

Tobacco Prevention and Evaluation Program
UNC-CH School of Medicine

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

July – December 2005

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

March 20, 2006



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

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I. Executive Summary

The Health and Wellness trust Fund Teen Tobacco Use Prevention and Cessation Initiative semi-annual survey results for July-December, 2005, showed consistent and positive trends.

Grantee reports included:

- High levels of overall program achievement;
- High levels of collaboration with existing and new partners;
- Substantive progress towards policy objectives, particularly:
 - passage of new 100% tobacco-free school policies (TFS) and advancement towards adoption in school districts without such policies;
 - advocacy for and success in achieving tobacco-free policies in places frequented by youth;
 - increased support for and participation in Alternative to Suspension (ATS) programs;
- Beliefs that their communities increasingly view youth and adult tobacco use, including exposure to secondhand smoke, as serious health problems;
- Substantial statewide youth involvement in coalition activities;
- Substantial numbers of youth involved in advocacy from diverse and priority populations;
- Major accomplishments related to the quality of technical assistance (TA) provided by HWTF agencies;
- Stable barriers that limit, in some cases, but do not prevent progress towards objectives;
- Greater familiarity with and acceptance of the electronic evaluation system.

Specific accomplishments include:

- Over 130 youth groups and approximately 1300 youth actively involved in prevention and advocacy work. Almost every HWTF coalition reported youth participation;
- Over two-thirds of school districts in coalition areas *without* a 100% TFS policy are reported to have adoption of the policy in the action plans of their School Health Advisory Committees (SHAC);
- Grantees reported a total of 154 schools with 100% TFS policy who offered ATS programs, a 12% increase in program expansion;
- Nine grantees made 14 references to receiving specific help from or collaboration with HWTF technical assistance and service providers for accomplishments they achieved;
- Eighty-seven percent of grantees reported that the electronic evaluation system allows them to document their progress to a large extent.

Key challenges include:

- A continued need for technical assistance and training, particularly for new staff, as 37% (14 of 38) grantees reported hiring 36 new staff members during the past six months;
- Grantees report mixed results in the Not-On-Tobacco (N-O-T) program, with 16% of grantees reporting a total of 17 NOT courses completed, and 58 youth attending all ten sessions, representing little change in utilization;
- Sufficient exposure of the Tobacco Realty Unfiltered (TRU) media campaign across the state, with grantees reporting insufficient exposure and collaboration in the far eastern and western parts of the state.

Recommendations include:

- Agencies providing technical assistance should concentrate on supporting grantees who reported lower levels of progress, confidence, or higher barriers to achieving objectives; and grantees with new staff.
- If resources permit, the media budget can increase to extend the reach of campaign, particularly in far eastern and western parts of the state.

II. Background

The 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 technical assistance needs of grantees.

The Semi-Annual Survey was designed by the UNC Tobacco Prevention and Evaluation Program (TPEP). It includes Likert-type scales 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 Semi-Annual 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. Questions from this section can be found in the Appendix.
- **Resources, Support, and Technical Assistance (TA)** asks grantees about their use of all HWTF technical assistance and training resources, suggestions for better use, and anticipated needs for the next six months.
- **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 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 area of data analysis included in this report is a comparison of all grantees on common questions from the PTS Six Month Report and the iPTS Semi-Annual Survey over three reporting periods: Jul-Dec 2004, Jan-Jun 2005, and Jul-Dec 2005. Results from other areas of the survey are also summarized and contribute to overall findings and recommendations.

Limitations of this Report

- All scores are based on grantee self-reported data. At the same time, perceptions of progress and need are critical for providing appropriate TA and training.
- The relatively small number of grantees makes a measure of statistical significance of change unreliable. As a general rule, changes in mean scores of 15% or more were considered to be worth noting.

III. Major Accomplishments

Grantees were asked to include a narrative describing one major accomplishment of their program during the six-month period of July-December 2005. Thirty-six grantees submitted narratives. Nine grantees made 14 references to specific help received from or collaboration with HWTF TA and service providers. Two grantees reported that the program itself has been a major part of changing community attitudes around the issue of tobacco use and garnering support for prevention programs and policies. The following summary of grantee narratives reflects achievement in each of the four main goals of the HWTF (TTUPC) Initiative. It also demonstrates the range of grantee activities affecting individual lives, community norms, and policy change. See Section VII for selected narratives.

III.A. Initiation: 100% Tobacco Free School Adoption and Enforcement

- One grantee reported the school board's vote adopting 100% TFS Policy. This accomplishment resulted from the HWTF grant coordinator's following a strategic plan that was initiated after attendance at a TFS forum. Persistence was reported to be a key to success.
- 100% TFS policy became effective in two districts where teens had previously advocated for passage. These teens continued to be actively involved in promoting compliance with the new policies. A third district that had previously adopted the policy hosted the Tobacco Free Touchdown Tour.
- While the school board is considering adopting 100% TFS policy in one county, a high school in that district decided to adopt its own policy. In another county, youth continued to advocate for passage of the policy, even though their school board had not been receptive to consideration.
- Two grantees reported renewed momentum for establishing 100% TFS policy in their school districts. One of these included a presentation to the school board. Participation in a 100% TFS forum resulted in presentations to two additional school boards.
- A school administrator who opposed 100% TFS policy when it was adopted in 2004 became an advocate for the policy in other school systems.

III.B. Initiation: Tobacco Prevention Education and Youth Empowerment

- Three grantees reported the establishment or recruitment and training of new youth groups.
- Following attendance at the Question Why PEACE summit, a Latina youth presented to and motivated other youth.
- Youth from a Native American group led planning and facilitation of tobacco prevention and empowerment for a youth leadership conference and a local powwow.
- Two grantees reported positive effects of a TATU club on individual students' self-esteem and confidence.

III.C. Secondhand Smoke

- Five grantees reported smoke-free policy adoption in three community health organizations, a church, a new teen club, a restaurant participating in a Smoke-free Dining Day, and a youth athletic association.

