

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

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Semi-Annual Survey Report for the HWTF  
Teen Tobacco Use Prevention  
and Cessation Initiative

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January – June 2005

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

September 20, 2005



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

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# I. Executive Summary

## Introduction

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

The Semi-Annual Survey was designed by the UNC Tobacco Prevention Evaluation Program (TPEP). It includes Likert-type scale and open-ended questions addressing various program assessment areas. Grantees are asked to complete and submit the survey using the Indicator Progress Tracking System (iPTS). The iPTS Semi-Annual Survey was revised in the fall of 2004.

The iPTS Six Month Survey includes four sections, which can be described as follows:

- **Program Assessment** asks grantees to rate their overall progress, as well as their progress in specific objective focus areas over the past six months.
- **Resources, Support, and Technical Assistance (TA)** asks grantees about their use of all HWTF technical assistance and training resources. Responses from this section are included in the 2005 HWTF TTUPC Initiative Annual Report, Section 4: Special Studies, Technical Assistance Evaluation.
- **Indicators** track numbers related to program objectives that do not change from month to month (e.g., # of youth groups). These data can be used as baselines for future progress.
- **Major Accomplishment** asks grantees to describe a major accomplishment of their program in the past six months.

Grants were awarded by the HWTF in two phases: Phase I Community/Schools and Priority Populations grants were initiated in the March 2003 and Phase II grants were initiated in July 2004. Semi-Annual 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 all grantees on common questions from the PTS Six Month Report and the iPTS Semi-Annual Survey over the two reporting periods for the 2004-05 program year.
- 2) A comparison of Phase I Community/Schools and Priority Population grantees over four survey periods (April – September 2003; October 2003 – March 2004; April – September 2004; and Jan-June 2005);
- 3) A comparison of Phase II Community/Schools grantees over two six month periods (July-December 2004 and January-June 2005).
- 4) July 2005 Semi-Annual Survey results for Phase I and II Community/Schools and Priority Population grantees (January-June 2005);

## Overview

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HWTFs TTUPC Initiative grantees reported having reached a high level of achievement in meeting their objectives during the past six months, with Phase II Community/Schools grantees making strong progress to attain levels similar to Phase I Community/Schools and Priority Population grantees. Overall, grantees reported:

- few barriers at a significant level;
- high levels of collaboration with existing and new partners to achieve their program objectives; and
- an increase in the ability to use the monthly Indicator Progress Tracking System (iPTS) to document their program progress.

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.
- Active involvement of over 150 youth groups and almost 1500 youth in the TTUPC Initiative.
- Increased advocacy efforts by youth for the adoption of smoke-free policies in indoor/outdoor places where they are exposed to secondhand smoke.

As grantees programs continue to mature, and with annual action plans based on policy-focused, evidence-based practices, increased policy changes and other program achievements by the HWTF TTUPC Initiative would be expected in the next six months.

### Progress and Barriers

- Most Phase I Community/Schools grantees continued to feel they are making good progress with their programs and believe they are on target for achieving their objectives. They reported an 18% decrease in barriers during this reporting period, compared to the previous period.
- All Priority Population grantees reported continued high levels of achievement in their program objectives and confidence in meeting their objectives in the next six months. In the past six months, Priority Population grantees reported a significant increase (40%) in the extent to which they had encountered barriers.
- At the end of their first year of funding, 63% (7 of 11) of Phase II grantees reported that they have significantly achieved their program objectives and 92% (9 of 11) stated that they are on target for achieving their objectives in the next six months. While only 18% (2 of 11) reported encountering significant barriers in meeting their program objectives during the past six months, four grantees rated their barriers higher now than in they did during the first six months.

**Recommendation:** Agencies providing technical assistance and support will want to pay particular attention to grantees reporting low progress and/or significant barriers in the past six months.

### Partnerships

- Phase I Community/Schools and Priority Population grantees continued to report using existing and new community partners to a great extent in achieving their objectives. Phase II grantees reported substantial increases in the extent to which they were able to use existing partnerships and develop new ones to help them achieve their objectives.
- During the second and third reporting periods, Phase I Community/Schools grantees indicated increased progress in partnering with priority population grantees. However, the mean rating for this type of partnering dropped significantly during this past six months.

- Priority Population grantees reported continued high partnerships with each other in addressing policy change objectives.
- Phase II Community/Schools grantees reported increased mean scores from their first six months in partnering with other Community/Schools and Priority Populations grantees.

**Recommendation:** Partnering between Community/Schools and Priority Populations Grantees should continue to receive strong encouragement, particularly around specific policy action plans of Community/School grantees (e.g. support for making a 100% TFS policy; support for making a venue smoke-free).

### TRU Campaign

- In the past two reporting periods, Phase I and II Community/Schools grantees each reported fairly consistent mean ratings (between 5.5 and 6.3) regarding the extent to which teens in their communities have been exposed to the TRU media campaign. However, Priority Populations grantees reported a higher mean rating of 7.8 in the first six months, followed by a decrease that is consistent with the Community/Schools grantees ratings. Only half of all grantees reported exposure to a great extent.

**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 Community/Schools grantees perceived a significant level of public awareness of youth and adult tobacco use and of secondhand smoke as a serious health problem in their communities. While increases for each reporting period have been slight, this is the first reporting period in which the mean rating for awareness in all three areas was to a significant extent ( $\geq 7$ ).
- Priority Population grantees reported slight decreases in their perceptions of their communities' views of youth and adult tobacco use as serious health hazards, with secondhand smoke awareness remaining the same.
- Phase II Community/Schools grantees reported a significant increase in public awareness of youth tobacco use as serious health problems in their communities. Although the mean ratings on views on adult use and secondhand smoke remained similar to the first six month reporting period, there was a substantial increase in those reporting that their communities viewed secondhand smoke as a serious health problem (from 27% to 45%). Phase II grantees showed trends that were similar to Phase I grantees during their first two reporting periods (i.e., during start-up phase) in all three areas described above.

**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 of secondhand smoke issues, as most TRU efforts to date have not focused on secondhand smoke policy changes or education. As more grantees focus on clear air policy initiatives, especially in places where youth are exposed to secondhand smoke, beliefs about the extent to which communities view tobacco use and secondhand smoke as serious health problems will increase.

### Progress by Focus Areas

- The majority (63%) of Phase II Community/Schools grantees reported achieving their objectives to a great extent in two focus areas: Prevention Education/Youth Empowerment and Advancing Smoke-Free Policies. The increases from the first six month period were 133% and 600%

respectively. The increase in mean ratings was 45% and 100% respectively. There were significant increases in every focus area.

### **Utilization of iPTS**

- Phase I Community/Schools and Priority Populations grantees reported using the monthly Indicator Progress Tracking System (iPTS) to a great extent in helping to document their program progress, with the mean scores changing little over the past three reporting periods.
- Phase II Community/Schools grantees reported almost a doubling of the mean score from the first to the second six month period, which parallels the Priority Population scores from the initial first two reporting periods, and brings them in line with the Phase I Community/Schools and Priority Population grantees' means for the past six months.

### **Indicators**

- Almost all grantees have youth groups and/or active, trained youth who are planning and carrying out tobacco prevention and policy advocacy activities.
- Ten of 28 grantees hired new staff during the past six months.
- Grantees reported that 70% of the school districts that do not yet have 100% TFS policy have School Health Advisory Committees (SHACs) that have included adoption of the policy in their policy action plan. They also reported that 74% of the school districts that have adopted 100% TFS policy have SHACs that have included implementation and enforcement in their policy action plans.

### **Recommendations:**

With policy successes increasingly attributed in part to youth involvement and advocacy, continuing to offer training and opportunities for youth advocacy can be instrumental in helping grantees meet their policy change objectives, particularly because of the inherently more transient nature of youth involvement.

A plan for comprehensive orientation of new staff, in addition to any statewide summits or meetings will assure that momentum in achieving objectives is maintained.

Technical Assistance providers for 100% TFS should ensure that plans exist for utilizing SHACs without either 100% TFS policy adoption or implementation/enforcement in their policy action plans (in districts represented by HWTF Community/Schools grantees) to advance achievements in these policy areas.

### **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.

## II. Major Accomplishments

## II. Major Accomplishments

Grantees were asked to include a narrative describing one major accomplishment of their program during the six month period of January to June 2005. Thirty-six grantees submitted narratives. Twelve of these narratives mentioned receiving specific help from or collaboration with HWTF technical assistance and service providers. The following summary of grantee narratives, by goal area, provides a picture of the range of grantee activities that affect individual lives, community norms, policy change, and ultimately reflect achievements of the four main goals of the HWTF Teen Tobacco Use Prevention and Control Initiative. See Section VII for selected narratives.

### **Initiation: 100% Tobacco Free School Adoption and Enforcement**

- Five grantees reported their success in passing 100% TFS Policies in eight schools districts, one of which marked the half way point of NC schools districts becoming 100% tobacco-free. Almost all of these five grantees reported the importance of youth involvement in getting these policies adopted.
- One grantee believed their improved relationship with school board administrators has made 100% TFS Policy enforcement a priority issue for the district and extended opportunities for youth tobacco prevention and education activities. Another grantee reported that, following adoption of 100% TFS policy last fall, the superintendent agreed to implement the Alternatives to Suspension program for all middle and high schools.
- Initiating a partnership with a journalist of the local paper resulted in a personal column by the journalist about teen tobacco use and tobacco free schools, alongside an article written by the grant coordinator.

### **Initiation: Tobacco Prevention Education and Youth Empowerment**

- Following training at a regional youth summit sponsored by Question Why West, two grantees report that their youth groups became passionate about advocating for 100% Tobacco Free School policy in their districts. One of these youth groups has already made a presentation to the school board.
- Two grantees have developed spit tobacco initiatives: one a revised curriculum module that will be in place for the new school year; the other an awareness blitz reaching over 4000 middle and high school students and 450 university students.
- Middle school prevention classes picked up cigarette butts from the school grounds on Earth Day and used them to create a visual display at the entrance to the school. Their letter to the editor about the environmental hazards of cigarette butts and the amount of smoking occurring on school grounds was published in the local paper.
- A youth who heard a tobacco prevention presentation by the grant coordinator expressed interest in bringing the prevention message to youth who attend NASCAR events. This partnership resulted in materials being distributed at a motorsports park and subsequent media coverage of the youth's efforts.



- Eight students from the Health Promotions Club acted as emcees for the community health forum, sharing information on the county's smoke-free dining day and the importance of passing smoke-free policies. The youth were awarded with certificates of appreciation for their work at the forum and on the smoke-free dining day initiative.
- A new coordinator has recruited minority youth who are participating in merchant education and advocating for smoke free restaurants.
- A Kick Butts Day event sponsored by one grantee included: 1) development of a cinema slide that aired at three theatres, 2) a tobacco health fair, and 3) coverage of events by two television stations and the local newspaper.
- One youth group's efforts to play an active role in the educating their peers about tobacco prevention included hosting a SAVE speaker at two high schools and working at the local Relay for Life event.

## **Secondhand Smoke**

- A county health department campus, a church, and three restaurants adopting tobacco free policies were major accomplishments reported by five grantees. Youth advocates played a major role in the policy change at two of the restaurants and at the church.
- Two grantees reported smoke free bowling days, and a third grantee held the city's first "Smoke Free Dining Day".
- Partnering with a minor league baseball team, one grantee provided a season-long tobacco education program for youth.
- A legislative breakfast held in collaboration with Question Why East offered one grantee a new strategy for advocating for smoke-free policies.
- Two grantees partnered with their health department to develop a media slide for the two cinemas in the county. The slide recognizes smoke-free establishments and advocates for clean air policies.

