



North Carolina Health and Wellness Trust Fund Teen Tobacco Use Prevention and Cessation Initiative

Semi-annual Report July 1 — December 31, 2006

Prepared for:
North Carolina Health and Wellness Trust Fund



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A. EXECUTIVE SUMMARY

A.1 Overview

This report includes results and analysis of the July-December 2006 Semi-annual survey from 44 of the 46 (96%) program grants in the Health and Wellness Trust Fund (HWTF) Teen Tobacco Use Prevention and Cessation (TTUPC) Initiative. It also shows trends in data collected from previous semi-annual surveys. During this reporting period ten new grants were added, with one grant each from Phase I and II no longer receiving funding. In addition, 9 of the 36 (25%) continuing grants experienced transition in the grant coordinator position.

During this six month period HWTF put in place a new grants management process, transferring the primary contact for program grant coordinators from Tobacco Prevention and Control Branch (TPCB) field staff to HWTF grants managers in September. The TPCB, one of the primary providers of technical assistance (TA) and training, began a process of developing action teams in areas of tobacco control expertise, i.e. cessation, secondhand smoke. Also in transition was the contract for the public relations vendor, whose responsibility among other things is management of the TRU listserve.

Overall mean ratings of perceived progress among program grant providers were lower than in previous semi-annual reporting periods. Perceived barriers rose to the highest mean rating since the beginning of the initiative. Such findings are not surprising given the number of changes occurring in the program during the reporting period, as described above. The greater the number of programs at different stages of development, the more complex and challenging it becomes to provide the TA services and support needed to enable them to meet the goals of the initiative.

Despite lower perceived progress, significant accomplishments have occurred in the areas of youth empowerment, adoption of ATS programs, and secondhand smoke policy adoptions. Most grant coordinators continue to report limited accomplishments about including the N-O-T program in their activities, and fewer grant coordinators are reporting that the goal of reducing health disparities attributable to tobacco use among youth is in their action plans.

Recommendations for program improvement involve revision of action plans to include the health disparities goal for each program grant, development of a comprehensive strategy for TA service provision, and revisiting the goals of the initiative to include fresh and innovative best practices. These recommendations follow the summary of survey results below.

A.2. Summary of Major Accomplishments, Progress, and Challenges

Grant coordinators' major accomplishments, progress, and challenges reported during the first half of the fourth year of the TTCUP Initiative are summarized by goal area.

Prevent youth initiation of tobacco use

Major accomplishments and other results in this area included:

- One school district adopted the 100% Tobacco Free School (TFS) Policy.
- Grant coordinators reported positive movement toward policy adoption in five school districts.
- Eight of the 18 (45%) non-TFS districts served by HWTF community/schools grants report policy adoption in their School Health Advisory Committee (SHAC) action plan.
- 38 of the 57 (67%) of the districts that have adopted the policy report implementation of and compliance with the policy in their SHAC action plans.

- Over 200 middle and high schools now are reported as having adopted the Alternative to Suspension (ATS) program for offenders of tobacco policy.
- The second largest number of youth completing the ATS sessions was reported during this six month period as compared to the previous three periods. This number represents the highest percentage of youth attending at least one session of ATS who complete all four sessions (86%).
- Perceptions of youth exposure to the TRU media campaign remain stable, with an expectation that with the increase in funding for the media campaign these ratings should increase in the next reporting period.

Eliminate youth exposure to secondhand smoke

Eight grant coordinators reported major accomplishments related to eliminating youth exposure to secondhand smoke:

- Smoke-free policies adopted in 2 bowling alleys, 6 playgrounds and 14 athletic fields in a city park system, and 2 restaurants.
- Youth involvement in the advocacy efforts for these policies, as well as for new smoke-free policies for two community youth events.
- One youth group presented to a city parks and recreation board, urging adoption of smoke-free policy for all city parks.
- One priority population grant coordinator reported the adoption of smoke-free policies for ten church grounds, which is 40% of their goal for the year.

Provide tobacco cessation resources for youth

Cessations accomplishments and other results included:

- Two grant coordinators reported giving 5As and other cessation training to school counselors and nurses, physicians, and medical students as major accomplishments.
- Only 3 (6.5%) grant coordinators reported N-O-T courses completed, with the lowest number of youth to date attending at least one session. However 78% of those attending at least one session completed the 10 session course.

Reduce health disparities among youth attributable to tobacco use

Accomplishments and other results related to health disparities included:

- Approximately half of grant coordinators report active youth from populations that have been identified as having health disparities related to tobacco use, as well as youth from these populations who have received training in tobacco prevention and advocacy.
- Grant coordinators reported that 45% of active youth were from identified populations, similar to previous reporting periods. However, only 37% of youth that had received training during the past six months were from identified populations, a drop of 40% from previous reporting periods.
- Ten grant coordinators reported that reducing disparities is not in their action plan. Of the remaining 34 grant coordinators, 12 (35%) reported progress toward achieving their goals in this area to a large extent.
- The mean rating for progress in this area was the lowest for any reporting period.

Infrastructure: Youth Empowerment, Use of TA resources, Administrative

With an increase in the number of TTUPC Initiative program grants:

- The reported number of youth actively involved in the tobacco control movement was the highest to date. Over 1500 youth actively planned and implemented tobacco prevention activities.
- The number of youth groups increased to 127, though lower than the high of 153 reported in the Jan-Jun 2005 time period. Youth prevention and advocacy activities reported as major accomplishments during this six month period often gained earned media as well.

- The percent of program grants reporting youth groups and youth who are active in planning and implementing tobacco prevention activities remains over 80%.

The TA resources provided by the initiative continue to be used extensively by grant coordinators.

- Five TA providers, Question Why, NCSTEP, American Lung Association, HWTF Grant Managers, and TPCB Field Staff, were reported used by over half of all grant coordinators during the past six month.
- Grant coordinators reported using an average of 7 providers.
- 88% or more of the coordinators reported that their needs were met mostly or completely by 11 of the 16 (67 %) providers used.
- In offering suggestions and describing needed TA for the coming six months, grant coordinators indicated some confusion both in understanding the TA, training, and resources available to them, as well as how to access those resources.

Grant coordinators continue to report the ability to use the Indicator Progress Tracking System (iPTS) in documenting their program success to a large extent.

A.3. Recommendations for Program Development and Improvement

- Decreasing the disparities in adverse health outcomes related to tobacco use among youth should be a part of every grant's action plan, with appropriate resources identified to support efforts toward the intended outcomes.
- There is room for strengthening TA and training by carefully looking at suggestions from grant coordinators. Many grant coordinators, new and old alike, remain uncertain about who the technical assistance providers are and what they can offer. In the previous semi-annual report, the round table at the statewide annual action planning meeting in April 2006 was affirmed by both experienced and new grant coordinators as being effective. Information about TA providers can be placed on websites for easy access and referral and should be kept up to date.
- The requests for TA and training show tremendous diversity in needs. A strategy is needed for assessing and better understanding those needs and developing a comprehensive plan for meeting them. In addition, grant coordinators indicate needs for more timely feedback on action plans and monthly reports, as well as clarity about grant program goals.
- The emphasis on smoke-free policy, and trainings supporting that emphasis, during the 2005-06 program year appeared to have led to increased advocacy activities and policy adoption. Continuing to promote this or other program goals in a focused way may lead to greater progress.
- Revisiting the goals of the TTUPC Initiative, communicating fresh approaches, and updating best practices can help keep the momentum of the movement going forward.

B. BACKGROUND

The Health and Wellness Trust Fund (HWTF) Commission Teen Tobacco Use Prevention and Cessation (TTUPC) Initiative Community/Schools and Priority Populations grant coordinators complete monthly reports of their activities and achievements using the Indicator Progress Tracking System (iPTS). In addition, every six months they complete the Semi-annual Survey, designed to look more broadly at their perceived progress, accomplishments, barriers, and use of and need for technical assistance resources.

UNC Tobacco Prevention and Evaluation Program (TPEP) designed the survey, in collaboration with the TPCB and HWTF. It includes Likert-type scales and open-ended questions addressing various program assessment areas (described below). Revisions of the iPTS Semi-Annual Survey were made for the July-December 2004 and 2006 reporting periods.

The iPTS Semi-Annual Survey includes four sections, which can be described as follows:

- **Program Assessment** asks grant coordinators 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, whether their needs were met by the TA providers, 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).
- **Major Accomplishment** asks grantees to describe a major accomplishment of their program in the past six months.

Program grants to local community/schools and statewide priority populations were funded by the HWTF in three phases: Phase 1—April 2003, Phase II—July 2004, and Phase III—July 2006. Phase III grants include new, as well as continuing grants from Phases I and II. However, for the purposes of comparison in this report, Phase III refers only to the 10 grants that were funded for the first time in July 2006. Semi-annual survey data from program grants across all three phases are compiled and analyzed to provide a statewide view of the TTUPC Initiative's progress. For the current reporting period, there are 27 Phase I grants (including the four priority population grants), nine 9 Phase II grants, and ten Phase III grants, for a total of 46 program grants.

The primary area of data analysis included in this report is a comparison of responses to questions common to the semi-annual survey over five reporting periods for most program assessment questions: Jul-Dec 2004, Jan-Jun 2005, Jul-Dec 2005, Jan-Jun 2006, and Jul-Dec 2006. Progress by focus areas and indicator reports cover four periods (excluding Jul-Dec 2004). Other survey question results are summarized and contribute to overall findings and recommendations.

Limitations of this Report

- All scores are based on grantee self-reported data. However, 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 difficult to attain. As a general rule, changes in mean scores of 15% or more were considered to be worth noting.

C. MAJOR ACCOMPLISHMENTS

Grantees were asked to include a narrative describing one major accomplishment of their program during the six-month period of July-December 2006. Forty grant coordinators from 44 (91%) grants submitting a current semi-annual report wrote narratives of a major accomplishment. Nine grant coordinators (23%) made reference to specific help received from or in collaboration with HWTF TA and service providers.

Youth prevention and empowerment accomplishments were reported most often by grant coordinators, in line with the only area in which the mean progress rating indicated achievement of objectives to a large extent (see next section).

A summary of the reported accomplishments follows:

Preventing Initiation: 100% Tobacco Free School Adoption and Compliance

- Lenoir County Schools adopted the 100% Tobacco Free Policy in early July, at the beginning of the Phase III grant's funding.
- Key leadership supporting adoption of the policy in two school districts, with evidence of increasing support in three districts.
- Youth led media presentation promoting 100% TFS policy adoption
- Alternatives to Suspension (ATS) adopted in one district and implemented for the first time in another.
- Peer educators' efforts at a football game to encourage compliance
- New coordinator building network of support for compliance with 100% TFS policy

Preventing Initiation: Tobacco Prevention Education and Youth Empowerment

- Six new youth groups and growth or revitalization in three groups.
- Four youth training events leading to advocacy and earned media
- Two youth-led major prevention education events
- Two youth-led media presentations on tobacco prevention
- Three reports of individual youth advocates' work and influence in their families and communities.

Eliminating Exposure to Secondhand Smoke

- Smoke-free policy adoptions in two bowling alleys, a city park system's six playgrounds and 14 athletic fields, ten church grounds, and two restaurants
- Two smoke-free community events resulting from youth group advocacy
- Youth-led presentation to a city parks and recreation board of directors

Provide tobacco cessation resources for youth

- 5A training for middle and high school nurses and counselors in one school district
- Physicians and medical students at ECU receive cessation presentation
- Peer educators in one school provided a 1½ hour assembly for students who are tobacco users.

Reduce health disparities among youth attributable to tobacco use

- Linking faith-based outreach and smoke-free and tobacco-free initiatives in the American Indian community

D. TRENDS IN SEMI-ANNUAL SURVEY RESULTS FOR ALL PROGRAM GRANTS

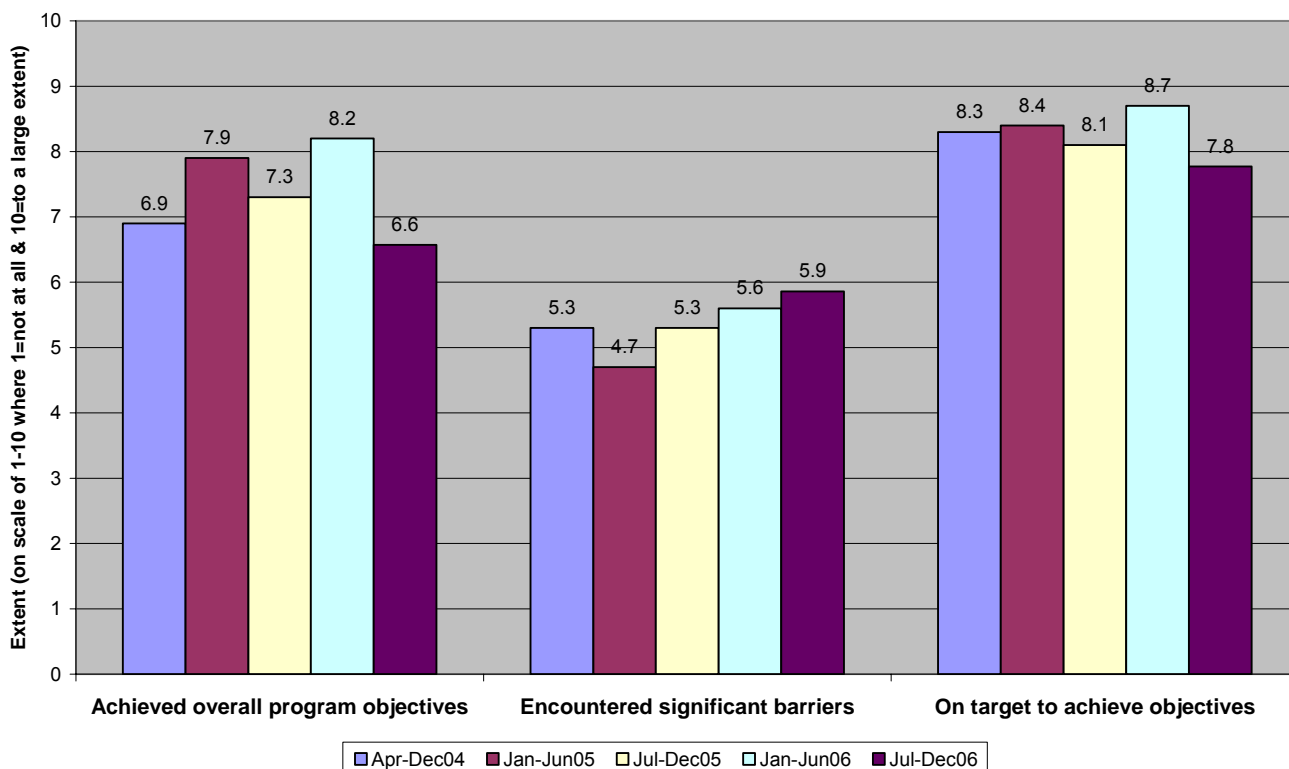
This trend analysis includes data from the five semi-annual surveys that have been submitted by community/school and priority population grantees, reflecting work since the beginning of Phase II grants in July 2004. Previous semi-annual reports may be found at <http://www.fammed.unc.edu/TPEP/> Forty-four of the 46 (97%) program grants submitted the semi-annual report for July-December 2006. Analysis looking at trend by stage of grant funding showed no significant differences other than those noted.