- Three “Smoke Free Dining Day” events were reported around the Great American Smoke-out (GASO); two of these were led by youth.
- A local nightclub held three tobacco-free Teen Nights.
- Local media coverage around GASO promoted TRU and the Quitline in one community.
- Youth conducted a survey at a rural restaurant in an area where tobacco use has had a negative impact on local residents.
- A multi-county Smoke Free Stop Light Decal initiative has resulted in over 200 decals on entrance doors and windows of public places.
- A college residence life administrator agreed to partner with the tobacco prevention task force to educate staff about tobacco prevention and smoke-free dorm policies, as well as identify new designated smoking areas away from building entrances.
- Two grantees reported opportunities to advocate for tobacco-free church grounds as the norm.

III.D. Cessation

- Implementation of the Alternative to Suspension program has resulted in support and encouragement for students caught using tobacco, as well as offering resources for dealing with addiction.
- Educating staff and providing quit kits at a 100% TFS has meant greater support for students who are trying to quit.

III.E. Disparities

- Identifying an underserved population that has significantly higher rates of tobacco use resulted in a partnership between a local grantee and the race car community.
- A Tobacco Free Powwow Tour helped spread the tobacco prevention message in tribal communities and gained local media coverage.

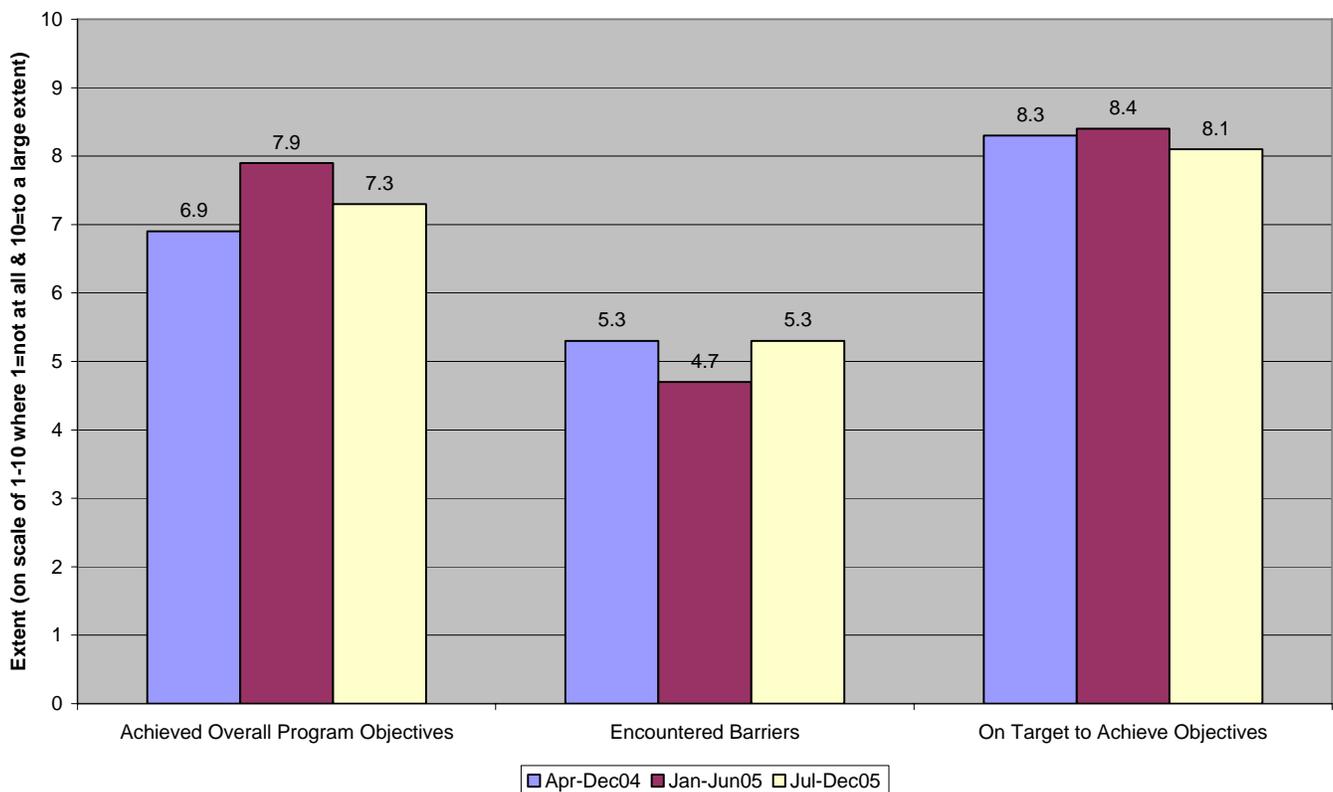
IV. Trends in Semi-Annual Survey Results for All Grantees

This trend analysis includes data from the three Semi-Annual Surveys that have been submitted by 38 Community/School and Priority Population grantees, reflecting work since the beginning of Phase II grants: July-December 2004, January-June 2005, and July-December 2005. Previous semi-annual reports may be found at <http://www.fammed.unc.edu/TPEP/>

IV.A. Progress and Barriers

The figure below compares data across three time periods for perceptions of 1) achievement of objectives, 2) barriers encountered, and 3) confidence to achieve objectives in the coming six months. Overall, grantees felt that they had achieved their objectives to a large extent during the July-December 2005 reporting period. Reports of barriers encountered are stable. Grantees reported maintaining a high level of confidence about being on target to achieve their objectives in the next six months.

