees have increased their level of partnering with the Not-On-Tobacco (N-O-T) Program, the Survivors and Victims (of Tobacco) Empowerment (SAVE) Program, and other Priority Population grantees over time. Priority Population grantees report significant partnering with other Priority Population grantees but less partnering with SAVE and N-O-T.
- About half (5 of 11) of Phase II grantees report significant partnering with other Community/Schools grantees. Few (2 of 11) Phase II grantees report significant levels of partnering with Priority Population grantees.

- **Recommendation:** Partnering between all community and Statewide HWTF Coalitions should continue to receive strong encouragement.

Media

- Phase I and II grantees in media markets where the TRU campaign is being played believe their teens are being significantly exposed to the messages of the campaign. Grantees in areas that are not included in the TRU media market (especially far west and east regions of the state) reported lower scores for teen exposure to TRU.
- Phase I grantees have shown increased confidence in using media advocacy. Media literacy/advocacy trainings, and strong encouragement for gaining recognition of efforts through earned media, have contributed to raising the profile of tobacco prevention issues in the state.
- **Recommendation:** If resources permit, TRU campaign organizers should consider expanding the reach of the campaign into far eastern and western regions of that state that are not currently included in the media market.

Awareness of Tobacco as a Serious Health Problem

- Most Phase I grantees perceive significant public awareness of youth tobacco use as a serious health problem in their communities. Grantees' perceptions of their community's awareness about adult tobacco use and secondhand smoke have remained in the same range over time.
- Approximately half (6 of 11 and 5 of 11) of Phase II grantees report significant public awareness of youth tobacco use and adult tobacco use as serious health problems in their communities. Less than a third (3 of 11) perceive their community views secondhand smoke as a serious health problem.
- **Recommendation:** Continued efforts to link the promotion of smoke-free policies in public areas with media efforts in the TRU campaign could assist in increasing community awareness, as most TRU efforts to date have not focused on secondhand smoke policy changes or education.

Progress by Focus Areas (Phase II Grantees only)

- Few Phase II grantees reported significant progress in any one particular focus area during the first six months of their grant period (July to December 2004). Phase II grantees reported making the most progress in areas of prevention education, youth empowerment, 100% Tobacco-Free Schools, and promoting access to cessation services (i.e., each of these focus areas had three grantees who indicated achievement to a large extent).

Indicators (Phase II Grantees only)

- In their January 2005 report, Phase II grantees provided numbers for several indicators that will serve as baselines for future progress. Reported numbers indicate that Phase II grantee activities have included high youth involvement, school-based tobacco education, efforts towards adoption and/or enforcement of 100% TFS policies, and hiring of staff.

Suggestions from Grantees

- **Recommendation:** The needs and suggestions expressed by grantees in this section of the report should be reviewed by members of the Technical Assistance and Training Consortium (TATC) for future coordination and delivery of services.

Limitations of this Report

- All scores are based on grantee self report.
- The relatively small number of grantees makes it impossible to measure statistical significance of change. As a general rule, changes in mean scores of 15% or more were considered to be worth noting.
- The report does not address any difference in scores for six Phase I grantees that may have resulted from increased funding as of July 1, 2004.
- One Phase II grant covers 11 counties with 4 coordinators. For this report, they have been included as one group. In the future, each coordinator will be asked to respond to the Six Month Survey separately.

II. Major Accomplishments

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Grantees were asked to include a narrative describing one major accomplishment of their program during the six month periods of May to September 2004 (Phase I grantees) or July to December 2004 (Phase II grantees). The following summary of Phase I and Phase II grantee narratives, by goal area, provide a picture of the range of grantee activities that affect individual lives, community norms, policy change, and ultimately lead to the goal of improved public health. (Note: Events marked with † involved partnerships with other HWTF groups and/or local community organizations. Events marked with ‡ worked towards the goal of reducing disparities). See Section VII for selected narratives.

A. Phase I Grantees

Initiation

- TRU, State Games, and NCSTEP planned a tobacco prevention event for the NC High School Baseball Coaches annual conference. Focusing on tobacco and spit tobacco use prevention in community and school youth sports statewide will be the continuing goal of this coalition. †
- Twelve “Youth for the Future” visited 52 convenient stores over the summer, providing merchant education regarding laws restricting sales to minors. Information, signs, and stickers in English and in Spanish were distributed. †
- Social norm messages, that the majority of teens don’t smoke, were distributed to high school students on T-shirts and pencils. The campaign was featured in the local newspaper.
- Prevention classes in one school resulted in a teen cutting back on smoking and, more importantly, a teen discouraging a friend from starting to smoke.
- A Tobacco-Free Night at a baseball game featuring a SAVE speaker provided a means of community outreach that was both educational and fun. †

Youth Empowerment

- Forty students from three high schools began work on a photo-voice project to illustrate the need for greater enforcement in their 100% Tobacco-Free Schools.
- Students who had attended tobacco prevention classes volunteered to help with hurricane relief efforts. When asked why they volunteered, they recalled being told in the classes that it was up to them to make a difference in their community.
- A youth group assisted in a weeklong, tobacco prevention education event (i.e., Red Ribbon Week) at seven elementary schools.
- A youth leadership retreat for middle and high school teens featured Tobacco 101, Media Literacy, and Youth Advocacy, with opportunities for those attending to practice their new skills. Question Why youth from another county led the retreat. About 50 students attended this event. †
- A new coordinator in a tobacco growing community was surprised and pleased that students in the SWAT (Students Warning Against Tobacco) youth group displayed an eagerness to make a difference in breaking the tradition of tobacco there. One student said he wanted to *“prove to his grandparents that working with SWAT would help change policies faster.”*

- A three county lock-in, led by Question Why youth, kicked off the new school year. Over 200 students in two counties indicated interest in joining a tobacco prevention advocacy club and a new educator was hired in the third county to rejuvenate that club. †
- Promoting tobacco prevention clubs in the area high schools using the TRU materials and website, TATU members were pleased to learn that most students recognized the TRU logo as the same one seen in the MTV and VH1 ads. Members decided to rename themselves the TRU club.
- The hiring in August of a coordinator after a month and a half lapse time insured that teen voices for a smoke-free community will continue to be strengthened.
- Four HWTF (2 Community/Schools, Question Why, and a Priority Population grantee working with African Americans) collaborated on a youth training summit for 140 youth. †‡
- A Summer Youth Leadership Retreat attended by 90 Latino youth and adults from across the state offered workshops and advocacy opportunities, including development of Public Service Announcements concerning the “truth about tobacco”. This event also earned local media coverage. ‡
- Two Community/Schools grantees (Phase I and Phase II) partnered with a Priority Population grantee to hold a “Tobacco-Free Workshop: Empowering Native American Communities in a Tobacco-Free Community”. The event was covered by the local television news. †‡

100% Tobacco-Free Schools

- A coalition representing three school districts celebrated their hard work and perseverance as two districts adopted 100% TFS policies, joining the third to make all county schools tobacco-free.
- A coalition-building luncheon to promote 100% TFS policy, sponsored by the high school TATU (Teens Against Tobacco Use) group, featured presentations by youth, the HWTF Community Relations Director, and a SAVE representative. †
- With the support of a coalition that included a local hospital, Project ASSIST, Question Why, and the TPCB (Tobacco Prevention and Control Branch) field and TFS coordinators, a school district adopted a 100% TFS policy. They then collaborated further with the hospital, which had recently adopted its own tobacco-free policy, to earn media publicity for the adoption of these policies by the two largest employers in the county. †
- A school district, not connected with any of the local grants, adopted the 100% TFS policy and implemented an Alternatives to Suspension program as a direct result of a SAVE member’s work in that county. †
- Question Why, working with five gap counties, held a training workshop that resulted in mini-grants to enable each county to move local school systems closer to 100% TFS policy change. †
- A student advocacy group held a TRU Back to School Tailgate Party to encourage adoption of 100% Tobacco-Free Schools in their district.

Secondhand Smoke

- A “Summer Institute” provided training, recruitment, and advocacy activities for 45 youth and adults. Surveying over 819 patrons of a local water park, they found that majority were non-smokers and would prefer a smoke-free park. They shared their findings with the general manager, and hope to see an increase in smoke-free areas by the beginning of the next season.
- A “Home Run Tobacco-Free” night at a Minor League Baseball park aroused community support, and led to the park’s becoming tobacco-free at all times.
- An African American church youth team wrote a No Smoke Policy, which they presented to the congregation in June. It was approved, and the youth group designed the signs that were sent out to be produced. The signs will be placed in the parking lot. †

Cessation

- A Physicians United for Teen Health Program, including a “Toolkit”, is enabling African American physicians to offer cessation services to youth and pregnant teens who smoke. †
- A mini-grant was given to start a tobacco prevention and cessation program for pregnant teens at an alternative high school. The teens have learned how secondhand smoke affects the fetus, and are taking steps to protect their babies. ††

B. Phase II Grantees

Phase II grantees major accomplishments included:

- The support of principals to incorporate tobacco education during students’ guidance time
- Reaching over 6000 students through programs featuring SAVE speakers†
- Sending three youth and one young adult to El Pueblo’s statewide retreat ††
- 100% TFS task force getting underway in a major tobacco dependent community
- Media advocacy and literacy training for 37 students, teachers and TRU-5 adult leaders and 18 adults from the Central and Eastern HWTF and NC TPCB grantees
- A high school deciding to pilot a100% TFS policy
- Eight American Indian students assisting in leading a Youth Leadership Conference for their community †
- A college bookstore manager agreeing to stop selling tobacco products by March
- A school district holding its first and second readings for 100% TFS policy, while a second district agreeing to a first reading in January
- A new coordinator quickly gaining enough confidence to meet with local legislators and describe the program

III. Trends in Six Month Survey Results for Phase I Community/Schools and Priority Population Grantees

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Six Month Surveys were completed by Phase I Community/Schools and Priority Population grantees in October 2003, April 2004, and October 2004. The Six Month Survey used by Phase I grantees is divided into three sections:

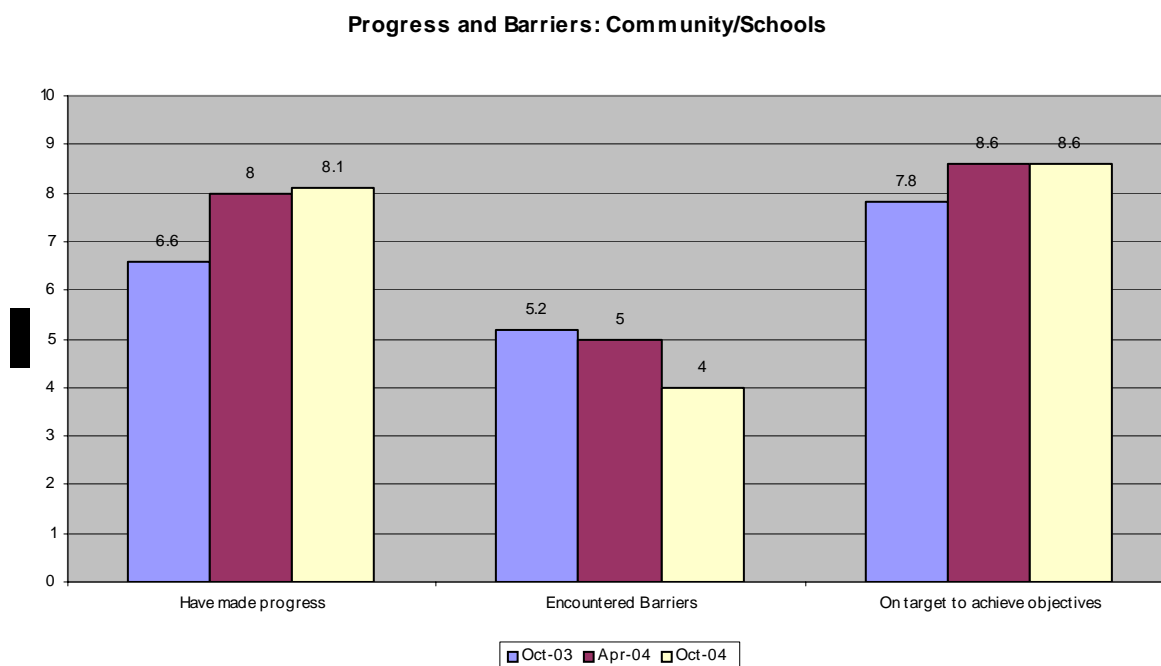
- **Report Assessment** includes 10 Likert scale questions related to self-assessment of individual programs;
- **Program Evaluation** includes 9 Likert scale questions asking about utilization of HWTF statewide grants that offer resources and technical assistance. It also includes one open-ended question asking for suggestions to help improve links between these resources and their local programs; and
- **Major Accomplishment** asks grantees to write a narrative describing an event or program that exemplifies their work during the past six months.

Thirty Phase I grantees submitted Six Month Survey data for each of the three six month reporting periods (Oct 03, Apr 04, Oct 04). A comparison of grantees' mean scores from the three survey periods highlights changes occurring over the 18-month period of April 2003 through September 2004. These trend data give some indication of change over time. Mean scores of 7 or higher are considered to be representative of a significant extent. Data are reported for 26 Phase I Community/Schools grantees and four Priority Population grantees. Results for these two groups are reported separately below.

A. Phase I Community/Schools Grantees

Progress and Barriers

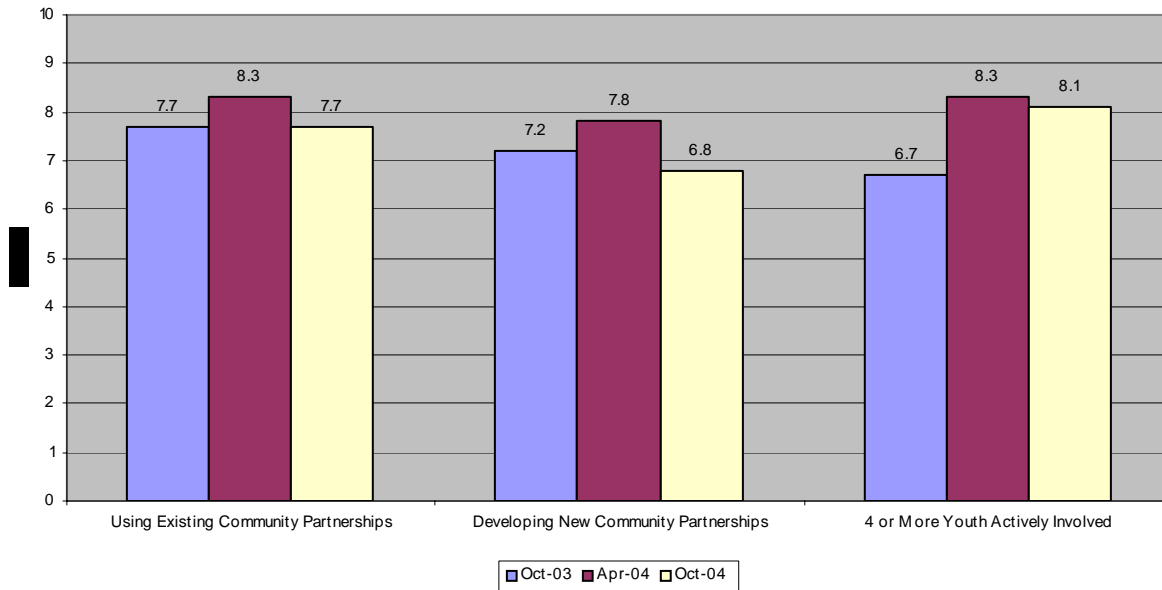
Community/Schools grantees' continue to rate the extent to which they have made progress and are on target to achieving their objectives as high, showing confidence in their ability to accomplish their objectives. Those reporting the extent to which they had encountered significant barriers to their program objectives continued to decline.



Partnerships and Youth Empowerment

Although coalitions' use of existing community partnerships and involvement of youth in the past six months remain high, rates in all three areas (i.e., use of existing community partnerships, development of new community partnerships, involvement of four or more youth) decreased. These decreases were not significant and may well reflect the time frame that included summer and the start of a new school year.

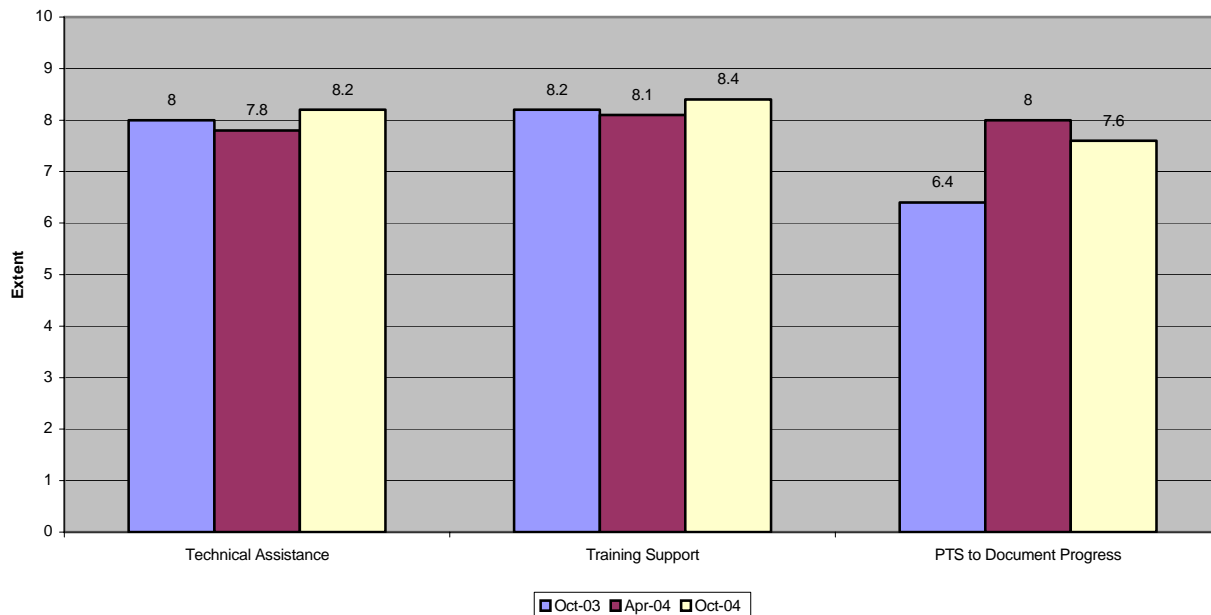
Community Partnerships and Youth Involvement: Community/Schools



Resources for Capacity Building

Community/Schools grantees continued to report high support from technical assistance and training. Their ability to use PTS to document their programs' progress fell slightly, which reflects local staff transitions and revisions to the PTS during this time. These ratings would indicate that most grantees are getting the resources they need for building their programs.

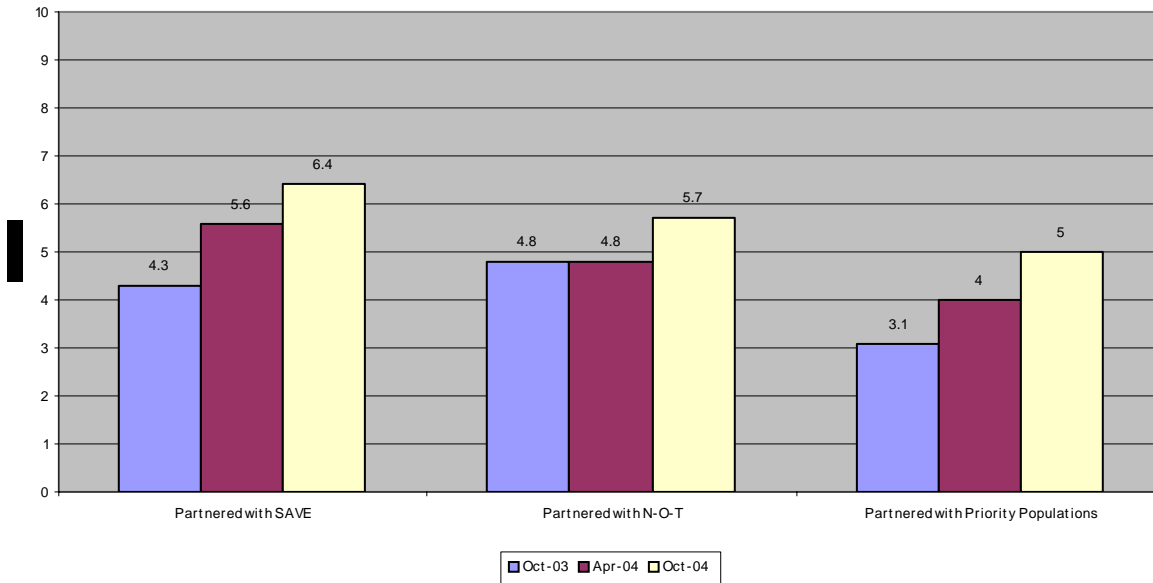
Resources for Capacity Building: Community/Schools



Partnering with Statewide HWTF Coalitions

An upward trend continued for the Community/School grantees partnering with SAVE, NOT, and Priority Population coalitions. The extent to which all coalitions partnered with the three groups averaged between 5 and 6.4 suggesting that statewide groups and local coalitions are discovering each other's programs and finding ways to collaborate.

