



North Carolina Health and Wellness Trust Fund

Teen Tobacco Use Prevention and Cessation Initiative

Semi-Annual Report
Fiscal Year 2010-2011

July 1, 2010—December 31, 2010

Prepared for:
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I. EXECUTIVE SUMMARY

A. Overview

The North Carolina Health and Wellness Trust Fund (HWTF) sponsors the Teen Tobacco Use Prevention and Cessation Initiative (Teen Initiative) as part of its comprehensive Tobacco Initiatives program. The Teen Initiative comprises two major programs: a statewide youth empowerment effort involving community and school grantees (illustrated in this report), and a statewide media campaign called Tobacco.Reality.Unfiltered (TRU). During July—December 2010, the Teen Initiative included 46 grantees addressing the problem of youth tobacco use in North Carolina (NC) by carrying out activities towards prevention of tobacco initiation, promoting tobacco use cessation, eliminating exposure to secondhand smoke, and reducing disparities in tobacco use affecting youth.

The first half of fiscal year 2010-2011 shows significant combined statewide outcomes in tobacco prevention and cessation. During this time period, evaluation reports show 3,324 grantee events across 4 goal areas, primarily in the prevention of youth tobacco initiation and mostly within youth empowerment. Grantees report record numbers of statewide youth groups (219) and youth (4,018) now involved with tobacco use prevention and cessation efforts. Grantees have increased their efforts consistent with action plans to reach parents/caregivers by designing more events specifically to reach parents/caregivers and increasing their attendance across all initiation events. Stronger grantee efforts are also now occurring, consistent with new indicators, including the relationship of tobacco pricing to youth initiation, the harmful effects of social smoking, and attention to tobacco curriculum adoptions. Grantees report substantial declines in barriers to program outcomes and significant increases in capacity building measures, suggesting successful efforts to address the shifting goals and landscape of the Teen Initiative. The development and implementation of the Heritage Toolkit and increases in culturally tailored events show that grantees are responding to the need to reach priority population youth. While one grantee reported adoption of smoke-free policies at four parks, additional grantee efforts can occur with encouragement and administrative support for smoke-free parks and recreation centers.

B. Specific Grantee Outcomes

Goal Area 1: Prevent Youth Initiation of Tobacco Use

Youth empowerment remains the principal focus for Teen Initiative. During July—December 2010, 85% of all grantee activities/events within youth initiation occurred in this focus area. Youth led or implemented 55% of all initiation events (1,430 out of 2,590). Grantees report steady growth in youth empowerment reach, with 219 active youth groups and 4,018 youth actively involved in tobacco use prevention activities. During July—December 2010, grantee reports also show the following:

- One evidence-based tobacco curriculum adoption occurred reaching youth in 3 high schools.
- Parents/caregivers attended 13% of all events conducted (431 of 3,324).
- 33 youth access compliance activities were conducted, including message dissemination (85%) and compliance checks (15%).

Goal Area 2: Promote Tobacco Use Cessation among Youth

Grantees primarily conduct cessation events (N = 304) with youth, parent/caregivers, and the general public. Grantee reports show that 37 grantees conducted school/community events, media events, personal communication, and presentations in tobacco cessation during the first reporting period. Grantees disseminated 1,480 cessation promotional materials (82% were QuitlineNC materials).

Goal Area 3: Eliminate Youth Exposure to Secondhand Smoke

Grantees conduct Tobacco Free Schools (TFS) events including compliance checks on school grounds (including TFS sign posting) and message dissemination to parents, teachers, visitors, and students. During the third quarter of fiscal year 2009-2010, the American Lung Association stopped promoting the ATS program to grantees, resulting in a lack of ATS policy adoptions during July—December 2010. One ATS policy adoption occurred during July—December 2010, reaching youth at 9 middle and high schools. Grantees also work to promote the adoption of smoke-free policies. One secondhand smoke (SHS) policy outcome occurred during July—December 2010 (five smoke-free policy adoptions at four parks and one bath house).

Goal Area 4: Reduce Tobacco-Related Disparities among Priority Population Youth

Grantee reports show 7% of activities and events as culturally tailored to a specific priority population, up from 3% during July—December 2009.

Media Messages

Grantee reports show 428 media messages disseminated during July—December 2010, representing a 9% decrease from July—December 2009. The majority of paid and earned media occurred in the initiation goal area (mostly within the youth empowerment focus area).

Technical Assistance

During July—December 2010, nearly all grantees (45 of 46) reported utilizing at least one of the available technical assistance (TA) providers (N = 12) for at least one reported event. Overall, TA utilization occurred for 8% of all events (221 out of 2,896).

C. Key Accomplishments to Program Activities

Nearly all grantees reported one or more major accomplishments during July—December 2010. Noteworthy accomplishments include:

- Grantees reported 260 earned media so far this fiscal year, including 138 periodicals, articles, and advertisements, 35 radio interviews and commercials, 60 television interviews and commercials, and 27 website postings.
- TRU youth Destini Donaldson won the Coalition for Drug Abuse Prevention Community Service Award.
- The Town of Kill Devil Hills adopted a tobacco free policy for all four of their town parks.
- The Heritage Month Toolkit (collection of comprehensive culturally tailored materials) was created by the HWTF Diversity Work Group and presented to the CDC Office of Smoking and Health Media Network via web-cast.
- Wake County Park and Recreation Advisory Board unanimously passed a 100% tobacco free parks recommendation to go to the city council.

D. Recommendations for Program Development

Based upon data from all sources collected during July—December 2010, the following specific recommendations should improve Teen Initiative outcomes:

- Increase grantee efforts and adjust action plans to conduct activities directly tied to policy changes across all goal areas (e.g., policies limiting secondhand smoke exposures and policies to implement a standardized evidenced-based tobacco curriculum). HWTF should encourage grantees to rally around a central cause or theme such as smoke free parks and recreation centers.
- Continue to develop tools and strategies to reach priority populations such as the heritage toolkit.
- Collect data on inclusion of relationship of tobacco pricing and youth initiation and harmful effects of social smoking within the context of grantees' events.

II. OVERVIEW

The North Carolina Health and Wellness Trust Fund (HWTF) sponsors the Teen Tobacco Use Prevention and Cessation Initiative (Teen Initiative) as one part of its comprehensive Tobacco Initiatives program. The Tobacco Prevention and Evaluation Program (TPEP) at the University of North Carolina School of Medicine, provides an independent outcomes evaluation of the Teen initiative. This report illustrates the progress of the Teen Initiative during July 2010—December 2010.

The Teen Initiative comprises two major programs: a statewide youth empowerment effort involving community and school grantees (illustrated in this report), and a statewide media campaign called Tobacco.Reality.Unfiltered (TRU). During July—December 2010, the Teen Initiative included 46 grantees addressing the problem of youth tobacco use in North Carolina (NC) by carrying out activities towards prevention of tobacco initiation, promoting tobacco use cessation, eliminating exposure to secondhand smoke, and reducing disparities in tobacco use affecting youth.

Forty-two grantees serve local community and school organizations while four grantees focus primarily on reaching youth from priority populations. Grantee action plans, activities, and media events are aligned with the Centers for Disease Control's (CDC) best practices necessary to produce declines in youth tobacco initiation¹.

III. METHODS

The data presented in this report are a compilation and analysis of monthly data across all 46 Teen Initiative grantees for a 6 month period, July 2010 to December 2010. As required by the conditions of the grant, community/school and priority population grantees report programmatic activities on a monthly basis, with data being due the 5th of each month. UNC TPEP conducted all data processing and reporting.