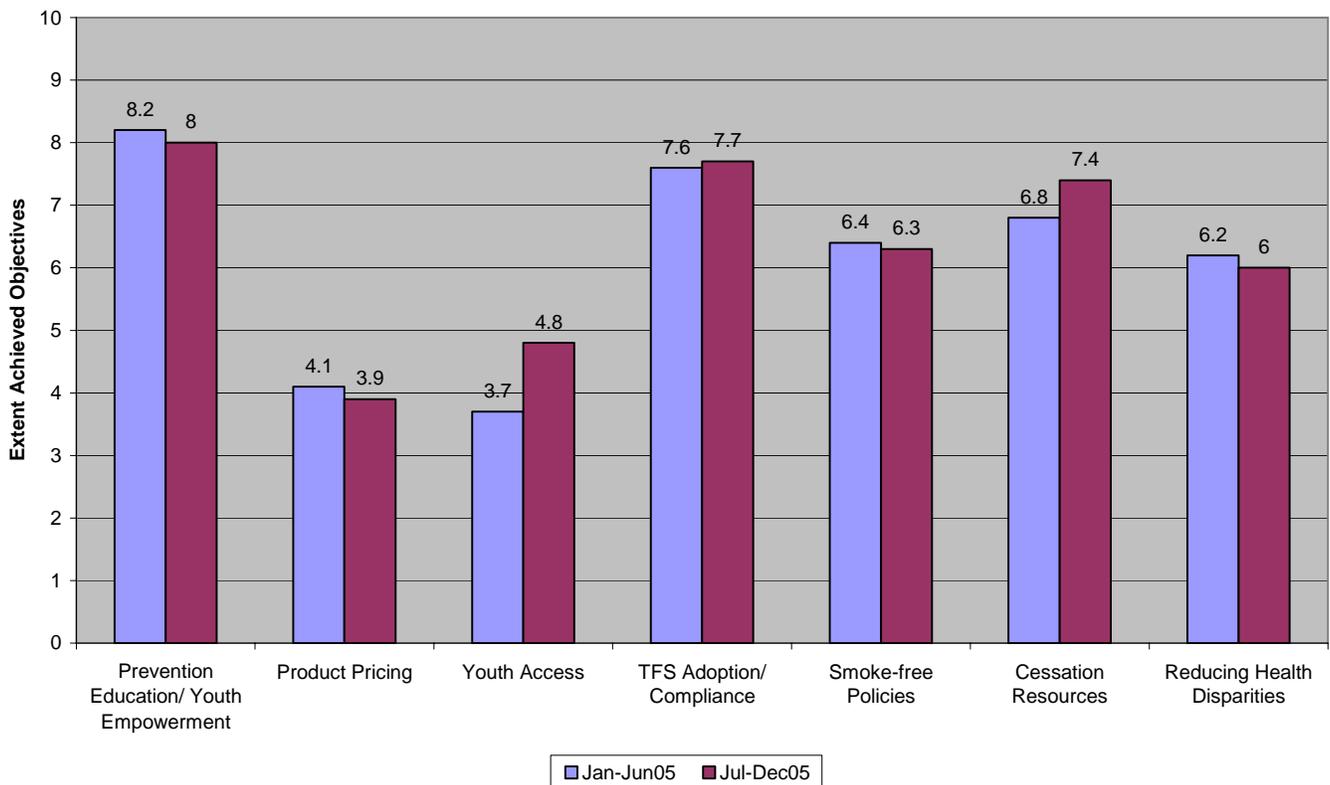
All HWTF Grantees Comparison of Means for Three Reporting Periods: Progress and Barriers (n=38)



IV.B. Progress in Achieving Objectives by Focus Areas

During the past two reporting periods, grantees were asked to rate their progress in specific focus areas of the initiative. Grantees report the greatest achievement in the following areas: Prevention Education and Youth Empowerment, Tobacco-Free Schools Adoption and Compliance, and Cessation Resources, with over three quarters of grantees reporting achieving their objectives to a large extent in these areas. Fifty-three percent of grantees indicated that they had achieved their objectives related to smoke-free policies to a large extent.

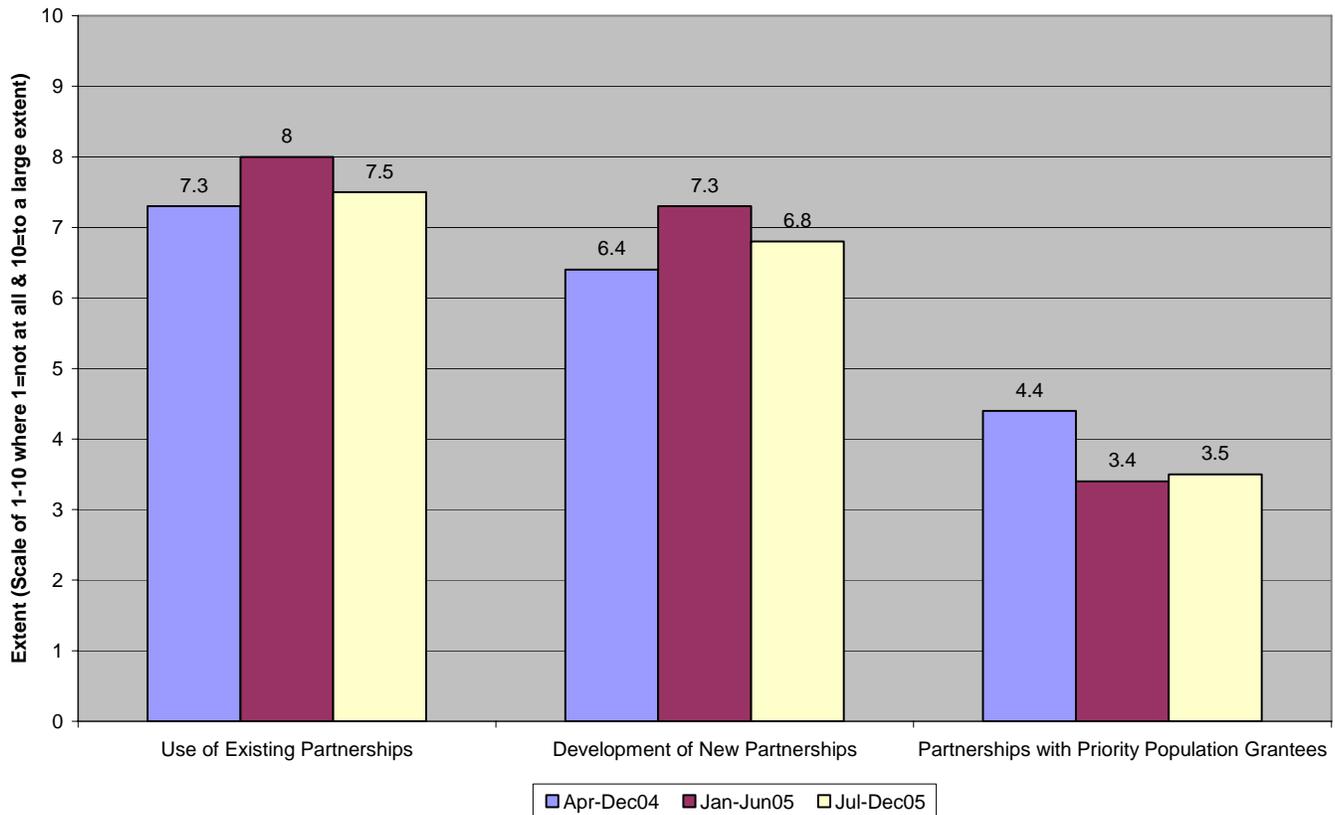
All Grantees Comparison of Means for Two Reporting Periods: Program Objectives
(n=38, except for Jul-Dec05 period where Product Pricing, n=32; Youth Access, n=34; TFS, n=34)