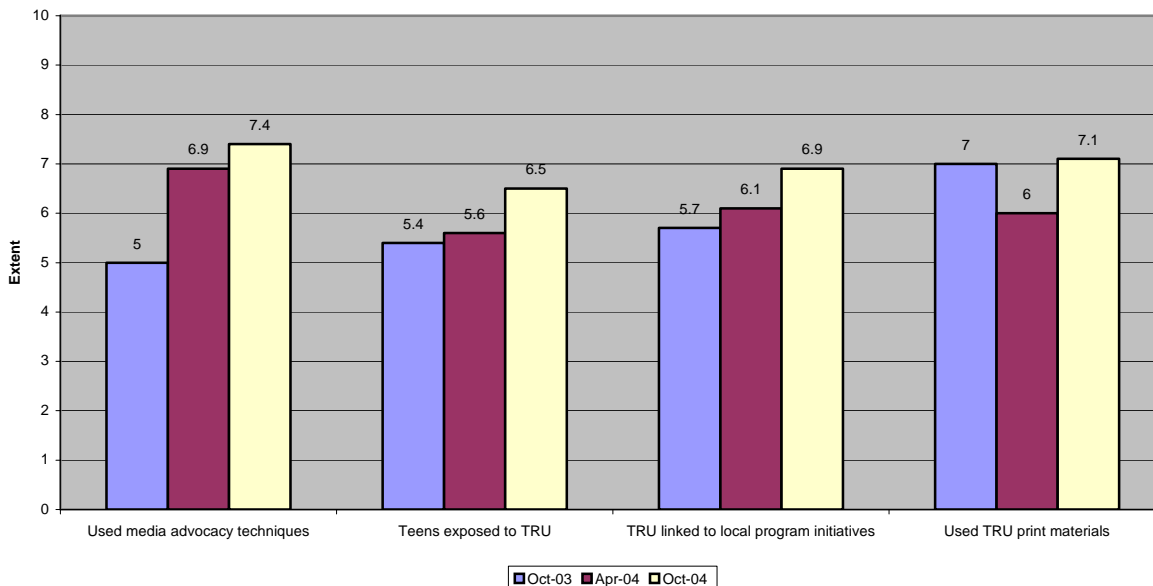
Partnering with Statewide Groups: Community/Schools



Use of Media Advocacy Techniques and Links with TRU Campaign

Community/Schools grantees reported increased use of media advocacy techniques in Oct 04. These techniques include letter writing, press releases, interviews, and public service announcements. On measures of teen exposure to TRU, TRU links to local programs, and use of printed TRU materials, increases in mean scores coincide with the new TRU campaign launch in April 2004 that included TV.

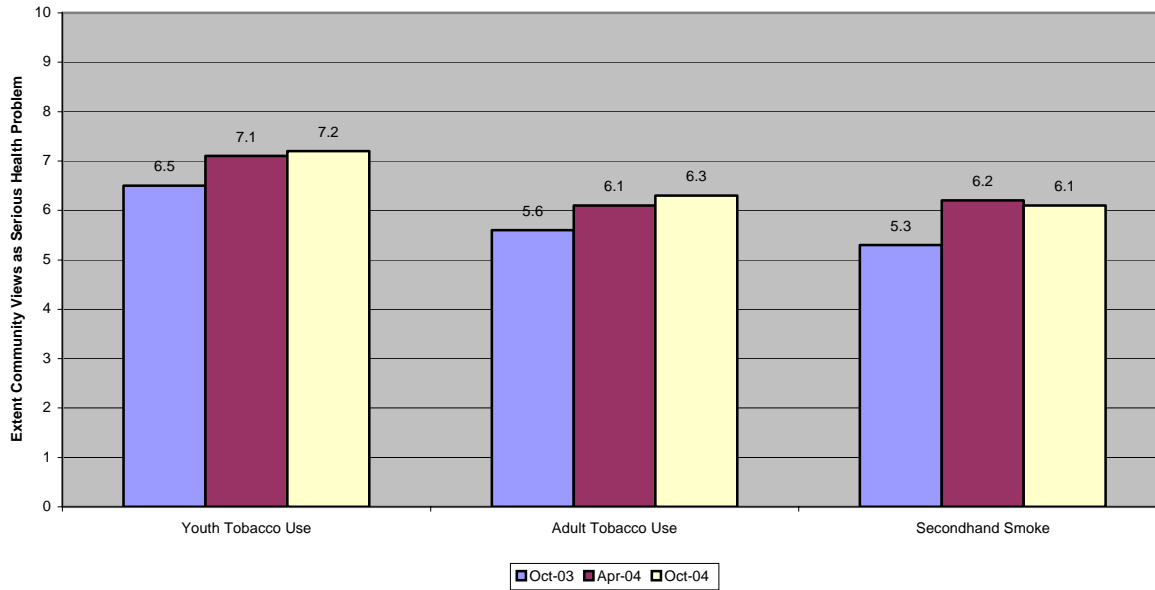
Media and TRU Campaign: Community/Schools



Awareness of Tobacco as a Serious Health Problem

Perceived levels of community awareness regarding tobacco use by youth, tobacco use by adults, and secondhand smoke as serious health problems in Oct 04 remained at levels close to Apr 04 averages and above Oct 03.

Community Awareness of Tobacco Use as Health Problem: Community/Schools

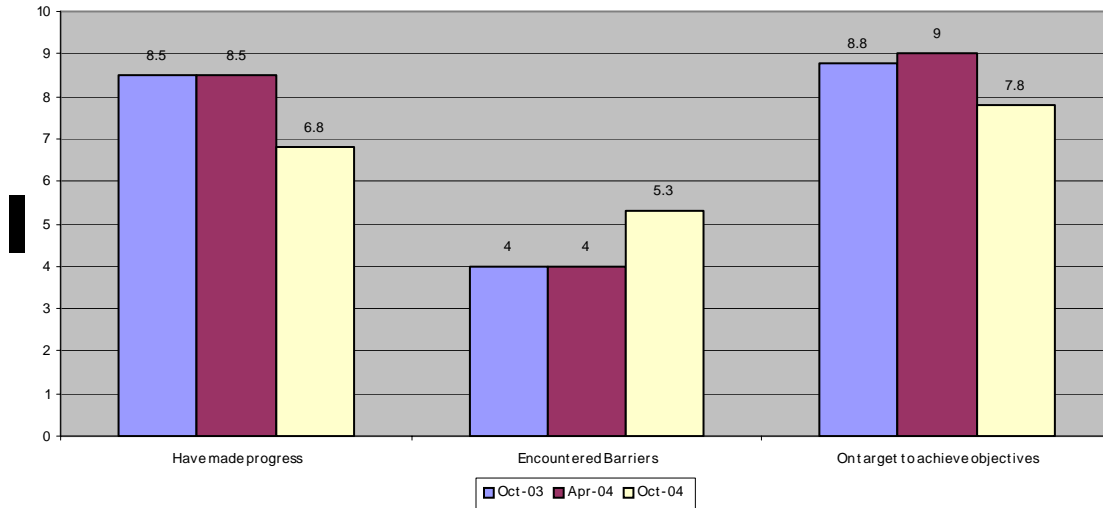


B. Priority Population Grantees

Progress and Barriers

Priority Population grantees feel they are well on target to achieving their objectives in the next six months; however, on average, their beliefs regarding the extent to which they have made progress and are on target to achieve their objectives declined in Oct 04 when compared to previous months. Two grantees, in particular, reported low scores for these questions, which lowered the mean score. Other factors may include staff changes and revisions to program indicators and objectives that occurred during this time. Grantees' mean score regarding the extent to which they have encountered significant barriers increased slightly in Oct 04 indicating that some grantees may need additional support.

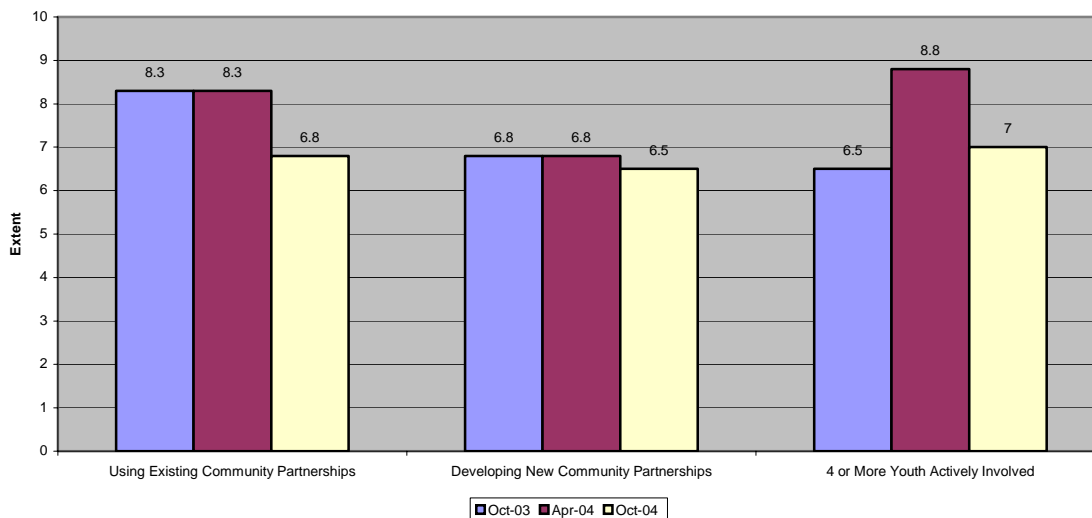
Progress and Barriers: Priority Populations



Partnerships and Youth Empowerment

Priority Population grantees reported a decrease in their use of existing community partnerships over the past six months, although their development of new community partnerships remained about the same. They also reported less active involvement of four or more youth in their program activities. This may reflect the summer months and new school year included in the Oct 04 reporting period.

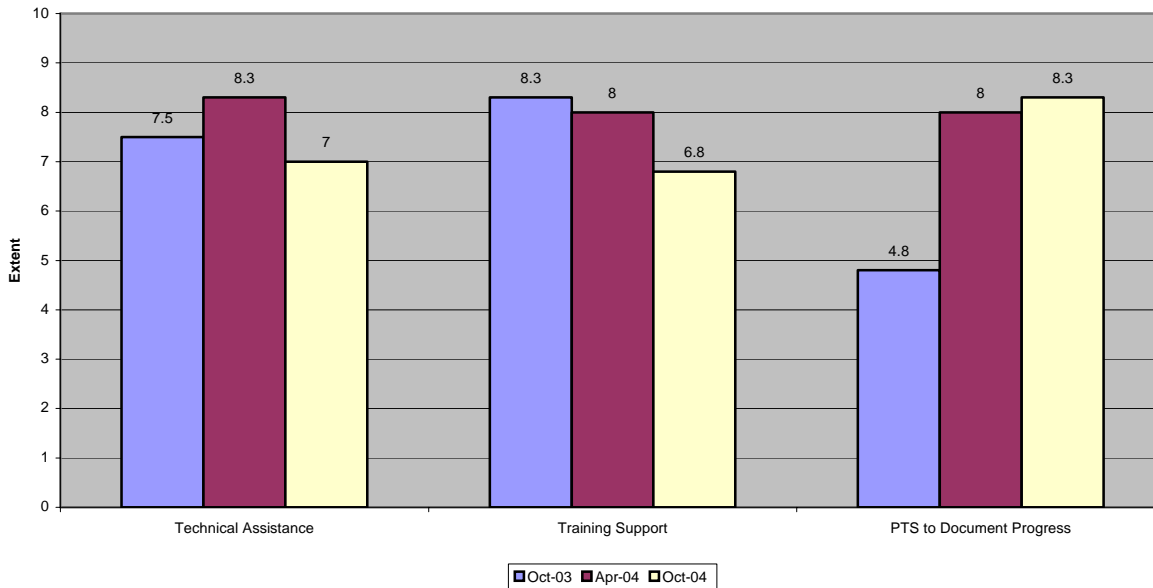
Community Partnerships and Youth Involvement: Priority Populations



Resources for Capacity Building

In contrast to Community/Schools grantees, Priority Population grantees reported decreased support for technical assistance and training in Oct 04 (although their overall rating of technical assistance remains high). This decline may be due to changes in support staff and/or fewer group meetings during this time. Priority Population grantees continue to be confident in their ability to use the PTS to document progress.

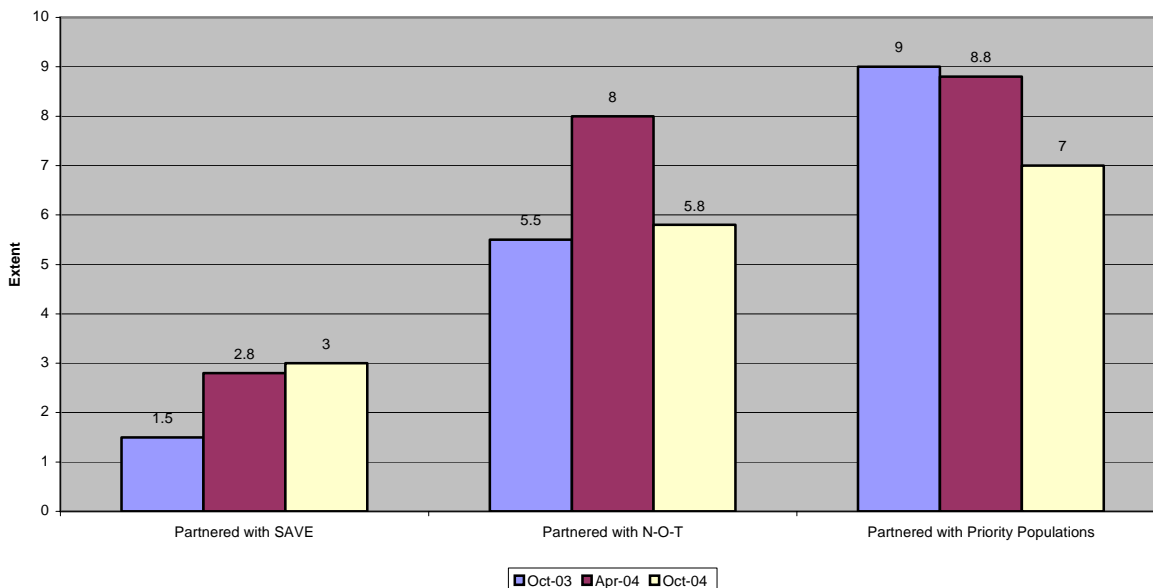
Resources for Capacity Building: Priority Populations



Partnering with Statewide HWTF Coalitions

The extent to which Priority Population grantees reported partnering with NOT and other Priority Population grantees declined in Oct 04 in comparison to previous survey months. The extent to which they partnered with SAVE remained about the same as in Apr 04, but doubled their ratings in Oct 03. Among the three statewide groups, Priority Population grantees partner the least with SAVE.

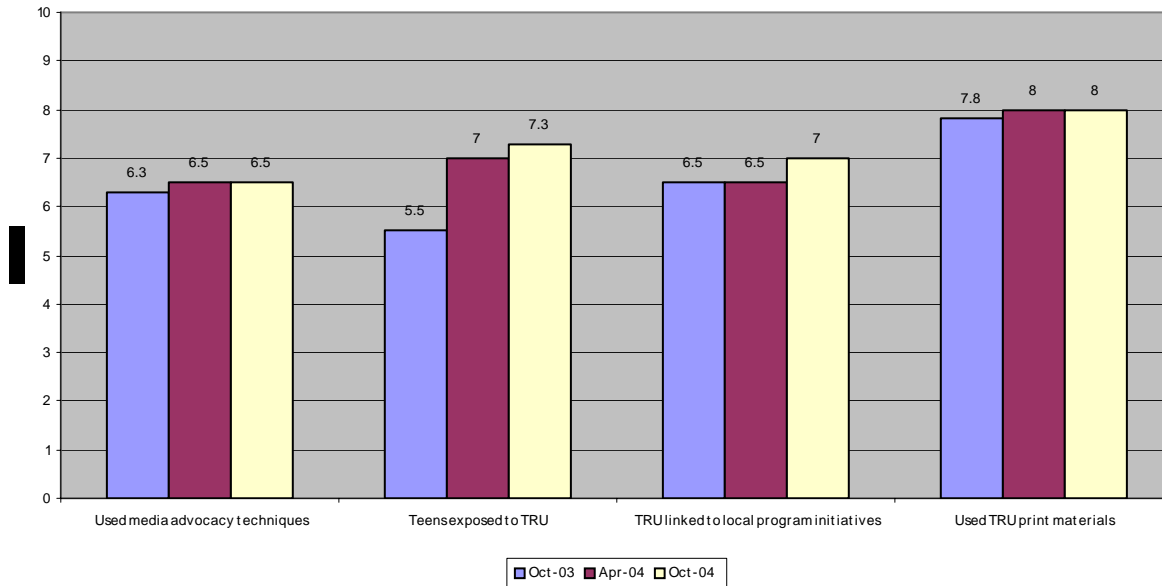
Partnering with Statewide Groups: Priority Populations



Use of Media Advocacy Techniques and Links with TRU Campaign

Priority Population grantees' use of media advocacy techniques and TRU print materials, and TRU links to their program initiatives, have remained about the same over time. Teen exposure to TRU has increased since Oct 03. Overall, Priority Population grantees made good use of TRU resources in Oct 04.

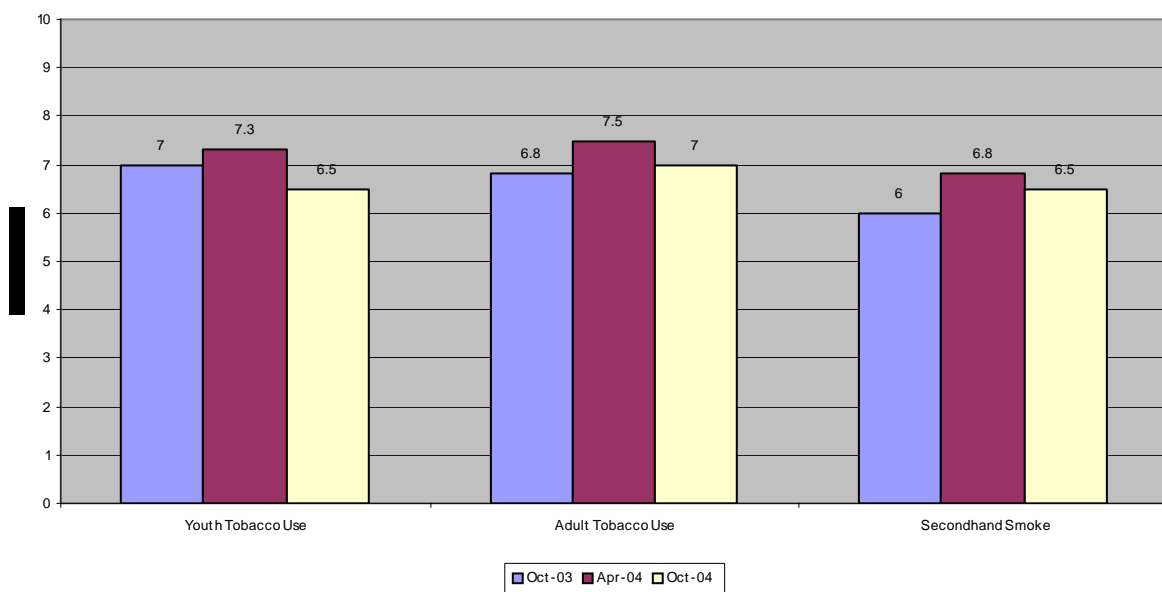
Media and TRU Campaign: Priority Populations



Awareness of Tobacco as a Serious Health Problem

Priority Population grantees' perceived levels of community awareness regarding tobacco use by youth, tobacco use by adults, and secondhand smoke as serious health problems were in a similar range to levels reported in Apr 04 and Oct 03.