D.1. Progress and Barriers

Figure 1 compares data across five 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 lesser extent during the past six months, compared with previous report periods. Reports of barriers increased slightly, and were higher for the priority population and new Phase III grants, and lowest for Phase I community/school grants. However 19 (43%) grant coordinators reported encountering significant barriers to a large extent. Confidence in being on target to achieve objectives remains high, but lower than previous six month periods. Phase I community/school grants reported the highest level of confidence.

Although there is no question asking for a description of barriers, grant coordinators did describe barriers in the open-ended question sections. These included: vacancy in coordinator position; delays in getting action plan approved (2); decrease in interest in tobacco use prevention efforts because of focus on policy change rather than programmatic efforts as well as decline in enthusiasm in schools because of academic performance scrutiny and difficulty in recruiting school staff to be facilitators (1).

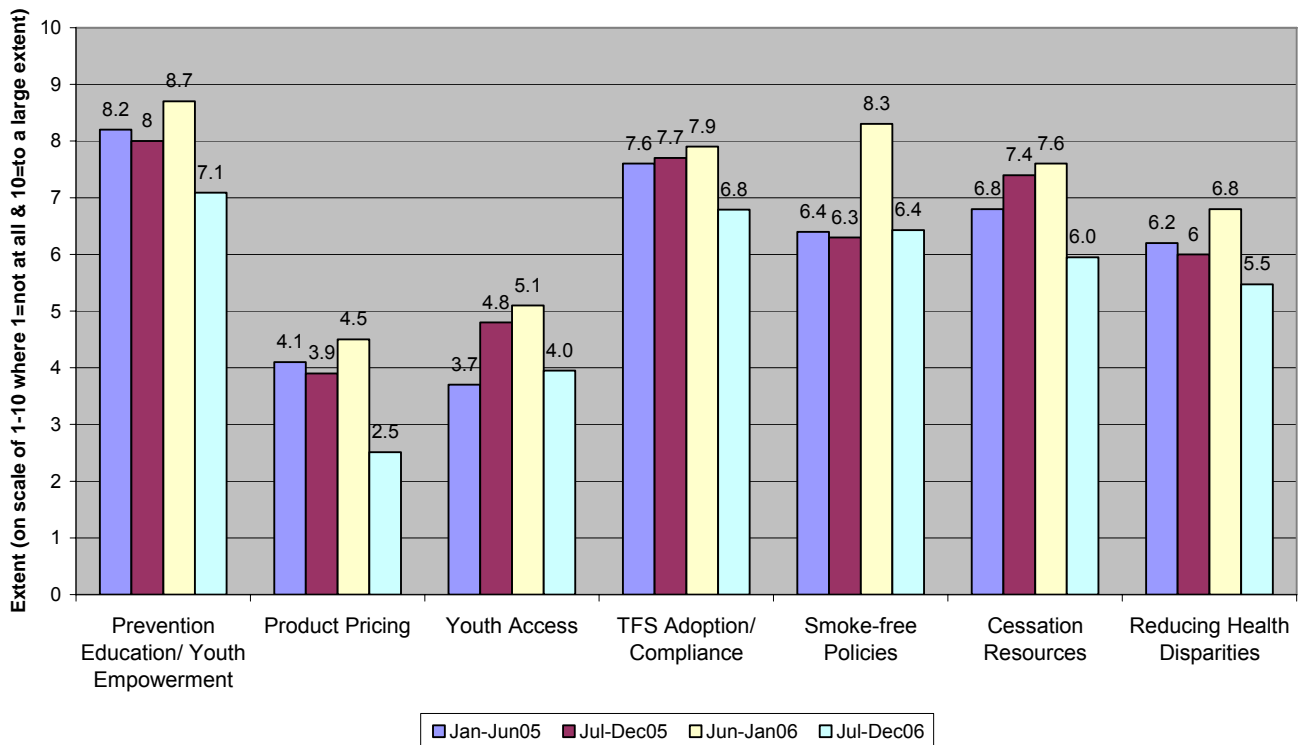
Figure 1: HWTF TTUPC program grants comparison of means for five semi-annual reporting periods: Progress and Barriers
(Jan-Jun06 n=35, except on target n=34; Jul-Dec06 n=44, all others n=38)



D.2. Progress in Achieving Objectives by Focus Areas

During the past four reporting periods, grant coordinators rated their progress in specific focus areas of the initiative, with the areas of prevention education/youth empowerment, and tobacco-free school (TFS) adoption/compliance, ranking highest, followed by smoke-free policy adoption and cessation, as shown in Figure 2. The only area in which the mean score indicated achievement to a large extent was prevention education/youth empowerment. After a significant jump in perception of smoke-free policy achievement for the Jun-Jan 06 reporting period, that area returned to previous ratings. Five of the seven focus areas, prevention education/youth empowerment, product pricing, TFS adoption/compliance, cessation resources, and reducing health disparities received lower mean progress ratings during the past six months than any period during the past two years. This could be cause for concern or it may be the natural variation in program development.

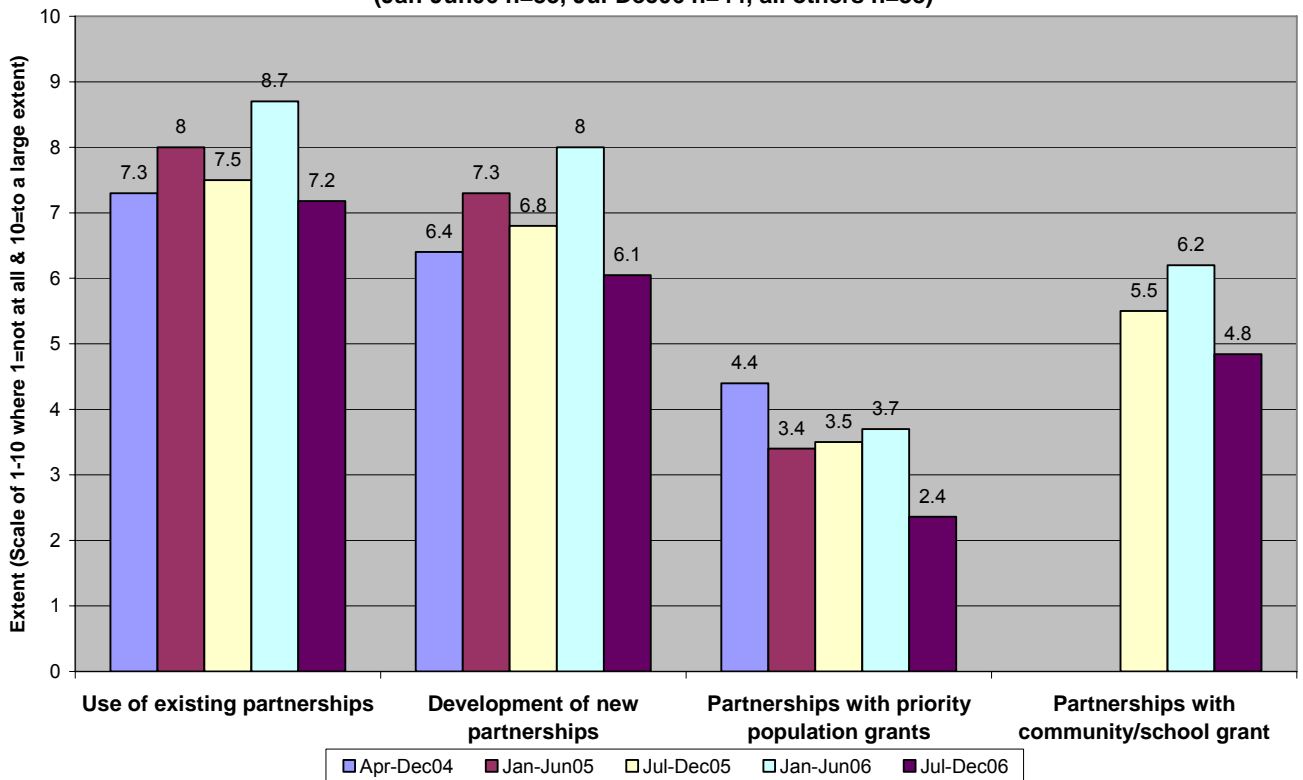
Figure 2: HWTF TTUPC program grants comparison of means for four semi-annual reporting periods: Progress by focus area
(number of grant coordinators giving ratings varies by goal area and reporting period)



D.3. Partnering

Figure 3 reports partnerships used in helping program grants achieve their objectives. The four types of partnerships rated are existing partners, new partners, priority population grant partners, and community/school grant partners. Grant coordinator reports of use of existing partnerships remained relatively high. However, they reported decreases in the development of new partnerships and in partnerships with priority population and community/school grants.

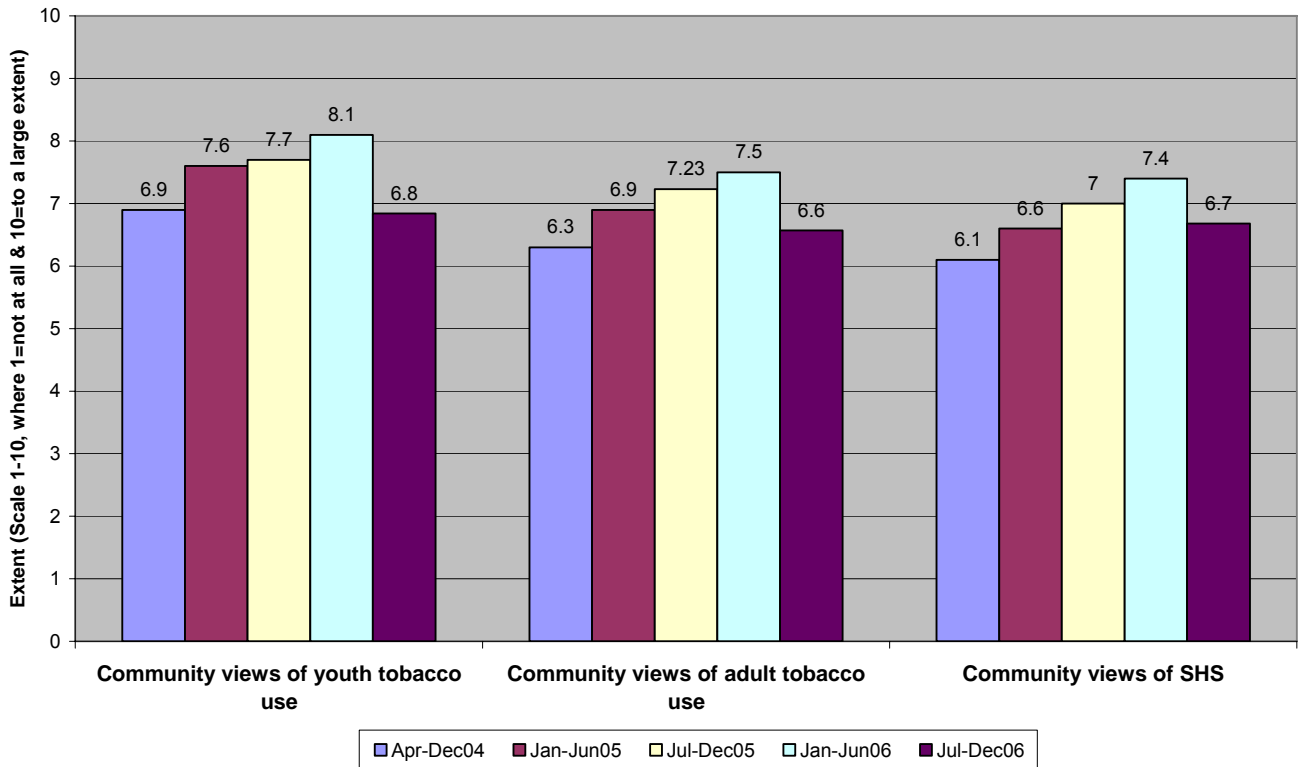
Figure 3: HWTF TTUPC program grants comparison of means for five semi-annual reporting periods: Partnerships
(Jan-Jun06 n=35, Jul-Dec06 n=44, all others n=38)



D.4. Awareness of Tobacco as a Serious Health Problem

Grant coordinator ratings on the extent to which they believed their communities view tobacco use as a serious health problem can be found in Figure 4. In all three areas, youth tobacco use, adult tobacco use, and secondhand smoke, for the first time no increase in mean ratings occurred. Only Phase I grants reported any increase in perceived community awareness, which was in the views of secondhand smoke as a serious health problem.