## **Cessation**

- Three grantees reported cessation outcomes linked to youth prevention programs:
  - One involved a school janitor, who had observed the tobacco prevention messages presented by the middle school youth group, and noted their dedication to 2-hour after school meetings on a weekly basis for the past two years. After 20 years of smoking, he made a New Year's resolution to quit, reported his success in March, and credited the youth for the information and inspiration to quit.
  - Another grantee reported a middle school prevention presentation that was aired by the local television station. A school employee watched the show and reported her intention to quit smoking, after being particularly moved by the SAVE speakers.
  - A third grantee hosted a motivational rap artist from Philadelphia, PA, who presented prevention programs at four middle schools and an evening program for the community. Results from emails and personal accounts included a youth who helped her mother quit, and a student who is participating in cessation classes.

## Disparities

- The 2005 Latino Youth Forum, with tobacco use prevention as its primary focus, brought together youth delegations from across the state to develop leadership and teamwork skills, explore ideas for community involvement and empowerment, and discuss issues that face the Latino community in North Carolina.
- The Picture Me Tobacco Free Photovoice Project sponsored a Tobacco Free Sunday on May 15, encouraging churches in Wake and Durham County to educate members about the dangers of secondhand smoke exposure and promote tobacco-free church grounds. Also, over 500 opinion surveys were sent to the Center for Health and Healing, ads about the dangers of secondhand smoke ran in three African American newspapers, an opinion editorial was published in the News & Observer, and a news story about Tobacco Free Sunday appeared in the Triangle Tribune.
- Fifteen thousand spectators came to support the Lumbee Teen Tobacco Advocates tobacco-free powwow. Education activities for students and recognition of tobacco prevention advocates were part of the event. The powwow received national press coverage through the rednations.com website.
- Tobacco free initiatives for traditional activities, such as powwows, which continue to be the largest vehicle for addressing tobacco prevention and control issues and actions, were held among six tribes. Also, an advocacy training in partnership with Question Why Central reached 30 youth and 10 adults, primarily from faith communities. As a result, at least five or six church communities are now ready to adopt tobacco free policies. A major accomplishment reported was increased awareness among American Indian youth of the health consequences of tobacco use.

### III. Trends in Semi-Annual Survey Results for All Grantees

### III. Trends in Semi-Annual Survey Results for All Grantees

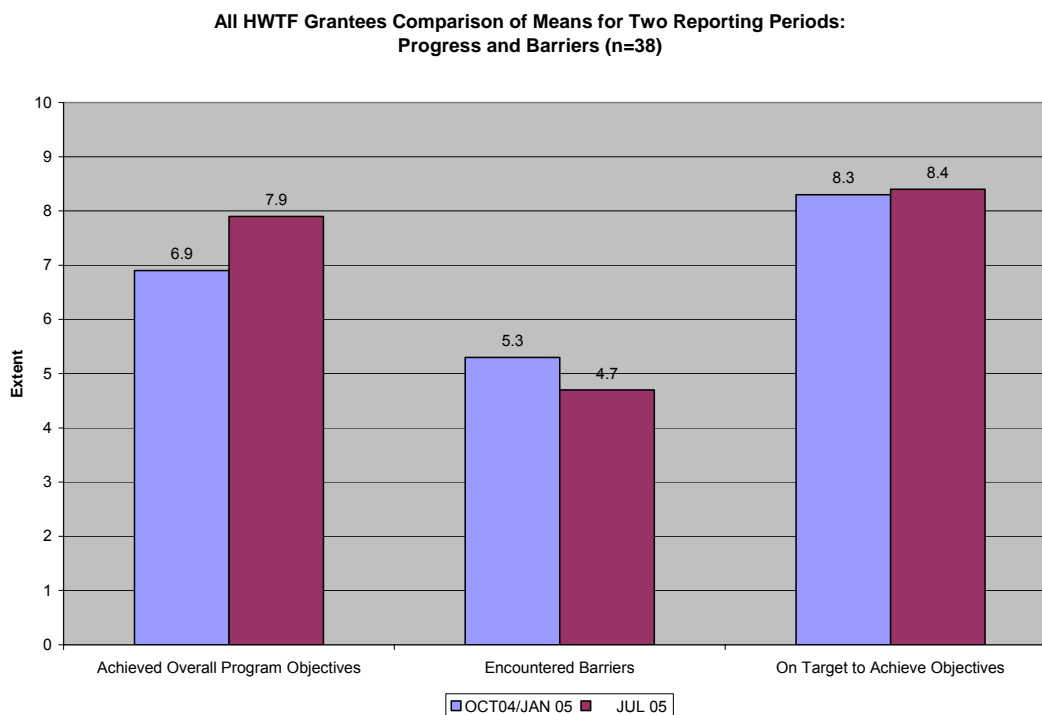
Semi-Annual Surveys were submitted by HWTF grantees twice during Year Two:

1. The PTS Six Month Survey was completed by Phase I grantees in October 2004, reporting on April-September 2004. The IPTS Semi-Annual Survey was completed by Phase II grantees in January 2005, reporting on July-December 2004. Data from these surveys were compiled and analyzed by UNC TPEP in their *Six Month Survey Report for the HWTF Teen Tobacco Use Prevention and Cessation Initiative* completed in March 2005. A copy of this report can be accessed at: [http://www.fammed.unc.edu/TPEP/hwtfceval/6month\\_reports.htm](http://www.fammed.unc.edu/TPEP/hwtfceval/6month_reports.htm)
2. The IPTS Semi-Annual Survey was completed by all grantees in July 2005, reporting on January-June 2005. In order to synchronize the Semi-Annual Survey reporting dates for Phase I and Phase II grantees, Phase I grantee surveys do not specifically reflect the October-December 2004 period.

Although grantees used different survey instruments during these reporting periods, there are 11 questions common to both instruments. The fact that the first reporting period differs by three months means that these cannot be exact comparisons.

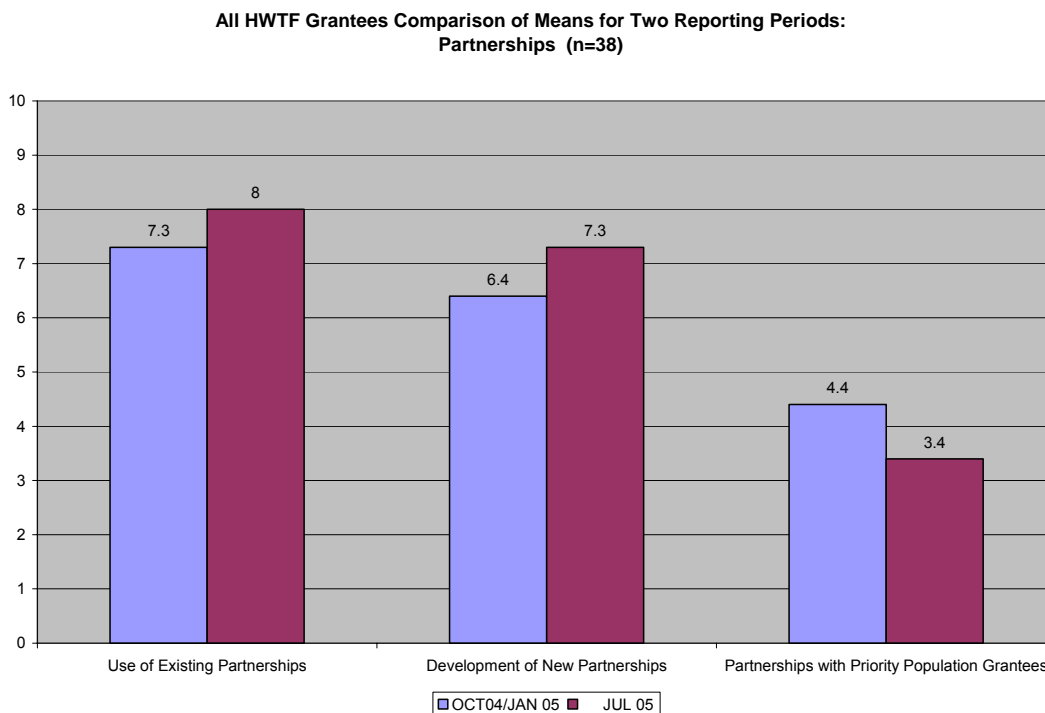
#### Progress and Barriers

Overall, grantees felt that they had achieved their objectives to a greater extent during the January-June reporting period. They also felt that they had encountered fewer barriers during this time. Grantees maintained a high level of confidence about being on target to achieve their objectives in the next six months.



## Partnering

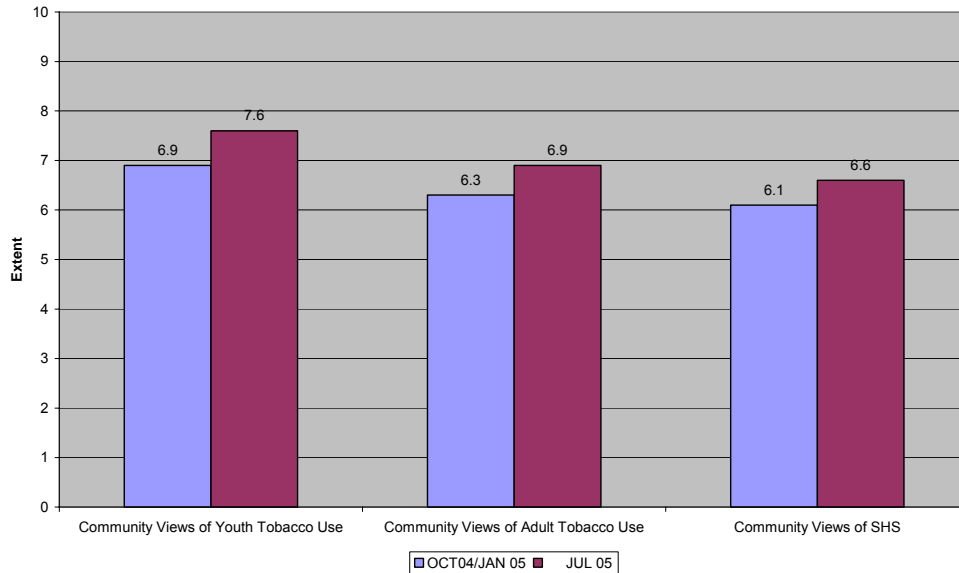
- Grantees continued to report high levels of work with existing partners to meet program objectives. They assessed development of new partnerships to assist in meeting their program objectives as high and this type of partnering had increased during the last six months. However, partnerships with Priority Population grantees decreased during this time and remained at a lower level. This may be due to a rewording of the question, with the new IPTS specifying partnerships “addressing policy change objectives”. The survey used for the first three quarters asks “to what extent have any of your program initiatives partnered with any of the Priority Population grantees?”



## Awareness of Tobacco as a Serious Health Problem

Grantees were asked to rate the extent to which they believed their communities view tobacco use as a serious health problem. In all three areas, youth tobacco use, adult tobacco use, and secondhand smoke, grantees reported slight increases in awareness, though none increased significantly.