During Phase IV of the Teen Initiative, HWTF placed a greater emphasis on reducing health disparities among youth. The program shifted its focus from activities/media events simply *reaching* priority populations to culturally *tailoring* activities and events targeting a specific priority population (i.e. African Americans, Native Americans, Asian Americans, Latino/Hispanic, LGBT (Lesbian, Gay, Bisexual, and Transgendered), pregnant teens, low SES, low literacy, and disabled).

The Tobacco Evaluation and Management System (TEAMS) is used to evaluate the Teen Initiative. Supporting data from statewide surveillance tools is discussed where applicable.

Monthly Data

Grantees enter monthly data on activities, media, policy adoptions, and capacity building into the Tobacco Evaluation and Management System (TEAMS). TEAMS is a customized, web-based tracking system that collects data related to the nine focus areas and 37 performance outcomes in accordance with the Teen Initiative grantees fiscal year 2010-2011 Annual Action Plans and comprehensive Teen Initiative logic models (see Appendix C).

Media includes messages that are either *earned* or *paid*. Earned messages are generally “mass or large media” reaching large audiences through channels including radio, TV, and newspaper interviews and were merited

¹ Centers for Disease Control and Prevention. *Best Practices for Comprehensive Tobacco Control Programs-2007*. Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health; October 2007.

by the grantee based on their work. Earned media also include letters to the editor. Grantees do not pay for earned media coverage. Paid messages include ads, radio spots, or HWTF materials that were purchased.

Semi-Annual Data

Grantees also complete a semi-annual survey within TEAMS which provides data on programmatic activities and outcomes during July 1—December 31, 2010. This TEAMS module includes data in several areas:

- Quantitative measures on youth involvement,
- ATS, evidence-based tobacco curriculum, and tobacco sales laws policies,
- Coalition involvement and development,
- Perceptions of program progress, and
- Resources, support, and technical assistance (TA) utilization and effectiveness.

Measures on youth involvement, policy adoptions, coalitions, and grantee perceptions of program progress are incorporated into this report, with figures and tables noted appropriately. The confidential TA report is provided under separate cover to HWTF.

IV. SUMMARY OF GRANTEE ACTIVITIES

A. Overview

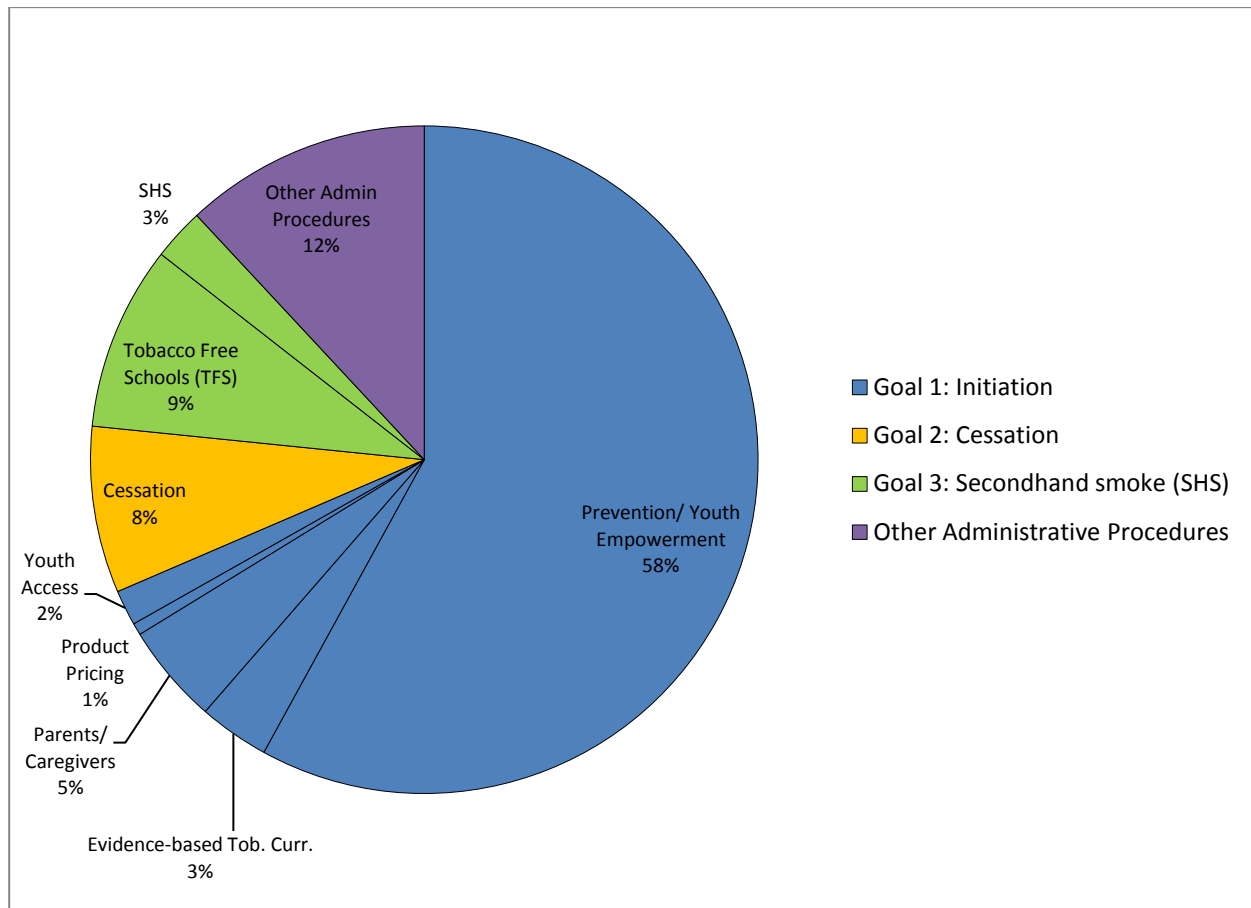
The following report is a summary of the progress and events conducted by HWTF Teen Initiative grantees during the six-month period from July 1, 2010—December 31, 2010. This report includes data from 42 Community/School grantees and 4 grantees working with populations experiencing tobacco-related health disparities. Grantees conduct work based upon an Annual Action Plan comprised of nine core areas of program focus (i.e., focus areas) within which grantees conduct specific events and projected program outcomes:

- 1. Youth empowerment/tobacco prevention education,**
- 2. Evidence-based tobacco curriculum,**
- 3. Parent/caregiver education,**
- 4. Product pricing,**
- 5. Youth access,**
- 6. Tobacco free schools,**
- 7. Cessation,**
- 8. Secondhand smoke, and**
- 9. Infrastructure and administrative development.**

Each focus area targets one of three overarching goal areas that mirror best practices for comprehensive tobacco control as defined by the Centers for Disease Control (CDC). These goal areas include prevent youth initiation of tobacco use (hereafter referred to as “initiation”), promote tobacco use cessation among youth (“cessation”), and eliminate youth exposure to secondhand smoke (“secondhand smoke”). Pursuant to a fourth goal area (reduce tobacco-related disparities among priority population youth), work in each of the first three goal areas should include activities that address priority populations.

Figure 1 represents the actual events conducted by focus area within the larger goal areas for all grantees as a proportion of all events conducted during July—December 2010.

Figure 1. Actual Events Conducted by Grantees by Goal Area, July—December 2010



Although almost all grantees conducted work in initiation, secondhand smoke, and cessation, the great majority of effort occurred in focus areas related to initiation.