Figure 4: HWTF TTUPC program grants comparison of means for five semi-annual reporting periods: Community Views
(Jan-Jun06 n=35, Jul-Dec06 n=44, all others n=38)

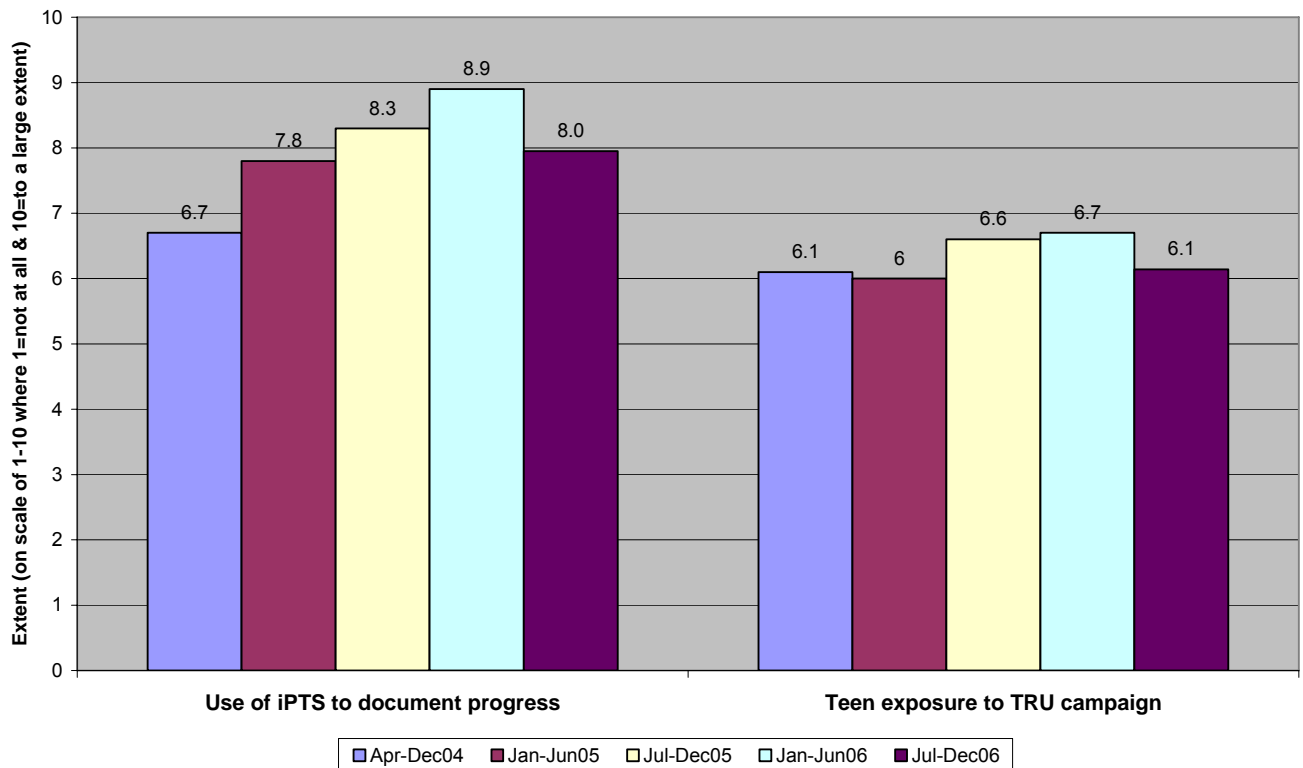


D.5. Indicator Progress Tracking System (iPTS) and TRU Campaign

Figure 5 reports data from two variables: 1) utilization of iPTS and 2) perceived teen exposure to the TRU media campaign. The TRU media campaign includes television ads as well as incentives and materials that local programs distribute with the TRU logo. Television ads were run during the July-December 2004, 2005, and 2006 periods, but were not aired during January-June 2005 or 2006 periods.

Grantees reported that their ability to use iPTS to document program progress remained high. Mean scores for Phase I and new Phase III grants were 8.9 and 8.5 respectively. Grant coordinators' beliefs about teen exposure to the TRU campaign remained stable. Priority Population grants rated this lower, with a mean of 4.5.

Figure 5: HWTF TTUPC program grants comparison of means for five semi-annual reporting periods: iPTS utilization and Exposure to TRU media campaign (Jan-Jun06 n=35, Jul-Dec06 n=44, all others n=38)



E. SUPPORT, TECHNICAL ASSISTANCE, AND TRAINING

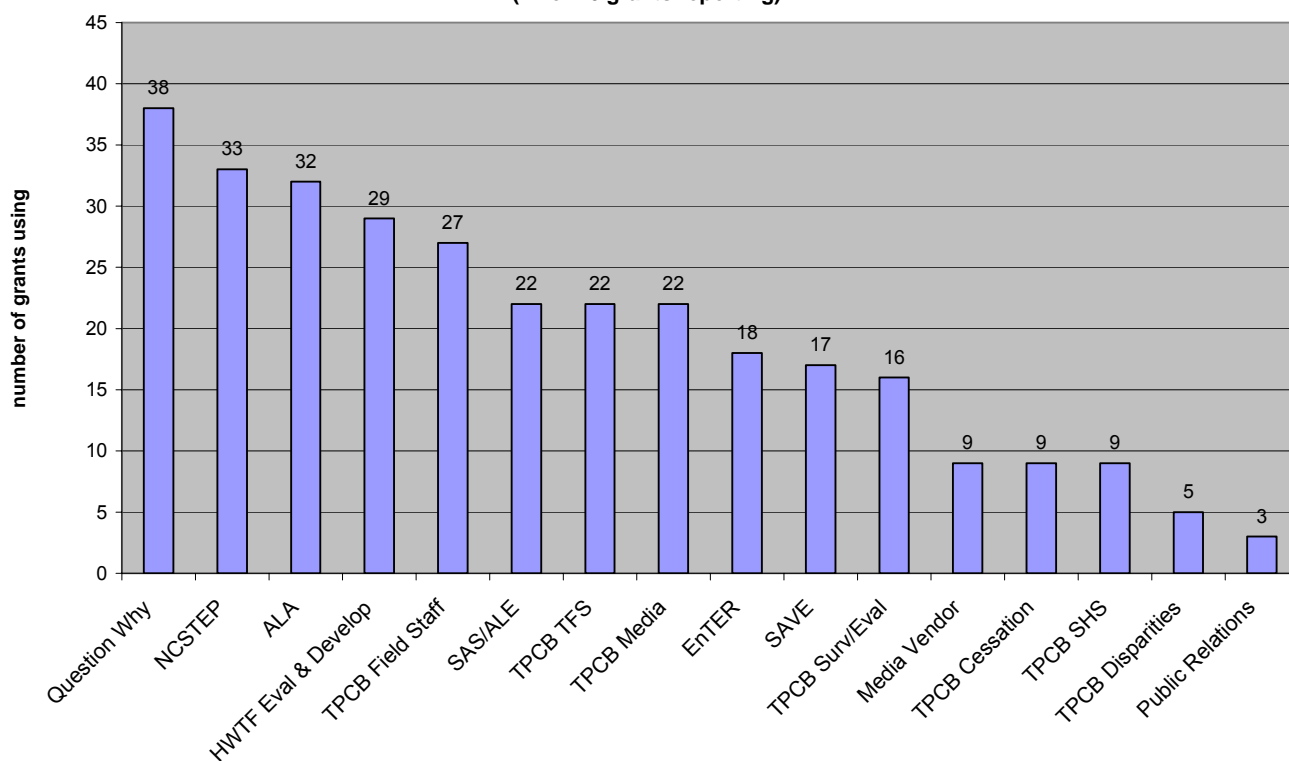
E.1. Utilization of Resources

Grant coordinators reported their use during the current six month reporting period of 16 different support, TA, and training providers contracted by HWTF. Figure 6 shows the number of grant coordinators reporting use of each provider, from highest number to lowest. Five providers were reported used by over half of grant coordinators: Question Why, NCSTEP, American Lung Association, the HWTF Evaluation and Development Team, and the TPBC Field Staff.

It is not expected that each provider will be used by every grant coordinator during a given six month period, as some providers offer expertise in areas that may not be a focus during that time. Primary providers of TA would be expected to be used by a greater number of grant coordinators. While 29 grant coordinators reported use of the HWTF Evaluation and Development Team, 15 reported not using them, a number that seems high given the new administrative structure of the program. Part of this may be due to the transition of primary contact from TPCB to HWTF in September.

Another issue relates to the way the TA providers are listed in the survey. TPCB functions are listed as teams (e.g. cessation team, secondhand smoke team) and the HWTF grant manager function is listed as Grants Evaluation and Development Team. This nomenclature was accurate when the survey was revised in July 2006. However the functions and names were changed during the course of the six months.

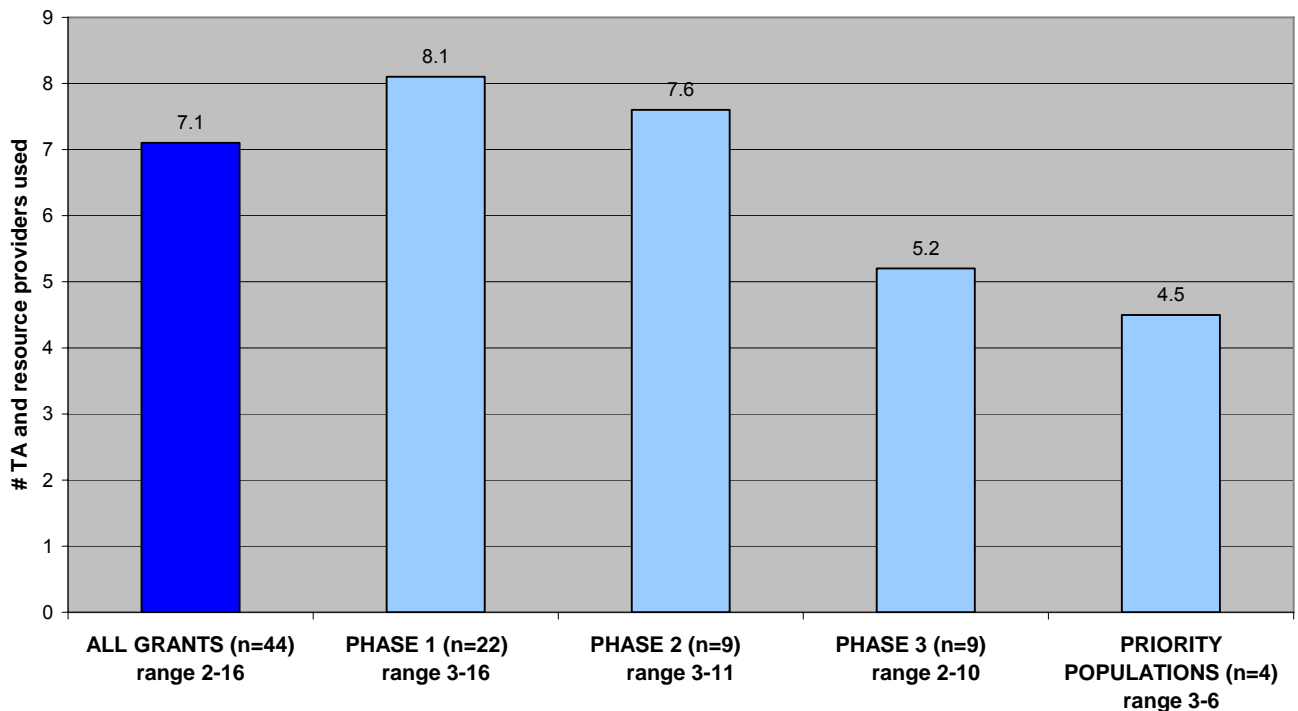
Figure 6: Support, technical assistance, and training providers reported used by HWTF TTUPC program grant coordinators Jul-Dec 2006 (44 of 46 grants reporting)