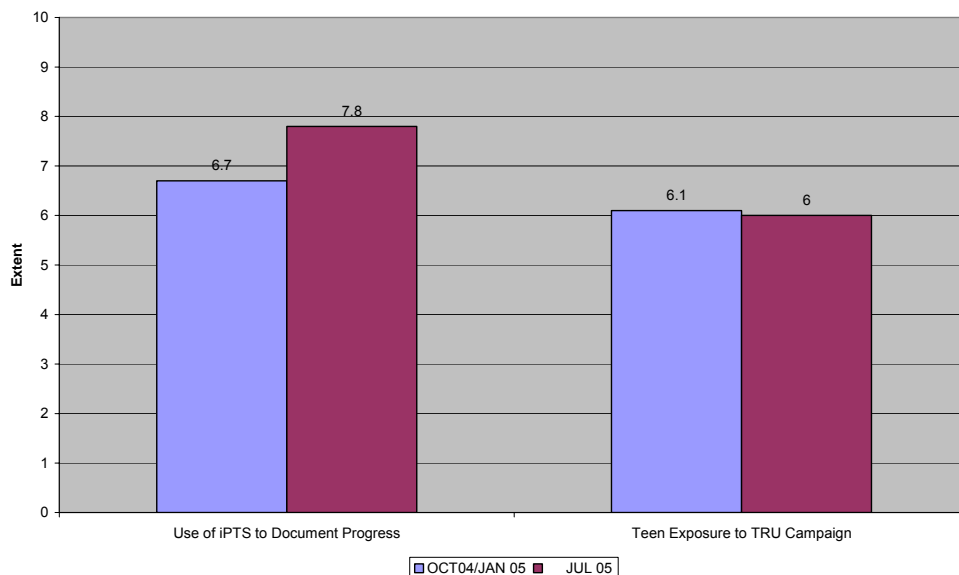
All HWTF Grantees Comparison of Means for Two Reporting Periods:  
Community Views on Tobacco Use as Serious Health Problem (n=38)



## Indicator Progress Tracking System (iPTS) and TRU Campaign

Grantees showed significant increase in ability to use iPTS to document program progress. Training for the revised iPTS took place in January and most likely contributes to this increase. Grantees' beliefs about teen exposure to the TRU campaign remained almost the same during the two reporting periods. The TRU campaign includes the television ads, as well as incentives and materials with the TRU logo that local programs distribute.

All HWTF Grantee Comparison of Means for Two Reporting Periods:  
iPTS Utilization and Exposure to TRU Campaign (n=38)



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

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

Six Month Surveys from the original Progress Tracking System (PTS) were completed by Phase I Community/Schools and Priority Population grantees in October 2003, April 2004, and October 2004. The revised Semi-Annual Survey was completed in July 2005. Data that can be tracked from all four periods includes eleven questions from the program evaluation section of the survey.

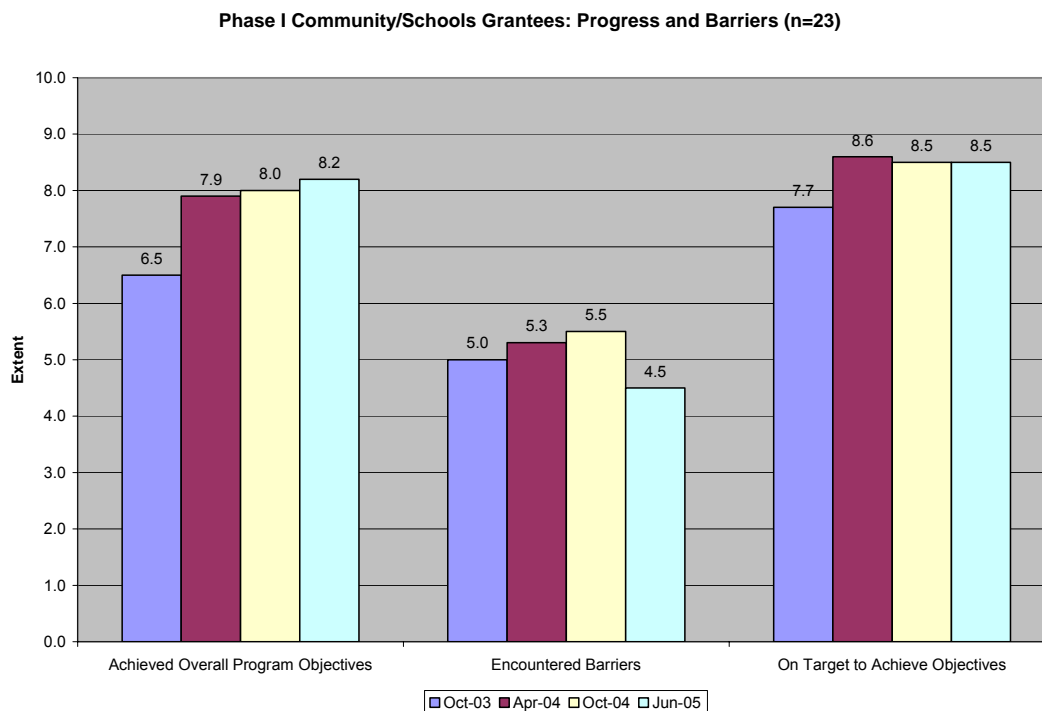
Twenty three Phase I Community/Schools and four Priority Population grantees submitted Six Month Survey data for each of the four reporting periods (Oct 03, Apr 04, Oct 04, and Jul 05). A comparison of grantees' mean scores from the three survey periods highlights changes occurring over the 27 month period of April 2003 through June 2005. These trend data give some indication of change over time. Mean scores of seven or higher are considered to be representative of a significant extent.

Note: Previous reports have included additional community/schools grantees (e.g. SAVE, NC Amateur Sports, and Question Why East were included, but are now using a different reporting system). Their responses on the first three reports were removed to maintain comparability.

#### A. Phase I Community/Schools Grantees

##### Progress and Barriers

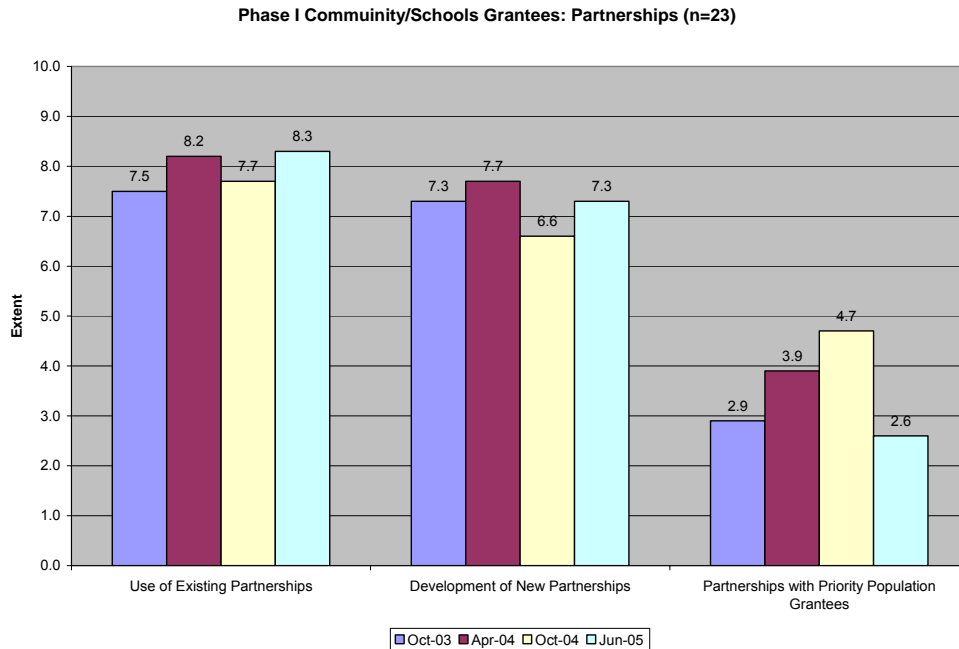
Phase I Community/Schools grantees continued to rate high the extent to which they have made progress and are on target to achieving their objectives, showing confidence in their ability to accomplish their objectives. Grantees reported a decrease in the extent to which they had encountered barriers during the last six months.





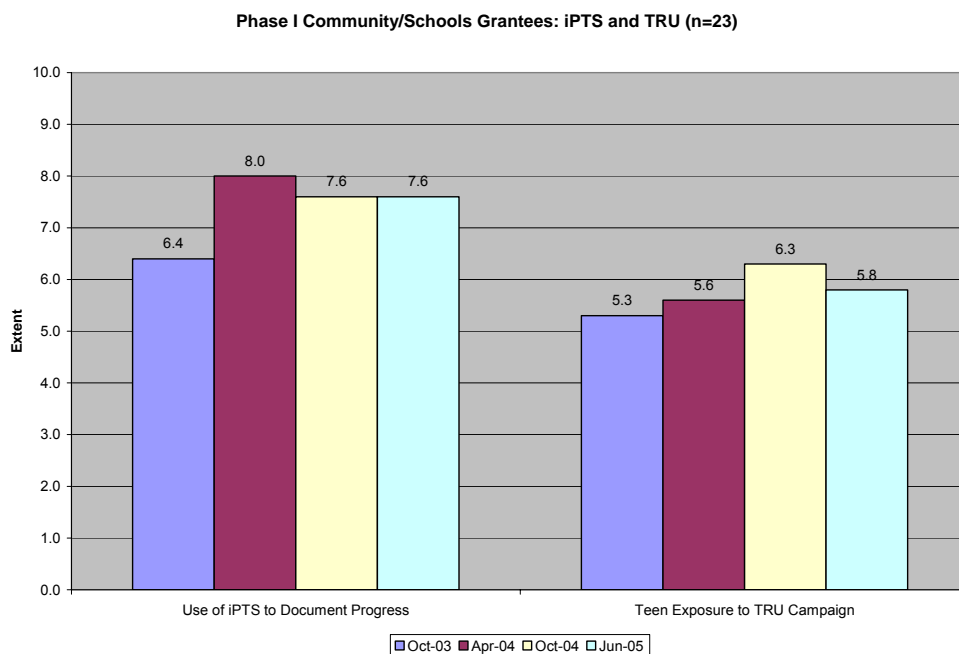
## Partnerships

Grantees' use of existing community partnerships and development of new partnerships remained high during the last six months. Grantee reports on partnerships with Priority Populations grantees decreased by almost 50% and below the level of the first six month report.



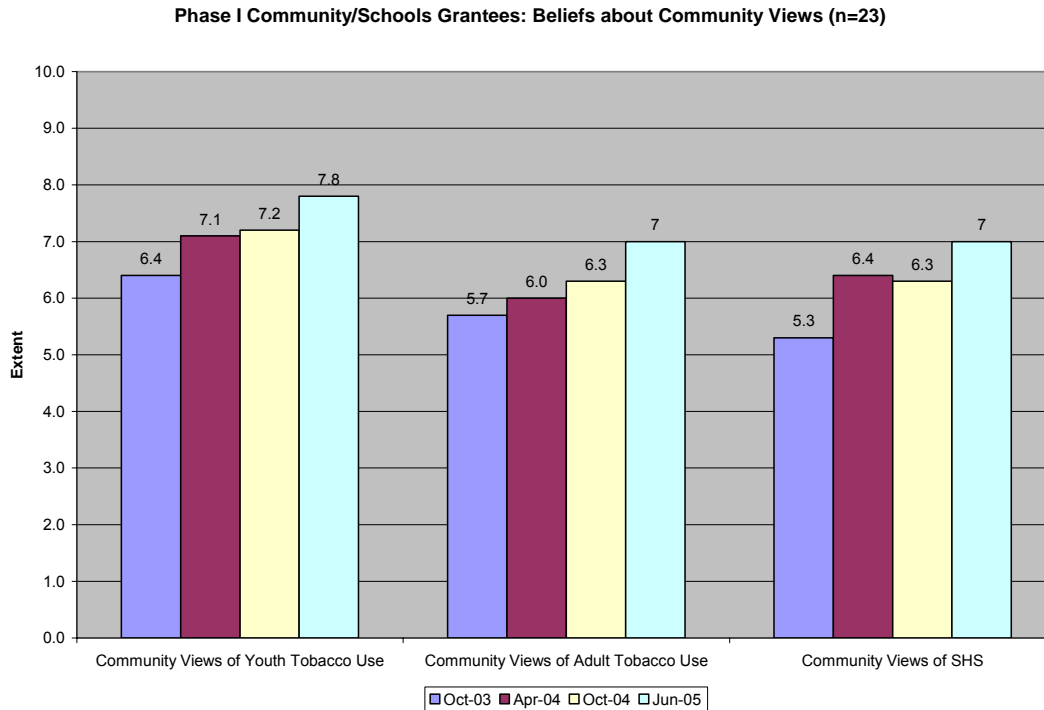
## iPTS and TRU

Community/Schools grantees' ability to use PTS to document their programs' progress remained the same. There was a slight decline in perceived exposure of teens to the TRU campaign. This may reflect that the TRU commercials did not air during this time, even though the TRU message was a component of the NC State Games media campaign, and grantees would also consider incentives and promotional materials with the TRU logo in rating teens' exposure.