Grantees reported a total of 3,324 programmatic events (excluding capacity building measures) during July—December 2010, a slight decrease in total events relative to July 1, 2009—December 31, 2009. The small decrease is likely due to normal fluctuations throughout the school year (holidays, school closings, grantee turnover, and small mid-cycle changes to data collection and continual clarification of outcomes). During July—December 2010, approximately 78% of all events (2,590 of 3,324) were in the initiation goal area, of which 85% (2,191 of 2,590) were in the tobacco prevention education and youth empowerment focus area, representing a significant majority of work conducted in a single goal area within one focus area. Work in promoting tobacco use cessation among youth accounted for 9% of all reported events (304 of 3,324). Events with focus on eliminating youth exposure to secondhand smoke (including work in Tobacco free School compliance) made up 13% of events conducted during July—December 2010 (430 of 3,324).

Grantee Reported Perceptions

Just over half of all grantees report that they have achieved their overall program goals (57%), while almost all (91%) report they are on target to achieve their future program goals. When the same perceptions are reported by focus area (see Table 1) variation exists among grantees, with over three quarters reporting achieving their goals in the youth empowerment and half in the 100% tobacco free schools and cessation focus areas. More grantees report room for improvement within product pricing and other focus areas, as well as with planning and conducting culturally tailored events. Grantees' perceptions of progress are consistent with their perceptions last year with the exception of smoke-free and secondhand smoke policies. The recent shift from smoke-free restaurants and bars to parks may explain the lower perceptions of progress in this area. More clarity around this policy movement may have a positive impact on perceptions of progress during the next six months. Historically, grantees' perceptions of progress are lower the first half of the fiscal year and increase by the end of the fiscal year.

Table 1. Summary of Grantees' Perception of Progress toward Goals, July 2008—December 2010

| | July – December 2008 (N = 45) | January – June 2009 (N = 44) | July – December 2009 (N = 46) | January – June 2010 (N = 44) | July – December 2010 (N = 46) |
|--|--|---------------------------------------|--|---------------------------------------|--|
| <i>On target</i> to achieve program goals in the next six months | 73% | 73% | 80% | 93% | 91% |
| <i>Achieved</i> overall program goals in the last six months | 36% | 66% | 65% | 86% | 57% |
| Achieved goals related to Focus Areas: | | | | | |
| Youth tobacco prevention and empowerment | 60% | 75% | 89% | 93% | 83% |
| 100% Tobacco free Schools (TFS) | 40% | 59% | 48% | 66% | 50% |
| Product Pricing and Youth Initiation | 9% | 23% | 20% | 48% | 17% |
| Smoke-free policies/ Second-hand smoke | 9% | 36% | 54% | 57% | 26% |
| Cessation | 16% | 52% | 63% | 75% | 50% |
| Priority Populations | 29% | 34% | 24% | 41% | 30% |

Media Messages July—December 2010

Promoting the Teen Initiative through paid and earned media is paramount to the success of the Initiative. Forty-one grantees reported disseminating 428 media messages during July—December 2010, representing a minimal decrease from the same time period last year. Grantees also reported distributing 5,472 printed materials at a variety of events during this period. Examples of printed materials include fact sheets, brochures, and posters, many of which grantees obtained from the TRU website. Other examples include QuitlineNC business cards and postcards featuring Gruen von Behrens. Two percent (n = 92) of all printed materials distributed were reported as culturally tailored to HWTF priority populations.

B. Goal Area 1: Prevent Youth Initiation of Tobacco Use

Focus Area 1: Youth Empowerment

Youth empowerment remains the primary event component of the Teen Initiative. During July—December 2010, 85% of all grantee initiation events were conducted under focus area one, tobacco use prevention education and youth empowerment (N = 2,590). All 46 grantees conducted youth empowerment events during the first half of the fiscal year. Table 2 provides the number of grantees and self-reported measures contributing to the youth empowerment focus area of the Teen Initiative evaluation for the first six months of the last two years.

Table 2. Summary of Grantee Reported Measures for Focus Area 1: Youth Empowerment

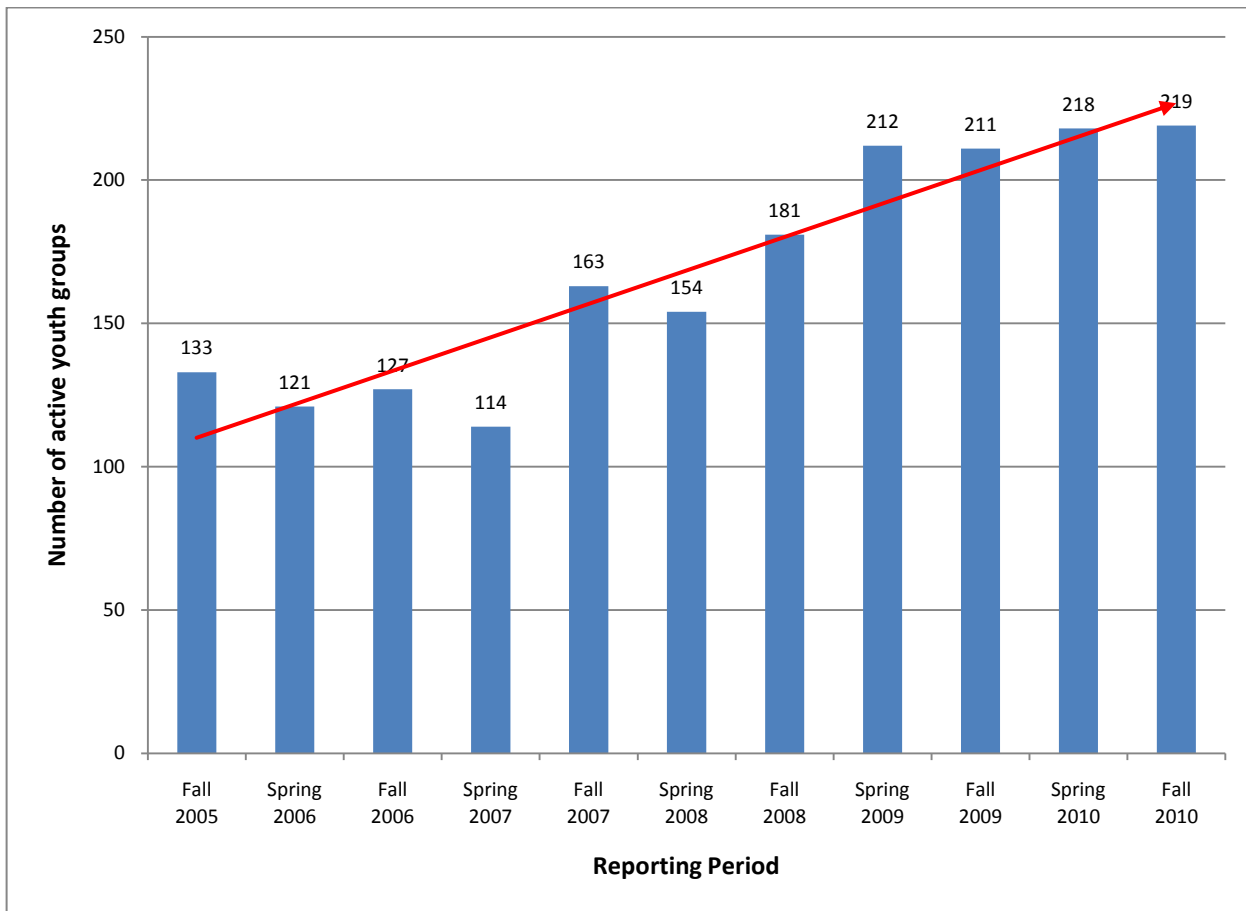
| | Grantees | | Measures | | |
|---|----------|------|----------|-------|----------|
| | 2009 | 2010 | 2009 | 2010 | % Change |
| Grantee working to increase youth empowerment through: | | | | | |
| Number of tobacco use prevention education media messages published or aired | 37 | 33 | 242 | 202 | -17% |
| Number of skill building trainings offered to youth promoting youth led events: TRU and Other Tobacco | 33 | 39 | 127 | 138 | +9% |
| Number of skill building trainings offered to youth promoting youth led events: Other Youth | 14 | 8 | 49 | 20 | -59% |
| Number of TRU recruitment events conducted | 25 | 32 | 95 | 107 | +13% |
| Number of youth led prevention events | 45 | 44 | 1,556 | 1,230 | -21% |
| Number of new TRU groups formed | 27 | 26 | 75 | 62 | -17% |
| Priority Population events | 8 | 22 | 67 | 162 | +142% |