Community Awareness of Tobacco Use as Health Problem: Priority Populations



IV. October 2004 Six Month Survey Results
for Phase I Community/Schools and Priority
Population Grantees

IV. October 2004 Six Month Survey Results for Phase I Community/Schools and Priority Population Grantees

Twenty-six Phase I Community/Schools grantees and four Priority Population grantees submitted their October 2004 Six Month Survey for the period of April 2004 through September 2004. In order to maintain comparative numbers, three statewide groups (i.e., NC Amateur Sports, SAVE, and Question Why East) have been included in the Community/Schools data. In future reports, these groups will be evaluated under Technical Assistance and Support.

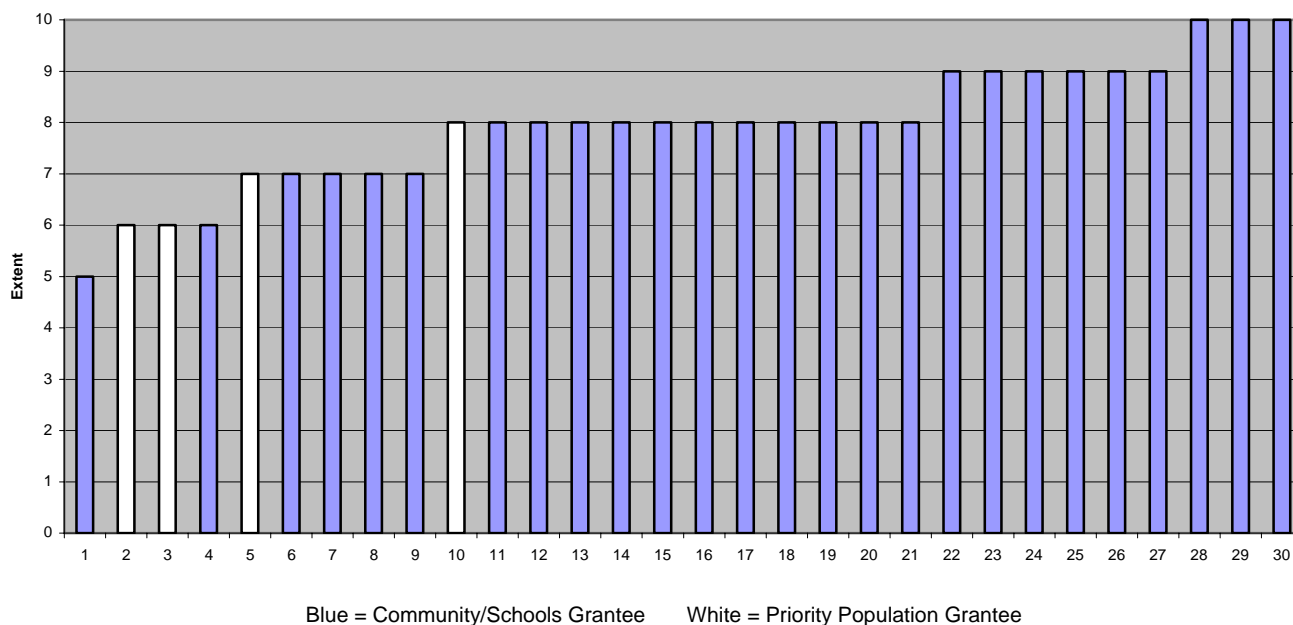
Individual Phase I Community/Schools (blue) and Priority Population (white) grantee responses to each question in the Six Month Survey are charted below. Summary remarks note the percentage of grantees reporting scores of 7 or higher, indicating a significant extent.

A. Program Assessment

Progress and Barriers

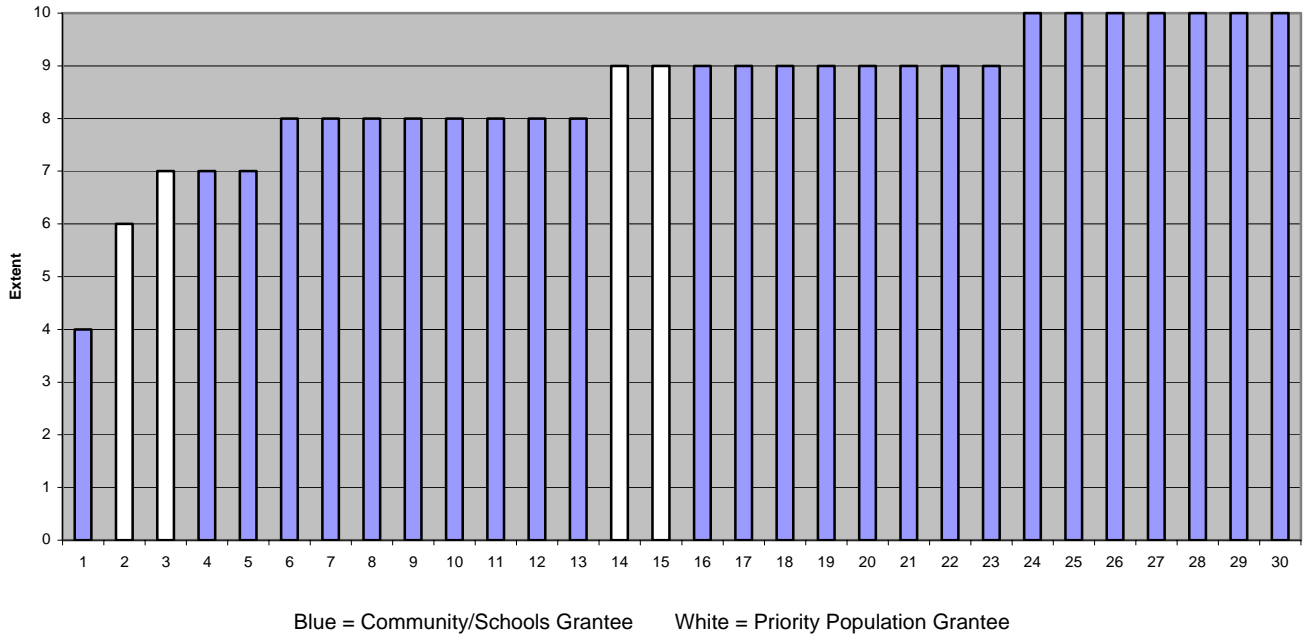
- 92% (24 of 26) of Community/Schools grantees and 50% of Priority Population grantees report making significant progress to achieve their program objectives during the six month period.

To what extent have you made progress to achieving your program objectives?
HWTF Phase I Grantees (April-September 2004)



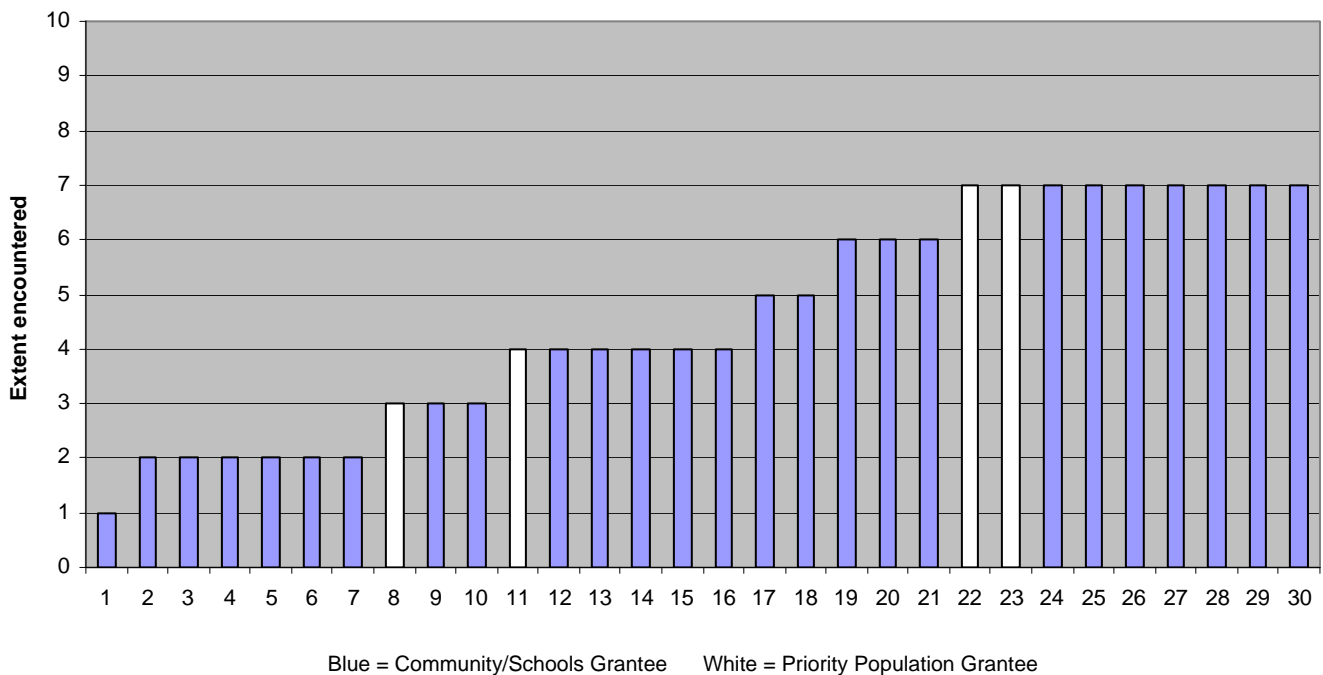
- All but one (25 of 26) of the Community/Schools grantees and 75% of Priority Population grantees report that they feel well prepared to achieve their program objectives in the next six months. The grantee reporting a score of 4 represents a new coordinator.

To what extent do you believe you are on target to achieve your program objectives in the next six months? HWTF Phase I Grantees (April-September 2004)



- Only 27% (7 of 26) of Community/Schools grantees and 50% of Priority Population grantees report encountering significant barriers to carrying out their program objectives. In all cases, the extent of barriers encountered is rated no higher than seven.

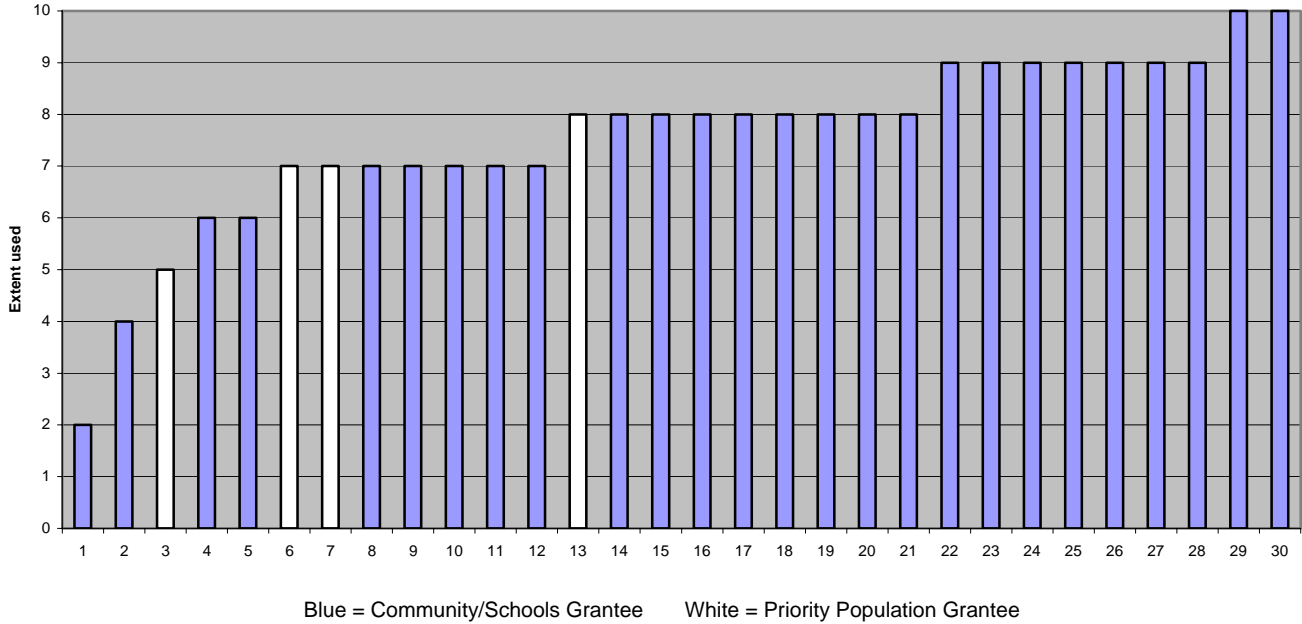
To what extent have you encountered significant barriers to your program objectives? HWTF Phase I Grantees (April-September 2004)



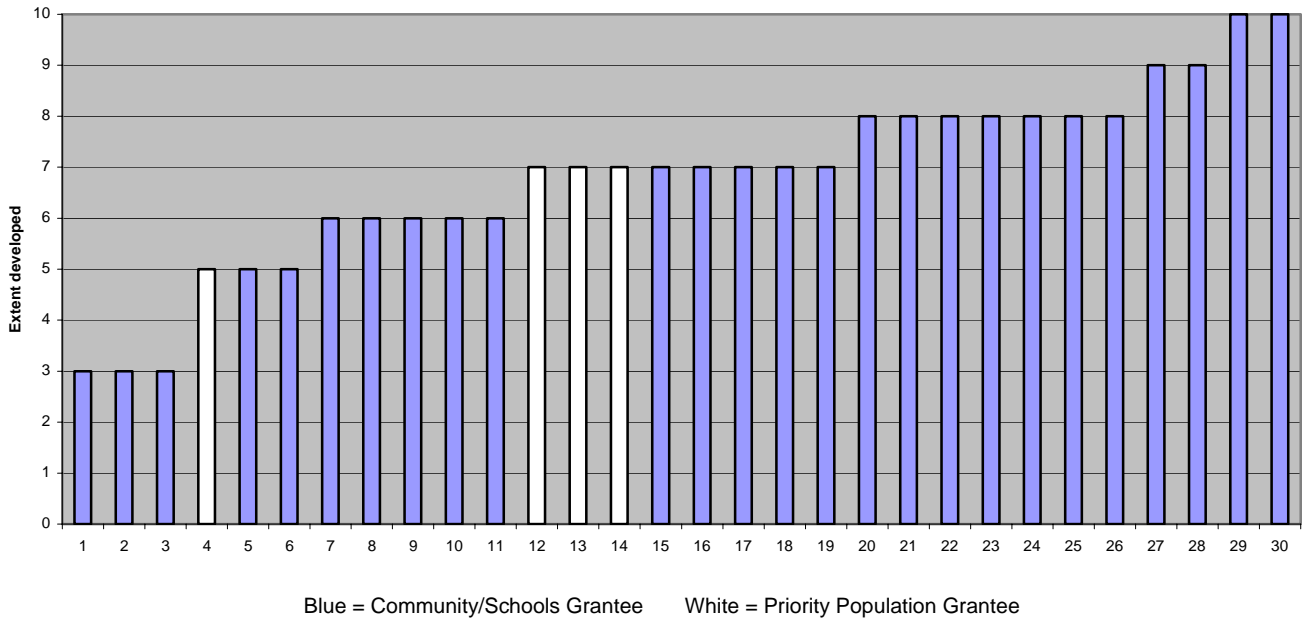
Partnerships and Youth Empowerment

- Most Community/Schools grantees [85% (22 of 26)] and Priority Population grantees [75% (3 of 4)] report that existing community partnerships have assisted them in meeting their program objectives to a large extent. 62% (16 of 26) of the Community/Schools grantees and 75% of the Priority Population grantees report developing new community partnerships to assist them.

To what extent have you been able to use existing community partnerships to assist you in meeting your program objectives? HWTF Phase I Grantees (April-September 2004)

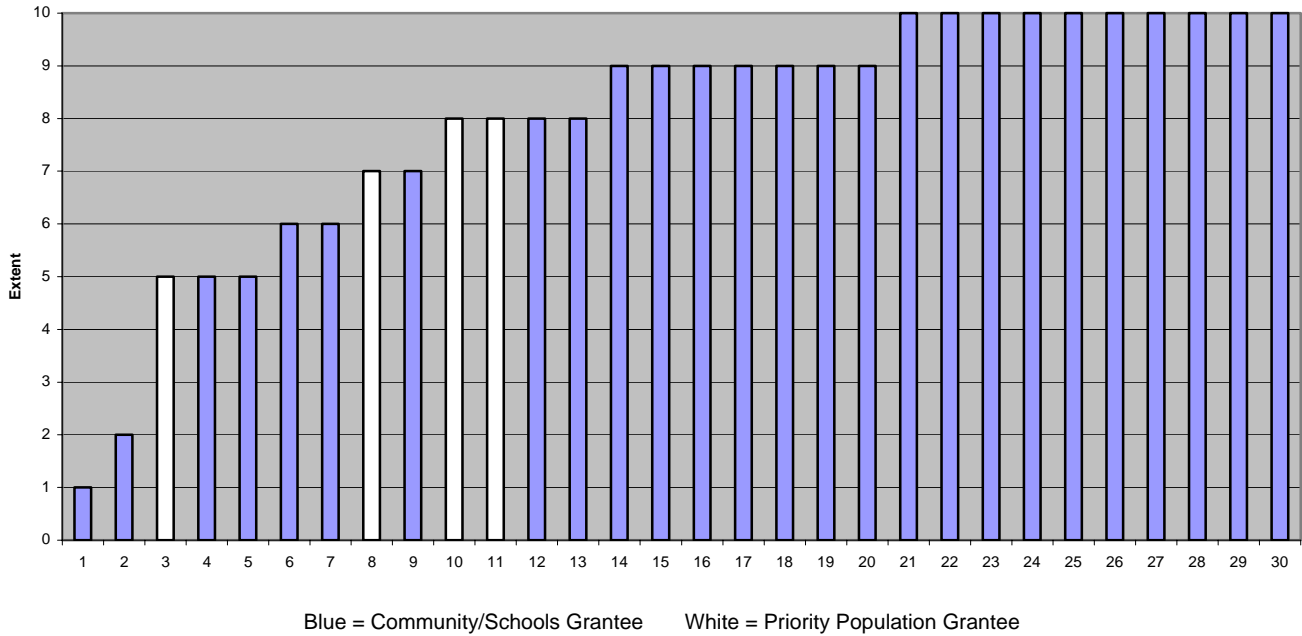


To what extent have you been able to develop new community partnerships to assist you in meeting your program objectives? HWTF Phase I Grantees (April-September 2004)



- 77% (20 of 26) of Community/Schools grantees and 75% of Priority Population grantees report that 4 or more youth are actively involved in their program planning. The two lowest scores include a statewide resource group and a coalition with a new coordinator.