HWTF contracted TA providers

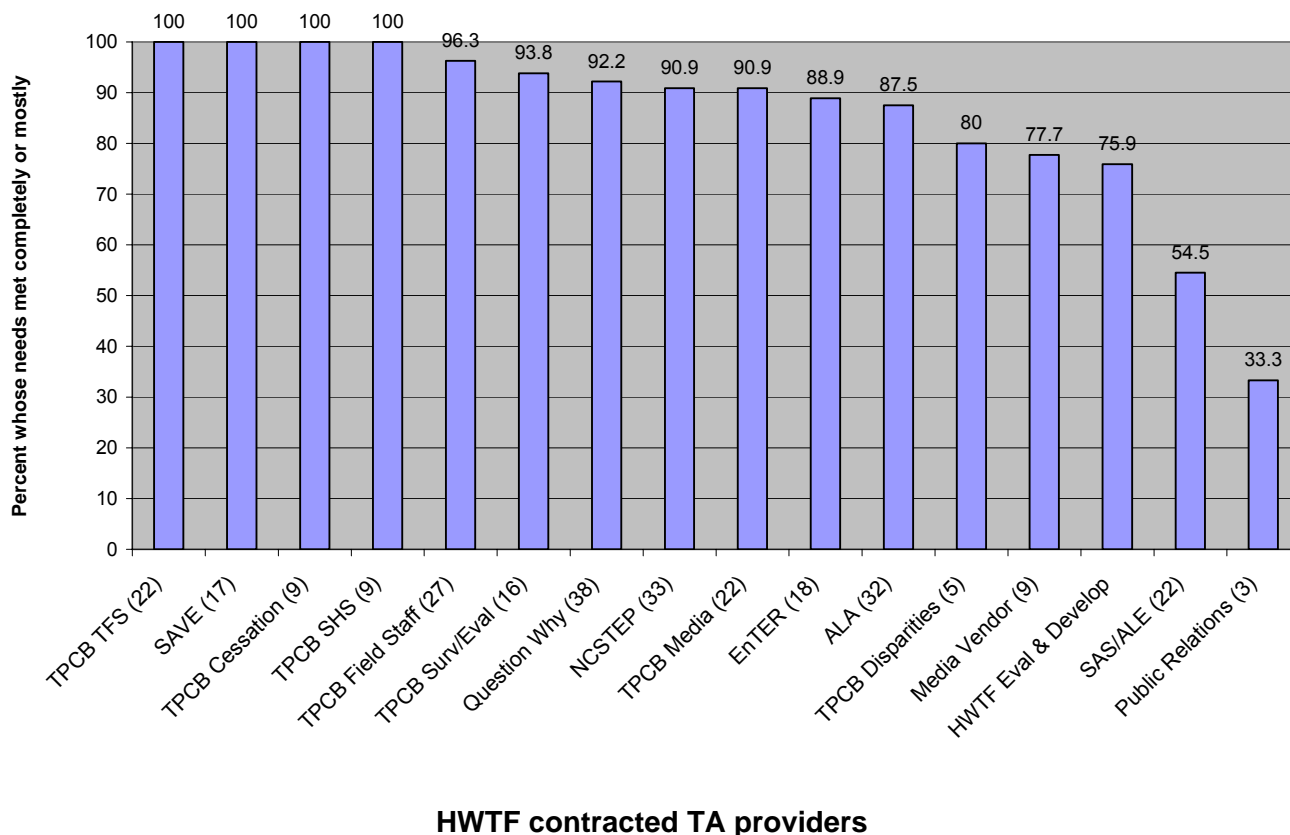
The average number of TA and resource providers reported used by each grant coordinator was 7, with a range of 2–16. Grants originally funded in Phase I made use of more resources on average than other phases, followed by grants funded in Phase II. Use of TA and resource providers during this reporting period may have been affected by confusion over how grant coordinators could access these providers and how providers could initiate contact with coordinators. Figure 7 shows the average number of providers that all grant coordinators reported using, as well the number used by community/school coordinators from each of the phases and priority population coordinators. Although all grants are now considered Phase III, only those newly funded as of July 1, 2007, are labeled as such in this figure.

Figure 7: Average number of TA providers used as reported by HTWF TTUPC community/school and priority populations grant coordinators July - December 2006



Grant coordinators indicating that a TA service had been used were asked to indicate how their needs were met by selecting one of the following: completely met, mostly met, somewhat met, and not at all met. A fifth option, "other", allowed for comments. Figure 8 shows that all (100%) grant coordinators utilizing the following four providers reported that their needs were mostly or completely met: TFCB Tobacco Free School Coordinator, SAVE, TPCB Cessation Coordinator, and TPCB Secondhand Smoke Team. Five providers used by grant coordinators were reported to have mostly or completely met the needs of 88-96% of the grant coordinators who indicated use of their services: TPCB Field Staff, TFCB Surveillance and Evaluation Team, Question Why, NCSTEP (Spit Tobacco Education Program), TPCB Media Coordinator, EnTER (secondhand smoke policy), and American Lung Association (ALA). Eighty percent or fewer coordinators reported their needs met mostly or completely by the TPCB Disparities Coordinator, the Media Vendor, HWTF Grant Managers, Substance Abuse Services/Alcohol Law Enforcement (SAS/ALE), and the Public Relations Vendor. The number of grant coordinators reporting use of each provider is in parentheses following the provider name on the figure below.

**Figure 8: Percent of HWTF TTUPC program grant coordinators who reported needs met completely or mostly (number using resource in parentheses)
Jul-Dec 2006**



E.2. Grant coordinator suggestions for improving linkage between TA providers and program grants

Thirty one (70%) grant coordinators offered comments and suggestions related to the request: "Please suggest one way that the Health and Wellness Trust Fund agencies (i.e., those listed in this survey, as well as the other community/schools and priority population grants) can be better linked with your program's initiatives." Fifteen of 34 suggestions (44%) related to increasing understanding of the resources provided and how they could be useful for grant programs.

Orientation to and communication of TA providers and their services

It would be beneficial if HWTF's media vendor would improve the TRU toolkit website by including a brief description of each TA provider and current contact information.

Perhaps hosting a meet and greet would help initiate the connection between new grantees and HWTF agency staff. Having a personal introduction and being able to exchange business cards would facilitate easier communication in the future.

The coordinators are still unsure of how to utilize some of the resources. With new employees coming aboard, it would be helpful to provide mini-examples of success/best practices in linking agencies with our initiatives.

To have the HWTF agencies extend or contact us on what services, changes, or updates they can offer for our team and the communities we work with. By providing an update, as a refresher, for our current employees, contractors with, and partners on services they provide or who can be of assistance to the areas that we work in and around, not just the major GRANTEE. This could increase partnership collaboration, as well as elimination of recreating the wheel when services are already available.

Still being fairly new to the grant, it would be helpful to know who the above mentioned groups consist of.

I am relatively new, and I don't know of a comprehensive list of the services that I have access to from technical assistance providers. It would be helpful to have all of these providers listed in one place, with the services available to grantees and contact information.

Being a new grantee I feel that most of the programs and resources are unknown to me unless the resource was accessed or located by accident or on my own. I believe that there should be some formal or informal introduction of these resources to new grantees. This would be helpful in creating knowledge of the programs and resources available to grantees to assist us in reaching our objectives. In addition, a contact person for each of these agencies should be provided to grantees as well. There needs to be a process of orientation for new grantees.

As we completed this survey, it has become apparent that there is a lot of ambiguity about the roles of the different TA providers within TPCB (Ex. What is the role of our Director of Diversity and Parity in contrast to that of our Field Staff, other Action Team members, or our Grant Manager). We suggest, as a statewide priority population grantee, to have a one-on-one meeting with our field staff or another person that can serve in the capacity of a liaison between us and TPCB and HWTF, as well as offer strategic guidance in the implementation of our AAP.

Let grantees know who all is on the different teams like Secondhand Smoke Policy Action Team etc. and their contact information.

Once the action teams of TPCB are organized, it would be helpful to have an informative description of what each team is responsible for providing. Also, please list a contact person for each team.

Continue to communicate available agency/grantee programs/services by maintaining TRU events and training calendars and via email

They might contact grantees via phone or email to remind them of services available, and establish more of a personal relationship.

It would be beneficial if any of the TA providers have a monthly or quarterly newsletter that they could possibly send out.

Periodically offer specific examples of how they have helped or could help local coordinators.

Provide a venue for continued dialogue between the agencies, community/schools and priority population grantees. Roles and responsibilities among people and agencies are constantly changing. It is easy for roles and responsibilities to change and individuals are not made aware. Dialoging will allow individuals to know who can provide help and assistance in various areas and grantees they can partner with to provide activities and services.

HWTF Process

My greatest concern has been addressed by allowing grantees to contact these agencies directly and without "funneling" them through the grants managers. Thank you for changing your policy.

Let them (TA agencies) become more accessible to grantees without going through third parties.

Once the lengthy HWTF transitional phase is completed, I think that we will all be able to collaborate more on our initiatives.

Approval processes are intensive and lengthy, requiring energy and time that could otherwise be better spent moving forward with Annual Action Plan.

I would recommend more feedback to the grantees after submitting IPTS monthly.

Trainings and regional gatherings

Have trainings more frequently and closer.

Continue to support and suggest regional activities. Doing this allows greater numbers of youth to be involved.

Offer regional trainings where community leaders can attend and not just for grantees.

To ensure accessibility of trainings to our youth, such as Y's Tobacco 202 and Red Flag trainings, we suggest that we work alongside Y/TPCB to serve as a training site and to offer translation of these amazing trainings that are currently, to our knowledge, not offered in Spanish.

Listserve

We suggest that there be two lines of communication in what is currently the one TRU listserv. One for messages that are mandatory, urgent and/or contain deadlines that are from HWTF, TPCB, TPEP, and TA (i.e. conference calls, conference registrations, staff, and process changes). And another communication line for general grantee information exchanging such as request for smoke-free survey, articles, etc.

I would like to have a way to be added to their listserv, if they have one.

Media

Please consider media buys in our neighboring states. Virginia TV stations are viewed and newspapers are subscribed to by northeastern NC residents. Rural areas in the eastern NC are often not provided with the same kind of opportunities as urban areas.

I think there should be more structure to regional media. For example, I would like to pull together several surrounding counties and use money from each of our budgets to fund several initiatives which will cover all of our counties. There could be additional support in this area.

Suggestions related to specific providers

I would like help linking with **ALE**. These folks have not always been available when I needed them and I have had difficulty thinking of ways to promote the Red Flag Campaign.

I recommend that resources are provided to enable **NCSTEP** to develop its own website. It would give a simple contact point for people seeking more info and resources on spit tobacco.

It would be helpful if **Question Why** provided their training resources after they conduct a training so that if the local grantee needs to duplicate the training, they have the resources in hand to do so. There are times when it is not logistically possible for Question Why to come do a training, but we need to conduct it ourselves.

It would be great that during the next action planning process that we could schedule a time to speak with the **priority population TA providers** to give us insight into programming ideas/best practices for priority populations.

Other Suggestions

It would be great to have a list of all the grantees who work in different venues to encourage tobacco free environments. For example a list of all the grantees working on schools, a list of all the grantees working in churches, etc.

Tobacco use awareness days and weeks (Great American Smokeout, Kick Butts Day, etc.) are wonderful opportunities for agencies to link with local program initiatives. Providing turn-key resources in advance of activities for use with local schools and community groups would greatly enhance programs.

E.3. Requests for TA in coming 6 months

Thirty-seven (84%) grant coordinators responded to the question, "What technical assistance and/or training would be most helpful to your program in the next six months?" Eight coordinators had multiple requests. Suggestions are listed by initiative goal area, followed by infrastructure-related categories.

Prevent Initiation

Youth Prevention and Empowerment

- TATU, Freedom from Smoking (Alamance)
- Tobacco 202 training for our youth in the second half of the year. (Union)
- Recruiting and retaining youth training. (Henderson)
- Tobacco 101 for SWAT team. Other youth trainings. (Mitchell)
- Youth advocacy.(Duplin)
- Needs will be met at the February conference and subsequent Question Why trainings. (Coastal, Durham)
- Youth Coalition/Advisory Board development (Chowan)
- Question Why trainings (Surry)
- availability to ?Y trainings for use even when ?Y cannot hold the trainings for the groups in my county (i.e., right after school during preexisting meeting times) (Alamance)
- SAVE (Surry)

Youth Access

- Red Flag Training/ Merchant Education (Forsyth, McDowell, Surry, Nash)
- How to effectively partner with our local ALE (Ashe, Nash, Surry)
- Collaborating with ALE to obtain a list of non-compliant merchants and support in creating a bilingual Merchant Education/Red Flag Training. (El Pueblo)

Tobacco Free School Policy

- 100% TFS assistance (Surry)
- Another 100% Tobacco-Free School Leadership forum in the Sandhills region, specifically targeting Hoke and surrounding South Central counties. (First Health)
- Meeting with the Director of Tobacco Free School to identify 2 counties that have the highest Latino population where TFS efforts are taking place to coordinate advocacy efforts. (El Pueblo)

Reduce Secondhand Smoke Exposure

- Secondhand Smoke (Surry)
- How to work on youth-led smoke free parks/churches (Forsyth)
- Laws, preemption, and State Statutes on issues of tobacco; science of outdoor exposure to secondhand smoke. (Chowan)
- Stop Light restaurant campaign; more access/information to EnTER training and support. (Blue Ridge)

Increase Cessation opportunities

- Creating an effective workgroup to come up with strategies for helping Latino youth to quit. (El Pueblo)
- N-O-T training (Mitchell, Cleveland)

Evaluation/iPTS

- How to develop an effective evaluation tool (program and community impact level). (El Pueblo)
- Further training in the iPTS reporting system. (Duplin)
- With 3 new youth coordinators plus a new project coordinator being hired for this program, extensive training in iPTS (Northeast Partnership)