Overall, numbers of skill building trainings offered to youth promoting youth led events is stable and largely reflecting consistent statewide activity. Slight decreases in youth led prevention events and the number of new TRU groups formed may be a product of the slight decrease in overall events in this six month period. Grantee data showing increased efforts in events targeted to priority populations, an area for which there is a strong program focus, is noteworthy.

The number of active youth groups funded by the Teen Initiative continues to steadily increase over time, as shown in Figure 2. Semi-annual data reveal a 72% increase in the number of reported active youth groups during Fall 2010 when compared to Fall 2006.

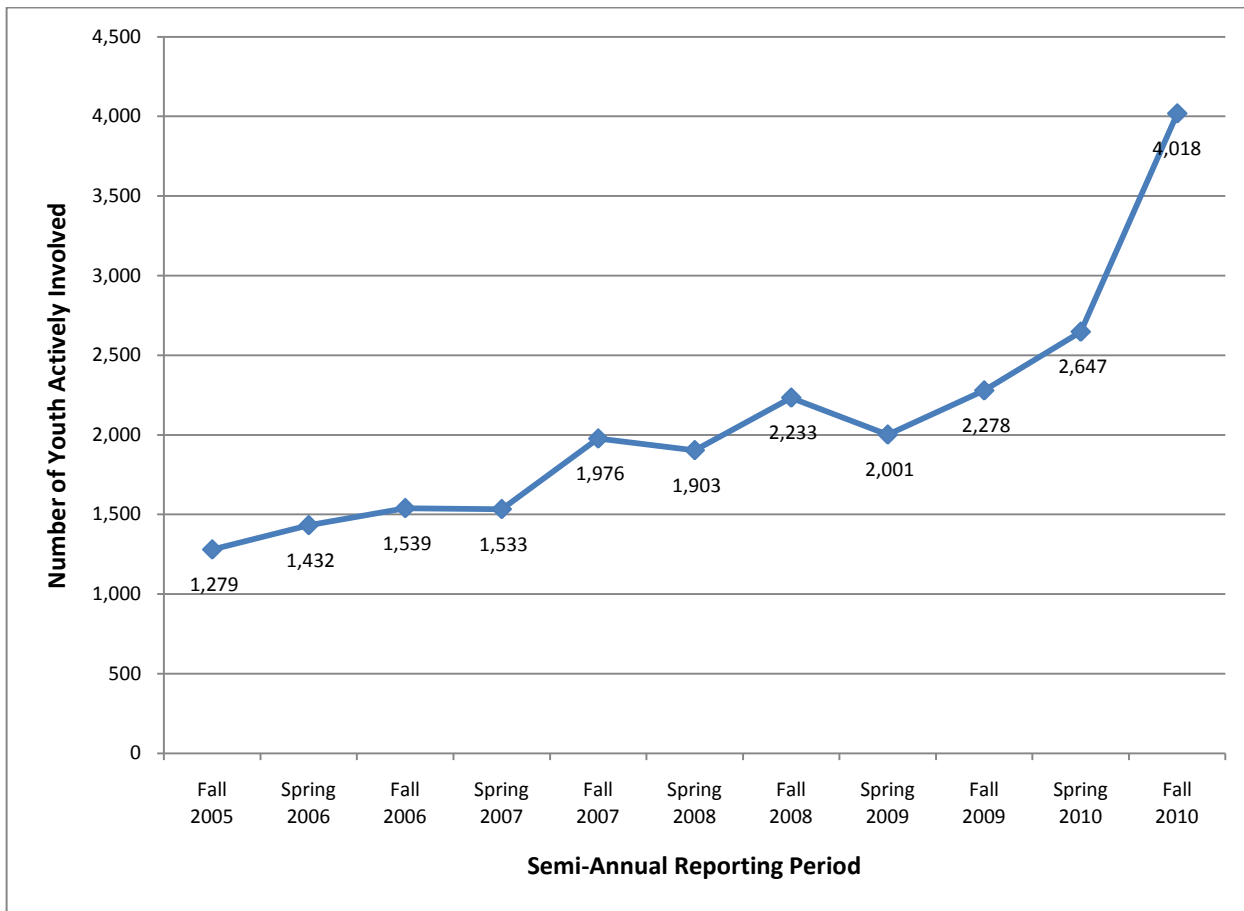
Other TEAMS data on tobacco prevention events indicate significant youth involvement. Youth continue to play a prominent role in designing and implementing initiation events conducted during July—December 2010 (1,430 of 2,590; 55%). The limited number of youth implemented events reported in the other focus areas indicates that the events in those focus areas are primarily implemented by grantee staff rather than youth. Of all initiation events during July—December 2010 that were youth implemented, 91% (n = 1,303) were conducted under the youth empowerment focus area. The top three youth implemented activities included TRU meetings (35%), school events (18%), and community events (9%).

Figure 2. Number of Active Youth Groups by Semi-Annual Period, Fiscal Years 2006—10



Data from the fall 2010 semi-annual survey show that the number of youth reported as actively involved in Teen Initiative events continues to increase. Figure 3 demonstrates a steady increase in the number of youth reported as actively involved in prevention activities from fiscal year 2005-06 to spring 2010, with a significant increase in reported youth involvement during fall 2010. There was a 76% increase in the number of youth actively involved from fall 2009 to fall 2010. This change resulted from a significant increase in youth involvement with two grantees.

Figure 3. Number of Youth Actively Involved in Prevention Activities*, Fiscal Years 2006—11



*Youth counts may be duplicated from one period to the next. Any change should be interpreted as the number of new youth actively involved in prevention activities minus the youth who are no longer involved. Currently, there is no method for grantees to obtain an unduplicated count of youth.

Grantees reported 168 skills trainings to various audiences within initiation during July—December 2010, 89% of which occurred in the education and youth empowerment focus area. This represents a 13% decrease in skills trainings compared to July—December 2009. Additionally, grantees reported in the fall 2010 Semi-Annual Survey that 94% of the youth receiving HWTF funded training were TRU youth members (up from 80% in July—December 2009).

During July—December 2010, TRU youth members played an integral role in conducting many of the initiation activities. Forty-two percent (n = 970) of all initiation activities were conducted by TRU youth members (N = 2,336). Grantee staff conducted 42% (n = 970), and the remaining 17% (n = 396) of all initiation activities were conducted by partner staff, TA providers, community members, and other youth and presenters. While the number of events may have declined from the same period last year, more youth are reported as involved in all events conducted.