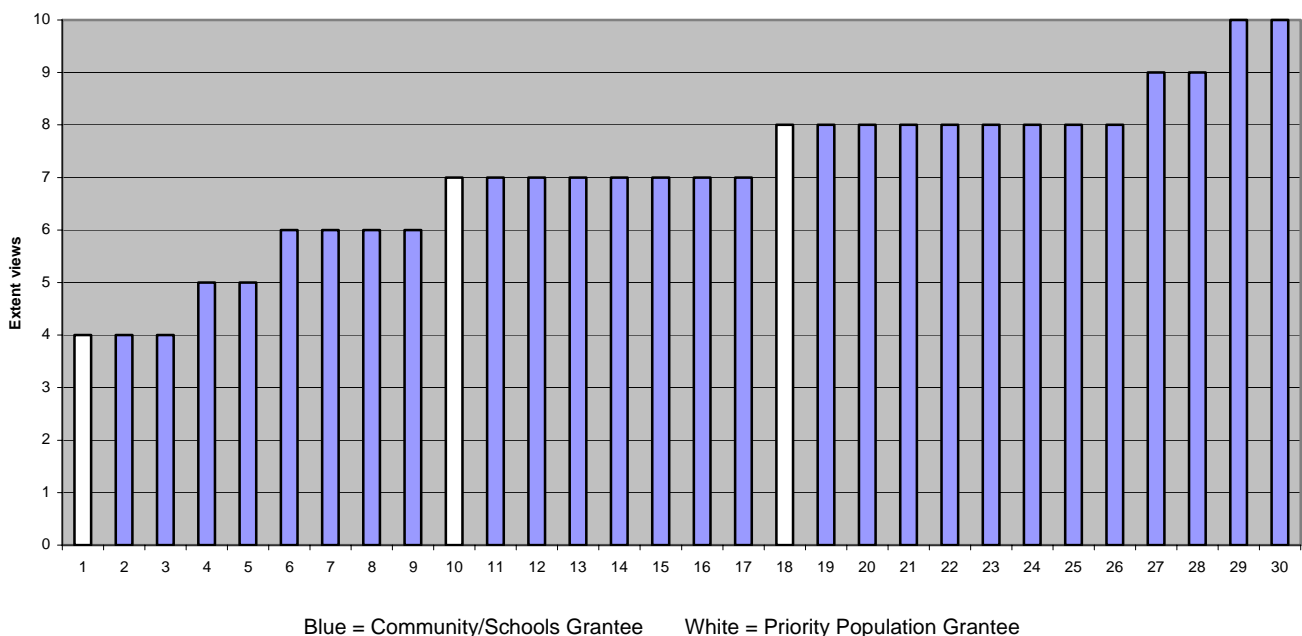
To what extent are four or more youth actively involved with planning or execution of your program activities? HWTF Phase I Grantees (April-September 2004)



Awareness of Tobacco as a Serious Health Problem

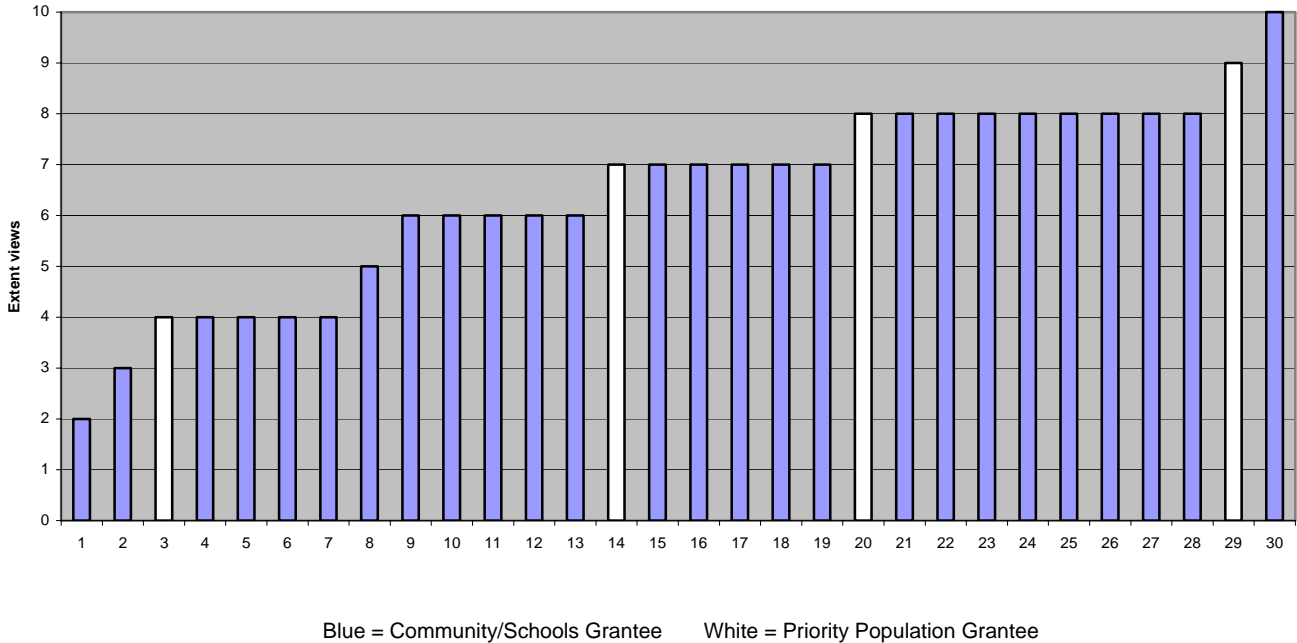
- Most Community/Schools grantees [69% (18 of 26)] and Priority Population grantees (75%) believe that their community significantly views youth tobacco use as a serious health problem.

To what extent do you believe your community views tobacco use by youth as a serious health problem? HWTF Phase I Grantees (April-September 2004)

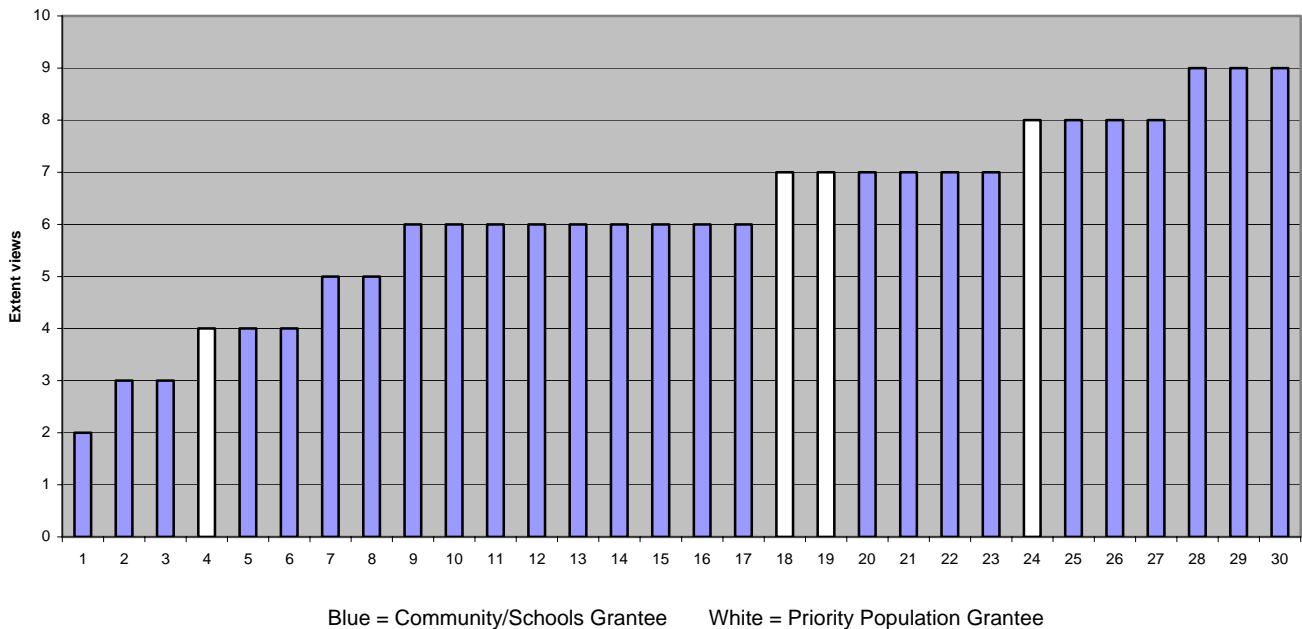


- Half or fewer Community/Schools grantees believe their communities significantly view adult tobacco use [55% (14 of 26)] and secondhand smoke [38% (10 of 26)] as serious health problems. 75% (3 of 4) Priority Population grantees believe their communities significantly view both adult tobacco smoke and secondhand smoke as serious health problems.

To what extent do you believe your community views tobacco use by adults as a serious health problem? HWTF Phase I Grantees (April-September 2004)



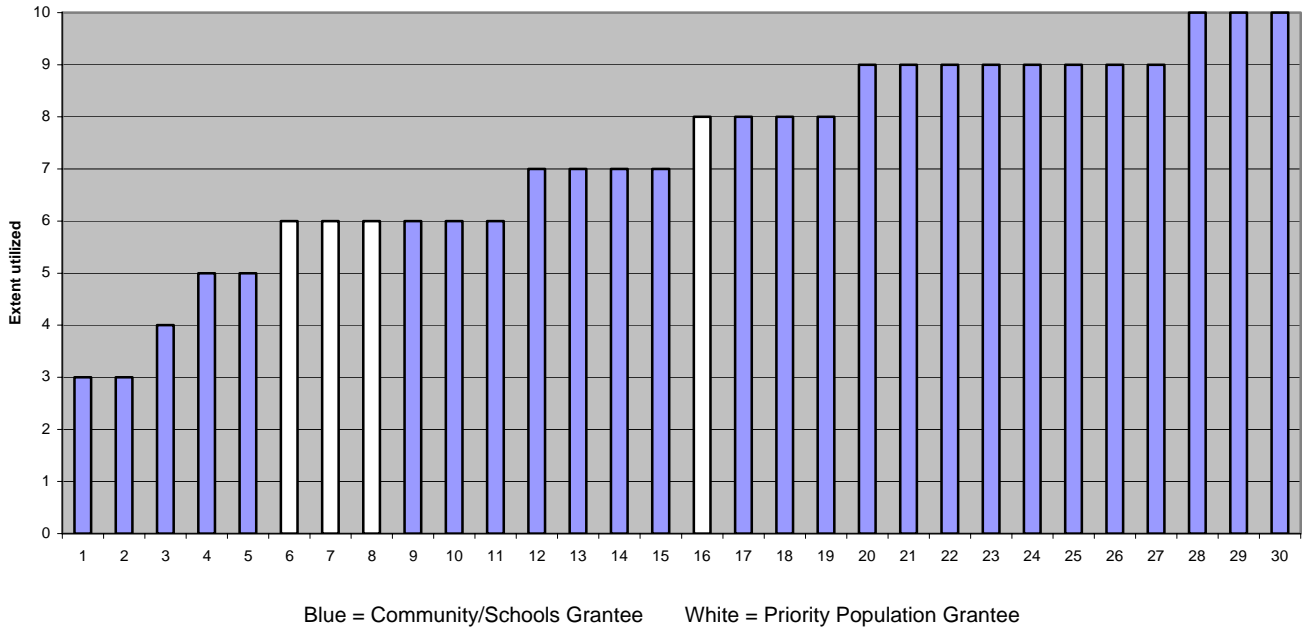
To what extent do you believe your community views secondhand smoke as as serious health problem? HWTF Phase I Grantees (April-September 2004)



Use of Media Advocacy Techniques

- 69% (18 of 26) of Community/Schools grantees and 25% of Priority Population grantees report significant utilization of media advocacy to promote their program objectives.

To what extent did you utilize media advocacy techniques to promote your program objectives?
 HWTF Phase I Grantees (April-September 2004)

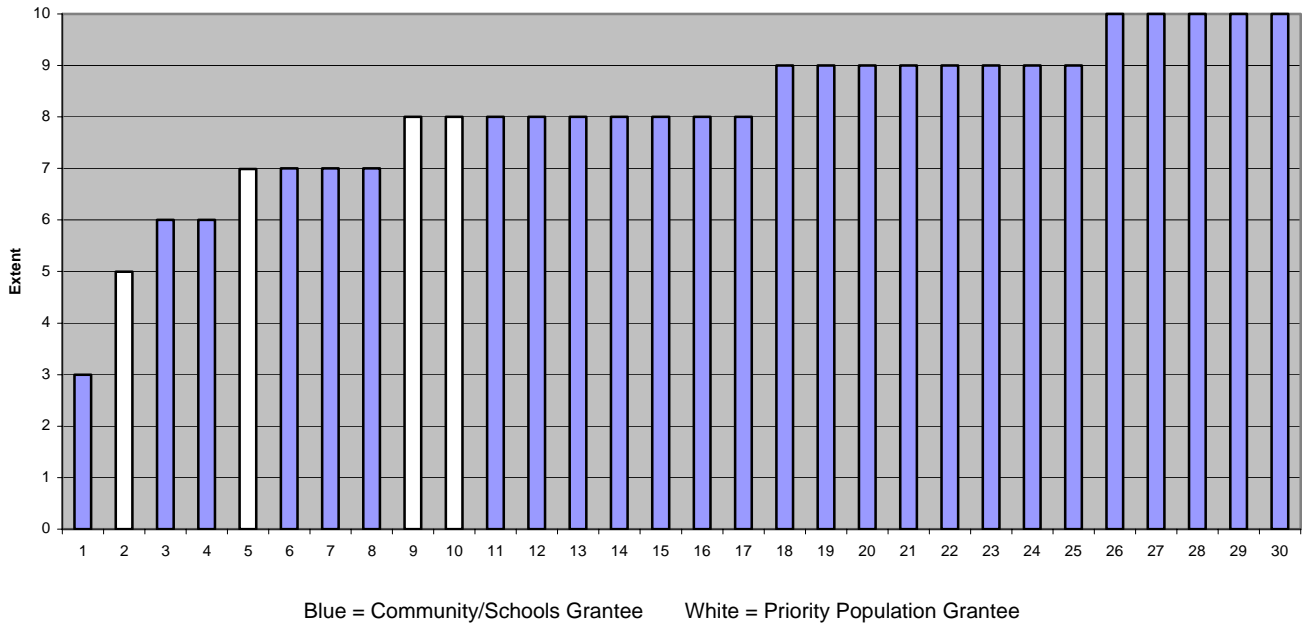


B. Program Linkages and Support

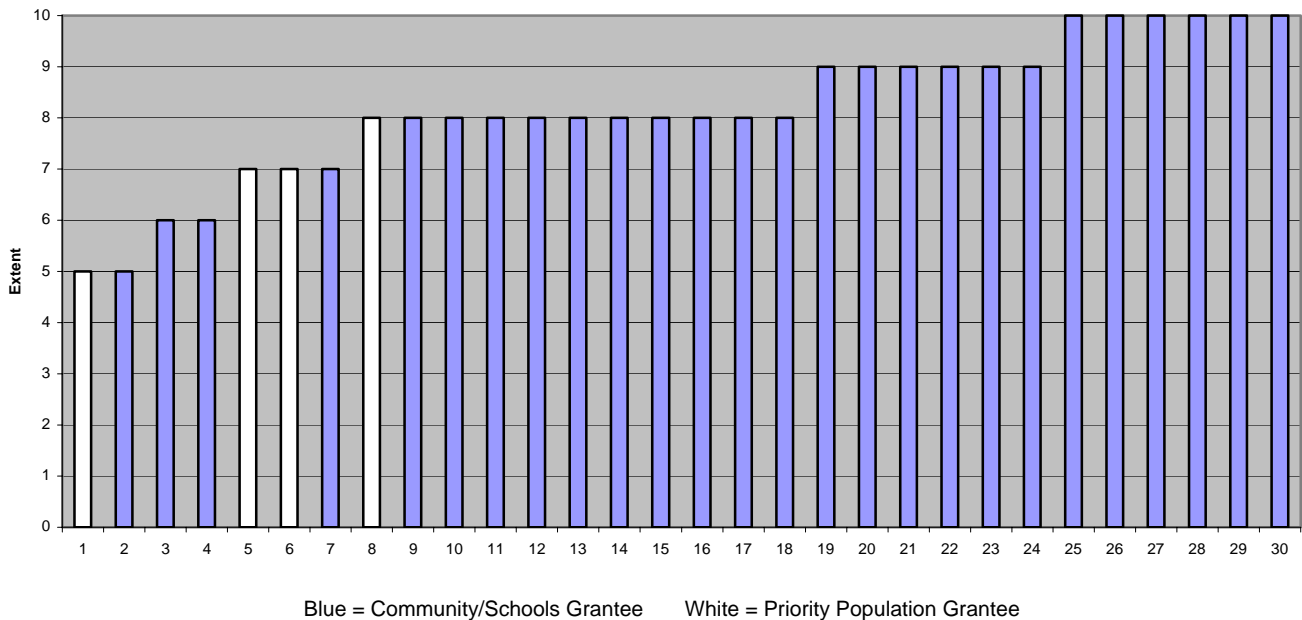
Resources for Capacity Building

- 88% (23 of 26) of Community/Schools grantees and 75% of Priority Population grantees feel that they have received the training and technical assistance they have needed in the past six months.

To what extent has your program received any technical assistance it needed?
HWTF Phase I Grantees (April-September 2004)

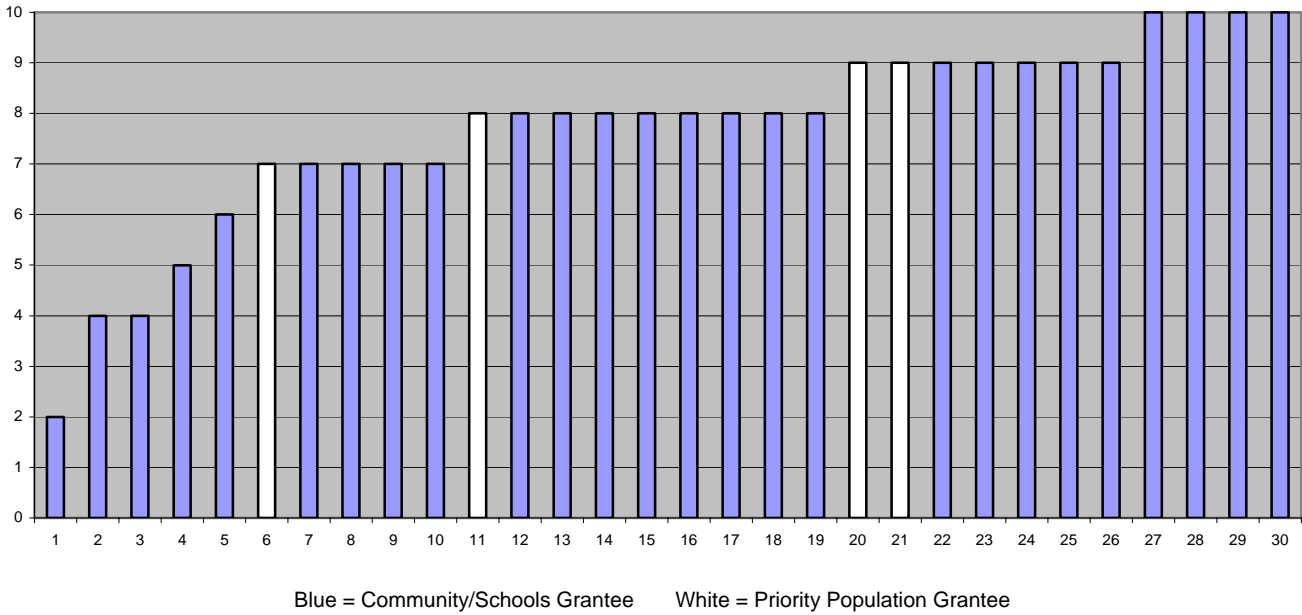


To what extent has your program received any training support it needed?
HWTF Phase I Grantees (April-September 2004)



- 81% (21 of 26) of Community/Schools grantees and all Priority Population grantees reported finding the PTS useful in tracking their program activities. Two of the Community/Schools grantees reporting low scores were new coordinators.