## Awareness of Tobacco as a Serious Health Problem

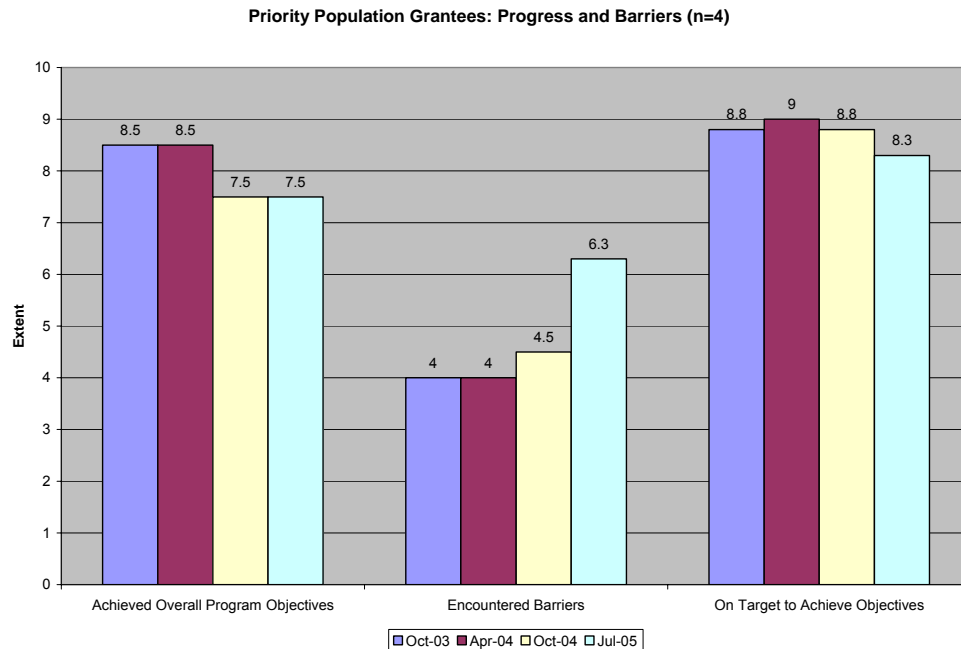
Perceived levels of community awareness regarding tobacco use by youth, tobacco use by adults, and secondhand smoke as serious health problems increased, though not significantly during this reporting period. However, this is the first six month period in which the mean ratings reached a level of 'significant extent', which is defined as 7 or higher on the 10 point scale.



## B. Priority Population Grantees

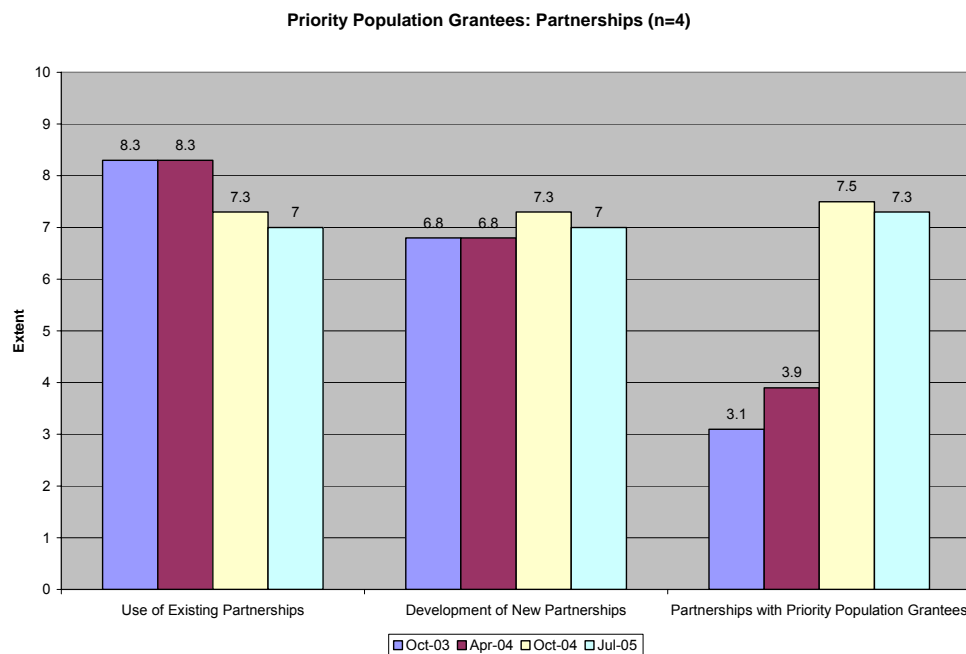
### Progress and Barriers

Priority Population Grantees reported the same level of achievement of objectives, which for the second year decreased slightly from the first. A significant increase in barriers during the last reporting period may have influenced the slight drop in confidence for achieving objectives in the next six months.



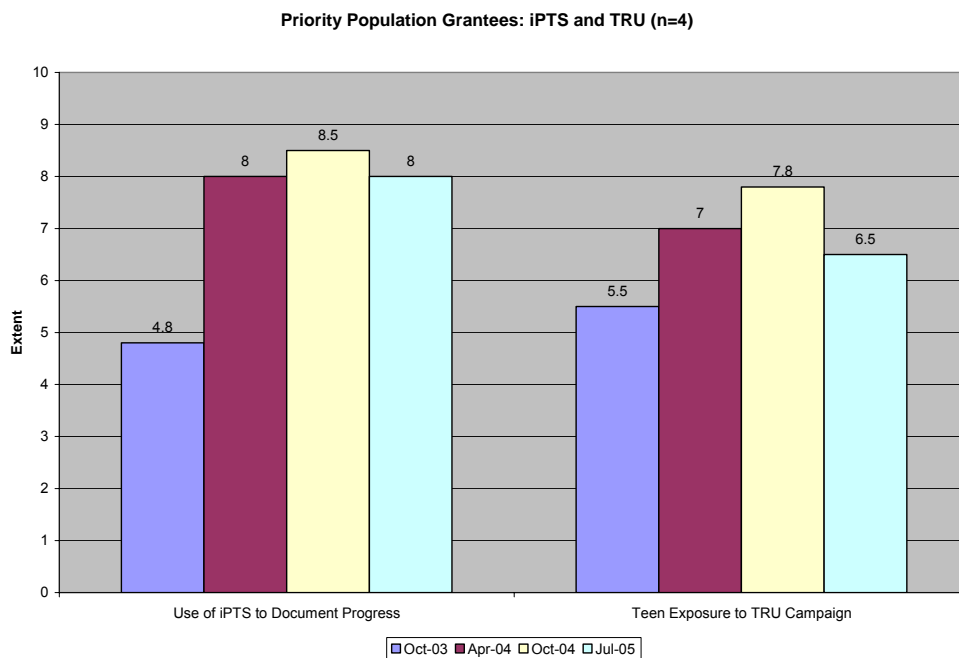
### Partnerships

Grantees reported significant levels (means  $\geq 7$ ) of collaboration with existing and new partners, as well as with other priority population grantees. Ratings remained comparable in the last two six month reporting periods.



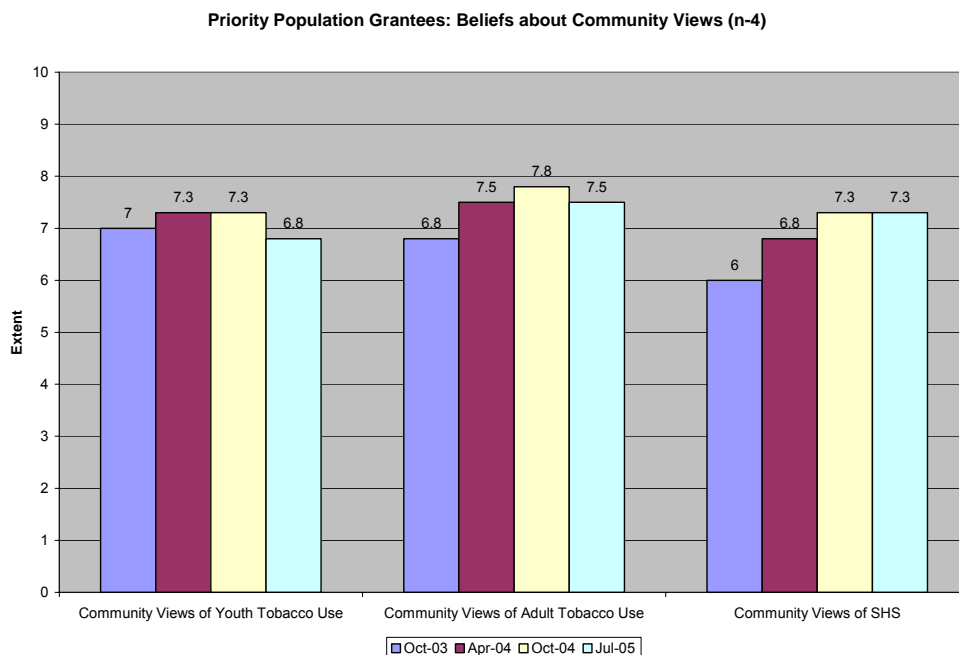
## iPTS and TRU

The ability to use iPTS to document progress in meeting objectives remained high. Perception of teen exposure to the TRU campaign decreased by 17% during the past six months.



## Awareness of Tobacco as a Serious Health Problem

In the last 3 reporting periods, grantees' beliefs about the awareness in their communities of the serious health problems associated with tobacco use (i.e., youth and adult tobacco use and exposure to secondhand smoke) were relatively unchanged.