Focus Area 2: Evidence-based Tobacco Curriculums

Grantees report conducting 129 events in the evidence-based tobacco curriculum focus area during July—December 2010, a 16% increase from the same time period last year. While activity in this focus area increased as compared to July—December 2009, the overall low activity in this focus area reflects the lack of evidence-based tobacco curriculums currently provided in schools. One curriculum adoption occurred in Cherokee County Schools (a computer-based program designed to assist teen tobacco users to stop using tobacco products). The grantee designed the program and it is funded by Cherokee County Schools. Table 3 provides the number of grantees and reported measures contributing to the evidence-based tobacco curriculums focus area the Teen Initiative evaluation for July—December 2009 and 2010.

Table 3. Summary of Grantee Reported Measures for Focus Area 2: Evidence-Based Tobacco Curriculum

| Grantee working to increase evidence-based tobacco curriculum awareness and adoption through: | Grantees | | Measures | | |
|--|----------|------|----------|------|----------|
| | 2009 | 2010 | 2009 | 2010 | % Change |
| Number of events to identify resources relating to evidence-based tobacco use prevention curricula | 0 | 9 | 0 | 13 | N/A |
| Number of schools adopting evidence-based tobacco use prevention curricula | 1 | 1 | 1 | 1 | 0% |
| Number of meetings/contacts to provide support for existing tobacco curricula | 15 | 19 | 37 | 50 | +35% |
| Number of skill building trainings offered by grantee to adult leaders | 9 | 7 | 10 | 12 | +20% |
| Priority Population events | 0 | 6 | 0 | 9 | N/A |

Focus Area 3: Parents and Caregivers

Grantees use a number of strategies to reach parents on the harmful effects of tobacco use, including utilizing community resources, providing direct parental education about talking with their children about tobacco use, and informing parents about local TRU groups. An expected long-term outcome for this focus area is a statewide increase in the percent of parents/caregivers discussing the harmful effects of tobacco with youth to support research showing that youth with whom their parents/caregivers discuss the harmful effects of tobacco are less likely to use tobacco products, as tracked by the 2008 NC Child Health Assessment and Monitoring Program (CHAMP) surveillance survey². Updated data from the CHAMP survey are expected by the end of the fiscal year.

Grantees reported that parents/caregivers attended a total of 431 initiation events during July—December 2010, representing a 9% increase as compared to the same time period last year. Over half of all events attended by parents/caregivers were school (29%) and community events (27%). Grantees have increased their efforts to reach parents/caregivers during the first half of fiscal year 2010-2011 by designing more events specifically to reach parents/caregivers and increasing parent/caregiver attendance across all initiation events. Table 4 provides the number of grantees and reported measures contributing to the parents/caregivers focus area in the Teen Initiative evaluation for July—December 2009 and 2010. While grantees report that parents/caregivers *attended* 431 events within the initiation goal area, data in table 4 only pertain to grantee events conducted with the sole purpose of reaching parents/caregivers (N = 183).

² North Carolina State Center for Health Statistics. [Internet site] <http://www.schs.state.nc.us/SCHS/champ/2008/k18q02d.html>. Accessed Mar. 1, 2011.

Table 4. Summary of Grantee Reported Measures for Focus Area 3: Parent/Caregivers

| Grantee working to increase tobacco risk awareness and use reduction action among parents and caregivers through: | Grantees | | Measures | | |
|--|----------|------|----------|------|----------|
| | 2009 | 2010 | 2009 | 2010 | % Change |
| Number of events to identify resources to reach parents of school-aged youth | 5 | 7 | 6 | 11 | +83% |
| Number of meetings /contacts /presentations to parents and parent groups on the importance of talking to their children about tobacco use and related HWTF initiatives | 36 | 32 | 85 | 108 | +27% |
| Priority Population events | 4 | 10 | 9 | 26 | +189% |

Focus Area 4: Product Pricing

Focus area 4 includes events that discuss the relationship between tobacco product pricing and youth tobacco use. Grantees primarily provide this type of information to teachers, school staff, youth, and other adult leaders. Table 5 provides the number of grantees and reported measures contributing to the product pricing focus area in the Teen Initiative evaluation for July—December 2009 and 2010.

Table 5. Summary of Grantee Reported Measures for Focus Area 4: Tobacco Pricing and Youth Initiation

| Grantee working to promote association of tobacco pricing and youth initiation through: | Grantees | | Measures | | |
|--|----------|------|----------|------|----------|
| | 2009 | 2010 | 2009 | 2010 | % Change |
| *Number of activities conducted including information linking increased price of tobacco with decreased youth initiation | N/A | 38 | N/A | 326 | N/A |
| Number of media messages published or aired that link increased price of tobacco with decreased youth initiation | 7 | 3 | 11 | 4 | -64% |
| Priority Population events | 0 | 3 | 0 | 3 | N/A |

*A new item was added to TEAMS in 2010 to collect data on whether information on tobacco pricing was included in reported activities, irrespective of focus area. Thus, trend analysis is not applicable with this particular indicator.

The low number of media and promotional messages published or aired may reflect the difficulty grantees have disseminating media for the primary purpose of linking increased price of tobacco products with decreased initiation. It is unlikely that an entire event is dedicated to this focus area, rather grantees are more likely to include information about tobacco pricing within the context of other events in other focus areas. This is supported by the fact that grantees reported conducting only 22 events specifically designed to address the relationship between tobacco pricing and youth initiation, but reported including information on tobacco pricing in 326 of all activities conducted during July—December 2010.

Focus Area 5: Youth Access

Activities in this area focus on promoting enforcement of underage tobacco sales laws and reducing tobacco advertising appealing to youth. During July—December 2010, grantees reported a total of 65 youth access events, 51% (n = 33) directly targeting compliance. Of these 33 compliance events, 85% (n = 28) consisted of educating and increasing awareness among merchants of underage tobacco sales laws and the remaining 15% (n = 5) were compliance checks. Overall declines in this focus area may reflect an increase in compliance with tobacco sales laws and decrease in point of sale tobacco advertising. No grantees reported any establishments as removing all tobacco advertisements from its premises during the first half of fiscal year 2010-2011. Table 6 provides the number of grantees and reported measures contributing to the youth access focus area of the Teen Initiative evaluation for July—December 2009 and 2010. Table 7 shows the number and types of events conducted by the grantees for youth access.

Table 6. Summary of Grantee Reported Measures for Focus Area 5: Tobacco Sales and Advertising

| Grantee working to decrease youth tobacco sales and advertising through: | Grantees | | Measures | | |
|--|----------|------|----------|------|----------|
| | 2009 | 2010 | 2009 | 2010 | % Change |
| Number of enforcement media messages published or aired | 7 | 4 | 8 | 6 | -25% |
| Number of events to increase compliance (e.g. merchant education) | 19 | 19 | 141 | 59 | -58% |
| Priority Population events | 1 | 1 | 3 | 2 | -33% |

Table 7. Youth Access Events Conducted, July—December 2009 and 2010

| Event Type | 2009 | 2010 | % Change |
|-------------------------|------------|-----------|-------------|
| Compliance | 129 | 33 | -74% |
| Personal communication | 0 | 8 | N/A |
| Media event | 8 | 6 | -25% |
| Small group discussions | 0 | 5 | N/A |
| Other | 14 | 13 | -7% |
| Total | 143 | 65 | -55% |

Media & Promotional Materials

Grantees reported disseminating 254 (84 paid and 170 earned) media messages in the initiation goal area, 80% under the youth empowerment focus area. This represents an 11% decrease in overall media message dissemination as compared to July—December 2009 (N = 282). Grantees also reported disseminating 4,187 initiation promotional materials (69% were TRU materials) accounting for 83% of all promotional materials distributed during the fiscal year.