Media

- Swiss cheese articles and releases that can be used on awareness day, at events and holidays on a website we can access easily. This would save time and give us the opportunity to plan media better. (Wilkes)
- Urgent need for updated media guidelines, and well as an easily accessible list of approved media examples or templates. The second half of this year will see two counties promoting the new 100% TFS policies which will be in effect for the 2007 school year. Because we must not only have HWTF approval of media ads, but that of local school & SHAC representatives, the development and placement of media in partnership with our local youth has many time constraints. Having everything available before the creation of the messages will be the most efficient use of our time and money. (TRU 6 Haywood)
- Media help as we get ready to promote the new tobacco free playground and athletic field policies. (Guilford)
- Developing/utilizing a media strategy for disparate populations. (Mecklenburg)
- Media should be more culturally sensitive.(Lumbee)
- Media training (Lenoir)
- How to write effective Public Service Announcements. How to effectively prepare and video a skit or dialogue. Components needed to effectively write an editorial to get the public's attention. (Halifax)

General including orientation

Best Practices

- Best practices approach to reducing teen tobacco use initiation. (Rowan)
- Gold Standards in areas such as cessation, smoke-free dining, media campaigns, prevention, spit tobacco, etc. Find an example of a county that has created the gold standard for advocacy in one of these areas, and let us hear about it. (Orange)

Orientation

- With 3 new youth coordinators plus a new project coordinator being hired for this program, extensive training in reporting and resources. (Northeast Partnership)
- As a new employee, I would like an overview of specific resources each TA can provide to help make all information easier to apply on the local level (Chatham)

Overall management/Communication

- Trainings on grant guidelines, expectations, and compliance. (Cherokee)
- The major issue is knowing what events are occurring (ie...5A's, Physicians attending school meetings). That would do a lot for assisting us in meeting these objectives. (Old North State)
- To have our grants manager remind us of upcoming trainings, conference calls, or mandatory meetings that the NCCIA team needs to or can attend and participate in. Also to remind us of what the chain of command or requirements are for most of the initiating contacts, meetings, media developments, reporting, and collaborating with other HWTF. (NC Commission Indian Affairs)
- It seems like every time I think I have figured out what I should be doing, I am told that I need to focus my attention on something else. I need concrete suggestions as to how to accomplish the goals of HWTF. I am concerned that if I say I need training in one area, I will be told I am not supposed to be working in that area, anyway. (Watauga)
- Overall guidance from the HWTF Grants Evaluation and Development Team would be helpful. (Governor's Institute)

Miscellaneous

- A meeting for networking with other grantees. (Buncombe)
- Current events and where tobacco is heading politically. Although grantees are limited in what they are allowed to do, it is still in good interest to know and understand the political trends in health as well as know how to answer questions from the media (according to HWTF). (Hertford)
- More online training would reduce amount of travel. Earlier notification of training events and more events in the western region. (Macon)
- 5A's media and school policy are our primary focus for the next six months. Understanding how HWTF can assist us would take some thought as to what role they can play in the implementation. In some regards, we're already being assisted with MEAC and CIAA events approaching. (Old North State)

F. INDICATORS

F.1 Youth Involvement

The percent of HWTF TTUPC Initiative program grants reporting youth groups and youth who are active in planning and implementing tobacco prevention activities remains over 80% (Figure 9). While just over half of grant programs reported active and trained youth from identified populations, the percentage has declined over the past two reporting periods. Grant coordinators not reporting youth groups includes two Phase I community/school grants, two priority population grants, and three new Phase III grants.

Figure 9: Percent of all HWTF TTUPC program grants reporting youth groups, active youth, and trained youth over four semi-annual reporting periods
Total number grants Jan05-Jun06 = 38; Jul-Dec06 =46

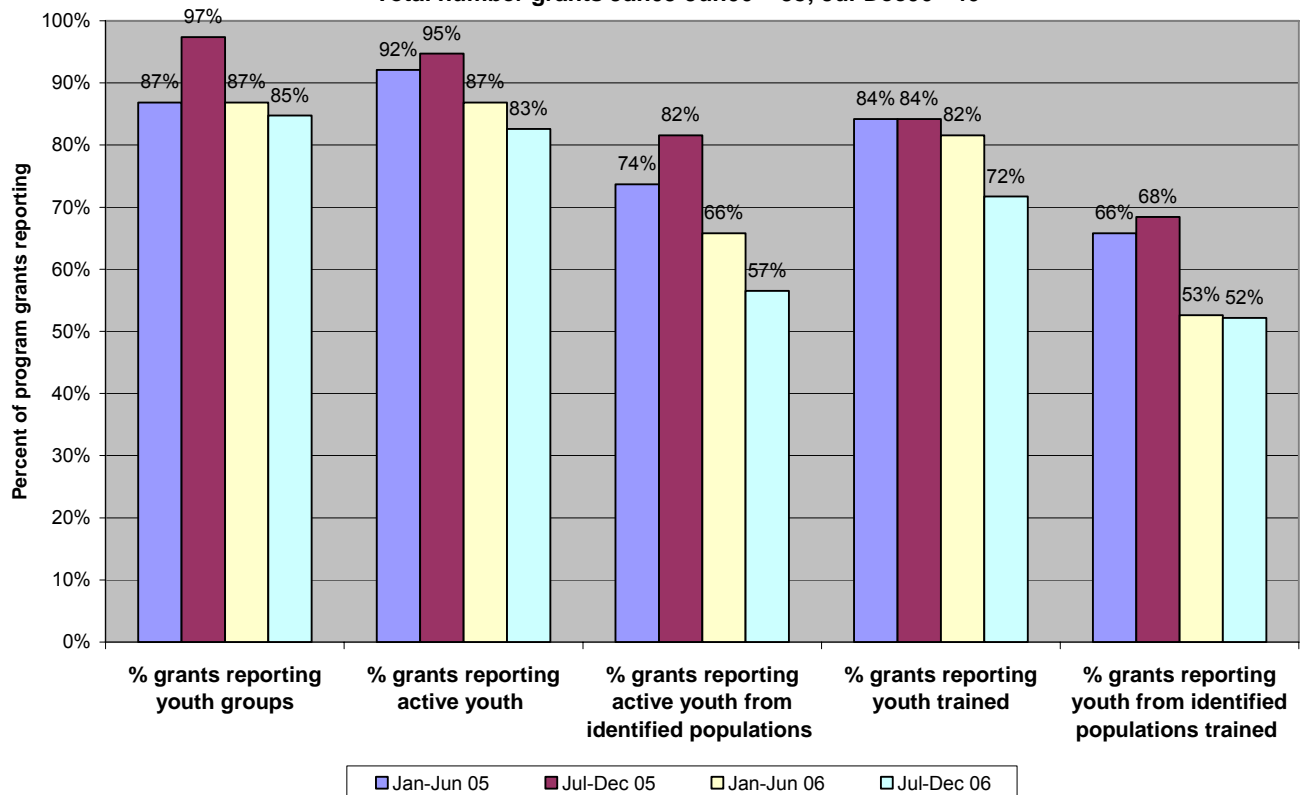
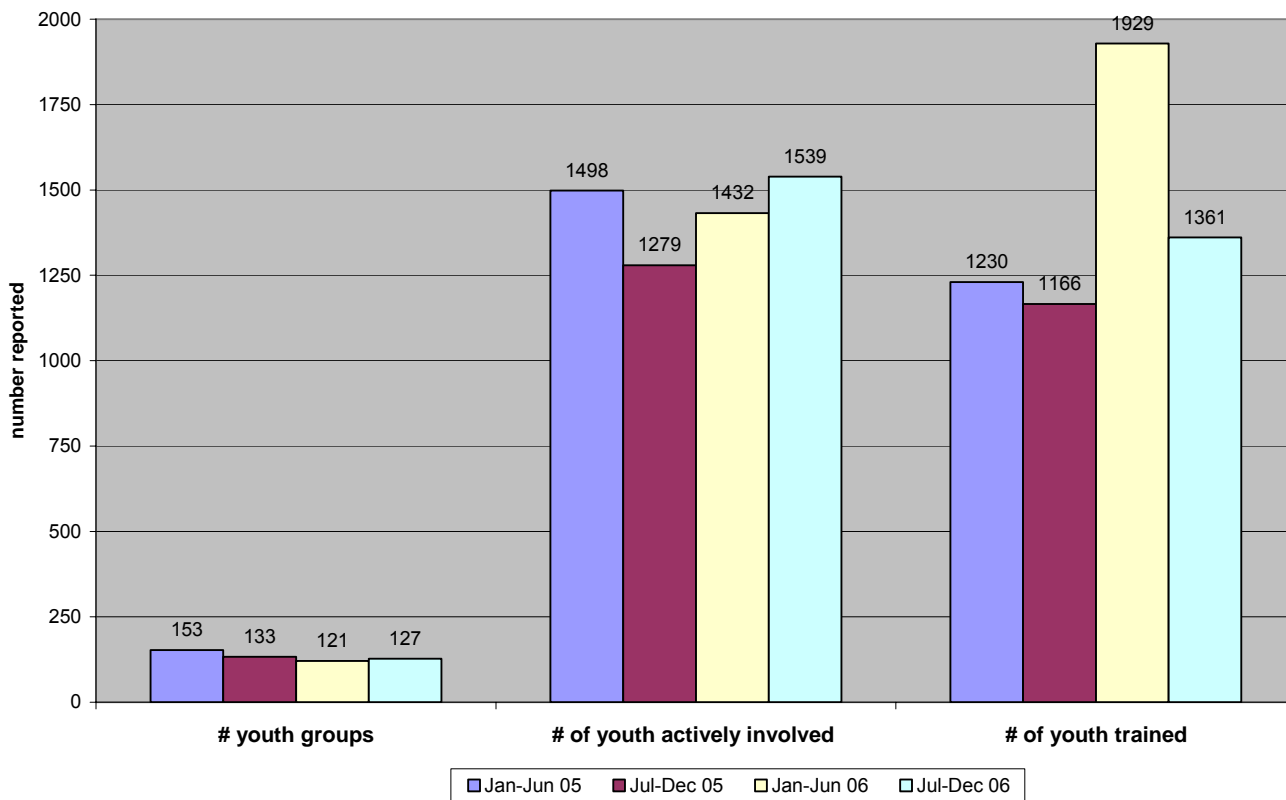


Figure 10 shows that the number of youth groups reported for the first six months of year four of the HWTF TTUPC Initiative. While the number is slightly increased from the previous reporting period, which would be expected with the addition of ten new grants, it is still less than the number in the first two reporting periods. Grant coordinators reported the highest number of youth to date who are actively involved in planning and implementing tobacco prevention activities.

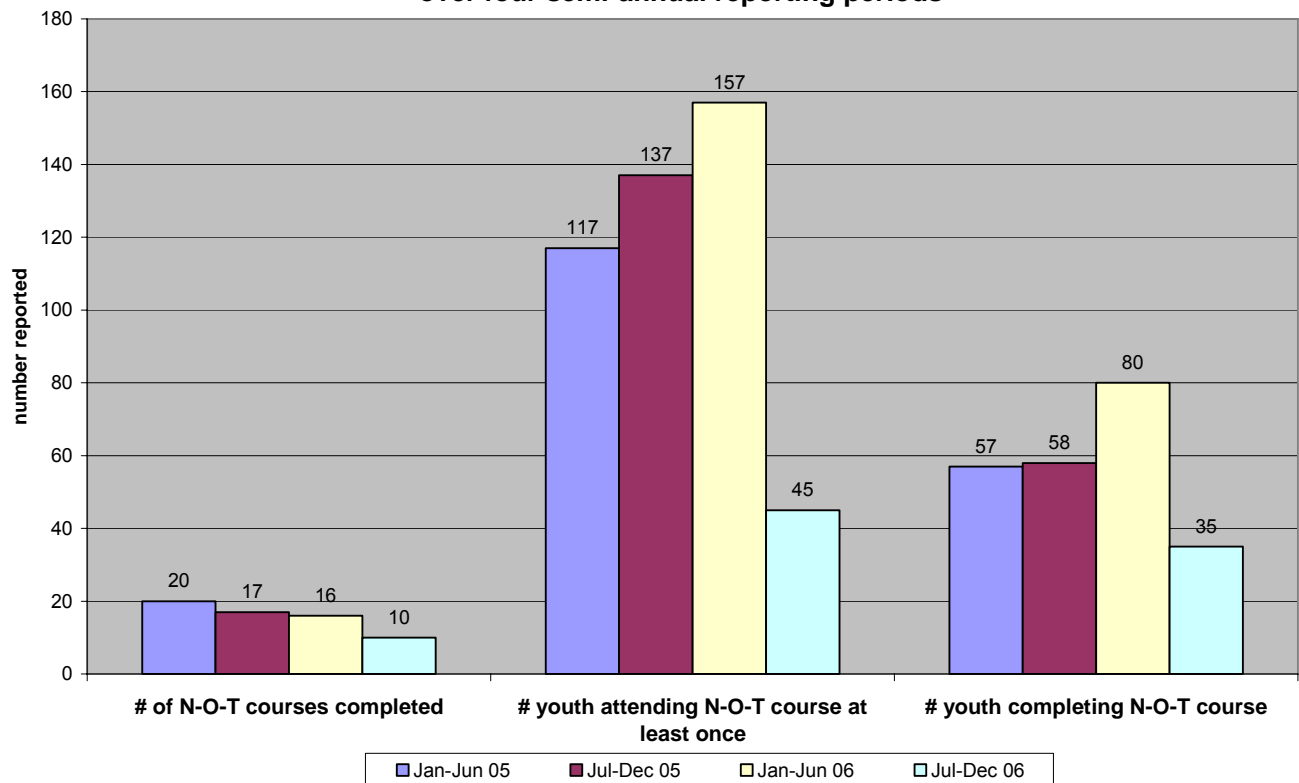
Figure 10: Number of youth groups, active youth, and youth trained reported by HTWF TTUPC program grants over four semi-annual reporting periods



F.2 Not on Tobacco (N-O-T) program

Only 3 (6.5%) grant coordinators reported indicators related to the N-O-T teen cessation program. Figure 11 shows the number of N-O-T courses held, the number of youth attending at least one session, and the number of youth completing all sessions. While the number of youth attending and completing N-O-T courses is lower this reporting period, 78% of those attending at least one session were reported to have completed the ten session course, higher than any previously reported percentage. Youth from identified populations represented about 70% of the number of youth reported attending at least one session and youth completing all sessions, and were reported by one grant coordinator.