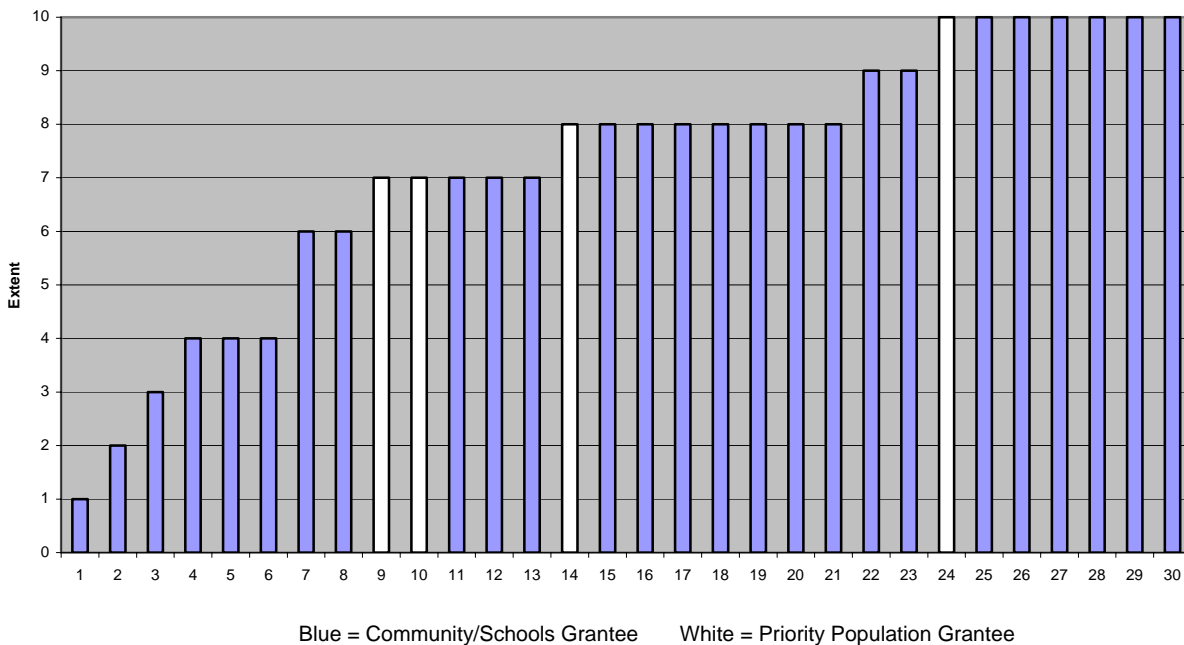
To what extent have you been able to use PTS to assist you in documenting your progress in meeting program objectives? HWTF Phase I Grantees (April-September 2004)



Links with TRU Campaign

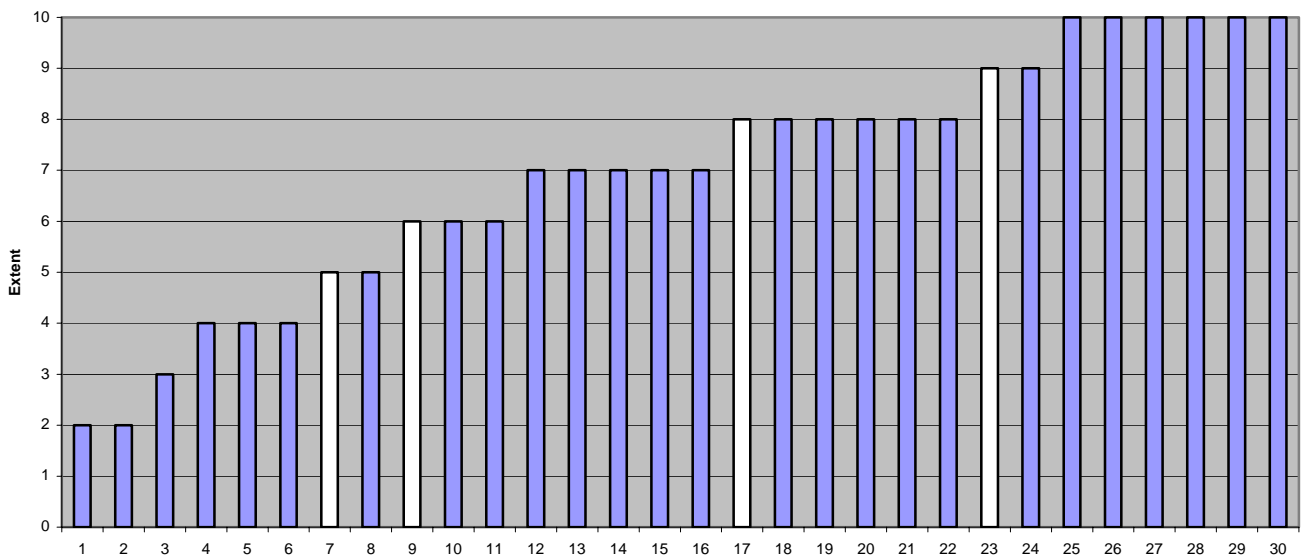
- 69% (18 of 26) of Community/Schools grantees and all Priority Population grantees reported significant use of the Tobacco Reality Unfiltered (TRU) print media.

To what extent has your program utilized the TRU print materials? HWTF Phase I Grantees (April-September 2004)



- 65% (17 of 26) of Community/Schools grantees and 50% of Priority Population grantees felt that TRU has linked to their program initiatives.

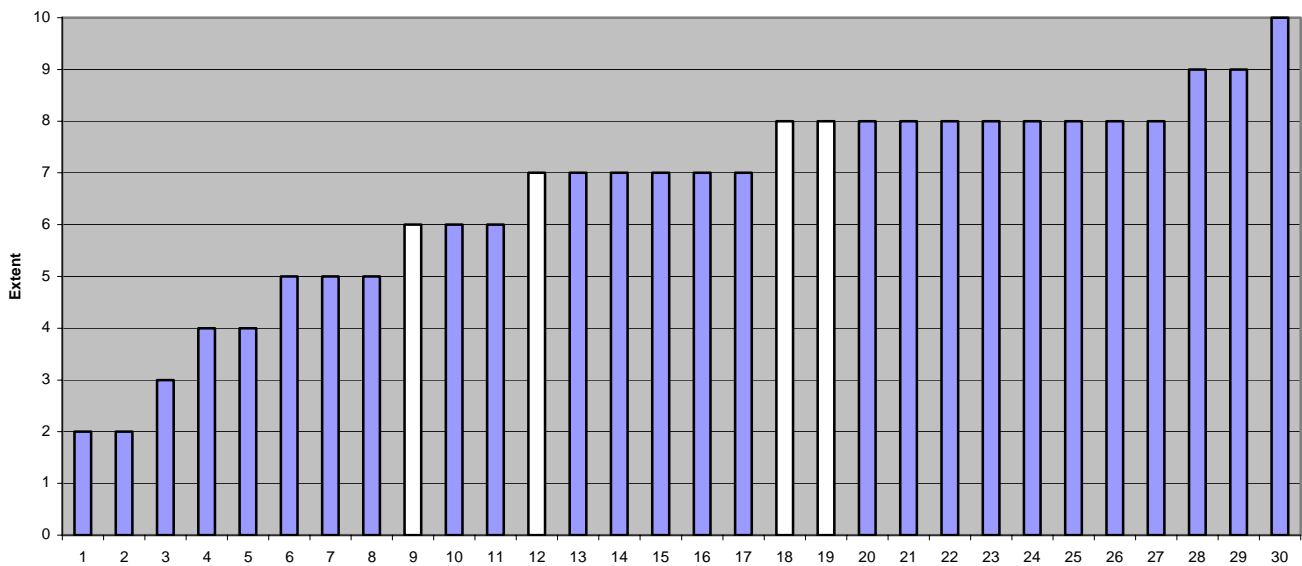
To what extent has the HWTF's TRU media campaign linked with your program initiatives?
 HWTF Phase I Grantees (April-September 2004)



Blue = Community/Schools Grantee White = Priority Population Grantee

- 62% (16 of 26) of the Community/Schools grantees and 75% of Priority Population grantees reported their belief that teens in their communities had significant exposure to the TRU campaign. Lower scores for exposure and linkage belong to far west and east grantees outside of the media market.

To what extent do you believe teens in your community have been exposed to the HWTF's media campaign "Tobacco Reality Unfiltered"? HWTF Phase I Grantees (April-September 2004)

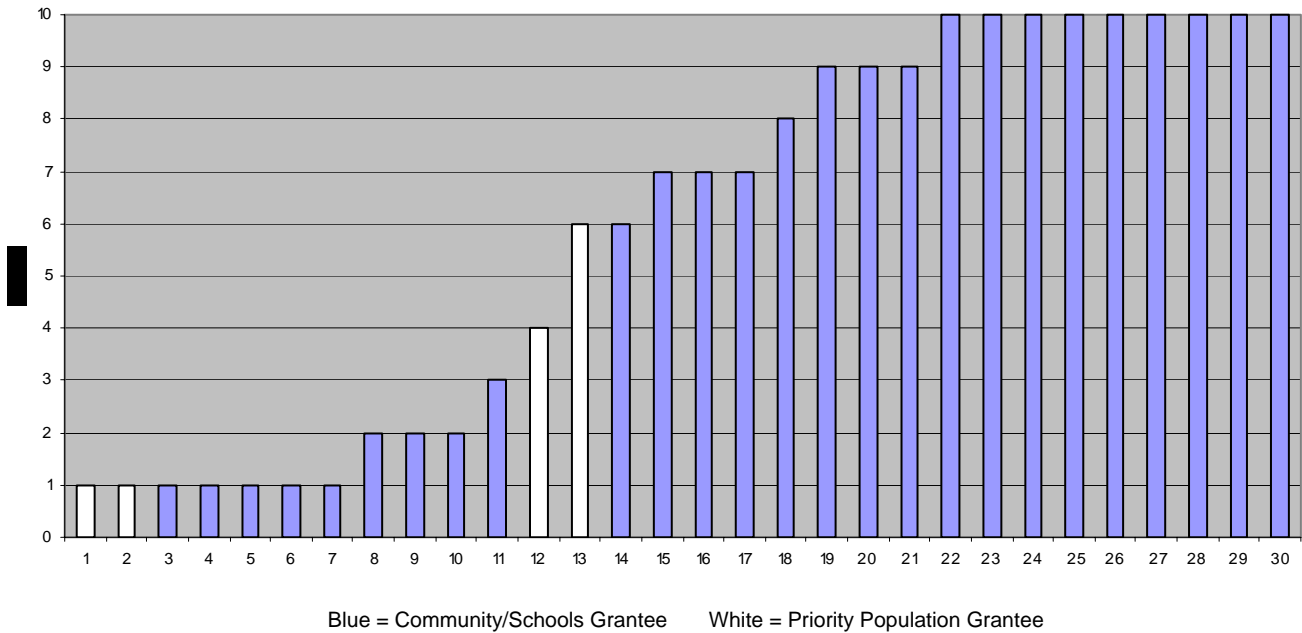


Blue = Community/Schools Grantee White = Priority Population Grantee

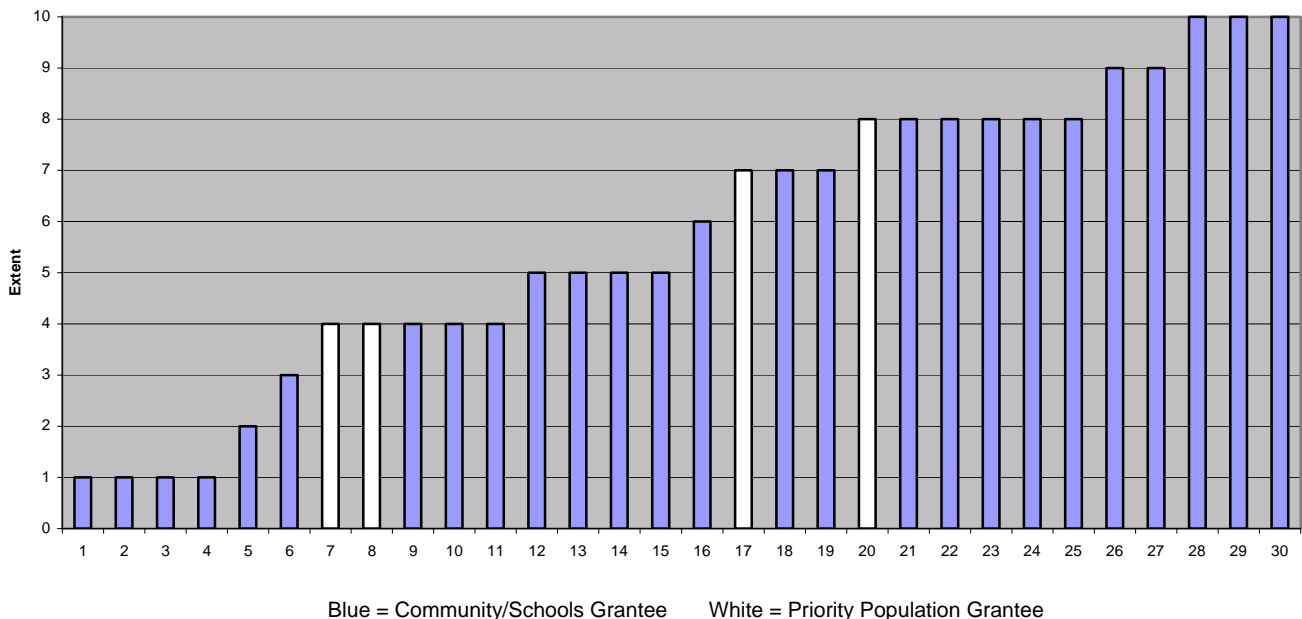
Partnering with Statewide HWTF Coalitions

- Community/Schools grantees reported their lowest level of significant partnering with the Priority Population grantees and the N-O-T program (46% [12 of 26]). Their highest level of partnering was with SAVE (62% [16 of 26]). In contrast, Priority Population grantees reported their highest level of partnering with each other (75%) and their next highest level with the N-O-T program (50%). None of the Priority Population grantees reported significant partnering with SAVE.

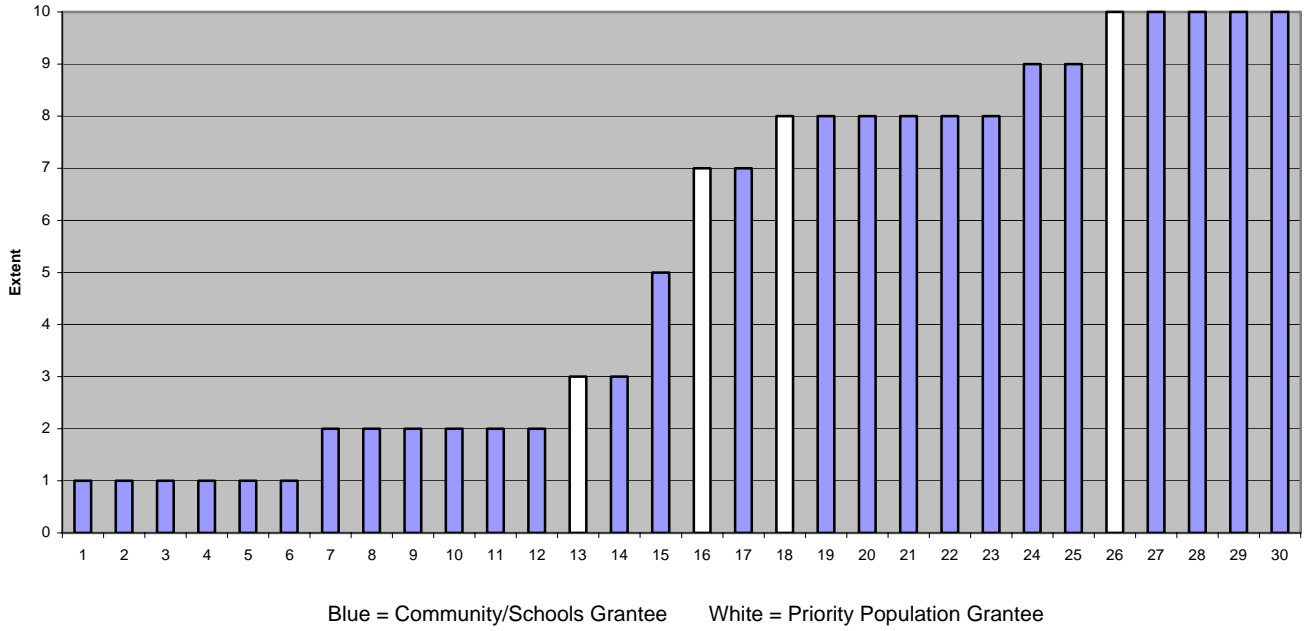
To what extent have any of your program initiatives partnered with SAVE?
HWTF Phase I Grantees (April-September 2004)



To what extent have any of your programs initiatives partnered with the N-O-T program?
HWTF Phase I Grantees (April-September 2004)



To what extent have any of your program initiatives partnered with any of the Priority Populations grantees? HWTF Phase I Grantees (April-September 2004)



V. January 2005 Six Month Survey Results for
Phase II Community/Schools Grantees

V. January 2005 Six Month Survey Results for Phase II Grantees

With the additional monies granted by the HWTF, 11 new Community/Schools grantees (Phase II) joined the Teen Tobacco Use Prevention and Cessation Initiative on July 1, 2004. The following section compiles Phase II grantee responses to a Six Month Survey covering July through December 2004.

The survey used by Phase II grantees is a modified and expanded version of the Phase I survey, described earlier in Section III of this report. The modified survey has been incorporated into the new PTS called iPTS, and will be used by all grantees for future reports. The survey includes four sections:

- **Program Assessment** (*Report Assessment* in old PTS) has been modified to include questions about progress in specific objective focus areas.
- **Resources, Support, and TA** (formerly *Program Evaluation*) asks about use of all HWTF technical assistance and training resources. Most responses will be included in the technical assistance section of the HWTF Teen Tobacco Use Prevention and Cessation Initiative Outcomes Evaluation Annual Report and are not reported here. However, two questions involving suggestions for better linkage among all HWTF grant resources, as well as technical assistance and training needs, are included to assist with current coordination and delivery of services.
- **Indicators** seek to capture numbers related to program objectives that do not change from month to month (e.g., # of youth groups). This data can be used as baselines for future progress.
- **Major Accomplishment** has not changed.

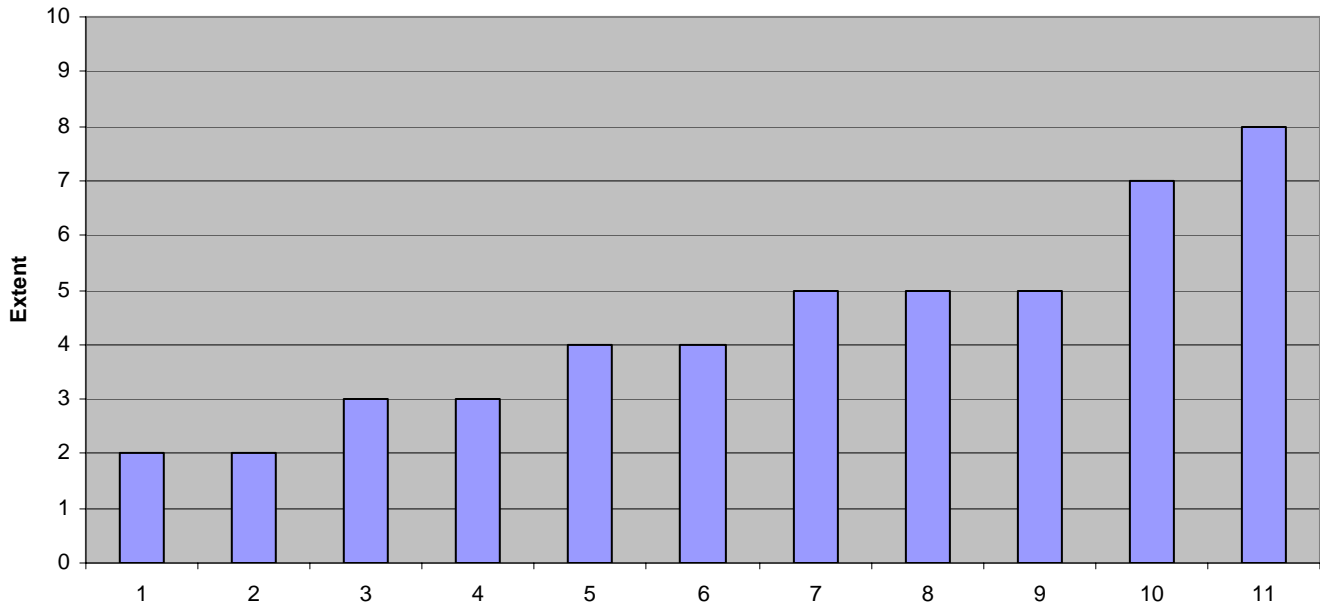
Eleven Phase II grantees completed and submitted the Six Month Survey. The percentages indicated in the following section are of grantees responding with scores of 7 or higher, which are considered to represent a significant extent.