C. Goal Area 2: Promote Tobacco Use Cessation among Youth

Focus Area 7: Cessation

Grantees primarily conduct cessation events with youth, parent/caregivers, and the general public. Thirty-seven grantees reported conducting 304 events including school/community events (37%), media events (15%), personal communication (15%), and presentations (10%) in the goal area of tobacco cessation during July—December 2010, representing a 39% increase from the same time period last year. This increase is primarily resulting from grantees increasing their efforts to conduct activities that promote QuitlineNC and 5A counseling for youth or spit tobacco cessation. Table 8 provides the number of grantees and reported measures contributing to the cessation goal area of the Teen Initiative evaluation.

Table 8. Summary of Grantee Reported Measures for Focus Area 7: Providing Cessation Resources

| Grantee working to increase youth tobacco cessation through: | Grantees | | Measures | | |
|---|----------|------|----------|------|----------|
| | 2009 | 2010 | 2009 | 2010 | % Change |
| Number of cessation media messages published or aired | 14 | 11 | 64 | 47 | -27% |
| Number of trainings held for health care professionals on 5A counseling for youth or Spit Tobacco | 3 | 1 | 5 | 2 | -60% |
| **Number of activities conducted to raise awareness to the harmful effects of social smoking | 10 | 43 | 13 | 716 | N/A |
| Number of activities promoting QuitlineNC and 5A counseling for youth or Spit Tobacco cessation | 34 | 31 | 121 | 194 | +60% |
| Priority Population events | 4 | 7 | 6 | 12 | +100% |

*A new item was added to TEAMS to collect data on whether information on the harmful effects of social smoking was included in reported activities, irrespective of focus area. Thus, trend analysis is not applicable with this particular indicator.

Media & Promotional Materials

Grantees reported disseminating 47 (6 paid and 41 earned) media messages in cessation. This represents a 36% increase in cessation media message dissemination as compared to July—December 2009 (N = 64). Grantees also reported disseminating 1,480 cessation promotional materials (82% were QuitlineNC materials) accounting for 29% of all promotional materials distributed during July—December 2010.

D. Goal Area 3: Eliminate Youth Exposure to Secondhand Smoke

Focus Area 6: Tobacco Free Schools

Events in this focus area include compliance checks on school grounds (including TFS sign posting) and message dissemination to parents, teachers, visitors, and students. Grantees report 337 events during July—December 2010, an 8% decrease from the same period last year. Over half of these events were media (30%) and compliance events (28%). The 8% decrease in tobacco free school events may contribute to the decreases observed in the grantee reported measures for this focus area. In particular, during the third quarter of fiscal year 2009-2010, the American Lung Association stopped promoting the Alternative to Suspension (ATS) program to grantees, resulting in a decrease in ATS policy adoptions. Only one ATS policy adoption occurred during July—December 2010. ASPIRE in Orange County Schools (9 middle and high schools) is a computer-based program designed to assist teens who are caught violating the school's TFS policy stop using tobacco products. The program is designed by MD Anderson's Cancer Center and the website is free to use. Table 9 provides the number of grantees and reported measures contributing to the tobacco free schools focus area the Teen Initiative evaluation for July—December 2009 and 2010.

Table 9. Summary of Grantee Reported Measures for Focus Area 6: Promoting Tobacco Free Schools (TFS)

| | Grantees | | Measures | | |
|--|----------|------|----------|------|----------|
| | 2009 | 2010 | 2009 | 2010 | % Change |
| Grantee working to further tobacco free school policies through: | | | | | |
| Number of compliance meetings with school/community agencies to encourage implementation and compliance with 100% TFS policy | 29 | 33 | 157 | 126 | -20% |
| Number of TFS surveillance/assessment events conducted | 20 | 13 | 50 | 41 | -18% |
| Number of activities to disseminate/discuss surveillance/assessment findings | 26 | 20 | 95 | 66 | -31% |
| Schools adopting an Alternative to Suspension (ATS) program | 2 | 1 | 3 | 1 | -67% |
| Number of media messages encouraging compliance with 100% TFS policy that are published or aired | 20 | 21 | 60 | 102 | +70% |
| Number of activities promoting effective cessation resources for school staff | 13 | 14 | 77 | 34 | -92% |
| Priority Population events | 3 | 1 | 11 | 1 | -91% |

Grantees increased their efforts in publishing or airing media messaging related to 100% TFS policies during July—December 2010 as compared to the same time period last year.

Focus Area 8: Secondhand Smoke

The program outcome for the secondhand smoke (SHS) focus area is *smoke-free policy adoptions* which is realized when venues (e.g. restaurants, places of worship, tribal facilities, convenience stores) frequented by youth implement a policy prohibiting smoking or tobacco use on the premises. During July—December 2010, grantees reported 93 events in this focus area, representing a 62% decrease from the same time period last year. One grantee reported a total of five smoke-free policy adoptions (four parks and one bath house). Table 10 lists the grantees and venues that adopted 100% smoke-free policies during July—December 2010 with support from one HWTF grantee.

Table 10. 100% Smoke-Free Policy Adoptions, July—December 2010

| Grantee | Venue | Location |
|----------------|-----------------------------|----------------------|
| Dare County HD | Aviation Park | Kill Devil Hills, NC |
| | Meekins Field | |
| | West Hayman Park | |
| | Copley Drive | |
| | Kill Devil Hills Bath House | |

The adoption of legislation to prohibit smoking in restaurants and bars in the spring 2009, and its initial implementation in January 2010, clearly contributed to reductions in events of grantees surrounding secondhand smoke. As this legislation became law, the number of establishments in which smoking was allowed decreased. This resulted in changes needed for reaching venues that continue to have secondhand smoke exposure particularly in worksites and outdoor venues. Thus, this fiscal year, grantees have turned their attention from restaurants to parks and recreation facilities with respect to adopting smoke-free policies. Additional smoke-free policy adoptions are expected to occur during the second half of the fiscal year as grantees collaborate efforts to promote smoke-free policies in parks. Table 11 provides the number of grantees and reported measures contributing to the secondhand smoke focus area the Teen Initiative evaluation for July—December 2009 and 2010.

Table 11. Summary of Grantee Reported Measures for Focus Area 8: Secondhand Smoke

| Grantee working to decrease youth exposure to secondhand smoke through: | Grantees | | Measures | | |
|---|----------|------|----------|------|----------|
| | 2009 | 2010 | 2009 | 2010 | % Change |
| Number of media messages promoting adoption of smoke-free policies published or aired | 22 | 7 | 62 | 25 | -60% |
| Number of improved smoke-free policies (e.g. smoke-free night) | 0 | 0 | 0 | 0 | N/A |
| Number of smoke-free policies adopted (see also table 14) | 5 | 1 | 5 | 5 | 0% |
| Number of patron survey campaigns/petition drives whose findings are disseminated to manager/owners/leaders | 6 | 1 | 8 | 1 | -88% |
| *Number of presentations/ meetings in schools/ communities or with manager/ owners/ leaders promoting adoption of smoke-free policies | N/A | 8 | N/A | 14 | N/A |
| Priority Population events | 2 | 2 | 3 | 2 | -33% |

*This is a new indicator for fiscal year 2010-2011.

Media & Promotional Materials

Grantees reported disseminating 25 (5 paid and 20 earned) media messages in secondhand smoke. This represents a significant decrease in secondhand smoke media message dissemination as compared to July—December 2009 (N = 122). Grantees also reported disseminating 362 secondhand smoke promotional materials (89% were Tobacco Free Schools materials) accounting for 7% of all promotional materials distributed during July—December 2010.