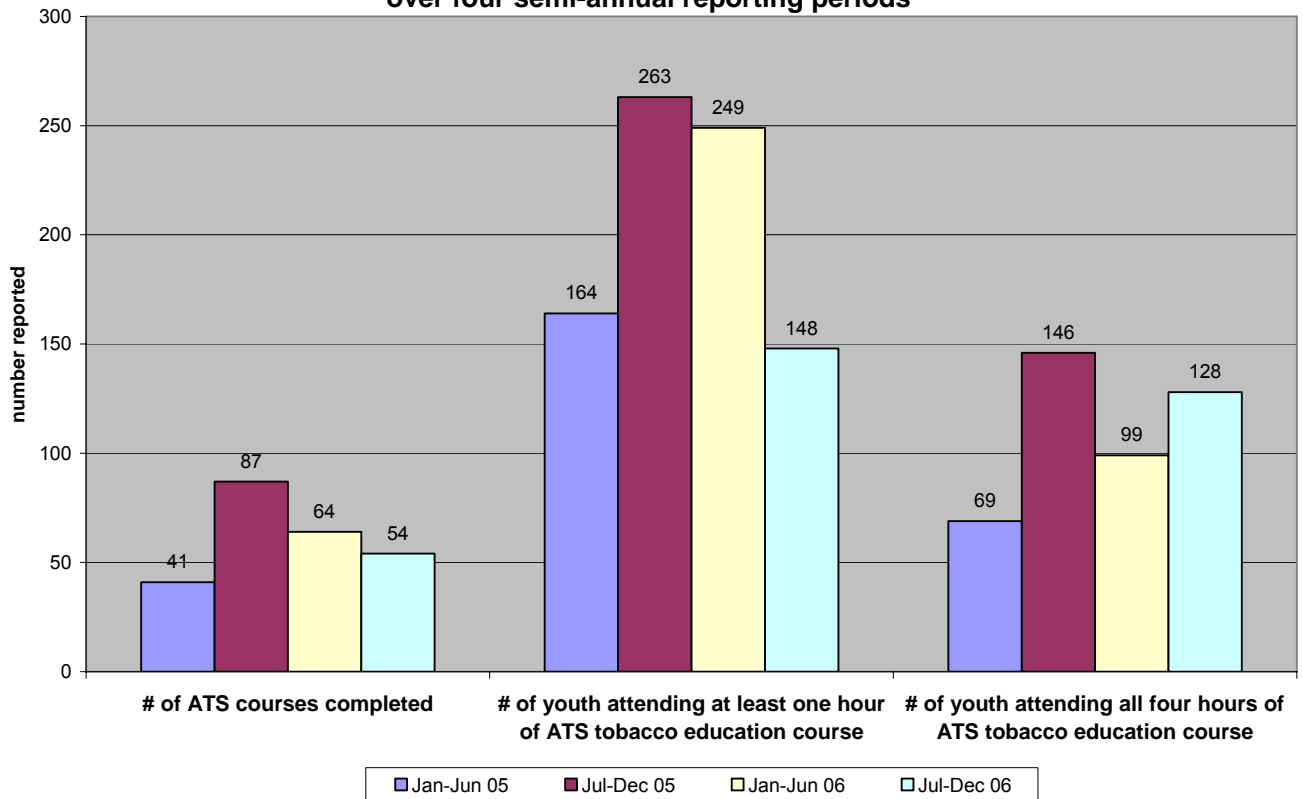
Figure 11: Number of N-O-T courses, youth attending once, and youth completing 10-session course reported by HWTF TTUPC program grants over four semi-annual reporting periods



F.3 Alternative to Suspension (ATS) program

About a third (35%) of grant programs reported tobacco-related Alternative to Suspension (ATS) programs. Figure 12 shows the second highest number of students completing the 4 hour classes from the four semi-annual reporting periods, with the highest percentage (86%) of youth who attend at least once completing the classes. Youth from identified populations represented approximately 30% of the number reported as attending at least one session or completing all sessions of the ATS program.

Figure 12: Number of ATS Courses, youth attending once, and youth completing all 4 hour ATS classes reported by HWTF TTUPC program grants over four semi-annual reporting periods



Forty-six percent of the community/school grants charged with working in school districts that do not have 100% TFS policy reported schools with tobacco-related ATS programs, compared to 69% of grants working in school districts that have adopted 100% TFS policy reporting schools with tobacco-related ATS programs.

F.4 TFS Adoption and Compliance

Eight of the 18 (45%) school districts related to HWTF community/school grants report policy adoption in SHAC action plans. Thirty-eight of 57 (67%) districts that have adopted the policy report implementation of policy in SHAC action plans. Over a thousand schools were reported to have 100% TFS signage.

G. NARRATIVES

Preventing Initiation: Prevention education and youth empowerment

The Vance County Students Warning Against Tobacco (SWAT) was formed in both Henderson Middle and Eaton Johnson Middle Schools. For the first time the LEA had a SWAT Team to participate in the local Christmas Parade, with a float and banners promoting the 100% Tobacco Free Policy. *Vance*

I feel my biggest accomplishment is starting the SWAT team. After partnering with the High School's HOSA club to get us started, we have had 20 active students in the program so far. Up to 30 students have participated in preparations for events. The SWAT team has met every month since September during club days. They have successfully held 2 events: Tackle Tobacco Day and the Great American Smoke-out. During the Tackle Tobacco Day, students reached over 350 people during a football game promoting 100% TFS Compliance. SWAT members also spoke with youth about initiation. Hopefully the SWAT team will continue with all of their hard work in the coming year. *Mitchell*

Being a new coordinator for the Macon County grant, our first major accomplishment would be the formation of a youth group at Franklin High School. There had never been an active youth group in Macon County and this was a priority for us. We contacted ?Y and set up a Tobacco 101 half day training at the school, providing pizza to the participants. Eight youth attended this training. From this group our TATU group has formed. A couple of new youth have also joined in the activities (such as tobacco presentations at Rotary and Kiwanis, peer education displays at the high school, and preparing PSAs for local media outlets). The group has even recruited an athlete or two to join. The group is meeting in the mornings before school, approximately twice a month (depending on the activity they are working on). The high school nurse, who is involved with the group, provides her office for the meetings. "Getting local youth involved has been a crucial component to the overall success of our tobacco prevention and cessation efforts." The youth are full of energy and are excited about getting involved with the local efforts. *Macon*

In the last 6 months I am happy to report that the first-ever TATU club was formed at Hudson Middle School in Caldwell County. We chose to start with the 6th graders at one of our larger middle schools and use this group as a pilot for any future schools. At our first club meeting we had over 75 participants, with an average of 35-40 kids attending. Each teen facilitator was responsible for about 7 kids. The Hudson T.A.T.U. club met once a week for 3 months, with a different theme each week. Topics covered included smoking and Hollywood, major health effects of tobacco use, and cost of tobacco. Several displays were also used. Teen facilitators devised interactive games and activities to help the younger kids learn the material in a fun way. Youth-oriented tobacco prevention ad videos showed the kids what other youth are doing across the nation. We were completely overwhelmed by the excitement that the 6th graders had for the program. The teen teachers had a blast working with this group and are planning to work with another school's 8th graders this spring. An ALA grant helped make this possible, so I am extremely grateful to them. I have never worked with such a dedicated and hard working group of high school students, and I give them praise for all their hard work and time on this program. Without them it would never have been started. We are currently planning our spring program and have high hopes that it will be as successful as this one. *Caldwell*

I began working as the Youth Tobacco Prevention Coordinator in mid-September, at which point this position had been vacant for 5 months. There had been an active Teens Against Consuming Tobacco group of about 12 teens when the last coordinator left. Of those 12, only four returned to be active members. In the course of three months, I recruited teens from Durham County schools to create two TACT groups. One is county-wide, consists of 15 active teens, and meets at YMCA branches monthly. The other is comprised of 20 Southern High School students and meets at the high school monthly. Both groups also meet throughout the month to conduct or take part in educational or training activities. In December, I coordinated a Tobacco 101 Training where 12 TACT members were trained. I am so pleased with how well I have been able to recruit teens, and am anxious to begin accomplishing more and more objectives with this dedicated and enthusiastic group. *Durham*

Henderson County's major accomplishment for the past 6 months is not a specific event or activity. Our major accomplishment is that we have 2 schools with youth groups totaling 24 members (20 of which took a role, however small, in something we have done during the past 6 months)! We even have one youth set to attend the P2W P2L Youth Summit in February! Although this may seem minor compared to other grantees' accomplishments, Henderson County has seen youth group member numbers dwindle over the past 9 years. (Last school year, we only had 3 active SWAT youth in the whole county). There is so much youth tobacco use prevention work to be done in Henderson County and so many opportunities; we needed to focus on getting our

participation numbers up. Now that we have youth interested in tobacco prevention and feeling like they belong (with awesome new SWAT Club member shirts and hoodies – they loved them!), we have to get them trained and mobilized. While we have had several false starts during the past 6 months, i.e. youth saying they would do something and then not showing up, the next 6 months hold great promise! We have trainings scheduled (Jan 20) and activities/events planned. Most importantly, we are about to bring a Youth Coordinator on board whose sole focus will be to get the youth moving and ignite their passion for tobacco prevention and youth advocacy work!
Henderson

This fall the Hertford County High School TATU club has been requested by local community leaders to participate in numerous county and community based events. These requests are a direct result of the media coverage for their community events and school activities from the previous school year. The students are making themselves known as youth interested in improving their environment and school system. Their enthusiasm is contagious, resulting in an initial club meeting with over 65 students. The HCHS TATU club is in its second year and continues to work energetically toward policy change. *Hertford*

The best accomplishment in Watauga County in the past six months is the Making A Difference leadership training program, a week-long summer day camp. Approximately 40 youth participated as first time advocates and as youth leaders. Youth were trained in Tobacco 101, the Red Flag Campaign, leadership style and personality type, and heard from SAVE and other speakers impacted by tobacco. Students visited grocery and convenience stores to conduct Operation Storefront, called on restaurants to speak to them about their tobacco policy, and conducted a survey about smoke-free dining. At the end of the week, letters to the editor were written and earned media was generated. The camp proved to be a powerful tool to recruit students for the high school club.
Watauga

Chowan Hospital Foundation's nicoTEEN Free Way Program hosted a regional ALA TATU/Tobacco 101 teen training at the Edenton United Church. 50 teens and 7 adults representing 5 nicoTEEN Free Way High Schools attended this day long training. With lots of planning and creativity this TATU training was action filled, high impact, and fun! The teens were energized for a mission in tobacco use prevention advocacy work in their schools and communities. As teen mentors, these enthusiastic nicoTEEN Free Way youth were equipped with skills to teach younger youth about the dangers of tobacco use. Teens performed puppet shows and took the stage in skits, singing, and dancing. As teen tobacco use prevention advocates these teens will be instrumental in policy change initiatives within their communities. Evaluations collected revealed positive feedback from the teens and adults as well as a high satisfaction rate among participants for attending the training. Follow up efforts were made to all teens attending with pictures of training and a certificate of completion. Since this training, these teens have been involved in tobacco use prevention presentation to younger youth as well as advocacy work promoting tobacco-free church grounds, parks, recreational facilities, athletic fields, playgrounds, and smoke-free restaurants. *Chowan*

In addition to our existing partnerships, we established new partnerships with the American Red Cross Youth In Action group and West Rowan High School's Junior Reserve Officer Training Corps to train and engage youth in youth tobacco prevention and cessation efforts. By attending a Question Why Youth Empowerment Center training workshop we hosted on December 9th, 8 youth members and 4 adults received Tobacco 101/Youth Advocacy 101 training and are planning and implementing activities to reduce youth tobacco use initiation, connect youth with tobacco cessation resources and strengthen compliance with the school system's 100% TFS policy. A Salisbury Post reporter attended the training, interviewed participants, and wrote a story featured on the front page of the Area News Section on December 10. Some quotes from the story:

- Tress Lilly, 16 a student at North Rowan, said he will try to convince his friends to stop using tobacco products. "I'll tell them about what it can do to them-the cause and effects."
- "We want to help people quit," said committee spokesperson and assistant chairman Melanie Strickland, 16.
- "Because of radiation, he lost his (grandfather with cancer due to smoking) taste buds and some feeling in his tongue," she said. "We've already lost one person (in our family) over it. I'm trying to get the point across to him (her father) not to smoke," Hartwell said.