V. Comparison of Semi-Annual Survey Results  
for Phase II Community/Schools Grantees  
January and July 2005

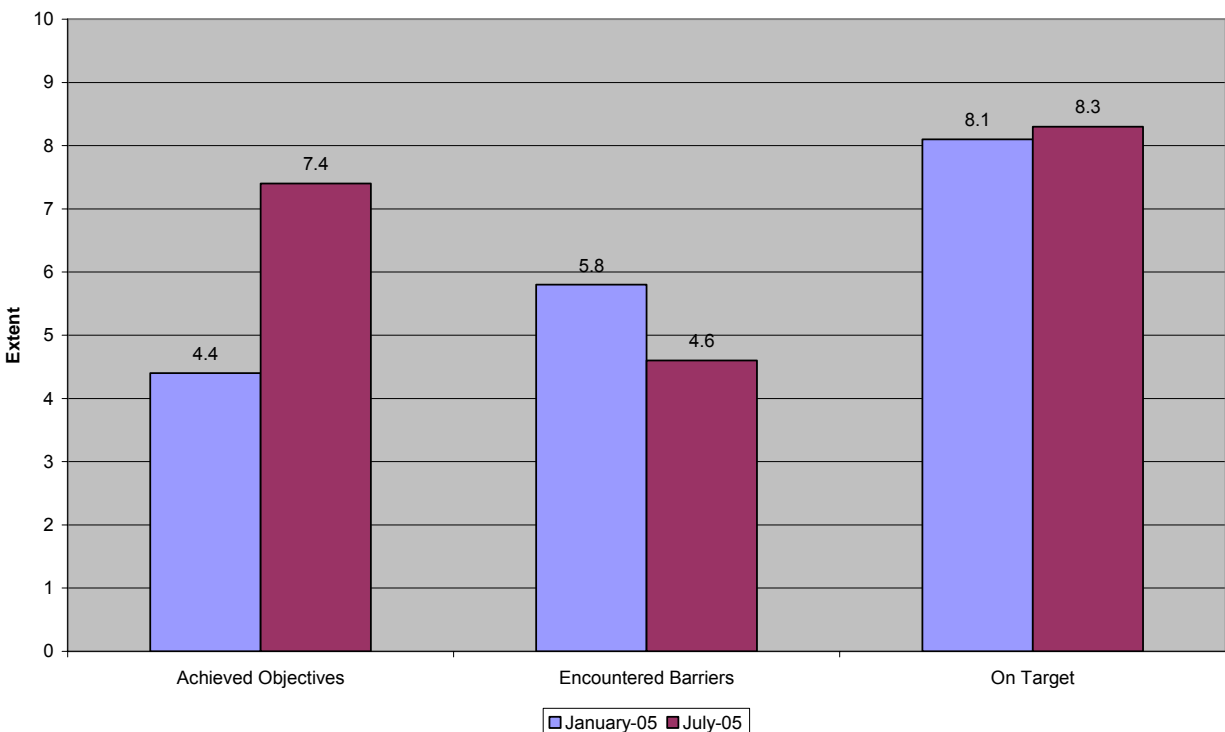
## V. January and July 2005 Semi-Annual Survey Comparisons for Phase II Grantees

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 compares Phase II grantee responses on the two Semi-Annual Surveys, covering July-December 2004 and January-June 2005. All eleven Phase II grantees completed the Semi-Annual Surveys.

### Progress and Barriers

- While only 18% (2 of 11) of Phase II grantees reported in achieving their objectives to a large extent ( $\geq 7$ ) during the first six months, 63% (7 of 11) reported achieving their objectives to a large extent in the second six months. Even those rating their progress less than seven showed significant increases from the first six months. The mean rating for Phase II grantees in achieving their objectives for the two reporting periods increased from 4.4 to 7.4 (68% increase). In the first two six month periods for Phase I Community/Schools grantees, the mean ratings for achievement increased from 6.5 to 7.9 (22% increase). Despite the Phase II grantees lower starting point, both groups ended the second six month period with similar high achievement ratings. For both reporting periods, grantees felt highly confident about the extent to which they were on target for achieving their objectives in the coming six months.
- Mean ratings of grantees reporting the extent to which they had encountered significant barriers to carrying out their program objectives decreased by 21% during the past six months. Only 2 of 11 (18%) grantees reported encountering barriers to a significant extent ( $\geq 7$ ) during the second six months.

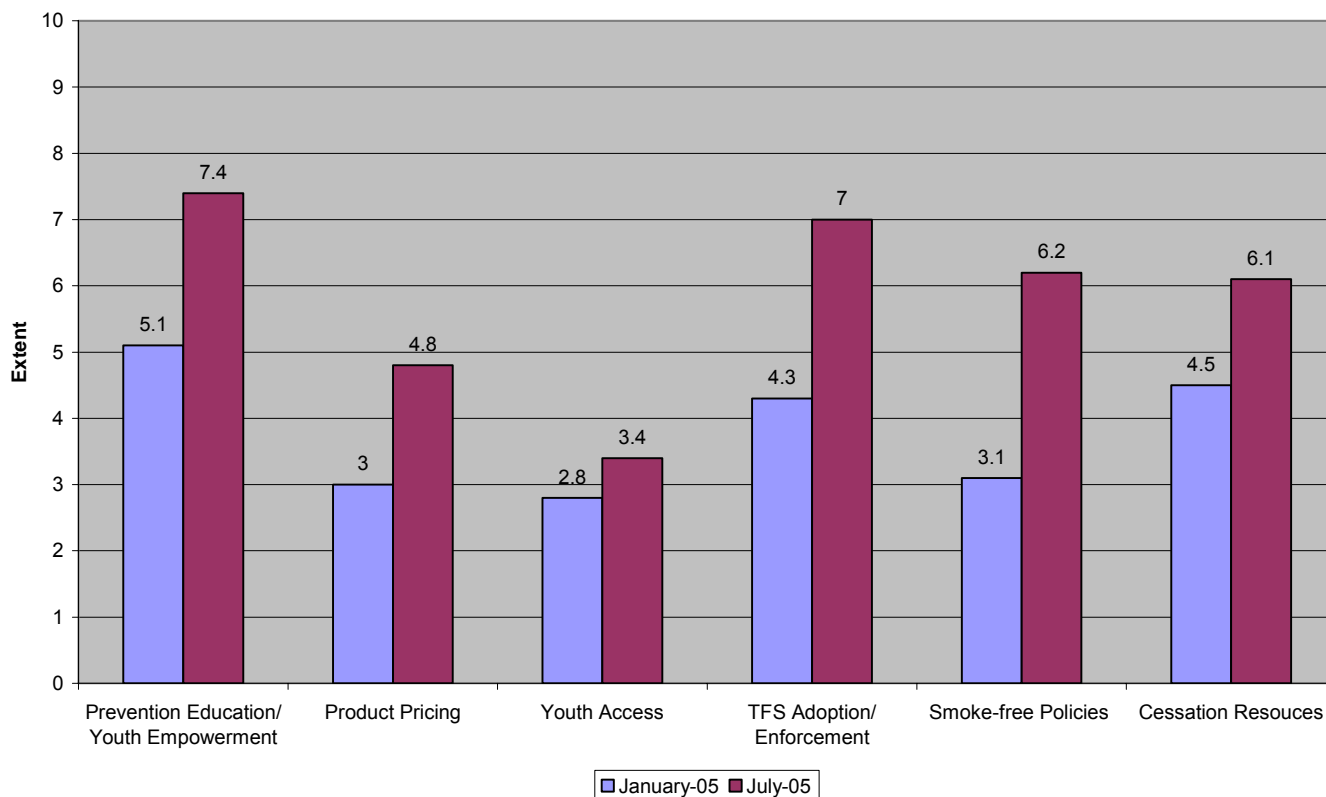
Phase II Grantees Comparison of Means:  
Progress and Barriers (n=11)



## Objectives Achieved By Program Focus Area

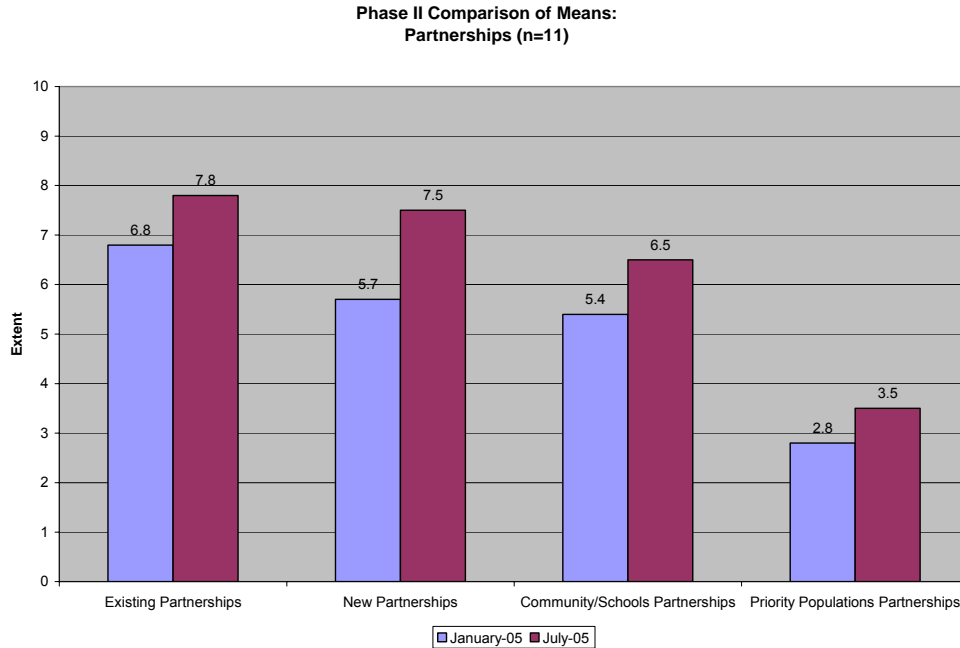
Phase II grantees made progress in achieving their objectives in every program focus area. Over half had achieved their goals in the areas of providing youth tobacco use prevention education and empowerment opportunities in schools and the community and advancing smoke free policies in indoor/outdoor areas frequented by youth. The chart below shows the mean ratings of the extent to which grantees felt they had achieved their objectives by focus area. All areas showed substantial increases that varied between 21% and 100%, with the most substantial gains in the area of smoke-free policies (100%), and TFS policy adoption and enforcement (63%).

**Phase II Comparison of Means:  
Focus Area Objectives (n=11)**



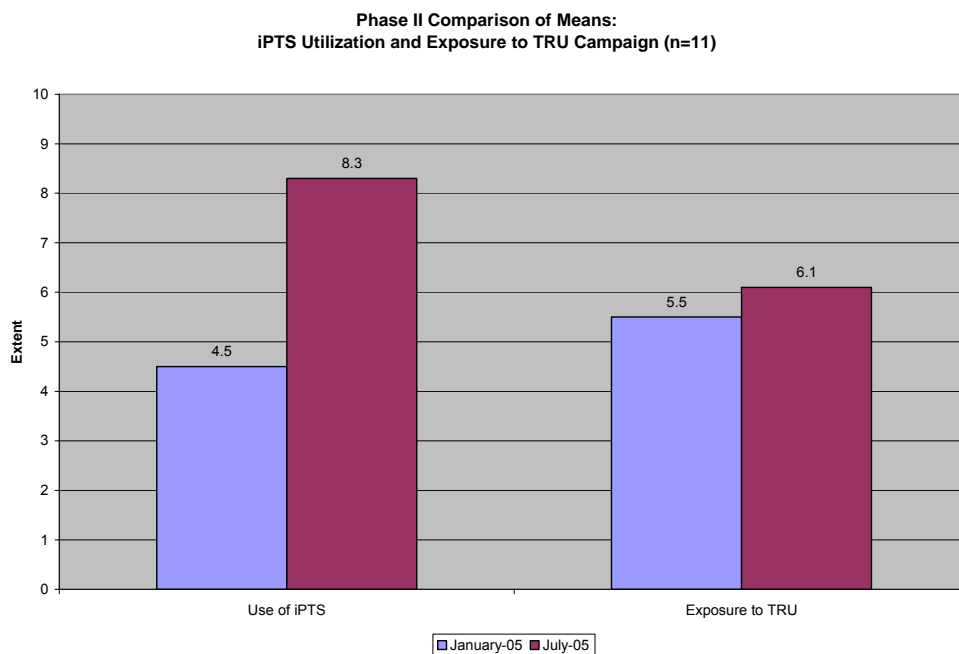
## Partnering

The mean ratings for use of existing community partnerships and development of new community partnerships to assist in meeting program objectives increased for Phase II grantees during the past six months by 15% and 32% respectively. Partnerships with other HTWF Community/Schools and Priority Populations grantees to address policy change objectives increased by 20% and 25% respectively.