E. Goal Area 4: Reduce Tobacco-Related Disparities Among Priority Population Youth

Reduce health disparities among youth attributable to tobacco use

Data from the monthly reports showed 28 of 46 (61%) grantees reporting events addressing tobacco-related health disparities among youth in their communities. Out of all events conducted during July—December 2010 (N = 3,321), grantees reported 7% as culturally tailored to HWTF identified priority populations, up from 3% during July—December 2009. The majority of the increase was realized within focus areas related to youth empowerment, parents and caregivers (both in the initiation goal area) and cessation. Each culturally tailored event may include one or more of the nine priority populations. While 61% of the grantees reported conducting events that met the American Legacy Foundation criteria for a culturally tailored event, four grantees focus on priority populations (i.e., Lumbee Tribe of North Carolina, North Carolina Commission of Indian Affairs, Haliwa-Saponi Indian Tribe, and El Pueblo). These four priority population grantees accounted for 56% (n = 121) of all culturally tailored events conducted during fiscal year 2009-10. All other 42 grantees accounted for the remaining 44% (n = 96) of culturally tailored events. Grantees reported utilizing technical assistance for 3% of all culturally tailored events during July—December 2010 (6 out of 217).

F. Focus Area 9: Infrastructure and Administrative Development (Capacity Building)

Infrastructure and administrative development (capacity building) consists of events such as HWTF trainings as well as initial contacts with potential coalition partners such as government and local leaders. During July—December 2010, grantees reported 451 capacity building events, up 175% from the same time period last year. Table 12 provides the number of grantees and reported measures contributing to the administrative procedures focus area the Teen Initiative evaluation for July—December 2009 and 2010.

Table 12. Summary of Grantee Reported Measures for Focus Area 9: Infrastructure and Administrative Development

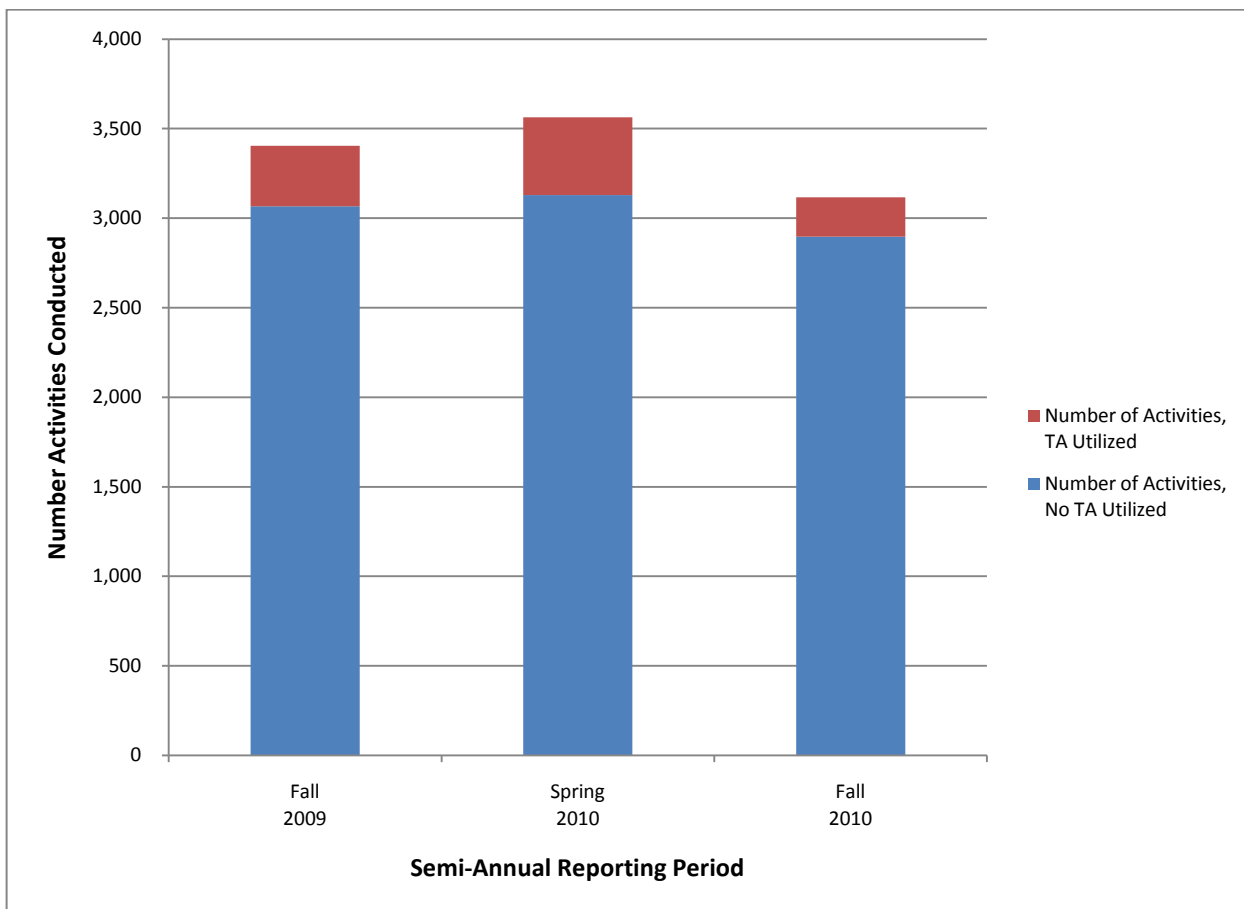
| Grantee working to increase administrative capacity through: | Grantees | | Measures | | |
|--|----------|------|----------|------|----------|
| | 2009 | 2010 | 2009 | 2010 | % Change |
| Number of training sessions/events attended by staff or partners | 44 | 45 | 136 | 358 | +163% |
| Number of contacts/meetings with state or local government leaders | 17 | 28 | 28 | 93 | +232% |
| Priority Population events | 4 | 13 | 9 | 24 | +167% |

The large increase in capacity building measures shows that grantees are making considerable efforts to address the shifting goals and landscape of the Teen initiative.

G. Technical Assistance Providers

For the Teen Initiative, grantees provide feedback bi-annually via the Semi-Annual Survey on HWTF funded technical assistance (TA) and training resources. There are 12 TA providers offering a wide variety of resources ranging from media advocacy to youth empowerment. During July—December 2010, grantees reported using the majority of HWTF-funded TA providers for at least one event. Nearly all grantees (45 of 46) reported using a technical assistance (TA) provider during July—December 2010. The TA providers grantees used the most during fall 2010 were Question Why (39 of 45; 87%), NC STEP (31 of 45; 69%), and SAVE (18 of 45; 40%). Technical assistance occurred across all goal areas for at least one event with over three quarters (79%) occurring in initiation. The cessation and secondhand smoke goal areas accounted for the remaining technical assistance usage (13% and 9% respectively). Grantees also report TA utilization on their monthly TEAMS reports. While data from the Semi-Annual Survey show that most TA providers were utilized for at least one grantee event, monthly data show that only 8% of all activities utilized TA assistance (221 out of 2,896) during July—December 2010. Figure 4 shows TA utilization by semi-annual period.

Figure 4. TA Utilization by Semi-Annual Period, Fiscal Years 2009—10



H. Coalitions

Since the inception of the Teen Initiative, grantees reported involvement with 147 coalitions across North Carolina on the semi-annual surveys. Coalitions are developed for all populations or for specific HWTF identified priority populations and the majority of coalitions are formed by non-HWTF funded entities (e.g., coalitions formed by Healthy Carolinians). During July—December 2010, grantees reported involvement in 23 new coalitions, 48% of which were developed by HWTF grantees (11 of 23). Of the 11 coalitions developed by HWTF grantees, two were designed to reach one of the nine identified priority populations for the Teen Initiative.