Empowering and training our youth to encourage and enable other youth to abstain from or quit using tobacco is central to our ultimate objectives of reducing teen tobacco use prevalence and health problems caused by tobacco. *Rowan*

My TATU team won first and second place of the American Cancer Society skit competition for the Great American Smokeout. They were provided a free pizza party, and the night of the pizza party, the mother of one of my students told me that through her son, and the TATU/HWTF programs, she has learned so much and has

decided to quit smoking. That was his goal when joining the TATU program. He hated that his mother smoked all his life, and wanted to gain knowledge to teach her the dangers of tobacco. This was so wonderful to hear, because it emphasizes that through these students we are also reaching their families. *Nash*

The TRAIL (teaching responsible actions in life) teens have all been trained in Tobacco 101 by Question Why. After their training, we decided to partner with the local hospital and offer a "Pack Swap" in conjunction with the Great American Smokeout Day. Students handed out flyers to their peers, made announcements at their schools, and we had a write-up in the paper about our initiative. We had a table at the Concord Mills Mall food court for youth, and the hospital had a table for adults. One lady approached the youth table with her husband. The students eagerly greeted her, gave her information, and led her to the adult table. She saw my name badge and asked if I worked for the Cabarrus Health Alliance. After I told her what I did, she said she was encouraged by her daughter, a TRAIL member, to swap her pack. Our teen felt so strongly about her mother quitting that she made her come out to our event. Youth are great advocates to their peers, but I think even stronger advocates to their families. This is a true success story! *Cabarrus*

I asked one of my youth, a member of the Mecklenburg County TRU advisory board, to fill out this report this time. *Mecklenburg*

Michelle Demery, a senior at Southeast Halifax High school has been a TATU peer educator since her freshmen year. Michelle is thrilled to have had the opportunity to learn the reality of tobacco products and how they can destroy the body. Presently she is the president of the organization and has not been idle in her pursuit for better health during her years at Southeast. Demery advocates tobacco-free lifestyles for all. The TATU peer educators were instrumental in Halifax County Schools Board of Education decision to ban all of tobacco products from all school system properties by anyone at any time. When asked during an interview why she is such a staunch opponent of tobacco use, Demery replied, "I know a lot of people who smoke and I wanted to get the message out that using tobacco is not good for them and those around them." She is adamant about always being prepared when making presentations and presenting the truth to those she speaks with. Michelle said that her years in TATU have helped her learn leadership skills, which she describes as "Not just having others do as you say, but working closely with others to hear what they think." Michelle plans to attend the University of North Carolina at Chapel Hill to become a physician. She emphasized that "These skills will help me when I become a doctor." Michelle, with her enthusiasm and a willing spirit to help others, has had a great impact on her peers, family and community. She plans to use the skills learned to be an advocate against tobacco on the college campus. *Halifax*

I am so proud of the Youth Advisory Council in the planning and execution of the Tobacco Free Dance this month. The youth began planning in October and the Tobacco Free Dance was conducted on December 1st. The goal of the event was to provide an opportunity for the youth advisory council to demonstrate positive role modeling regarding being tobacco-free, promote tobacco-free public service announcements/messages, recruit new members to the YAC group, and promote awareness among students of the TFS movement. An estimated 100+ students attended the dance. Nearly all participants were African American. With persistent guidance from the youth coordinator, the YAC group was in charge of creating and disseminating invitations, choosing and setting up decorations and the menu, as well as planning all public services announcements and activities during the dance. SAVE survivor Terrie Hall attended the event and gave a brief presentation which was well received by students and adult chaperones. Two YAC students presented separate tobacco-free raps which received wide applause! The DJ played YAC tobacco free radio rap as well. One YAC student gave a general announcement about the purpose and activities of YAC, the importance of TFS and info on how to get involved. At least five potential new recruits were identified at the dance. Since the dance, the youth tobacco prevention coordinator has received many positive comments regarding the outcome of the dance from youth, parents, and adult chaperones. One youth who attended is part of the Winston-Salem Foundation's Youth Grant Makers Council and invited the YAC group to submit an application for youth grant makers project funding.* *Forsyth*

For Red Ribbon Week 2006, we were directly involved with three schools promoting tobacco prevention and cessation activities. In addition, two schools offered activities of which we were aware (one had a statewide known speaker, and the other involved a local business working with a school youth group). We also know that the safe and caring schools' coordinator, who also serves as the school health advisory council chair, encouraged activities in all schools in the county. In two high schools, youth educators setup lunchtime booths for their peers, and also encouraged them to write postcards to their favorite restaurant, either asking them to go smoke-free or thanking them for being smoke-free. 71 postcards were mailed to the restaurants with a letter providing them with the advantages of smoke-free business information. Youth were enthusiastic and are motivated to do more

activities in the spring. One primary focus this year was to highlight spit tobacco, sharing Gruen Von Behrens information and Mr. Gross Mouth. Two articles were published in the local paper referring to activities during Red Ribbon Week. At the middle school, sixteen children organized and implemented a poster contest, and encouraged their peers to wear red clothing on Friday to symbolize their staying tobacco and drug-free. They distributed tobacco prevention activity books to all K-3 grade levels, and gave stickers, bracelets, balls, and other incentives with educational messages to grades 4-8. Red Ribbon Week activities rose to a major accomplishment because of the efforts made at all grade levels, the variety of activities that occurred, newspaper reporting, and the high school students' postcard advocacy to their favorite restaurants. *Chatham*

Alleghany County is a small and somewhat secluded community. Having a tobacco prevention program that involves youth is a first here and a major accomplishment in itself. The AHS Health Promotion Club is in its 3rd year now, working on tobacco-free programs at the schools and in the community. Other kids are really starting to catch on. Local coordinator had to turn kids away to be in the club at the beginning of the year b/c everyone really wants to find out more about the tobacco prevention/advocacy projects we do. Throughout our community there are examples of the kids' hard work towards improving their community, especially in eliminating SHS and tobacco liter. *Alleghany*

Students in the Media and Technology Class at Ashe Middle School were presented with material on the Dangers of Tobacco Use. After much discussion and sharing personal stories, the youth decided to create advertisements with the information they had received. The advertisements would run on their School-wide Broadcast, which aired once a month. The students broke into groups and began writing material that would hopefully begin to change the way their peers view tobacco use. The youth were guided by documented information and their classroom teacher. 3-4 advertisements were created for the months of October, November, and December and were included in the Broadcasts. Seeing this develop, with the youth at the helm, filled me with a sense of pride and reminded me just how much of an impact we all can have by just giving a little guidance and information. I was impressed by the enthusiasm of the students to become leaders and spokespersons for their peers, at an age where it seems so important to say and do the right thing to "fit in". The comments from student viewers have been positive and the messages well accepted. If we can change the views on tobacco use with our teens, then we will prevent youth initiation. I am proud of the efforts of the students in the Media and Technology class, and realize that they are the ones who will begin to create the change in social norms among their peers. *Ashe*

Preventing Initiation: TFS adoption and compliance

Passage of the policy. *Lenoir*

It has been a struggle to recruit teens from the Surry County schools which has been a big frustration. However, I was able to recruit teens from the Mt. Airy school system (SADD group at Mt. Airy HS) in the past month or so. They are really excited about taking on the 100% Tobacco Free schools campaign for Mt. Airy city schools. It has really motivated and rejuvenated me as a TFC. It all started with SRO Inman at Mt. Airy HS. The principal put me in touch with her and we have met on several occasions about what I do and how youth can become involved. Finally after attending a meeting with the Mt. Airy SHAC, it all started to come together. A Board member was in attendance as well as school nurses, students, SRO etc. They decided to take on the 100% TFS initiative. Soon after this, I received a call by SRO Inman to attend a SADD meeting. I attended this meeting and explained what I do and what I would like to see done in Mt. Airy. The teens were very excited and said that yes they want to work toward 100% TFS goal. Cole Younger, SADD president, thanked me and hugged me for helping him to keep his promise as president to the student body and school. His promise was to do something really big for the school this year. So far I have met with the SADD students 3 times. The last two meetings were planning meetings. We planned and conducted a display booth with materials and incentives on 100% TFS, tobacco prevention and cessation at a Mt. Airy HS home basketball game. The teens that attended also encouraged visitors, staff, students, administration etc. to sign a petition in support of 100% TFS. The teens did a wonderful job and I was very proud of them. They obtained over 300 signatures. There was a big write up on the front page of the Mt. Airy News about what we are trying to achieve as well as a bunch of good statistics on 100% TFS. The teens also wrote an article about this in their school newspaper. We are going to meet again soon to discuss the next steps which include: more tobacco prevention activities geared toward support for 100% TFS, presentation to the Board about this, and trainings with Question Why. I hope I will also be able to convince the principal to adopt NOT and/or ATS at this high school. Lastly, I also hope that Mt. Airy city schools will adopt a 100% TFS policy and this will put pressure on Surry County schools to do the same. *Surry*

Another major accomplishment that we are very happy about is our progress with the Brunswick County Board of Education. We have presented at the Brunswick BOE Public Address and have been invited to participate in the

BOE Agenda on January 9th. Coastal Horizons Center, Project ASSIST and TIME (Tobacco Is My Enemy, youth group) president will attend the BOE Agenda and do presentations to encourage the implementation of 100% TFS policy. *Coastal Horizons*

TRU-6's major accomplishment is in Madison County. This county is known as a die-hard tobacco farming county, as well as a "mountain - don't tell us what to do in our own home, school, etc., " county. In 2003, the school board was one vote away from being the first of the nine Hi-Top ASSIST Counties to adopt a 100% TFS policy. Because of internal county politics that vote was tabled. It has taken 3 years of work by the local health educator, now health director to keep this issue alive in Madison County. Now, after three years, the local health educator, health director, TRU-6 Coordinator and Hi-Top ASSIST Coordinator have finally been able to meet with the school superintendent, principals and school board chair and present a new request for a 100% TFS policy in Madison County. As we go into 2007, we have the support of the superintendent - who has appointed a committee to work with use, of the principals - one who was a dissenting vote on the 2003 school board and is currently trying to quit smoking, and the school board chair - a former Madison County HS English teacher, who is taking information to her board in January and will request the group to begin work on a 100% TFS policy for Madison County. (She has already begun work to implement an ATS program into the high school.) While this in no way assures the adoption of a policy, it is a major accomplishment to have the active support of these individuals. (And we are extremely positive about a policy adoption by the end of the school year.) *Haywood TRU 6*

My youth group was able to survey a total of 500 attendees at various high schools in Wake County last semester concerning the TFS policy. We do not currently have a 100% TFS policy because of 2 administrative buildings that are on Wake County School property that are not tobacco free. However all of our school grounds are tobacco free at all times. We thought it would be helpful to test the compliance and awareness of the policy that we do have to find out if people are aware of it and if they would be interested in having all of Wake County School property 100% tobacco free. Out of 500 people surveyed, 459 (92%) said that they would like a tobacco free policy enforced on all Wake County School Property. We went to 4 different high school football games last semester. We got permission from the Athletic Directors to come out to the schools and most of them also had our announcements read as well over the PA system alerting attendees of the tobacco-free policy. We can now use these statistics to help us to push for a 100% TFS policy in January. *Governor's Institute*

There has been considerable movement in Alamance County in my six months at this job toward adopting 100% TFS policy and building a positive collaborative relationship between the school system and tobacco prevention supporters. Through the Substance Abuse Task Force, which is composed of representatives from about ten different community organizations, we were able to meet with the new superintendent of the Alamance-Burlington School System and speak with him about 100% TFS policy. He is extremely supportive of adopting such a policy, as well as having N-O-T classes available to students, and smoking cessation classes available to faculty and staff. We are working to increase our collaboration with the school system to create an environment that would foster a 100% TFS policy, including bringing in additional community organizations such as Alcohol & Drug Services, Alamance Regional Medical Center, and the Alamance County Health Department in order to provide the services and resources that are needed. We are working with the school system's prevention specialists to organize N-O-T classes, assist DREAM Teams, TATU groups, and SADD/SAVE groups, and providing the prevention specialists with training assistance and supplies. Working with the existing student groups has helped shape the image of a still-forming county-wide tobacco prevention youth group, by seeing what is already being done, and what other activities are still needed. In many counties, all of these planning activities and conversations with the schools would seem mundane; however, considering the adversarial nature of the relationship between the county's schools and the tobacco prevention supporters in the past, this new cooperative relationship is a major accomplishment and will lead to many positive changes. *Alamance*

*Students are actively involved (*proactive) in the media process within each school. Students utilize sports venues, posters, and the TV as a means to promote 100% TFS. * We have developed a great working relationship with the American Indian Mothers Inc. We are able to reach out to the smaller Indian communities through this organization. Youth to elders frequent the facility and are heavily involved in cessation, promotion of 100%TFS, and Prevention. * Our November Youth Conference drew over 150 students from 6 counties. Mark Ezzel and Shannon Fleg were presenters. The conference was Tobacco Free. Students signed petitions supporting 100% TFS in the state. In the month of November prevention activities were at their highest due to the " American Indian Heritage Month" Some schools were able to circulate materials and petitions were signed onsite. Our Youth Department was assigned at 3 schools a day to attend and speak to classrooms on up to auditoriums. The word is out and the passion has increased for Robeson and Hoke Counties to become 100% TFS.* *Lumbee*

I have only been in this position of tobacco prevention coordinator for three of the past six months. In that short time I have experienced that this program has very strong support from the Burke County Public Schools from the administration to the teachers to the school nurses to the parents. I have met and contacted the associate superintendent several times and he has expressed his endorsement and regard for the TFS initiative that was implemented July 1, 2006. He is very willing to make suggestions for effective compliance methods as well as follow-up on concerns that I have. I have worked with three principals and they clearly support my efforts and the TATU group's efforts to educate students, parents, staff, and visitors about the zero tolerance for tobacco use within the schools. Also, I have worked with school nurses and school counselors who understand the value of the program and want to implement the resources that I can provide to them. I have yet to speak to many parent groups, but those I have presented to were very supportive of the TFS policy. *Blue Ridge*