A. Program Assessment

Progress and Barriers

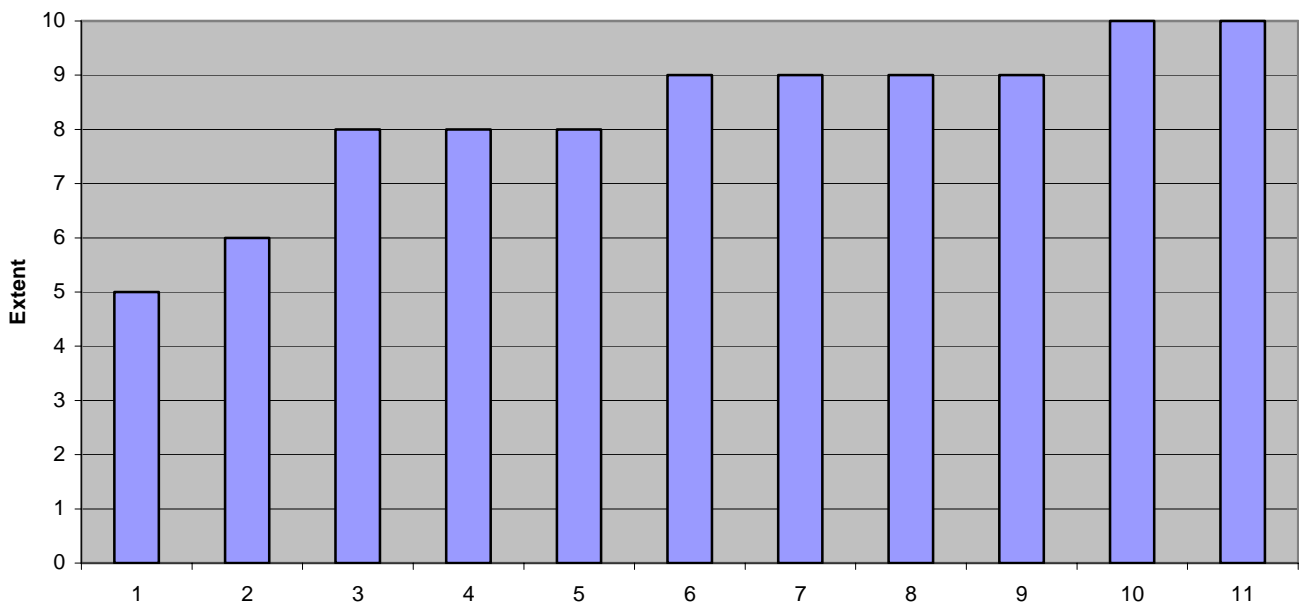
- 18% (2 of 11) of Phase II grantees report significant progress in achieving their objectives during the first six months.

To what extent have you achieved your overall program objectives?
HWTF Phase II Grantees (July-December 2004)



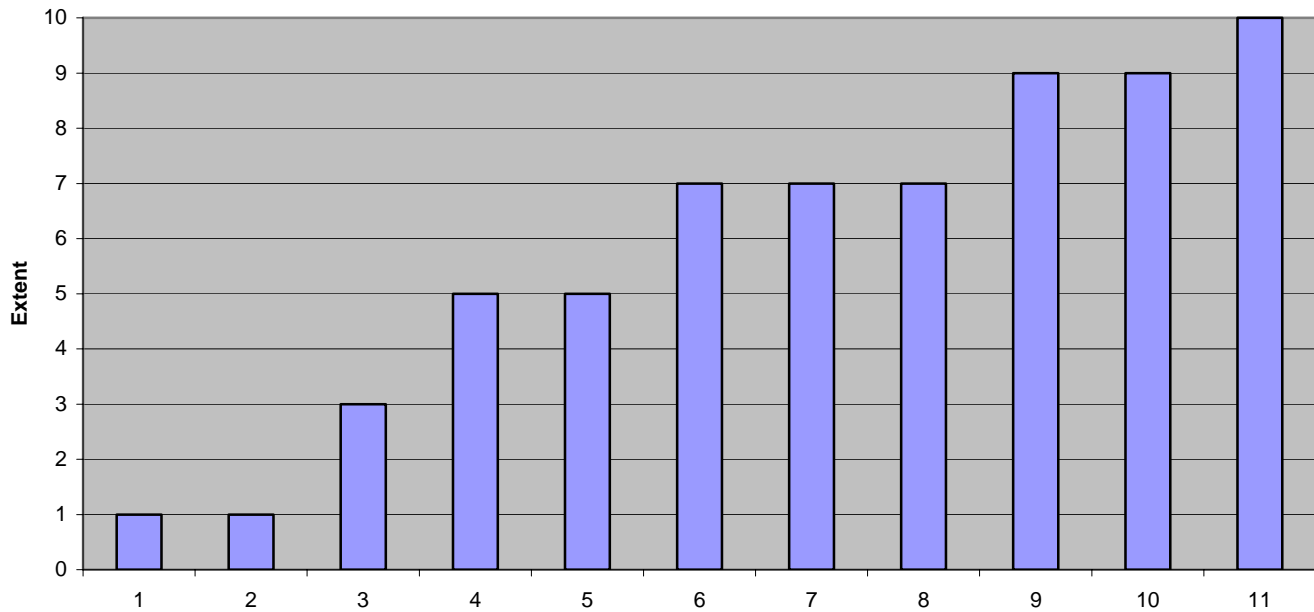
- 82% (9 of 11) report that they are on target to achieve their objectives in the next six months.

To what extent do you believe you are on target to achieve you program objectives?
HWTF Phase II Grantees (July-December 2004)



- About half (55% [6 of 11]) of grantees report encountering significant barriers to carrying out their program objectives.

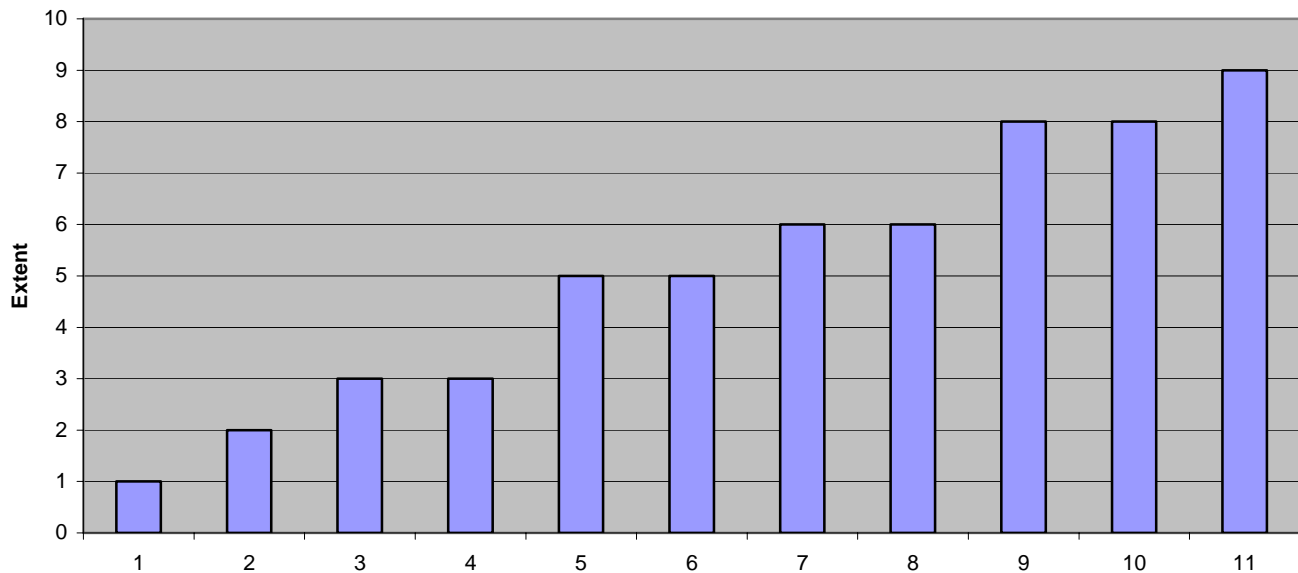
To what extent have you encountered significant barriers to your program objectives?
 HWTF Phase II Grantees (July-December 2004)



Objectives Achieved By Program Focus Area

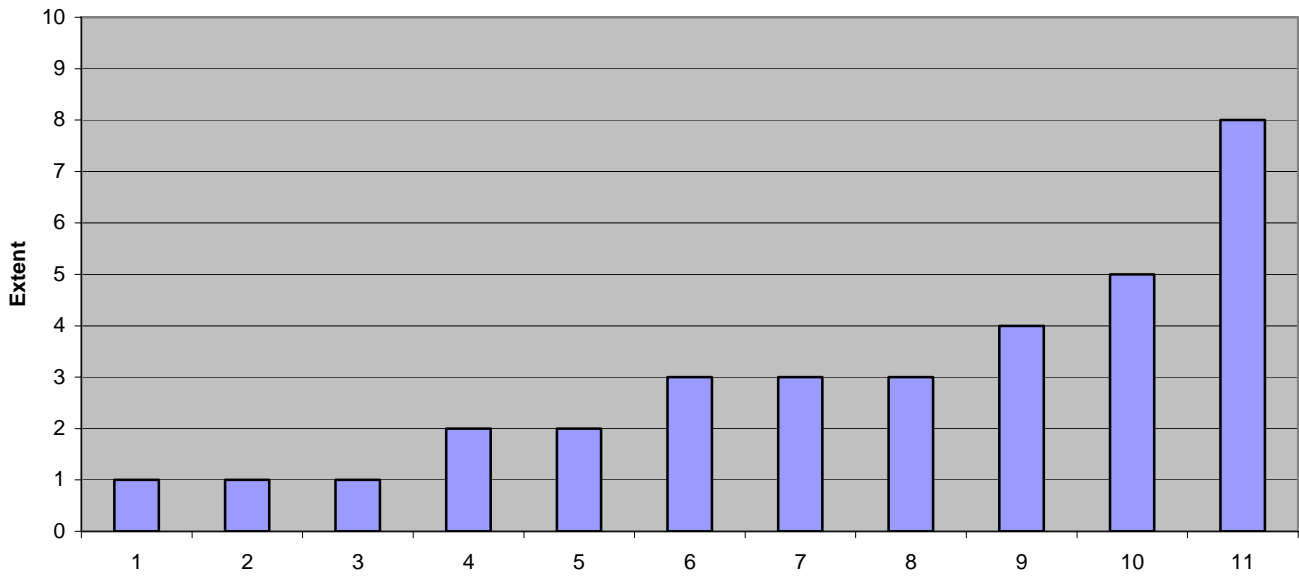
- 27% (3 of 11) report achieving objectives related to prevention education and youth empowerment.

To what extent have you achieved your objectives related to providing youth tobacco use prevention education and empowerment opportunities in schools and the community?
 HWTF Phase II Grantees (July-December 2004)



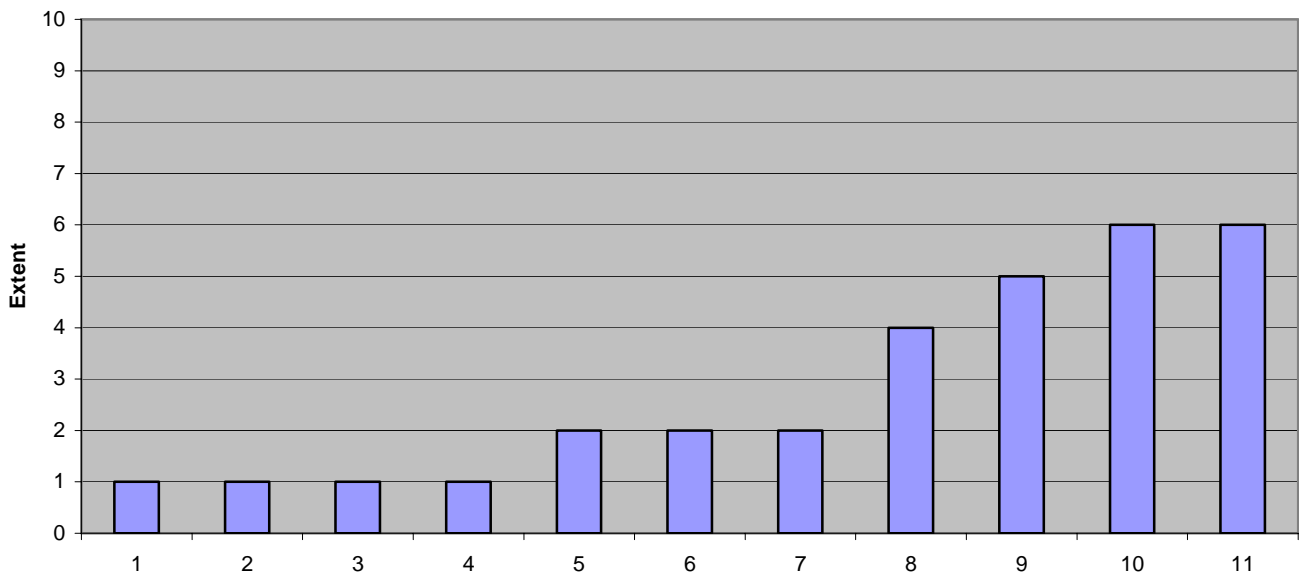
- 9% (1 of 11) report achieving objectives related to relationship between tobacco product pricing and youth initiation.

To what extent have you achieved your objectives related to promoting the awareness of the relationship between tobacco product pricing and youth initiation?
 HWTF Phase II Grantees (July-December 2004)



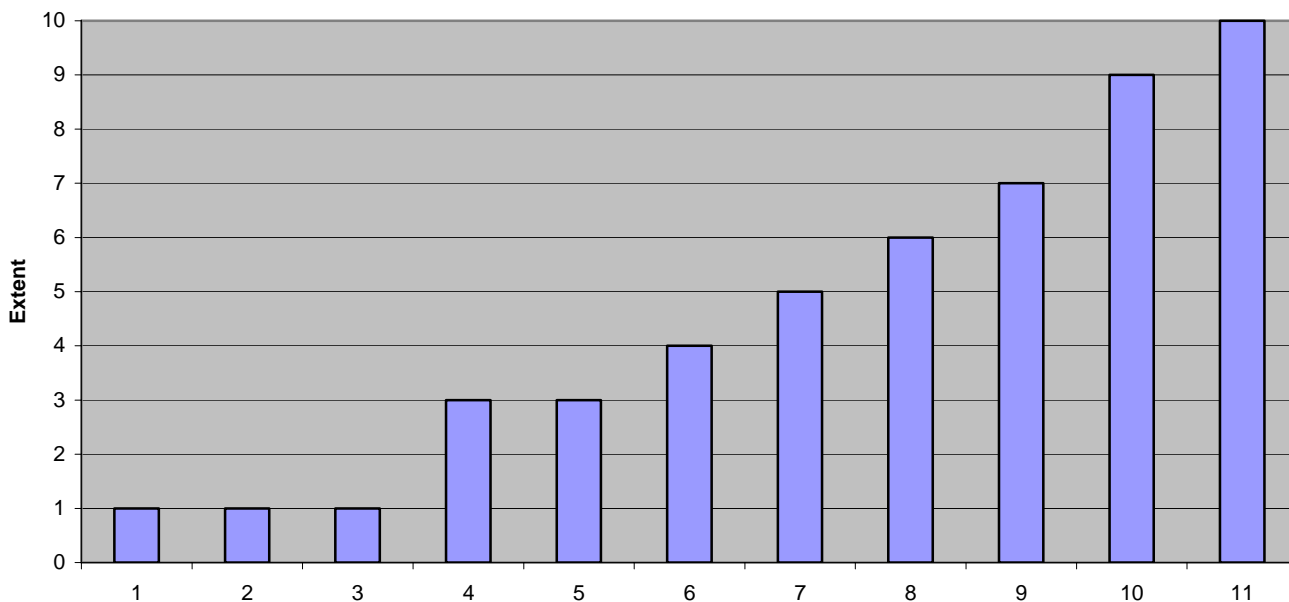
- None reported significant achievement in objectives related to promoting enforcement of underage tobacco sale laws and reduced youth-targeted advertising.

To what extent have you achieved your objectives related to promoting enforcement of underage tobacco sale laws and reduced advertising that appeals to youth?
 HWTF Phase II Grantees (July-December 2004)



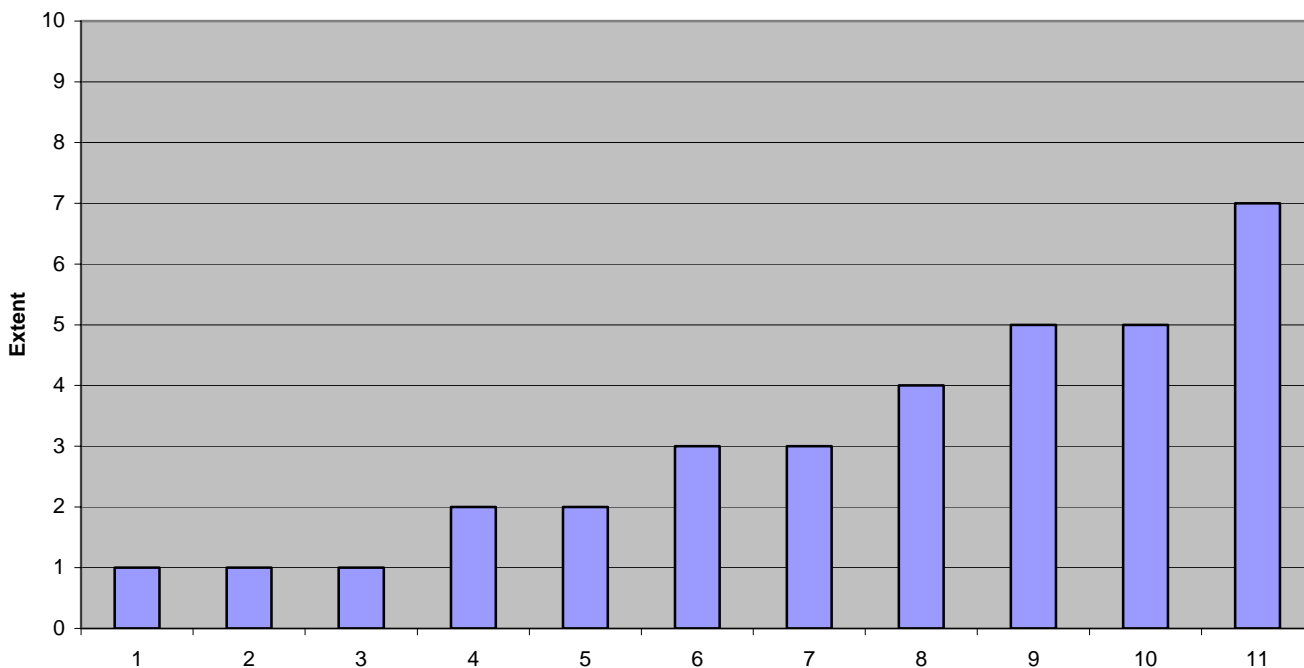
- 27% (3 of 11) report achieving objectives related to adopting and/or enforcing 100% Tobacco-Free School policy.