## Indicator Progress Tracking System (iPTS) and TRU Campaign

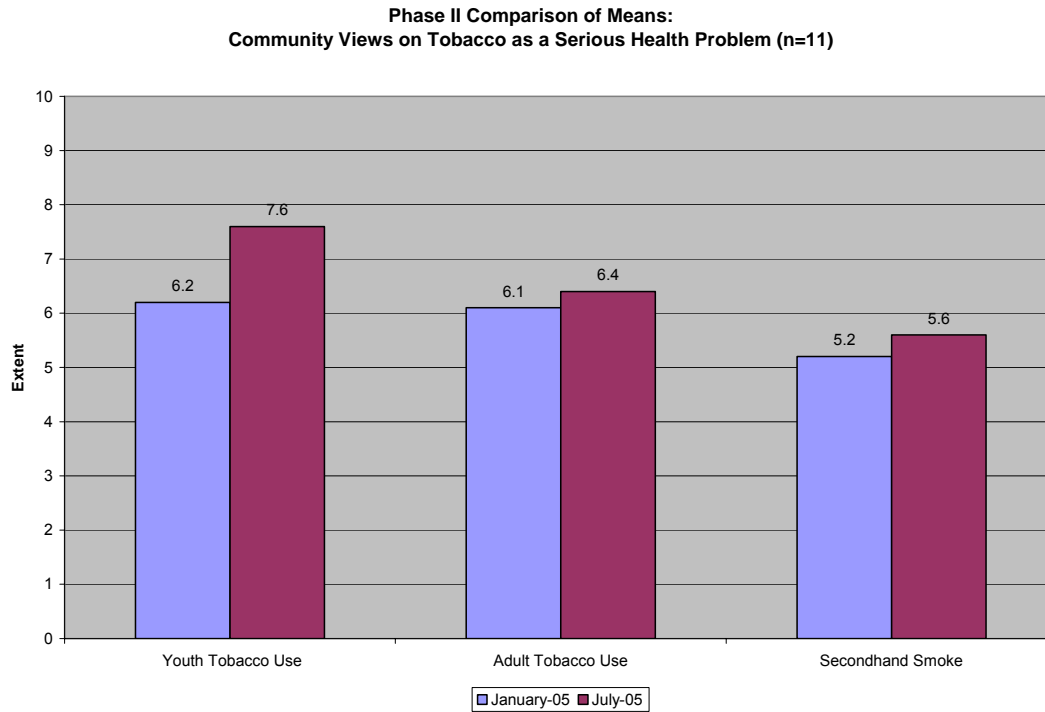
Grantees' mean ratings in the extent to which they used the Monthly iPTS to assist them in documenting progress increased by 84%. Exposure to the TRU campaign increased only slightly.





## Awareness of Tobacco as a Serious Health Problem

Phase II grantees' belief that their communities view tobacco use by youth as a serious health problem increased by 23%. Beliefs about community views of the serious health problems of adult tobacco use and exposure to secondhand smoke are slightly increased.



VI. June 2005 Semi-Annual Survey Results  
for Phase I and II Community/Schools and  
Priority Population Grantees

## VI. July 2005 Semi-Annual Survey Results for Phase I and II Community/Schools and Priority Population Grantees

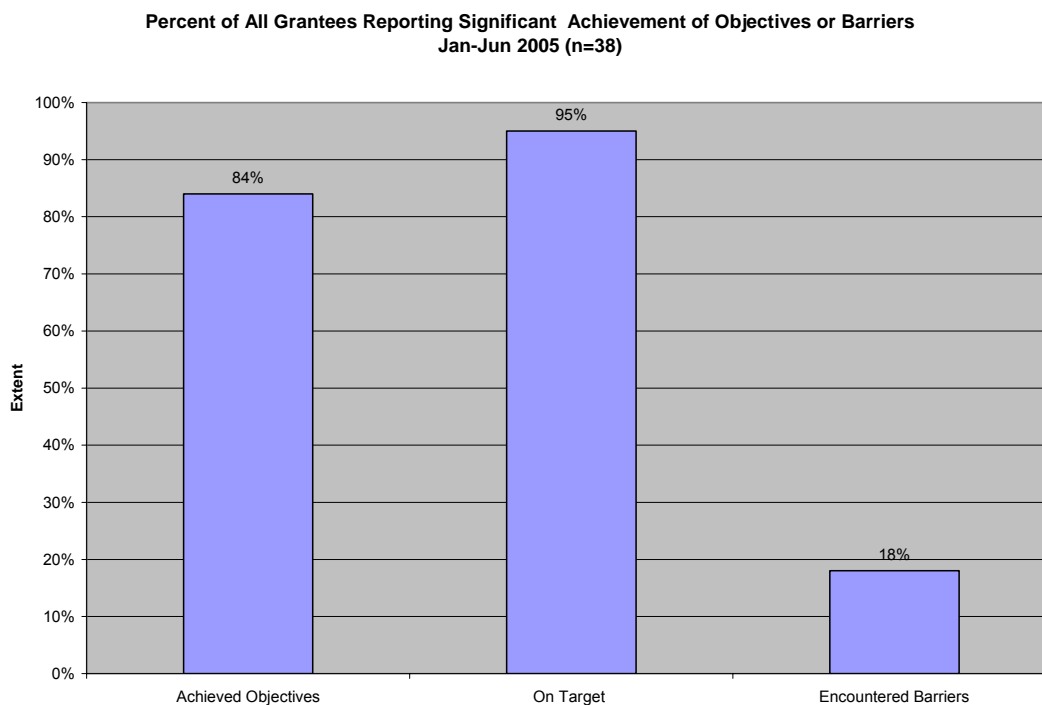
Twenty-three Phase I Community/Schools grantees, 11 Phase II Community/Schools grantees, and four Priority Population grantees submitted their July 2005 Semi-Annual Survey for the period of January-June 2005. Summary remarks and the charts below note the percentage of grantees reporting scores of 7 or higher, indicating a significant extent.

### A. Program Evaluation

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#### Progress and Barriers

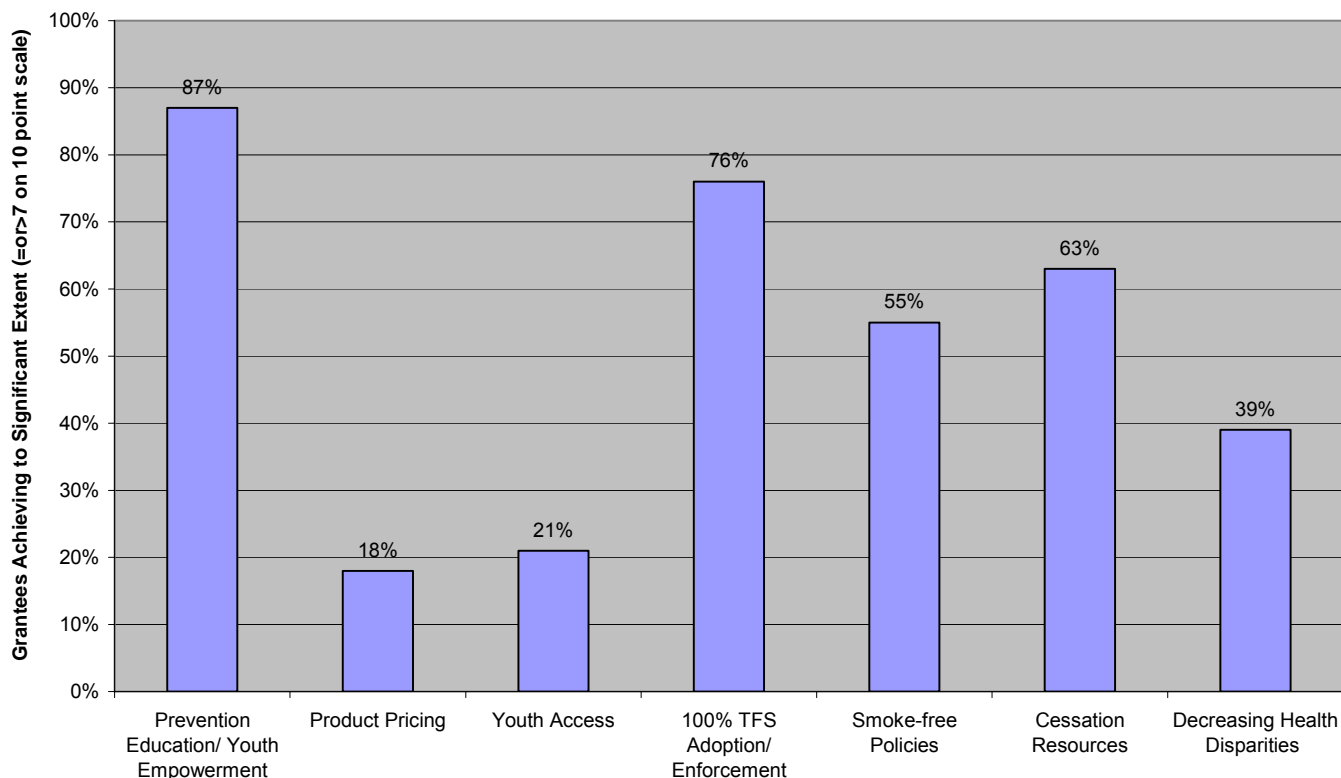
- 84% (32 of 37) of Community/Schools(C/S) grantees Priority Populations (PP) grantees reported making significant progress to achieve their program objectives during the six month period. Ninety-five percent (36 of 37) grantees believed that they were on target to achieve their objectives to a great extent. Only 7 of the 38 grantees (19%) reported encountering significant barriers to carrying out their program objectives.



## Progress in Program Focus Areas

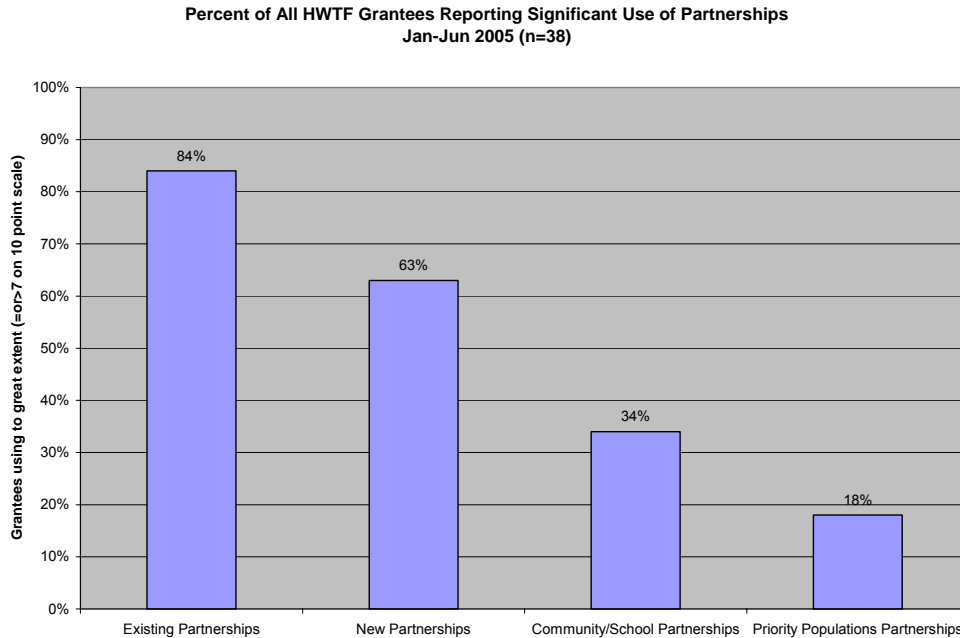
The graph below shows the percent of all grantees who felt they had made significant progress in the program focus areas during the past six months. Three-quarters or more felt that they had made significant progress in achieving goals related to prevention education/youth empowerment, and the adoption or enforcement of 100% Tobacco Free School policy. Over half indicated significant achievement in the areas of adopting smoke-free policies and promoting cessation resources for youth.