IV.C. Partnering

- Grantees continued to report high levels of work with existing partners, as well as the development of new partnerships to meet program objectives. Reports on partnering with priority populations remained consistent.

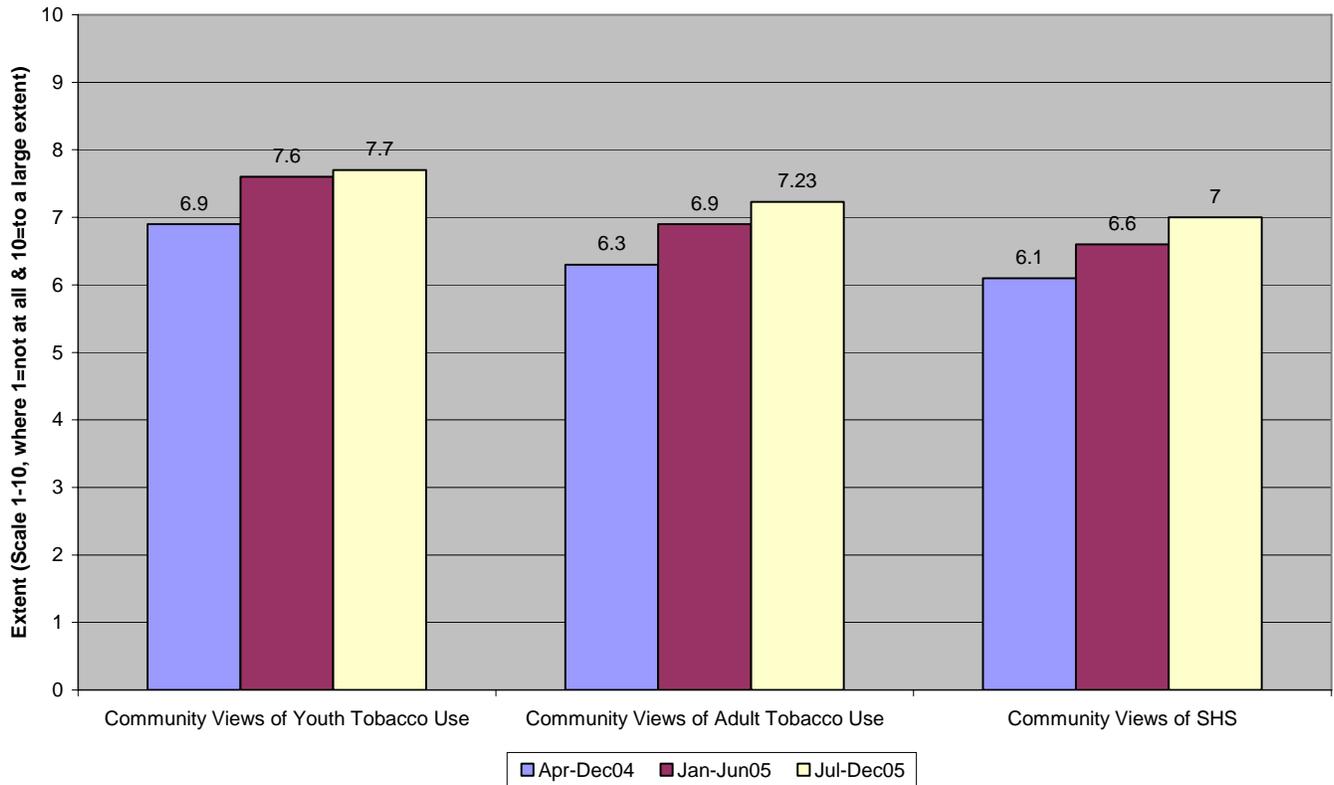
All HWTF Grantees Comparison of Means for Three Reporting Periods: Partnerships (n=38)



IV.D. Awareness of Tobacco as a Serious Health Problem

Grantees rated 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 reports showed increasing trends.