To what extent have you achieved your objectives related to adopting and/or enforcing 100% Tobacco Free School Policy? HWTF Phase II Grantees (July-December 2004)



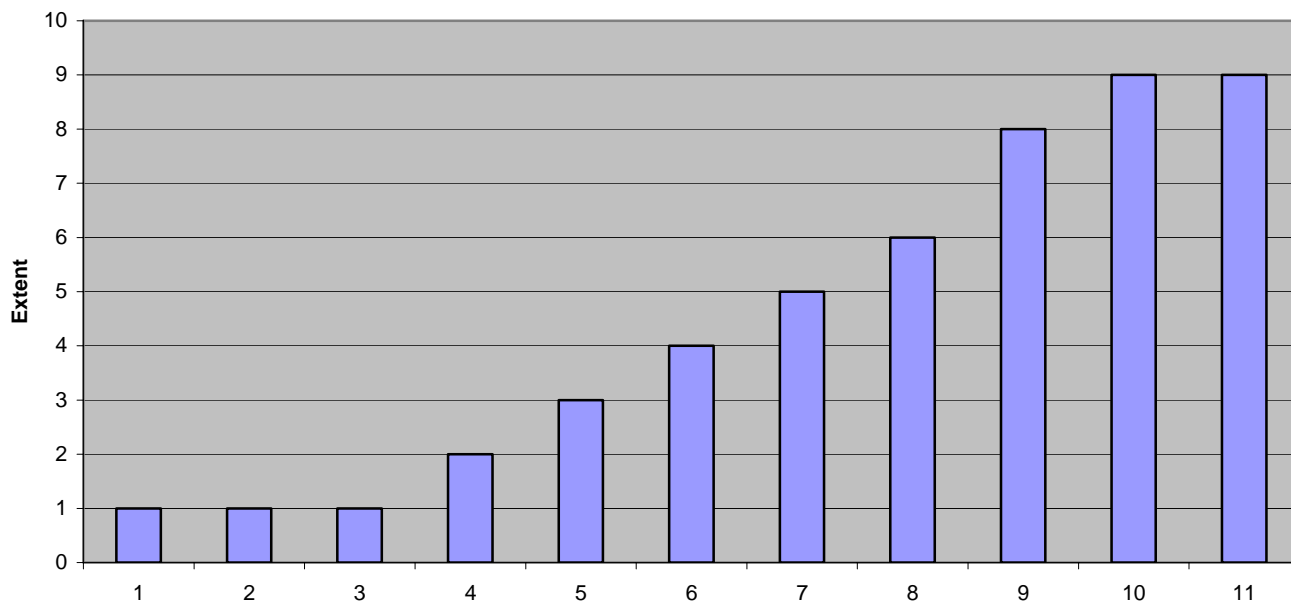
- 9% (1 of 11) report achieving objectives related to advancing smoke-free policy in public places frequented by youth.

To what extent have you achieved your objectives related to advancing smoke free policies in indoor/outdoor areas frequented by youth? HWTF Phase II Grantees (July-December 2004)



- 27% (3 of 11) report achieving objectives related to promoting access to effective tobacco use cessation services.

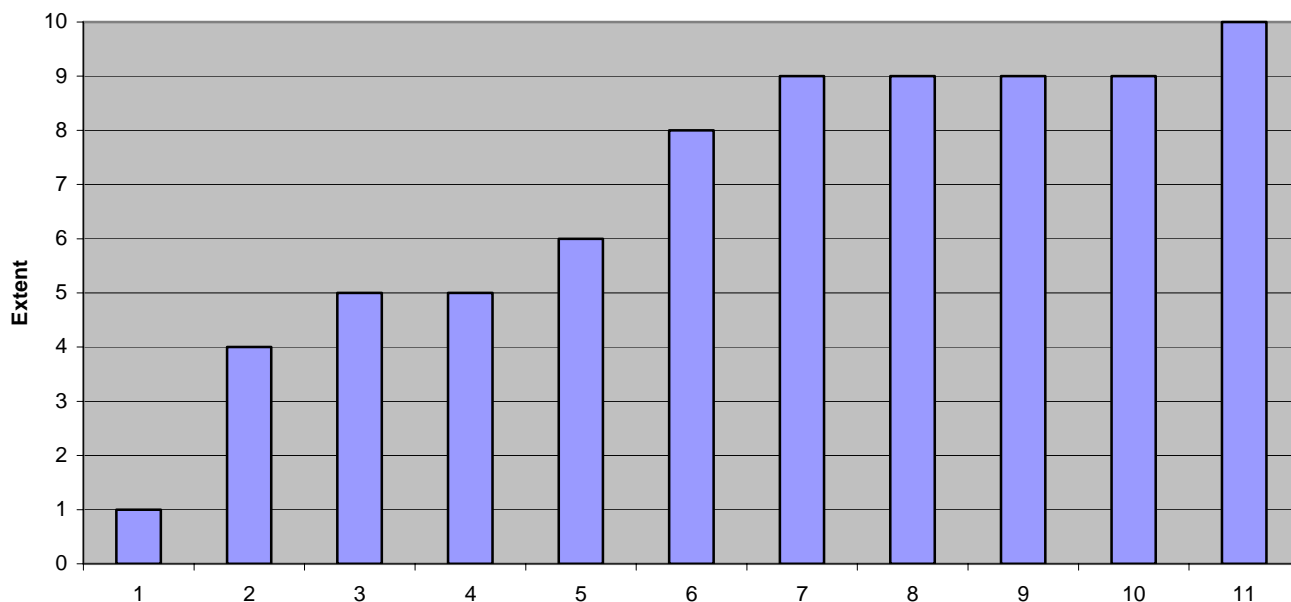
To what extent have you achieved your objectives related to promoting access to effective tobacco use cessation services? HWTF Phase II Grantees (July-December 2004)



Partnering

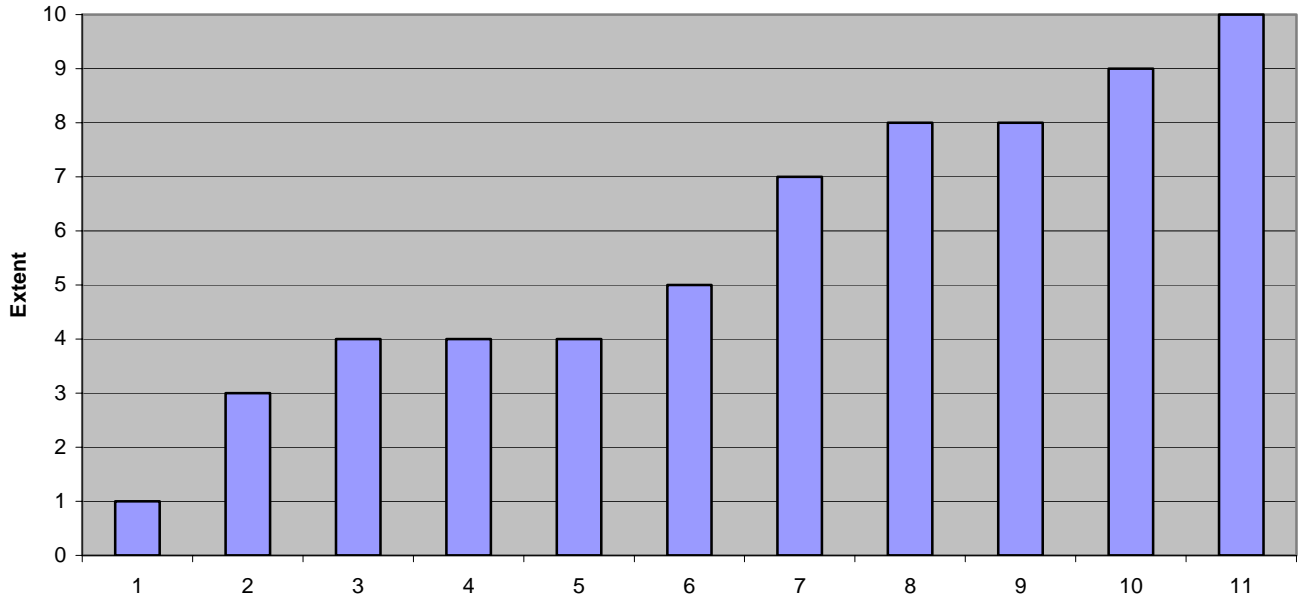
- 55% (6 of 11) of Phase II grantees report using existing partnerships to assist in meeting their objectives.

To what extent have you been able to use existing community partnerships to assist you in meeting your program objectives? HWTF Phase II Grantees (July-December 2004)



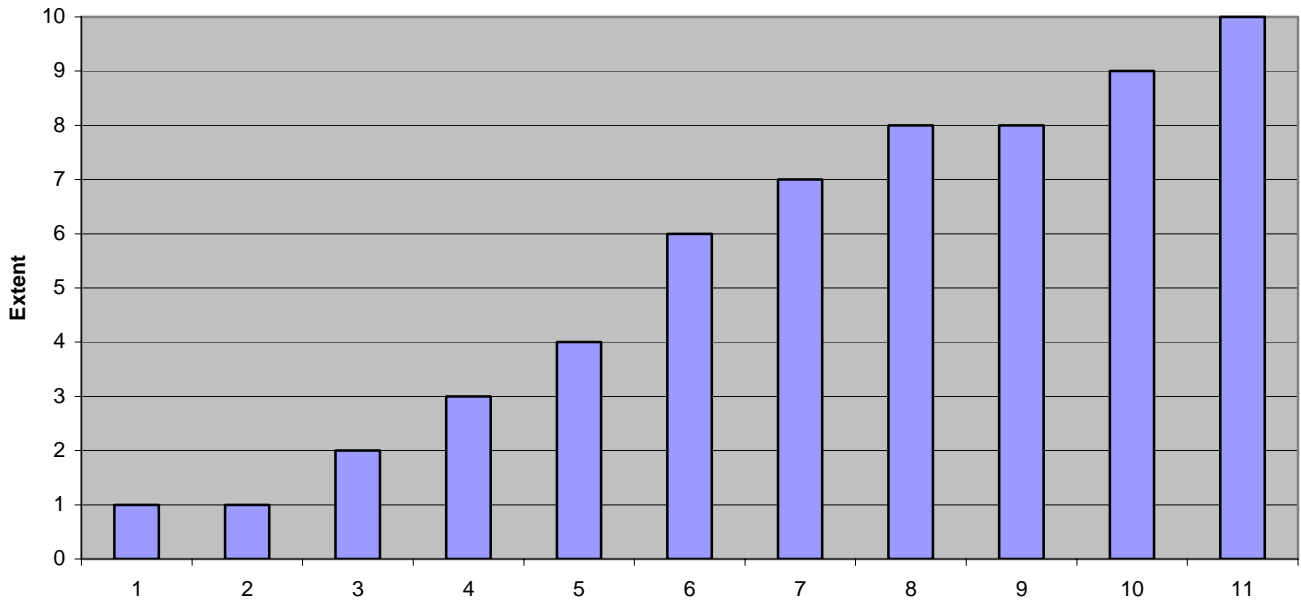
- 45% (5 of 11) report developing new community partnerships to assist in meeting their objectives.

To what extent were you able to develop new community partnerships to assist you in meeting your program objectives? HWTF Phase II Grantees (July-December 2004)



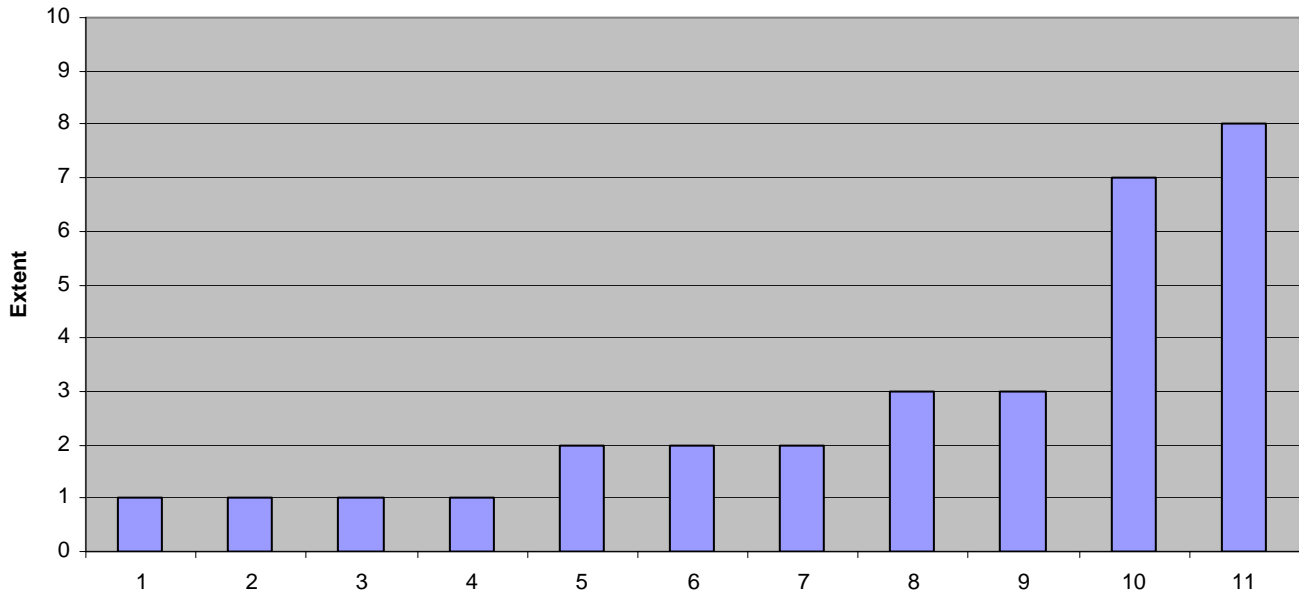
- 45% (5 of 11) partnered with other HWTF Community/Schools grantees.

To what extent have you partnered with other HWTF community/school grantees to address policy change objectives? HWTF Phase II Grantees (July-December 2004)



- 18% (2 of 11) partnered with HWTF Priority Population grantees.

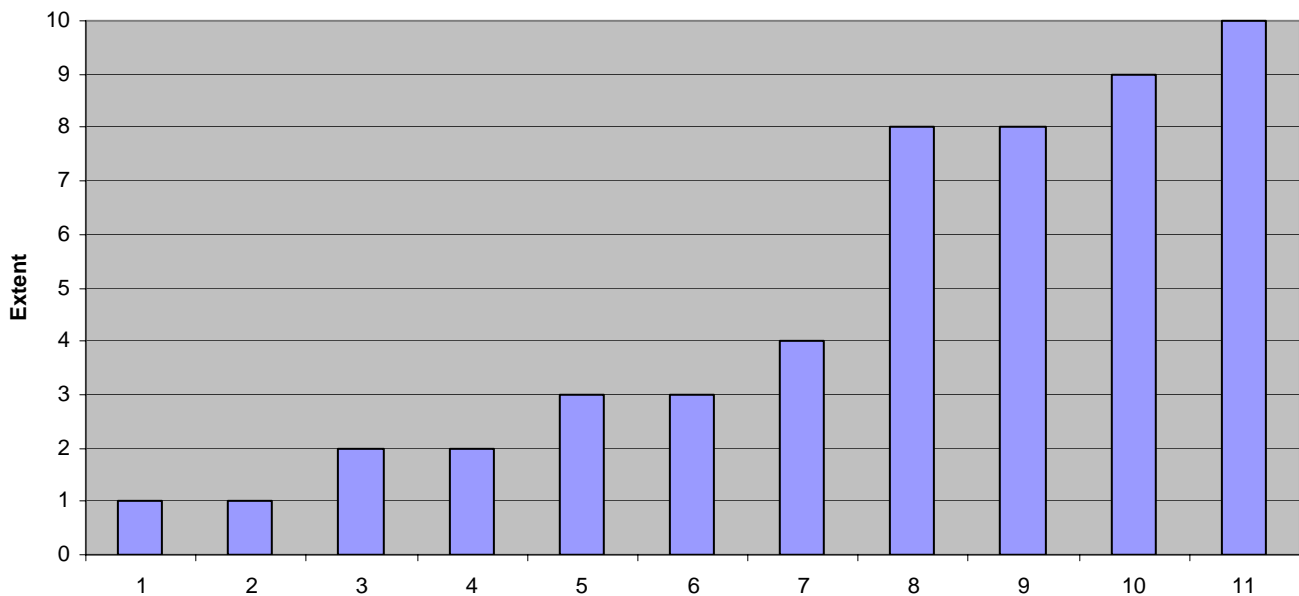
To what extent have you partnered with HWTF Priority Populations grantees to address policy change objectives? HWTF Phase II Grantees (July-December 2004)



Monthly Progress Tracking System

- 36% (4 of 11) reported that using the Monthly Progress Indicator Tracking (MPIT) form or iPTS assisted them in documenting progress. The MPIT form was an interim tracking system used while the PTS was being revised.

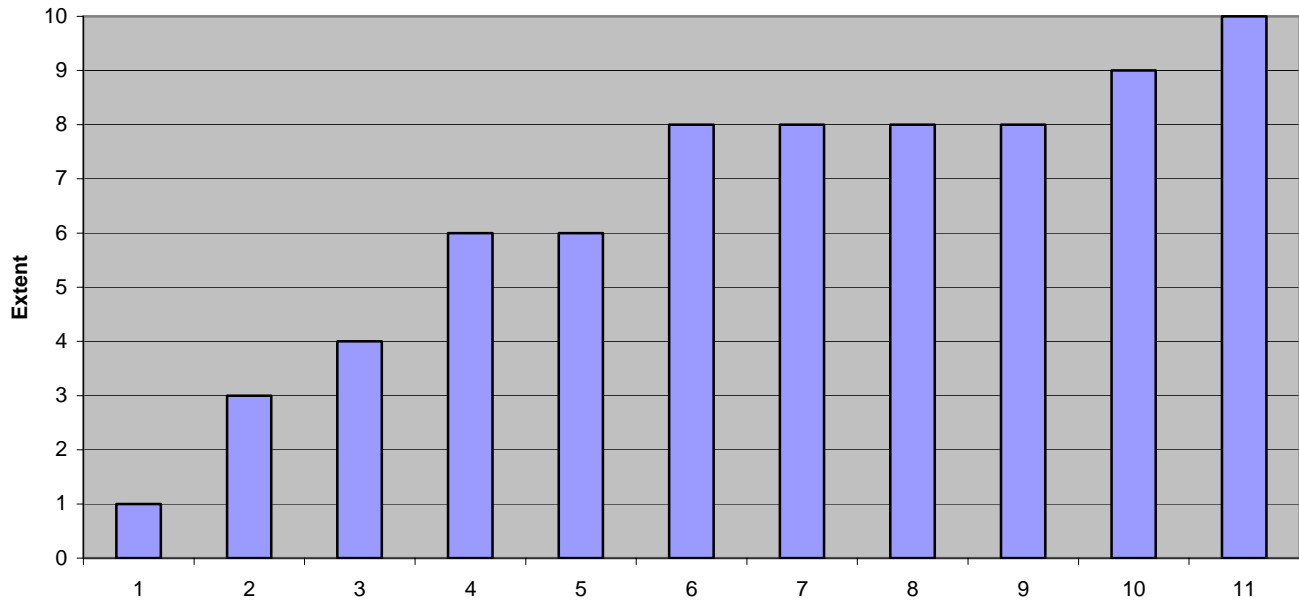
To what extent have you been able to use iPTS or MPIT to assist you in documenting your progress in meeting program objectives? HWTF Phase II Grantees (July-December 2004)



Awareness of Tobacco as a Serious Health Problem

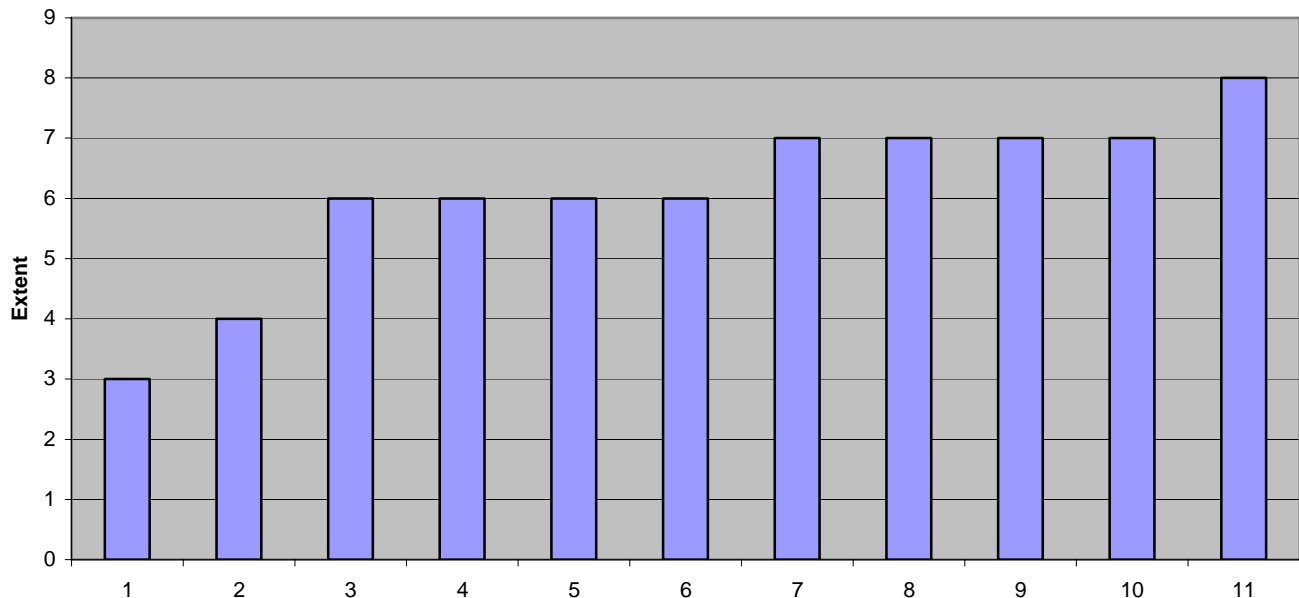
- Over half [55% (6 of 11)] of Phase II grantees believe that, to a large extent, their community views tobacco use by youth as a serious health problem.