**Percent of All HWTF Grantees Reporting Significant Achievement in Program Focus Areas  
Jan-June 2005 (n=38)**



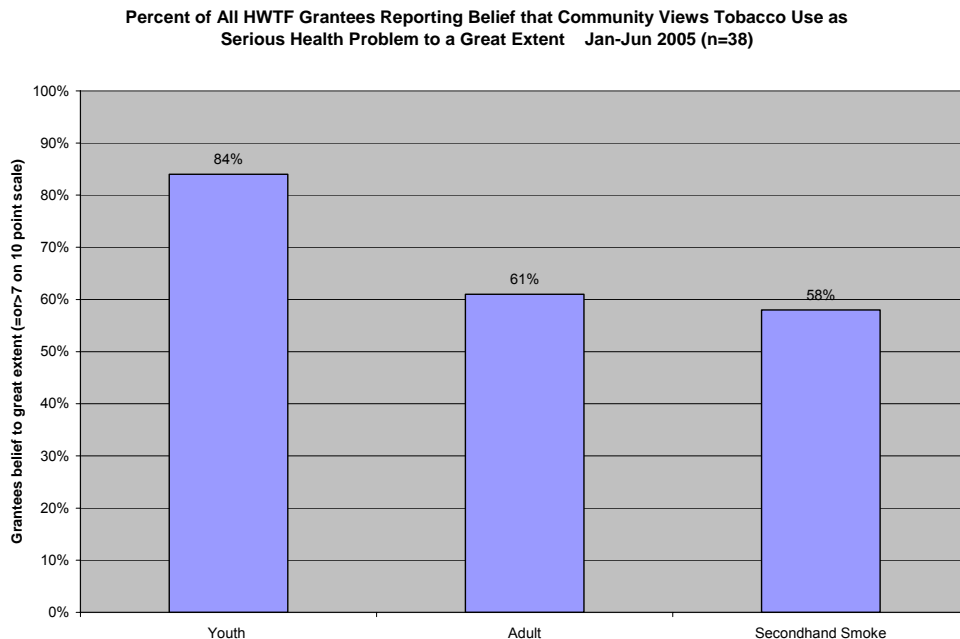
## Partnerships

Thirty-two of the 38 grantees reported using existing partnerships to a great extent to assist in meeting program objectives. Twenty-four indicated significant development of new partnerships to assist in meeting program objectives. Thirteen grantees reported partnering with other HWTF Community/Schools grantees, and seven reported partnering with HWTF Priority Population grantees to address policy change objectives



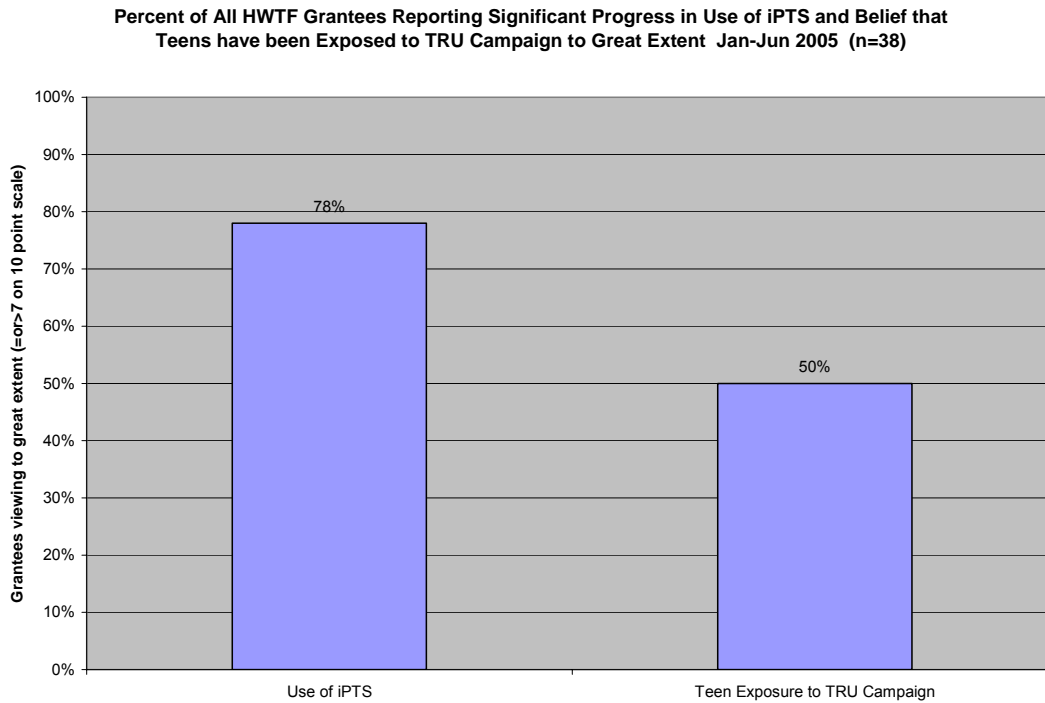
## Community Views on Tobacco Use as Serious Health Problem

Thirty-two grantees believed that to a great extent, their community views tobacco use by youth to be a serious health problem. Twenty-three believed that to a great extent their community views adult tobacco use to be a serious health problem, and 22 believed their community views secondhand smoke to be a serious health problem.



## Use of iPTS and Teen Exposure to TRU Campaign

Thirty grantees reported the ability to use iPTS to document their program progress to a great extent. Nineteen reported their belief that to a great extent, teens in their communities have been exposed to the TRU campaign.



## B. Indicators

ID #	Indicator	# Grantees Reporting	Total # Reported
1	# of youth groups formed or sponsored	33	153
2	# of mini-grants offered to youth	11	39
3	# of youth actively involved in planning and implementing tobacco prevention activities	35	1498
3a	# of youth actively involved in planning and implementing tobacco prevention activities in identified populations	28	762
4	# of youth trained	32	1230
4a	# of youth in identified populations trained	25	787
5	# of N-O-T courses (i.e. 10 sessions) completed	8	20
6	# of youth attending N-O-T course at least once	12	117
6a	# of youth in identified populations attending N-O-T course at least once	8	75
7	# of youth completing all sessions of N-O-T course	8	57
7a	# of youth in identified populations completing all sessions of N-O-T course	6	39
8	# of ATS courses completed	11	41
9	# of youth attending at least one hour of ATS tobacco education course	12	164
9a	# of youth in identified populations attending at least one hour of ATS tobacco education course	7	60
10	# of youth attending all four hours of ATS tobacco education course	9	69
10a	# of youth in identified populations attending all four hours of ATS tobacco education course	4	21
11	# of culturally-sensitive curriculums developed or used	10	16
12	# of courses offered at school following CDC Guidelines for School Health Programs to Prevent Tobacco Use	14	87
13	# of staff hired	10	16
<b>For schools WITHOUT 100% TFS policy:</b>			
14	# of school districts whose School Health Advisory Committee (SHAC) has included the adoption of 100% TFS policy as a part of their policy action plan	11	15
15	# of schools offering ATS program (cumulative)	8	17
<b>For schools WITH 100% TFS policy:</b>			
16	# of school districts whose School Health Advisory Committee (SHAC) has included the implementation and enforcement of 100% TFS policy as a part of their policy action plan	19	28
17	# of schools offering ATS program (cumulative)	19	137
18	# of schools with TFS signs posted	19	547

- The indicators above show that 86% of grantees sponsored youth groups, with the number of groups per grantee averaging 4.6 (range of 1-30). Ninety-two percent of grantees had youth who were actively involved in planning and implementing tobacco prevention activities. Almost 1500 youth, half of them from identified populations were reported as actively involved. Over 1200 youth had attended trainings sponsored by 32 grantees. Of these, 64% were from identified populations.
- More than a quarter of the grantees (10 of 38) reported hiring new staff during the past six months.
- Of the 24 of school districts served by community/schools grantees that did not have a 100% TFS policy, 17 had School Health Advisory Committees (SHAC) that included the adoption as part of their policy action plan. For those 38 school districts served by community/schools grantees that had adopted 100% TFS policy, 28 SHACs had implementation and enforcement as part of their policy action plan.



## VII. Narratives

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My story goes back to meeting with a sophomore in Washington County Schools. This encounter happened by chance during a community festival in which nicoTeen Free Way was participating in. Like many other opportunities that we seize, this one seemed to be unique in that in the sleepy town of Creswell, there was this young person that knew life in his community and school could be better, and he wanted to do something about it. Following the town parade, nicoTeen Free Way set up a booth with visual aids, engaging activities for youth and adults, and the drama unfolded. Washington County School District's adoption of the tobacco free school policy was a direct result of teens speaking out, standing up, and seizing control. This youth led initiative was a prime example of how teens who are empowered and who develop skills to speak to school boards, community leaders, teachers, peers, SHAC committees can make a tremendous difference in their school system. Amidst controversy and resistance, Washington County Board of Education heard the message that they (the students) could receive a better education in an environment that was free from the influences of tobacco. If there was a "cookie cutter" approach to implementing a strategy for tobacco free schools, Washington County would be the mold. I am convinced that it is imperative to build relations in communities and schools, and win the trust and respect from youth and adults. And to do this, we must emphasize the importance of activities that will bond us and our program with communities and schools.

It has been most rewarding to play a major part in helping four school boards in Northeastern North Carolina adopt a 100% Tobacco Free School policy within a six month period. These major accomplishments could not have taken place without dedicated youth and school board members who care about the health and well being of their staff and youth. Currituck, Dare, Warren and Northampton counties school boards all voted unanimously to adopt the policy for their system. The policies will go into effect on July 1, 2005. Northampton's adoption make them the 58th school district to provide a tobacco free school environment, thus marking the half way point of North Carolina school districts becoming 100% tobacco free. In Northeastern NC, it is very difficult for a policy such as this to be adopted, due to tobacco still being a major crop and an important part of the economy. Although many farmers opted for the tobacco buy-out, tobacco still runs deep in the heart of many northeastern NC counties. It is through youth led efforts, including presentations to the school boards, that the policy was adopted in these counties.

McDowell voted to advance a policy to be 100% Tobacco Free at the January school board meeting. Only 1 school board member voted against it. The McDowell P2P youth group was the key in presenting to the board and pressing upon them the need to be tobacco free. We also had a regional 100% TFS meeting in our county that helped in advancing the policy. It was an amazing moment and a result of HWTF dollars spent to better a county in North Carolina.

Alamance and the HWTF partnered with the Burlington Indians minor league baseball team to provide a season-long tobacco education program to youth. The partnership improves the team's policy on fan tobacco use and helps limit youth exposure to second-hand smoke. The Indians agreed to make two of their 34 home games tobacco-free this year. Those tobacco-free nights will complement a previous promotion in which anyone age 18 and under is admitted to those games free. In addition, the Indians will provide tobacco education public address announcements at each of their 34 home games. The rotation of nine different announcements includes three that promote the 800-QUIT-NOW line. The partnership also includes new signage, indicating that smoking is prohibited throughout the grandstand and bleacher areas of Burlington Athletic Stadium. Throughout the season, the Indians' game program will include a full-page editorial about the dangers of smoking and promote the QUIT-NOW line. In August, each of the team's collectible baseball cards will include "Did You Know?" tobacco facts with messages targeted toward children and teens. The Indians also have offered airtime on WBAG-AM radio to help disseminate tobacco information. The partnership improves the chances of the Indians accommodating even stronger tobacco-free policies in the near future. The Indians General Manager acknowledges that his team has an obligation to provide a healthy venue for the youth who attend games at Burlington Athletic Stadium.