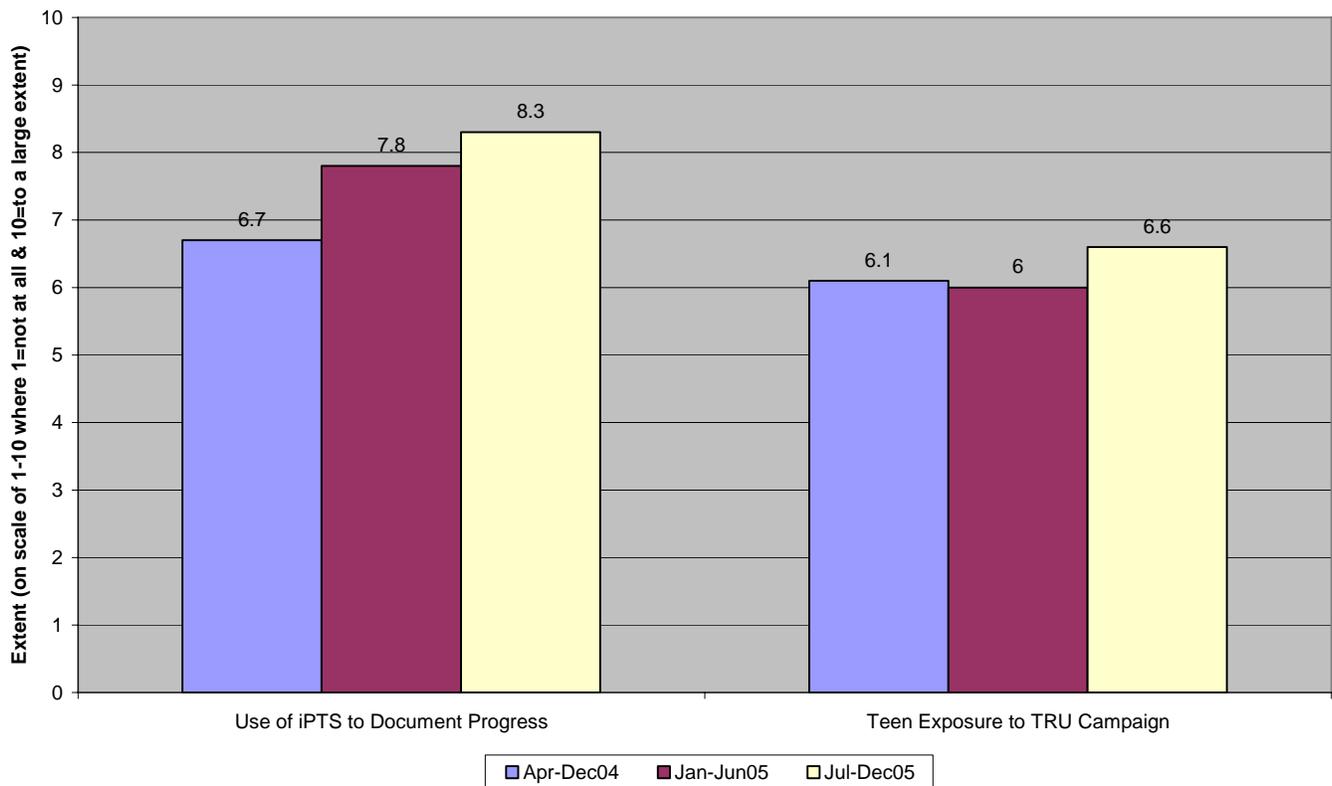
All HWTF Grantees Comparison of Means for Three Reporting Periods: Community Views (n=38)



IV.E. Indicator Progress Tracking System (iPTS) and TRU Campaign

The following figure reports data from two variables: 1) utilization of iPTS and 2) perceived teen exposure to TRU. Grantees reported a continued positive trend in their ability to use iPTS to document program progress. Grantees' beliefs about teen exposure to the TRU campaign remained stable. The TRU campaign included television ads, and incentives and materials that local programs distributed with the TRU logo. Television ads were run during the July-December 2004 and 2005 periods, but were not aired during January-June 2005.

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



V. Support, Technical Assistance, and Training

V.A. Utilization of Resources

The 34 Community/School and 4 Priority Population Grantees rate their utilization of HWTF contracted services during the preceding six months using a 10 point Likert-type scale in which 1 = Not at All and 10 = To a Large Extent. The mean rates of utilization remain similar to previous reporting periods, with the lead TA agencies (i.e. the Tobacco Prevention and Control Branch (TPCB) and Question Why Youth Empowerment Centers) continuing to show the highest utilization rates.

**Table 1: HWTF Grantees Reports on Utilizing TA, Support, and Training Agencies
iPTS Semi-Annual Survey Jul-Dec 2005 (Scale 1-10)**

HWTF TA, Support, or Training Agency	Mean Utilization Responses n=38	Range
Tobacco Prevention and Control Branch	8.0	2-10
Question Why Youth Empowerment Centers	7.4	1-10
TRU (Tobacco Reality Unfiltered) Campaign	6.8	2-10
EnTER (Environmental Tobacco Education and Research Program)	6.2	1-10
NCSTEP (North Carolina Spit Tobacco Education Program)	5.9	1-10
UNC Tobacco Prevention and Evaluation Programs	5.7	1-10
American Lung Association TATU program	5.1	1-10
Ruiz Agency	5.1	1-10
SAVE (Survivors and Victims of Tobacco Empowerment)	5.0	1-10
American Lung Association N-O-T program	4.8	1-10
Substance Abuse Services/ ALE (Alcohol Law Enforcement)	4.2	1-10
CapStrat	3.7	1-10
NC Amateur Sports/State Games	1.9	1-10
Women's Health & Tobacco Use Program	1.6	1-8
For Specific Grantees	n=4	
Office of Minority Health & Health Disparities (Priority Populations)	7.8	5-10
Webb Patterson (Priority Populations)	5.5	1-8
American Cancer Society Quitline (Northeastern Grantees)	3.0	1-9

V.B. Suggestions for improving linkage between providers and grantees

Thirty-four of 38 grantees (89%) gave suggestions or comments in answer to the question: *“Please suggest at least one way that one or more of the HWTF agencies listed in the questions above, can be better linked with your programmatic initiatives?”* Suggestions are grouped in the following areas:

General Comments

- *Agencies do a great job of making themselves available to grantees; I appreciate the HWTF introducing new agency representatives at state, regional, and local meetings.*
- *We contact the above agencies for assistance when appropriate.*
- *None. They are all easily accessed and provide materials and ideas needed to service our population.*
- *I have been able to utilize very effectively those programs that are willing to come to or send a representative to my school system. Those I have not used are those that are not available to me in that sense.*
- *It is just difficult to utilize so much, when people are spread out over the entire State.*
- *Have more programs offering service in the far west.*

Communication*

- *Need information and clarification on roles of Webb Patterson, Women's Health and Tobacco Use Program, Capstrat, Ruiz Agency, OMHHD. (mentioned by four grantees)*
- *A handout displaying youth tobacco prevention services from the above agencies that can be offered to church and community groups would be helpful.*
- *Some of these agencies have come into the county, without our knowledge, or we learn about their activities at the last minute; some support and connections needed to ensure non-duplication of services and good working relations. (mentioned by two grantees)*
- *Agencies that contact us regularly (NCSTEP, for example) are the ones we rely on. We need specific offers of resources available.*
- *Encourage agencies to offer their services and assistance to all. Continue to encourage an open line of communication among all agencies and grantees.*
- *For new grantees the opportunity to meet these resources and walk away knowing what they could do for them would be helpful. For example have a SAVE member go to some regional meetings to introduce and pass out cards and schedule dates to speak.*

Media

- *The TRU campaign is finally visible here—hope that it will continue to be more visible.*
- *Provide the far west with copies of new commercials in order to promote TRU and tobacco prevention in our communities.*
- *More options for the media campaign, especially messages relevant to rural communities. The process to request the approval of media is too lengthy with some irrelevant questions particularly for media that has been pre-approved.*
- *Ruiz and Capstrat organizations could help us "smaller" grants with media and coverage of our events.*
- *A training/info session in the Eastern region by the pr/marketing representatives. Would like CapStrat to give us a better idea of what they are doing in our county and more of a heads up when they do something.*
- *Copies of the TRU television advertisements that have been aired since October. Also would like to know about specific TRU media buys made by the state office(s), especially those in the television coverage area of the grantee.*
- *American Indian representation in media projects (i.e. Quit Line poster, TV ads, etc.).*
- *Bilingual media messages and/or messages targeting Latino youth in the mainstream media.*

Listserv/Conference Calls

- *Continue sharing resources and ideas through the TRU list-serv and conference calls. Would like to see the conference calls changed to morning instead on the end of the day when folks may be rushing out. We may get less hang ups with a schedule change.*

- *Use the TRU list serve to help grantees promote a statewide patron education media campaign on the meaning of the Smoke Free Dining Stickers, perhaps linked to local Chamber of Commerce Websites. Patrons need to understand what the stickers mean.*

Materials

- *Continue to provide local grantees with "turn-key" products and promotional materials to support programmatic initiatives. The new statewide Quitline, 100% Tobacco-Free School and Red Flag Campaign brochures and marketing materials are attractive, teen friendly ...& have attracted a lot of attention and compliments in our community.*

Specific Providers

ALA N-O-T

- *Disseminate findings from ATS/NOT facilitator meetings held in summer/fall and in addition to sharing information, develop a more comprehensive plan for providing TA to facilitators and promoting the effective partnership of grantees with ATS/NOT trained facilitators in their counties.*

Substance Abuse Services/ALE

- *Involve local coordinator in compliance checks as well as strategies to reduce sales to minors.*

EnTER

- *Placement of resources on line, i.e. template of a resolution for a smoke free location.*

HWTF

- *Continuing to develop the www.HealthWellNC.com website with program resources to download for local use.*
- *Supplement funding for State YTS in order to receive county-specific data.*
- *Kids from our area (the far west) aren't or can't travel 1 1/2 hrs to watch a football game outside our conference. Supply HWTF giveaways or Ruiz or CapStrat giveaways and the community will respond.*
- *HWTF could have American Indian representation on their Board.*

Population-specific

- *Make basic Spanish language tobacco 101 materials available through the TRU tool kit. It would be ideal for them to be bilingual so we see the English translation.*
- *Offer services and/or speakers in Spanish.*
- *More college specific resources.*

*Some confusion still exists regarding the role of several agencies. This is understandable in the case of the Women's Health and Tobacco Use Program, as the program is no longer funded and previously had little interface with other HWTF grants. Webb Patterson, contracted to work specifically with priority population grantees, was not listed as specific to those grantees in the semi-annual report, and this will be corrected with the next revision of IPTS.

VI. Indicators

Table 2: Comparison of Indicators from Jan-Jun 2005 (Y2B) and Jul-Dec 2005 (Y3A)

ID #	Indicator	# Grantees Reporting Y2B	# Grantees Reporting Y3A	Total # Reported Y2B	Total # Reported Y3A
1	# of youth groups formed or sponsored	33	37	153	133
2	# of mini-grants offered to youth	11	13	39	43
3	# of youth actively involved in planning and implementing tobacco prevention activities	35	36	1498	1279
3a	# of youth actively involved in planning and implementing tobacco prevention activities in identified populations	28	31	762	594
4	# of youth trained	32	32	1230	1166
4a	# of youth in identified populations trained	25	26	787	651
5	# of N-O-T courses (i.e. 10 sessions) completed	8	6	20	17
6	# of youth attending N-O-T course at least once	12	10	117	137
6a	# of youth in identified populations attending N-O-T course at least once	8	7	75	103
7	# of youth completing all sessions of N-O-T course	8	5	57	58
7a	# of youth in identified populations completing all sessions of N-O-T course	6	2	39	40
8	# of ATS courses completed	11	10	41	87
9	# of youth attending at least one hour of ATS tobacco education course	12	12	164	263
9a	# of youth in identified populations attending at least one hour of ATS tobacco education course	7	8	60	130
10	# of youth attending all four hours of ATS tobacco education course	9	9	69	146
10a	# of youth in identified populations attending all four hours of ATS tobacco education course	4	7	21	83
11	# of culturally-sensitive curriculums developed or used	10	18	16	27
12	# of courses offered at school following CDC Guidelines for School Health Programs to Prevent Tobacco Use	14	17	87	245
13	# of staff hired	10	14	16	36
For schools WITHOUT 100% TFS policy:					
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	8	15	15
15	# of schools offering ATS program (cumulative)	8	6	17	11
For schools WITH 100% TFS policy:					
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	22	28	31
17	# of schools offering ATS program (cumulative)	19	20	137	154
18	# of schools with TFS signs posted	19	27	547	738