To what extent do you believe your community views tobacco use by youth as a serious health problem? HWTF Phase II Grantees (July-December 2004)



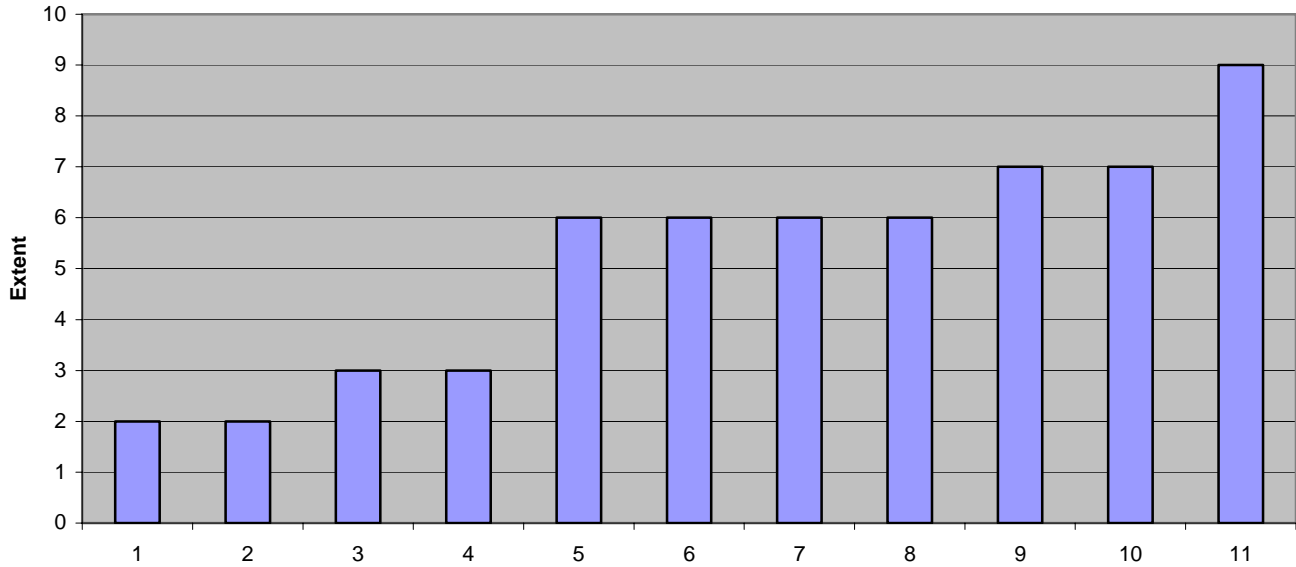
- 45% (5 of 11) believe that, to a large extent, their community views tobacco use by adults as a serious health problem

To what extent do you believe your community views tobacco use by adults as a serious health problem? HWTF Phase II Grantees (July-December 2004)



- 27% (3 of 11) believe that, to a large extent, their community views secondhand smoke as a serious health problem.

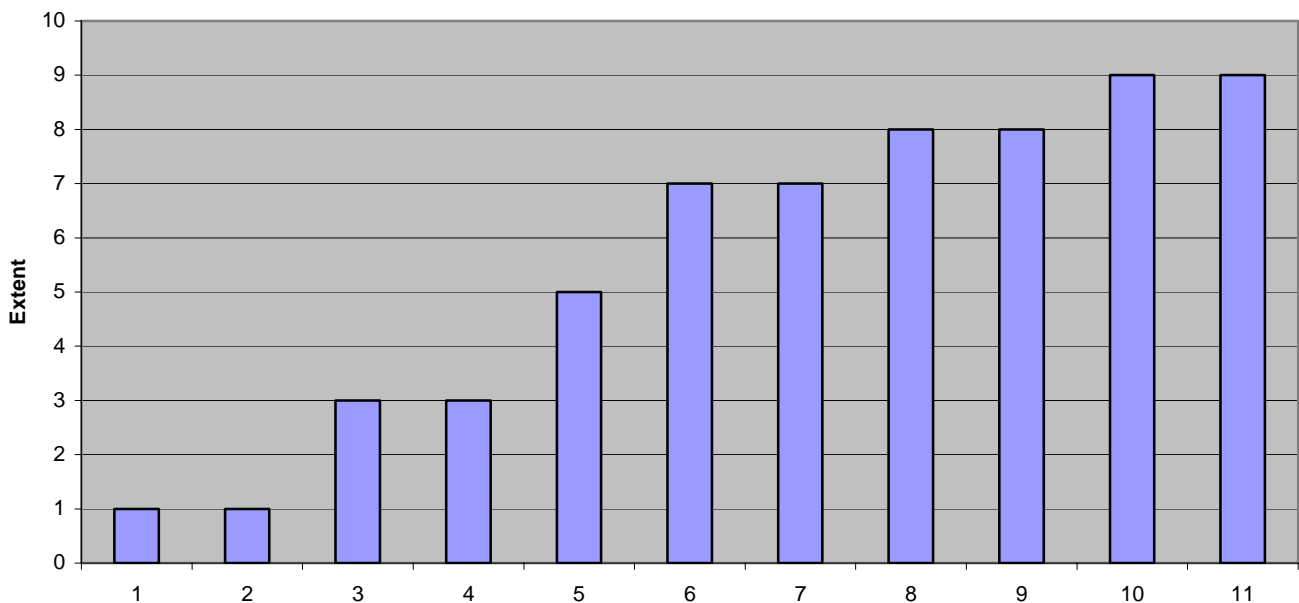
**To what extent do you believe your community views secondhand smoke as a serious health problem?
HWTF Phase II Grantees (July-December 2004)**



Exposure to TRU campaign

- 55 % (6 of 11) believe that teens in their community have been significantly exposed to TRU.

To what extent do you believe that teens in your community have been exposed to HWTF's media campaign 'Tobacco Reality Unfiltered'? HWTF Phase II Grantees (July-December 2004)



B. Indicators

The following numbers were reported by Phase II grantees in various indicator areas:

- Youth groups: 8 of 11 coalitions reported having youth groups (total youth groups = 15) with 3 receiving mini-grants
- Youth involvement: 341 youth were actively involved in planning and carrying out Phase II grantee program activities. Of these, 142 had received training.
- N-O-T classes: None of the Phase II coalitions reported holding N-O-T classes.
- ATS courses: Four reported a total of 10 Alternative-To-Suspension (ATS) courses that had been held with 25 youth attending. 22 of these youth attended all classes.
- Curriculums: Five coalitions reported developing or using 8 different culturally sensitive curriculums. 6 reported offering a total of 40 school courses that follow CDC guidelines.
- Staffing: Seven coalitions reported hiring 13 staff (4 of these were adult youth group leaders receiving stipends).
- 100 % Tobacco-Free School (TFS) Policy: The new Phase II coalitions represent 27 local school districts, although two of these are also represented by Phase I coalitions.
 - Of the 25 newly-represented by Phase II grants: 5 have already adopted a 100% TFS policy. 4 of these 5 school districts have Student Health Advisory Committee (SHAC) action plans that include 100% TFS implementation and enforcement. In these four districts, there are 12 schools offering ATS. Four coalitions reported 113 schools with TFS signs.
 - In the remaining 20 districts, 5 have addressed the topic of working toward 100% TFS policy adoption in their SHACs and 3 others have action plans to that effect. Three coalitions report 9 schools that offer ATS.

VI. Suggestions from Grantees

VI. Suggestions from Grantees

A. Phase I Grantees

22 of the 26 Phase I Community/Schools grantees and all Priority Population grantees offered suggestions for better linking statewide programs with their local initiatives. A summary of their suggestions is included below:

- Increase communication and services offered: There were two requests for better communication of programs and services offered, *“Programs should become more visible and make others aware of what their objectives are and the services they can provide,”* and *“I think that we could all benefit from knowing when a statewide grantee is holding a project within our counties so that we can figure out a way to collaborate with them.”*
- Offer regional trainings: One grantee commented positively on the creation of the Western Central Region, hoping that regional trainings would be more accessible.
- Offer trainings that address the needs of specific cultural populations: One Priority Population grantee said *“we need a ‘strategic planning session’ for working specifically with the Latino community in the teen tobacco use prevention movement. For several months we had been requesting...some sort of training on maintaining youth networks to help strengthen the work that we do. It had been my understanding that this training would be part of the last conference (October), but unfortunately it was not.”* One Community/Schools grantee requested training in bridging cultural gaps.
- Increase linking between Community/Schools and Priority Population grantees: One Community/Schools grantee suggested that more TA was needed to help Priority Population groups know how they could collaborate with local grantees who are working with diverse populations. A Priority Population grantees said they would benefit from more scheduled information and development trainings, stating *“There are many activities not being supported because of the lack of the knowledge as to the content and desired outcomes of the events. Linking up with the many funded initiatives funded by HWTF will broaden the TTUP&C program much farther into the regions of the ONSMS regions.”*
- Increase linking with SAVE: One Community/Schools grantee recommended *“more media coverage for the SAVE survivors and their stories.”* One Priority Population grantee said *“we should make a more concerted effort to identify Native Americans who would like to be a part of SAVE, as we sincerely believe they are out there and willing. We would be very interested in such a partnership with SAVE.”* Another Priority Population grantee suggested that SAVE should be invited to speak at their association meetings.
- Increase support for implementation of the N-0-T Program: One Community/Schools grantee suggested, *“It would be helpful for the ALA to provide implementation training for NOT/ATS trained facilitators. We have spent a good amount of resources getting school-based personnel trained as NOT/ATS facilitators and need an effective strategy for continued support and implementation technical assistance.”* Another suggestion was that *“regional trainings be held for previously trained NOT/ATS facilitators to have an opportunity to share success stories and barriers they've encountered as they try and establish consistent NOT/ATS programming in their schools.”* Another suggested that the *“NOT website to be more visible & more marketing tools to use in schools and community, and possibly radio or TV spots to push it.”*
-

Increase reach of TRU media campaign to all regions: Grantees in the Northeast and West expressed frustration that the campaign does not reach their areas. One grantee suggested that smaller markets could be reached through local newspapers. Another suggested that the campaign be more focused on social norms instead of negative consequences. One grantee said *“It would be helpful to see more materials available on line in a downloadable format that could be printed off as needed; this would also save grantees money.”* Several commented positively on the TRU campaign ads, website, and brochure and asked for posters, brochures tailored for different audiences (i.e., spit tobacco, counties without 100% TFS policies, etc.).

B. Phase II Grantees

9 of 11 Phase II grantees suggested ways that HWTF agencies could be better linked with their programmatic initiatives. Their suggestions are as follows:

- Use of ListServe and conference calls for program development: The ListServe and conference calls were listed as important sources of information and potential links. One grantee said, *“If there is a little more time allotted during these calls to focus on updates from grantees, it could allow us to see more possibilities for bridging partnership.”* One grantee asked that ideas and helpful hints on how to achieve 100% TFS and smoke free indoor/outdoor environments be posted on the ListServe. Another noted that it would be *“beneficial if the ListServe continues to highlight any programs, information, training, etc. that these agencies provide so that we can utilize them.”*
- Youth Tobacco Survey: It was suggested that funding be provided to enable YTS to gather county specific data.
- Linking with Priority Population grantees: One grantee expressed difficulty in discovering local groups that have mini-grants from the Priority Population grantees. They requested a list of programs and contact information for those groups who have received mini-grant funding so that they could strengthen and improve local partnerships. Another grantee working with a specific population asked for more information about the OMHHD (Office of Minority Health and Health Disparities).
- Four Phase II grantees indicated that because they were so new, they had not yet had enough experience with resources to suggest better linkages.

9 of 11 Phase II grantees suggested specific technical assistance and /or training that would be valuable to their program in the next six months:

- Training: Seven Phase II grantees requested specific training or trainings including N-O-T, TATU, iPTS, EnTER, ALE, SAVE, Media, 5As, TRU, Question Why, ATS, and Cessation, as well as how to bring trainings to a region.
- One grantee asked for technical assistance for meeting Health and Wellness expectations, including action plans requirements.

VII. Narratives

VII. Narratives

The following section includes some examples of major accomplishment narratives provided by grantees in their most recent Six Month Survey report:

During an introductory grant meeting with Richmond County Schools, FirstHealth staff was informed that the journey to 100% Tobacco-Free Schools in Richmond County would likely be long and challenging with several roadblocks. Gaining school and community support for the policy would be essential for progress. In September 2004, FirstHealth and the Richmond Senior High Teens Against Tobacco Use (TATU) group sponsored a first-time coalition-building lunch to engage school and community leaders and kick-off a campaign to promote 100% TFS. At the lunch, TATU youth provided highlights of their recent projects, the HWTF Community Relation Director facilitated an action planning session, and the SAVE Project Director shared stories from tobacco survivors. The TATU youth demonstrated their leadership, presentation and tobacco-free advocacy skills. After the meeting, a Board of Education member claimed, "I think we may be a lot closer than we think." A few months ago, I wasn't for 100% TFS. However, the TATU students have changed my mind.

Like many counties in North Carolina, Yancey County is an area that has a history of growing tobacco. With this in mind, many of the older residents are resistant to change. However, the youth are becoming wiser... The youth shared stories of parents smoking, struggling with asthma, not being able to control their environment, and seeing the addiction at its worst when their loved ones tried to quit. I was very surprised and pleased to hear the students eager to make a difference. A recurring theme with the students was to break the tradition of tobacco in their community.

In September 2004, the Newton-Conover Board of Education officially adopted a 100% tobacco-free policy by a vote of 4 to 2. The policy will go into effect in January 2005. When I first accepted this position, I never dreamed we would get one school district to adopt a new policy, much less two. After speaking with a school district leader, I felt it was definitely a hopeless cause. However, we never lost sight of our focus, we used the tools the state had put together and distributed at the tobacco-free workshops, and we persevered. This experience has taught me that anything is possible; has reiterated the importance of partnerships and networking; and through hard work, we've been able to not only impact the health status of current students, but those in the future as well.

There are on-going efforts to increase the number of physicians who are actively engaged in the Teen Tobacco Use Prevention and Cessation Initiative efforts to enforce the HWTF goals and objectives toward smoking cessation in youth and pregnant teens. The links between Physicians United for Teen Health, the Faith-Based Community, African American Community organizations, and the Teen Tobacco Use Prevention and Cessation Initiative Network Organizations to support participation and leadership development in school and community adoption of 100% tobacco-Free are being greatly strengthened.

The Blue Ridge Healthcare Tobacco Prevention Project reached over 6000 youth with a tobacco prevention program featuring SAVE speakers Fred Haywood and Rachel Biddix. Teachers and students in the Burke County Schools have given rave reviews of the presentations...Students also call me after the program to ask help on how to quit smoking, or how they can help their parents, and many kids simply say thank you. We have an important job to do and when the residents of Burke County, old and young, respond positively to our program, we have accomplished a big goal.

After months of recruiting and assessing the readiness of the eastern region's gap counties, five counties were invited to attend a two-day "Real Time Community Change" workshop. The five teams were instructed in how to develop a plan to reach their goal and allowed time to complete a six-month "grant proposal" to Question Why East with their primary goal being to move their local school systems closer toward a 100% Tobacco-Free School policy change. The plans were completed on the second day, presented to Question Why East staff, and approved before the participants left the workshop. All teams received \$3000 for their project and will be continually monitored and provided with technical assistance throughout the 6 month plan. We feel the process of developing partners and local infrastructure in these counties is as important as the success of the plans developed by the teams.

Durham County has successfully establish three Teens Against Consuming Tobacco clubs in three Durham Public High Schools; Hillside, Northern, and Jordan High School. This is a very significant accomplishment in sustaining TACT beyond year three. Students who are members of these clubs will be trained in basic tobacco knowledge, serve as peer educators to their peers and middle school students, and work with their school's administration to further enforce their school's 100% TFS policy. The establishment of these clubs has more than tripled the number of youth evolved in the youth tobacco prevention movement in Durham from 8 to over 40 empowered youth.

SAVE survivors have continued to give tobacco awareness presentations to schools throughout the state. Two new survivors have been trained and are now assisting in spreading the word about tobacco realities. One throat cancer survivor commented after a school presentation, "It was effective, powerful, and much needed...I am very proud of how it worked out and the end result, which we have yet to see, but will one day." SAVE survivors continued to advocate and work with local coalitions for the passing of the Tobacco-Free School policy. Stanly County has implemented an ATS program as a direct result of a survivor's work in that county.

In May of 2004, one of the Reality Teams was able to work with the pool manager to get the pool deck to be 100% smoke-free. Last summer, you could sit with your feet in the baby pool and smoke a cigarette, this summer that was not allowed. In celebration of this accomplishment, we conducted a park clean-up and allowed the youth to spend the afternoon swimming. Our park clean-up made it to Fox 8 news and 2 local newspapers. It was a great ending to a very productive and important summer of community advocacy.

“The manipulation of reality and use of sex to sell just boggles the mind!” stated a participant at the TRU-5 Consortium’s Media Literacy & Advocacy Training in October. Dr. Peter DeBenedittis, a nationally-known media expert, helped 37 students, teachers and TRU-5 adult leaders and 18 adults from the Central and Eastern HWTF and NC TPCB grantees learn how to access, analyze, evaluate and create media in a variety of forms, with an emphasis on tobacco advertising. The program’s content accomplished multiple objectives including:

- *introduction to a potentially divisive topic*
- *education about the dangers of tobacco use*
- *education on how advertising (specifically tobacco) targets specific audiences*
- *motivation and recruitment of advocates.*

Reviews for this “kick-off” for adult leadership and youth group recruitment workshop were overwhelmingly positive. We have had multiple requests for local trainings, including one middle school teacher who got special delivery of Dr. DeBenedittis’ Media Literacy program and held her classes just two weeks after the training. One participant reflected the urgency felt by this and other participants: “We have to teach our children to understand what they are seeing. They need to make informed choices.”

Two out of the seven colleges that we are working with sell tobacco products on their campuses. Our goal was to have both of these campuses change this policy. We researched what was happening on other campuses and noted that these schools were not only in the minority in our county, but also statewide. Taking this information, recent studies, and student testimonials on the topic, we met with the manager of one campus’ bookstores. After a lengthy meeting, he agreed that by March 2005, they would stop the sale of tobacco products at both of their bookstores. Our meeting with the campus store manager at the other college is in the works. Lessons learned as we tackled this issue:

- *being well versed in what’s going on with campuses around the state can be influential in convincing others to reconsider their policies;*
- *some of the battles we think are going to be lengthy and cumbersome may turn out to be a great deal more manageable than we anticipate.*