Orange County TRU group members had just come off a disheartening presentation to the owner of a local Italian restaurant. After spending months collecting patron surveys that showed that 80% of the restaurant's patrons supported or were neutral to a smoke-free policy, and presenting those results into ENTER's Smoke Free Businesses Make Sense presentation, the owner refused to pass a smoke-free policy or even strengthen the existing policy. The peer educators re-grouped and picked out another target, a popular local Mexican restaurant. They approached the manager to get permission to do surveys inside the restaurant but were denied. However, they took the opportunity to speak with the manager, a smoker, about the benefits of smoke-free dining. They realized through the conversation that they had discovered an unlikely supporter for changing the policy. Like many smokers, the manager did not think that a smoke-filled restaurant provided for a pleasant dining experience. The peer educators encouraged the manager to share this with the owner. Upon leaving the restaurant the peer educators noticed a long wait at the door of the restaurant, even while the smoking section had 4-5 free tables. These were non-smokers waiting to be seated in the filled to capacity non-smoking section. The peer educators took note and made sure they discussed this during their next visit. A week or so later one of the peer educators was at the restaurant with his girlfriend, a fellow peer educator (nothing like a shared cause to bring people closer!), and they made a point of telling the manager that they thought the restaurant would get a lot more business if it did away with its smoking section and opened up that seating to non-smokers. The manager listened and mentioned they had been noticing a similar trend, and said she would share this with the owner. Two weeks later, a colleague of mine congratulated me for getting the restaurant to go smoke-free. I did not know what she was talking about, but apparently a sign had been hung in the door saying that the entire restaurant would go smoke-free in three weeks time. I called up the peer educators and congratulated them for the role they played in this decision...although I was still unclear exactly how they had influenced the decision. After calling the owner to discuss the decision, I learned that the feedback he had received from his manager helped him move toward the decision. While he did cite the financial benefit of filling the formerly empty smoking section with nonsmoking customers, he conceded that the peer educators' consistent recommendations to the manager played an important part in his decision. Now the most popular Mexican restaurant in downtown Hillsborough is now smoke-free. This both protects patron and employee health and provides a successful business model for other Hillsborough restaurants. The owner of the restaurant reported that sales are up 10% since the policy was implemented. Restaurant Owner: "People told me when I opened my restaurant in Hillsborough that I would need to have a smoking section to survive. They were wrong. The youth helped push me toward instituting a smoke-free policy and my sales are up 10%."

Elkin City, NC had their first Smoke Free Dining Day on February 14, 2005. There were a total of six restaurants that participated in this event. That may not seem like a lot but it is a positive beginning for us to build on in the future. A successful media plan was implemented for the event which included: Radio advertising for the day (as well as for the restaurants), Newspaper advertising, and a Smoke Free Dining Day article was published on the front page of the Elkin Tribune. Survey results from the event showed a positive response to Smoke Free Dining. Most of the patrons wanted to see restaurants in Elkin go Smoke Free. Forty-one percent of those surveyed stated that they would go more often to a restaurant, if the restaurant became Smoke Free. Follow up letters were sent to each of the participating restaurants encouraging the adoption of a Smoke Free Policy. Recently, packets of information were sent to all of the Elkin restaurants that were promoting Smoke Free Dining, as well as Save the Date cards for the next Smoke Free Dining Day, which is scheduled in conjunction with the Great American Smoke Out in November.

In January, Union County did a spit tobacco awareness blitz, reaching over 4,000 middle and high school students and 450 University youth with presentations about the health hazards spit tobacco. One 9th grade boy came up and said, "I don't want that to happen to me (referring to Gruen von Behrens story), can you please help me quit? I started dipping when I was 10 and now I'm 14, and I want to quit." Also, after the University program, we found a half-full apple-flavored Skoal can that an athlete had quietly discarded. Another teen that asked for help quitting said he started three years ago, after receiving free dip at a country music concert. We were able to get students' attention and motivate some to quit, and hopefully even more to never start. Cessation support was provided for teens who requested it. We were able to get through to some!

BEEP, BEEP, BEEP . . . a TATU teen leader from Richmond Senior High blows the horn of her Volkswagon Beetle in great delight and excitement as she cruises by her favorite pizzeria and notes its marquee. Traditionally, the marquee advertises the weekly specials, such as two medium pepperonis for \$9.99. Today the marquee is advertising an even better special for customers: "Now Smoke-Free". Miss Parsons and her fellow TATU teen leaders, coalition members, media partners, and First Health staff are proud of the new advertisement and Pizza Inn's owner and managers. For the past several months, over 50 youth and 15 adults have been active in smoke-free advocacy by attending trainings and retreats, distributing fact sheets, conducting surveys, leaving stickers on receipts, and discussing the values and benefits of smoke-free dining with friends, family members, and community decision makers in Richmond County. Pizza Inn adopting a smoke-free policy is a product of their work and a sign of changing times. TATU teen leaders consider Pizza Inn their first smoke-free dining campaign "win". Of course, they are not the only winners. Pizza Inn management reports a "win" with increased business, better table turnover, minimal customer complaints and employee compliance since their policy change in April 2005. Two employees have quit their 10-15 year tobacco addiction, an employee with asthma can now wait on any table and no customer is exposed to secondhand smoke. Since April 2005, Pizza Inn's neighbors, Kentucky Fried Chicken and McDonald's, have also decided to change their policies. TATU teens hope the remaining 25 dining establishments located on Rockingham's Hwy 1 'Restaurant Row' will consider joining the growing "Now Smoke-Free" list.

One major accomplishment this year was the formation of organized TRU Clubs in Haywood County. Although TATU has been taught and used in the county for the past 7 years, once the high school trainings and middle school presentations were completed, the group dissolved until the next school year. This year, the two high school clubs have worked on TATU programs, been trained in TATU and media literacy, organized school cessation promotions, participated in a regional youth summit and most importantly, conducted a presentation on the benefits and need for a 100% TFS policy in Haywood County and formally asked for a policy change. It has taken almost 12 years of community education, social marketing, and plain hard work to create the climate in which our youth and adult leaders can openly and publicly go before the Board of Education and request this action. The groups are encouraged by their reception, but know that this is just the first step toward this important policy change. The BOE has promised to review the materials and study the feasibility of the policy change. But the youth have already begun to collect signatures on a 100% TFS policy petition and plan to host a meeting with the BOE to present the petitions later in this month.

Perhaps the biggest accomplishment is a greater level of awareness among the youth about the health consequences of tobacco use. The Counseling Center at UNC-P recently informed us that "You must be doing something right. The annual health and wellness survey we do among our incoming first year students is showing an increased level of awareness about the health consequences of tobacco among Indian students". Monica Osborn, Director, Counseling Services, UNC-P.

The Picture Me Tobacco Free Photovoice Project sponsored and encouraged a Tobacco Free Sunday on May 15, 2005. Churches, especially in Durham and Wake Counties, were encouraged to educate members about the dangers of secondhand smoke exposure and to promote Tobacco Free Church Grounds. During service on Tobacco Free Sunday, many churches made presentations on secondhand smoke during announcements, passed out bulletin inserts and secondhand smoke opinion surveys, and displayed exhibits. Over 500 secondhand smoke opinion surveys were sent back to the Center for Health and Healing! Oak City Baptist Church hosted Tobacco Free Sunday for the Center for Health and Healing. Some of the activities included presentations by Toshia Davis (Project Coordinator of Picture Me Tobacco Free), Dr. Anita Holmes (Executive Director of the Center for Health and Healing), Donald Cole (Lung Cancer Survivor from SAVE), and Donice Harbor (Representative from the Lt. Governor's Office). Dr. William Newkirk's sermon was entitled, "The Truth about Smoking" and aired May 22. In addition, to this media coverage, secondhand smoke ads ran in three newspapers with predominantly African American readers (i.e., Triangle Tribune, Carolina Times, and Carolinian). Also, an opinion editorial ran in the News and Observer, and a news story about Tobacco Free Sunday ran in the Triangle Tribune the following week. Tobacco Free Sunday was a successful effort that increased awareness about the harmful effects of secondhand smoke and encouraged Tobacco Free Environments.

**Appendix A: Semi-annual Program Assessment Form  
HWTF Community/Schools and Priority Populations Grantees**

Please note that there are no right or wrong answers to the following 19 questions.  
(Check the number that best represents your answer.)

1. During the past 6 months, to what extent have you achieved your overall program objectives?  
(Not at all)            1 2 3 4 5 6 7 8 9 10            (To a large extent)
2. During the past 6 months, to what extent have you achieved your objectives related to providing youth tobacco use prevention education and empowerment opportunities in schools and the community?  
(Not at all)            1 2 3 4 5 6 7 8 9 10            (To a large extent)
3. During the past 6 months, to what extent have you achieved your objectives related to promoting awareness of the relationship between tobacco product pricing and youth initiation?  
(Not at all)            1 2 3 4 5 6 7 8 9 10            (To a large extent)
4. During the past 6 months, to what extent have you achieved your objectives related to promoting enforcement of underage tobacco sale laws and reduced advertising that appeals to youth?  
(Not at all)            1 2 3 4 5 6 7 8 9 10            (To a large extent)
5. During the past 6 months, to what extent have you achieved your objectives related to adopting and/or enforcing 100% Tobacco Free School policy?  
(Not at all)            1 2 3 4 5 6 7 8 9 10            (To a large extent)
6. During the past 6 months, to what extent have you achieved your objectives related advancing smoke free policies in indoor/outdoor areas frequented by youth?  
(Not at all)            1 2 3 4 5 6 7 8 9 10            (To a large extent)
7. During the past 6 months, to what extent have you achieved your objectives related to promoting access to effective tobacco use cessation services?  
(Not at all)            1 2 3 4 5 6 7 8 9 10            (To a large extent)
8. During the past 6 months, to what extent have you achieved your objectives related to decreasing the proportion of youth from identified populations who use tobacco products?  
(Not at all)            1 2 3 4 5 6 7 8 9 10            (To a large extent)
9. During the past 6 months, to what extent have you encountered significant barriers to your program objectives?  
(Not at all)            1 2 3 4 5 6 7 8 9 10            (To a large extent)

10. During the past 6 months, to what extent have you been able to use *existing* community partnerships to assist you in meeting your program objectives?
- (Not at all)            1   2   3   4   5   6   7   8   9   10            (To a large extent)
11. During the past 6 months, to what extent were you able to develop *new* community partnerships to assist you in meeting your program objectives?
- (Not at all)            1   2   3   4   5   6   7   8   9   10            (To a large extent)
12. During the past 6 months, to what extent have you partnered with other HWTF community/school grantees to address policy change objectives?
- (Not at all)            1   2   3   4   5   6   7   8   9   10            (To a large extent)
13. During the past 6 months, to what extent have you partnered with HWTF Priority Population grantees to address policy change objectives?
- (Not at all)            1   2   3   4   5   6   7   8   9   10            (To a large extent)
14. During the past 6 months, to what extent have you been able to use iPTS to assist you in documenting your progress in meeting program objectives?
- (Not at all)            1   2   3   4   5   6   7   8   9   10            (To a large extent)
15. For the *upcoming* 6 months, to what extent do you believe you are on target to achieve your program objectives?
- (Not at all)            1   2   3   4   5   6   7   8   9   10            (To a large extent)
16. During the past 6 months, to what extent do you believe your community views tobacco use by youth as a serious health problem?
- (Not at all)            1   2   3   4   5   6   7   8   9   10            (To a large extent)
17. During the past 6 months, to what extent do you believe your community views tobacco use by adults as a serious health problem?
- (Not at all)            1   2   3   4   5   6   7   8   9   10            (To a large extent)
18. During the past 6 months, to what extent do you believe your community views secondhand smoke as a serious health problem?
- (Not at all)            1   2   3   4   5   6   7   8   9   10            (To a large extent)
19. During the past 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'?
- (Not at all)            1   2   3   4   5   6   7   8   9   10            (To a large extent)