The major accomplishment in Orange County occurred at the Cedar Ridge vs. Orange High School football game on the night of Friday, Nov. 3, 2006. Prior to this night, the school had posted additional 100% TFS signage in the school and on the athletic fields. Nine TRU Peer Educators attended the game dressed in TRU gear (t-shirts and tattoos). They handed out 200 mini footballs - stress balls - with the TRU logo printed on them. These footballs were handed out and thrown into the crowd to students. Accompanying the football was a reminder of the school's 100% TFS policy (taken from the Tackle Smoking Project). Before the game started, the TRU peer educators set up a table at the field entrance with a TRU banner and smoke-free dining guide information. They also brought a boom box so we could play the tobacco awareness raps recorded by the Winston-Salem youth (we played both the 30 second and 60 second versions). There were pre-game and half-time announcements reminding the crowd of the smoke-free environment. Finally, students surveyed the audience to monitor compliance. During the game, only 1 woman was seen using spit tobacco and less than 5 adults were seen smoking. Students noted the areas that these violations took place, and reported it to school administrators. Additional signage and police monitoring will be placed in these areas for future games. *Orange*

After receiving training in the Alternative to Suspension program we were able to conduct the first ATS program ever in Duplin County. Four students attended the training and despite our initial expectations, these students were actually willing and eager to learn about tobacco and their personal tobacco use. The participants presented with open minds and actively participated in program discussions and activities. At the conclusion of the program, although none of the participants expressed an interest in participating in the N-O-T program, all students expressed an awareness that tobacco use is harmful and addictive and stressed that they would use their newly developed skills to reduce their tobacco use and possibly take the necessary steps to quit. *Duplin*

A major accomplishment of our program is that our school system has implemented the ATS policy. The policy change means instead of 1st offense automatic three day suspension, student now can attend ATS Program. This includes four middle schools and four high schools. Regarding a youth group formation, an application form has been developed. *Cleveland*

Eliminating exposure to secondhand smoke

The youth coordinator for Martin County worked for several months to educate and urge the management of the bowling alley in Williamston to adopt a smoke free policy. After visits, surveys and talking with patrons, the management decided in July to adopt a TFS policy. This also impacted the bowling alley in Elizabeth City (Pasquotank Co.) because while under different local management both are owned by the same gentleman. After seeing the positive impact in Williamston, the manager in Elizabeth City decided to adopt a smoke free policy also. *Northeast Partnership*

Our Youth Advisory Board spent the summer picking up cigarette butts at local parks. After 9 hours, we collected almost 3,000 cigarette butts in areas where youth frequent (playgrounds, outside pool areas, and shelters). The Youth Advisory Board was shocked by this and knew they needed to do something about it, so they began reaching out to our local Parks and Recreation Commission. After 2 months of extensive training, the YAB spoke before the Parks and Recreation Commission on November 8th and asked them to create a policy that would no longer allow tobacco use at the playground areas at 6 major parks and 14 athletic fields. To all of our surprise, that night they voted and passed the policy. The youth were so excited, high fiving and hugging each other afterwards. In the 6 years I have been working with teens on tobacco prevention, I have never seen a group of teens have such passion for a project and truly believe and understanding that what they are doing is making a difference in their world. We are now working on the signage and are trying to plan a commercial that the kids can star in announcing the policy. *Guilford*

Local P2P member Tiffany Buchanan has worked for McDonalds for over 2 years. She started immediately working with them to go tobacco free. She was outraged of the fact that the smoking section was on the playground. She helped advance the removal of smoking on the playground to a now 100% tobacco free place to eat. The owner also established the same policy change at his other store. *McDowell*

The major accomplishment in the last 6 months would have to be that 10 churches out of the 25 projected for this year have already adopted Tobacco Free Church Grounds policies. Many of these are a result of a very successful postcard campaign and some are from increasing education and awareness in the previous Picture Me Tobacco Free Photovoice Project. This is a major accomplish and puts us at a great place for meeting and potentially passing our goal. In addition, the recruitment of a Statewide Ambassador, a pastor, has worked extremely well for us. Because he is a pastor other pastors listen and because he is a parent other parents care about what he has to say. In addition, he has a passion for this message and shares the importance of protecting children from the hazards of secondhand smoke and tobacco free environments. He states, "I don't want my system poison, just because you decided to poison yours." His stance and passion for the message has been really helpful in the last 6 months and I am sure it will benefit us in the months to come.* *General Baptist*

When a program or event adopts a tobacco free policy that is always a major accomplishment. Family Resources in Cherokee County sponsors four events/festivals every year; these events are family friendly and are attended by people of all ages. Teens regularly attend the festivals and also participate in the events by performing and working in the booths. The TATU club has been a participant of The Kids Fair (one of the 4 events sponsored by Family Resources annually) for the past 3 years and uses the opportunity to recruit youth to tobacco prevention advocacy, provide the community with tobacco prevention & cessation education and educate on the dangers of SHS. They also conduct surveys and community profile campaigns during the fair. The TATU club has become a respected participant and was asked for suggestions for improving the event. Making the event tobacco free was recommended. Family Resources responded by not only adopting a tobacco free policy for the Kids Fair but for all 4 of their annual events. Jill Thistle of Family Resources stated "it only makes sense, we are here to help families and protect children, I just don't know why we didn't think of it before." The boundaries of all events/festivals will be flanked with signage stating tobacco free, all flyers/brochures will have the tobacco free message and it will be publicized through the media (local newspaper and radio stations). *Cherokee*

We are very excited to say that our Smoke-Free Dining Campaign and Restaurant Challenge has been very successful. We have received positive feedback from participating restaurants and interest from restaurants that want to be part of the Campaign and be on the Smoke-Free Dining List. Boleros Café in Wilmington agreed to make a change to their policy to include Smoke-Free Dining on Thursdays, since they cater to local school clubs and organizations. Since making the change, the manager at Boleros Café reported that customers are very happy with Smoke-Free Thursdays. We have been working with Boleros Café since Kick Butts Day 2005, doing presentations about the dangers of secondhand smoke and the benefits of going smoke-free, as well as offering technical assistance in making the change to their policy. *Coastal Horizons*

Working with two of our major partners, Buncombe County Project ASSIST and Question Why West, along with area high school TATU students, we made a presentation to the Asheville City Parks and Recreation Board of Directors. The presentation encouraged the board to adopt a tobacco free policy for our city parks. During the presentation, students presented over 750 signed petitions in support of the policy change. The board of directors were impressed with the students and their passion for community change. The board was in full support and plans on presenting the initiative to the city council in early 2007. Students will play a role in this presentation as well. *Buncombe*

This year the No Fumo Youth Leadership Program worked with a passionate group of youth leaders. These leaders, the Youth Advisory Committee, were essential to the planning of this year's Fiesta del Pueblo. They worked alongside our adult staff to plan the first ever Latino Youth Fair at the Fiesta. The fair was completely youth led. Youth ran their own No Fumo Teen Tobacco Prevention booth, helped to design PSA's for the 5 event stages, served as DJ's and MC's, gave out prizes, took surveys, distributed tobacco prevention and cessation materials, and brought a level of contagious energy. The combined efforts of our youth, led to the most extensive smoke free policy at Fiesta since the inception of the event over ten years ago. The event was complimented by many participants to be one of the most smoke free outdoor events they have ever attended. Our youth saw from this improved policy and their experience in making it come to pass, the impact of their advocacy effort on the health of their families, their community. They realized that their work led to a place where Latinos and non-Latinos alike could enjoy the rich cultural traditions of Latin America in an environment free from the harmful affects of secondhand smoke. These youth leaders have now committed to work with the No Fumo staff to see

increased policy changes that will lead to a decrease in the health disparities caused by tobacco use in the Latino community.* *El Pueblo*

Providing cessation resources for youth

As part of our effort to expand school-based infrastructure for teen cessation support, trainings were held for middle and high school nurses and counselors. The training included a comprehensive look at teen cessation issues, stages of change, and the importance of using the 5-A's model. Our goal is to tap into an already existing "helper" relationship that nurses and counselors have with students and to provide them with the skills and knowledge to act as "quit coaches." A number of nurses and counselors have used the 5-A's and the resources provided. As one nurse summed it up, "I never really thought about just asking." She was able to see the power of the 5 A's that starts by her initiating the conversation with students about their tobacco use. *Union*

In addition to implementing policy change on several church grounds, the major accomplishment of the Society regarding tobacco cessation was an event held at ECU in which Physicians of ECU, Medical School students and community leaders were in attendance for a presentation regarding smoking cessation. They were served lunch and also provided information regarding Old North States efforts in Tobacco Cessation and many of the Physicians signed up to become Physicians advocates for implementing policy change at their churches.* *Old North State*

On a Wednesday morning in November at Hoke County High School, forty-one students across the school campus received a yellow pass. The pass read, "Because We Care . . . You are invited to attend a special session in the media center from 10:15am -11:45 am during your second period class. This is your official pass out of class. Permission has already been granted from your teacher." The yellow passes were distributed by the Peer Helping Committee, a TATU/TRU team trained by FirstHealth and its partners at the high school. The group of peer educators organized the "We Care" assembly as a creative way to reach students that they knew experimented with or regularly used tobacco products. The peer educators took all the steps necessarily to obtain permission from school administrators and teachers to conduct the event - - a 1 1/2 hour opportunity to confidentially let their peers know they care about them and the choices they are making. During the assembly, peer educators showed the "Story of Pam Laffin" video, talked frankly about tobacco industry marketing tactics, encouraged their peers to take addiction quizzes and participate in a carbon monoxide screening. Although a few students opted not to stay for the discussion, thirty-eight students stayed for the event. Some talked about reasons they smoke, a few shared their personal struggles to try quitting and approximately twenty-five picked up a quit kit and completed a quit plan, a first step in thinking about quitting. Youth-led, peer-led- first steps among teen tobacco users - all because TATU/TRU students, teachers and administrators said, "We Care". *First Health*

Eliminating disparities related to tobacco use among youth

There are numerous activities and events that integrate the faith-based aspect of the American Indian culture and heritage of our program. The faith-based approach, with respect to spiritual aspects, are through traditional ceremonial practice education and church principles of the American Indian people of North Carolina. The major accomplishment this past year is having these areas addressed with the assistance of the youth groups and adults leaders/mentors through our Faith-based Outreach Coordinator, Louisa Locklear - who works primarily around the church youth groups, and Social Research Associate, Shannon Fleg - who works primarily with the Tribal youth groups. Louisa meets with church adult leaders to encourage them to allow her to meet with the church youth groups. She uses her time wisely to assist the church youth and congregation to explore the option of making their Church and Church Youth Group smoke free, with the hopes that improvements to the policy would soon follow. Shannon provides, with respect to traditional American Indian culture, educational trainings on the cultural role of traditional tobacco and tobacco free/smoke free policy development. Our major accomplishment comes out of these two aspects, with a major move in the direction of where the Faith-based Outreach Coordinator is directing the wheel of Smoke Free and Tobacco Free policy adoptions. Louisa has begun a movement within the Church community, not only in her hometown county of Robeson or only in her homegrown Faith of the Methodist doctrine, but throughout the state of North Carolina and through all denominations of churches. Smoke Free or Tobacco Free Church and Church Youth groups!!! *NCCIA*

Accomplishments in other goal areas that are making a significant impact on populations with health disparities are followed by an asterisk (*).

H. APPENDIX : Semi-annual Program Assessment Form

Please note that there are no right or wrong answers to the following 19 questions. Please check the number that best represents your answer, where 1 = "not at all" 2-4 = "to a small extent", 5-6 "to a medium extent" and 7-10= "to a large extent". If an objective is not part of your action plan, check "not in action plan" and skip to the next objective.

1. During the last six months, to what extent have you achieved your objectives related to:

- a. 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
Not in action plan

(Scale repeated after each question)

- b. promoting awareness of the relationship between tobacco product pricing and youth initiation?
c. promoting enforcement of underage tobacco sale laws and reduced advertising that appeals to youth?
d. adopting and/or enforcing 100% Tobacco Free School policy?
e. advancing smoke free policies in indoor/outdoor areas frequented by youth?
f. promoting access to effective tobacco use cessation services?
g. decreasing the proportion of youth from identified populations who use tobacco products?

2. During the past 6 months, to what extent have you achieved your overall program objectives?

3. During the past 6 months, to what extent have you encountered significant barriers to your program objectives?

4. For the *upcoming* 6 months, to what extent do you believe you are on target to achieve your program objectives?

5. During the past 6 months, to what extent have you been able to:

- a. use *existing* community partnerships to assist you in meeting your program objectives?
b. develop *new* community partnerships to assist you in meeting your program objectives?
c. partner with other HWTF community/school grantees to address policy change objectives?
d. partner with HWTF Priority Population grantees to address policy change objectives?
e. use IPTS to assist you in documenting your progress in meeting program objectives?

6. The following questions ask about your perceptions of community views and the TRU campaign. During the past 6 months, to what extent do you believe:

- a. your community views tobacco use by youth as a serious health problem?
b. your community views tobacco use by adults as a serious health problem?
c. your community views secondhand smoke as a serious health problem?
d. that teens in your community have been exposed to HWTF's TRU campaign?