Indicators for this six month period show:

- 97% of grantees sponsored youth groups.
- 95% of grantees reported 1279 youth who were actively involved in planning and implementing tobacco prevention activities. 45% percent of these youth were from identified populations.
- 84% of grantees reported 1166 youth receiving skill-based training for prevention and advocacy work, with 56% of these trained youth from identified populations.
- 16% of grantees reported a total of 17 N-O-T courses completed, with 58 youth attending all 10 sessions.
- While the same number of grantees reported youth attending at least one hour of ATS tobacco prevention course, the number of youth increased 60% and the number of ATS courses more than doubled.
- 56% of youth who attended at least one hour of ATS completed all four hours, up from 42% the previous six months (Jan-Jun 05).
- Over a third of grantees reported hiring new staff.
- Grantees report that of the school districts in their areas that have not adopted 100% TFS policy, 68% have SHACs that include the adoption of the policy in their action plans.
- 78% of school districts in areas served by grantees where 100% TFS policy has been adopted have SHACs that include implementation and compliance in their policy action plans.

VII. Narratives

In December one of the largest community youth athletic associations (serving 3,500 kids) unanimously adopted a tobacco free policy for all their youth sports activities. Behind the scenes advocacy has taken place on this issue for the past year and a half, in a non-confrontational and factual style. Their board has decided that the time is right, that it's the right thing to do for the youth and that they want to take the lead in the county on this issue. There are a total of nine athletic associations in our county and at least one other has also expressed interest in looking at a tobacco-free policy. A strong message in the advocacy work has been the role modeling connection between coaches/adult mentors and youth. Education about the dangers of spit tobacco has been eye-opening. We believe the visibility of a 100% tobacco free school system (in place for 1 and 1/2 years now) has directly influenced their decision, along with our tobacco awareness efforts and ability to offer technical assistance and mini-grant funds for park signage. The timing of this fits in beautifully with the roll out of a community-wide secondhand smoke campaign to start February 2006.

McDowell County Schools went tobacco free effective July 1st 2005. P2P (our youth group) was instrumental in the passing of this policy. This fall the youth hosted a TRU Tailgate party to celebrate their success and to promote compliance with the 100% tobacco free schools policy. The youth had put together an action plan at the Western Region Youth Retreat and the tailgate party was their top priority. The event included t-shirt painting, incentives, the high school band, cheerleaders and media. The teens painted our spirit rock with the TRU logo and it stayed up all week. The Ruiz agency came from Raleigh to film to help support the Tobacco Reality Unfiltered media campaign.

The coordinator worked on smoke-free dining advocacy with TATU club youth at Ashe High Academy. One of the members was asked to write a poem to submit to the National Secondhand Smoke Poetry Slam competition. His entry won a top 15 spot out of the entries nationwide and he traveled to New York to present his poem with the other finalists. This student's attitude toward school and his self-esteem have improved since the competition opportunity. As a youth advocate, he now influences the lives of many other students, including high-risk youth. He brings knowledge of tobacco's harmful effects and a wealth of creativity and enthusiasm to impressionable younger students, as a "cool dude" making a strong statement against tobacco use.

After visiting a recruitment display at school, a student new to the area expressed interest in joining T.A.T.U. The T.A.T.U. leader later learned that she lived in a group home. Membership in T.A.T.U. allowed her an opportunity to interact with other students, gain facts and knowledge about tobacco use and build her self-esteem. She also joined the T.A.T.U. step-team and had the ability to contribute to the step-team routines. Students are an integral part of spreading the No Tobacco Message. When young people feel down and alone, they are more susceptible to tobacco use and other negative behaviors. Our goal is to encourage students to be advocates against tobacco use at school, home and in their community. Having T.A.T.U. available was a positive option.

On November 17th, The Great American Smoke-Out, the "No Fumo" group persuaded a local Latino restaurant to go smoke-free for the day. They celebrated the event by inviting various community members to dine in this restaurant on this date and passed out information and free incentives promoting smoking prevention and cessation services (1-800-QUITNOW) to all the patrons. The restaurant management was pleased with the outcome and expressed interest in going smoke-free in the future. The media turned out to report on the event and to promote the Quit Line.

The project coordinator met with ministers from Halifax County to discuss current youth tobacco prevention projects that are being implemented in churches. The ministers seemed excited about the efforts and were eager to get some initiatives in their churches. One of the ministers was so excited about the efforts that he immediately went back to his 1000 member congregation and started working to make it tobacco free. The policy was received and adopted by the appropriate individuals and made part of the church's bylaws. The minister then decided that he wanted his church to take a lead in encouraging other churches to become tobacco free. He now plans to promote tobacco-free church grounds on two television talk shows and one radio broadcast that he is involved in. He also plans to have a dedication Sunday at his church at which time the tobacco free signs can be dedicated and erected. In addition, he would like to include an article in the Baptist Informer (the newspaper of the General Baptist State Convention of North Carolina) that shares that his and other churches are going tobacco free and encourages other churches to do the same. The excitement and enthusiasm of this Halifax minister is truly rewarding and will be beneficial in encouraging other churches to go tobacco free.

In early December we received word that a new teen club would be opening in Gibsonville for middle school and high school students. I immediately contacted the owners of the teen club to see how they felt about opening the club up tobacco-free, despite them both being smokers, they agreed that being tobacco free was the only way to go. For them it was an easy decision, "we want the youth to have a safe environment that is tobacco free and alcohol free where parents feel safe dropping them off." The club will officially open on New Year's Eve and students from our Advisory Board will be there to enforce the tobacco free policy. In the upcoming months we will work with them to enforce the policy and to promote TRU and the 800#. We are constantly hearing from our youth that there is no place safe for them to go and dance. This will provide a place for us to recruit new members as well as, host youth friendly events.

Mecklenburg County has worked hard to identify priority populations that are underserved in the community. One population involves race fans, who have a 37% higher rate of usage than all other sports fans. A major initiative begun at Lowe's Motor Speedway this year has resulted in a policy change as well as local support given by the owner of the speedway. "We are excited to turn a new leaf," says Jon Michael a driver that has been associated with the tobacco prevention movement. This initiative has exposed over 180,000 fans to the movement over the past year. Advocacy activities, promotions and events took place in over 13 venues and reached out across the state as the driver, with the TRU logo on his car, visited other HWTF events. This effort's goal is to help the next generation of race fans know that tobacco and racing no longer go hand in hand. The partnership began with conversation between HWTF coordinator Joy Beck and Jon Michael during a tobacco prevention presentation given at Hopewell High School, a local public school in the Charlotte-Mecklenburg School system

A major accomplishment for our program is having created an atmosphere of change in our communities by promoting tobacco prevention education and cessation. The student youth groups who work in the community promoting the tobacco free message are being recognized for their efforts and community leaders and businesses are contacting the youth and adult leaders for assistance with making presentations/changes in such areas as community colleges, libraries, businesses and restaurants. Newspapers are crediting the efforts of the schools and students involved in the tobacco prevention message with other tobacco free policies which are popping up throughout the community. One recent change included the local hospital and all its affiliates going 100% tobacco free, thus further protecting our students and community from SHS. This change came about after 2 years of promotion by the teen tobacco prevention coalition and was supported by the policies in place in the local schools.

In the last half of 2005, the grant coordinators have been instrumental in the creation of policies for Graham Children's Health Services of Toe River, the Spruce Pine Community Hospital and Fitness and Rehabilitation Center, and finally the Toe River Health District. One health department employee commented that, "no longer being exposed to second hand smoke at work has been a health Godsend... All of these organizations have a great deal or a complete focus on youth, therefore; their tobacco-free policies not only make local youth safer from secondhand smoke but also set an example to prevent youth initiation. These major community players are going to stand as advocates for tobacco use prevention and cessation, are supportive of tobacco-free schools.

"There's a pack of sunflower seeds and gum in my top right hand drawer. Go ahead help yourself," says the social studies teacher to her tenth grade student. The Richmond Senior High student has been proudly tobacco-free for two weeks after using spit tobacco since he was in seventh grade. I "just had to quit when I saw THAT ad on TV during the World Series", says the young male, "I can't allow that to happen to me." However, two weeks without tobacco for this young man have not been easy. Cravings and urges keep coming. "Thanks for the seeds." Traditionally, teachers don't approve or distribute sunflower seeds in class. However, teachers, rules, and times have changed at Richmond Senior High School in Rockingham, NC. The 100% Tobacco-Free School is taking a stand against tobacco, yet also supporting the realities of teen tobacco use. The TRU campaign, teacher trainings in teen tobacco addiction, and quit kits are making in difference and helping teens when and where needed.

Carver High School is implementing its first Alternative to Suspension (ATS) Program. This is a groundbreaking effort to directly address the tobacco-use issue on the school campus. ATS is a four hour program for students who have violated the school tobacco policy. Implementing the program requires collaboration from the Safe and Drug Free Schools Coordinator, administration and teachers, students, parents, as well as other health department staff and the grant coordinator. Since its inception in October, seven students have participated in the ATS, learning about their own tobacco use, triggers, the nature of nicotine and addiction, and the health affects of tobacco-use. Students had the opportunity to explore their personal dreams and plans for the future and evaluate how tobacco did or did not fit into those dreams. Students were strongly encouraged to quit tobacco and were given valuable tools and resources to do so. Two 17 year old boys who had been smoking since age six attended the first class. They were heavily addicted, smoking between every class, during lunch, and at home. One student appeared to have experienced significant weight loss due to decreased appetite as well as deteriorating oral hygiene. As they shared their dreams for the future, it was clear that they didn't want tobacco to be a part of it. One thing they would like to change about the class is that it be a little longer. High School students face so many challenges. Tobacco addiction should not be one. It is imperative that communities and schools intervene to prevent tobacco usage, but also provide support and education to those who currently struggle with these addictions. These students need to know that they are valued, and that adults care about their futures and their health. The ATS program does just that!

VIII. Appendix : Semi-annual Program Assessment Form

Please note that there are no right or wrong answers to the following 19 questions. Check the number that best represents your answer on a scale of 1 to 10 where 1=not at all and 10=to a large extent.

1. During the past 6 months, to what extent have you achieved your overall program objectives?
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?
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?
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?
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?
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?
7. During the past 6 months, to what extent have you achieved your objectives related to promoting access to effective tobacco use cessation services?
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?
9. During the past 6 months, to what extent have you encountered barriers to your program objectives?
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?
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?
12. During the past 6 months, to what extent have you partnered with other HWTF community/school grantees to address policy change objectives?
13. During the past 6 months, to what extent have you partnered with HWTF Priority Population grantees to address policy change objectives?
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?
15. For the upcoming 6 months, to what extent do you believe you are on target to achieve program objectives?
16. During the past 6 months, to what extent do you believe your community views tobacco use by youth as a serious health problem?
17. During the past 6 months, to what extent do you believe your community views tobacco use by adults as a serious health problem?
18. During the past 6 months, to what extent do you believe your community views secondhand smoke as a serious health problem?
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'?