V. ACHIEVEMENTS AND PROGRAM BARRIERS

A. Achievements

Thirty-four of forty-six grantees (74%) reported at least one major accomplishment (grantees only reported accomplishments that they deemed noteworthy) during July—December 2010 for a total of 162 reported accomplishments. Noteworthy accomplishments reported during July—December 2010 include:

Awards

- TRU youth Destini Donaldson won the Coalition for Drug Abuse Prevention Community Service Award. She shared how her family has been affected by tobacco in TRU commercials aired statewide.
- The Guilford County Department of Public Health's Photovoice Project was awarded the Kathy Kerr Outstanding Health Education Project Award from the North Carolina Chapter of the Society for Public Health Education.
- Ten North Carolina student athletes won the N.C. STEP "No-Spit" All-Star award during the football season. This campaign is designed to educate young people in North Carolina about the dangers of spit tobacco and reinforce the healthy, lifestyle choice not to use tobacco products, especially spit tobacco.

Programmatic Outcomes and Policy Adoptions

- The Town of Kill Devil Hills adopted a tobacco free policy for all four of their town parks after a presentation and request made by three students from First Flight High School.
- Chapel Hill-Carrboro City School District adopted the tobacco use prevention education curriculum ASPIRE for all 9 middle and high schools.
- Cherokee County Schools implemented a hybrid student cessation program in three high schools. The program is modeled after the former American Lung Association's Alternative to Suspension program, but enhanced and implemented online.

Events

- Grantees earned 260 earned media items so far this fiscal year, which include 138 periodical articles/advertisements, 35 radio interviews/commercials, 60 television interviews/commercials, and 27 website postings.
- The Heritage Month Toolkit was created by the HWTF Diversity Work Group. The consortium of grantees and TA providers produced comprehensive culturally tailored materials for a wide range of priority populations. The toolkit was presented to the CDC Office of Smoking and Health Media Network via web-cast.
- The 3rd Annual Eastern Region TRU Youth Summit was organized by HWTF Eastern Region grantees and TA providers. TRU youth members spent the weekend learning about tobacco use prevention, empowerment, and team work.
- East Central Region grantees partnered to implement the TRU Tuesdays Tour. Youth participated in 6 weekly tobacco prevention/educational experiences throughout the central region of NC which included visits to the state legislative building, tobacco history museum, and attending a presentation by NAAPTN on African Americans and tobacco advertising in priority population communities.
- Durham County Health Department coordinator facilitated Photovoice training to the Legacy Foundation's Legacy Youth Leadership Institute. Youth and adult leaders in youth tobacco prevention from around the country participated in this four day training event. Each of the participating groups expressed intent to use Photovoice in their youth tobacco use prevention efforts.
- Wake TRU youth presented information about the dangers of tobacco use in parks for children's health and the environment at the Park and Recreation Advisory Board meeting. A resolution was unanimously passed for a 100% tobacco free parks recommendation to go to the city council.

B. Barriers

TEAMS allows grantees to report any barriers they encountered that had a negative impact on their progress each month. While reporting barriers is not required of grantees, 37 grantees reported at least one barrier during July—December 2010, reflecting a decrease as compared to the same time period last year (N = 45). In the July—December 2010 semi-annual survey, on average, grantees reported on a scale from 1 to 5 where 1 = *significantly less than you expected* and 5 = *significantly more than you expected* that they encountered barriers to achieving their program objectives “as expected” ($M = 3.20, SD = 0.83$).

The most common barriers reported by grantees were students and staff members missing work/school due to holidays and breaks (38 of 132; 29%), staff issues (28 of 132; 21%), and weather (20 of 132; 15%). Table 13 shows all barriers reported in TEAMS by HWTF grantees during July—December 2010.

Table 13. Reported Barriers by Quarter, July—December 2010

| Reported Barriers | July—December 2009 | July—December 2010 | % Change |
|---|--------------------|--------------------|-------------|
| Holidays and Breaks | 100 | 38 | -62% |
| Staff Issues (new coordinator, paid time off, etc.) | 52 | 28 | -46% |
| Weather | 20 | 20 | 0% |
| Cooperation and Communication | 54 | 13 | -76% |
| Student Issues (participation, recruitment, etc.) | 82 | 9 | -89% |
| Planning and Scheduling | 63 | 8 | -87% |
| Administrative | 26 | 3 | -88% |
| Other | 54 | 13 | -76% |
| TOTAL | 451 | 132 | -71% |

Appendix A: Grantee Activity/Event Examples

| Goal Area 1: Prevent Youth Initiation of Tobacco Use | | | | |
|--|--|--|--|---|
| Focus Area 1: Youth Empowerment | Youth trainings | School lunch and learns | Peer to peer education | TRU Week activities |
| Focus Area 2: Curriculum | Identify and integrate an evidenced-based tobacco use prevention curricula | Identify key champion in the school system who will advance the tobacco use prevention curricula | Meetings with Curriculum Specialists/Coordinator | School staff development trainings/workshops |
| Focus Area 3: Parents | Host tables during parent nights, open houses, PTA meetings, etc. at local schools | Conduct presentations in which youth inform parents about TRU activities | Make presentations to pre-existing parent groups (PTO, Parent Networks, DSS groups) | Mail information out to parents about TRU/HWTF initiatives |
| Focus Area 4: Product Pricing | Conduct price relationship presentations | Publish letters to the editor | Key Point: HWTF encourages grantees to incorporate price information into presentations that highlight all best practice activities related to youth and tobacco use. They cannot mention any call to action. Must focus only on education/raising awareness. | |
| Focus Area 5: Youth Access | Conduct environmental scans | Disseminate Red Flag/ Merchant Education materials | Send thank -you letters/certificates to stores who are complaint and conduct follow-up activities with non-compliant stores | Photography of tobacco advertisements and advertisement placement in retail stores (Photovoice) |

| Goal Area 2: Promote Tobacco Use Cessation Among Youth | | | | |
|--|--|--|--|---|
| Focus Area 7: Cessation | QuitlineNC Promotions: bulletin boards, posters, business cards, disseminate QuitlineNC promotional items, etc | Conduct Great American Smoke Out and Kick Butts Day activities | Air PSAs on school and local television/radio stations | Training school nurses and other school staff (on youth cessation) during school staff meetings |

| Goal Area 3: Eliminate Youth Exposure to Secondhand Smoke | | | | |
|--|---|---|---|--|
| Focus Area 6: TFS | Conduct cigarette butt clean-ups at schools | Present TFS information during new hire sessions at the beginning of the school year (school staff) | Place TFS ads in sport programs | Actively develop/participate with coalitions such as SHAC, SADD, & Healthy Carolinians |
| Focus Area 8: Secondhand Smoke | Publish letters to the editor thanking youth-frequented venues for adopting smoke-free policies | Disseminate House Bill 2 (Prohibit Smoking in Certain Places) materials | Work with tribal councils & churches to adopt smoke-free policies | Conduct youth surveys to determine which venues they frequent in their county |

| Goal Area 4: Reduce Tobacco-Related Disparities Among Priority Population Youth | | | | |
|--|--|--|--|---|
| Conducted “No Fumo” meetings using activities in “No Fumo Curriculum Handbook,” which is geared to Latino youth. | Present to parents in low-income housing about talking to their kids about not using tobacco. Readability of presentation was lowered for low literacy participants. | Saponi tribal youth had an exhibit booth, performed a tobacco free play, and participated in a storytelling activity with tribal elders during the annual Saponi Heritage Day. | Materials distributed during the Hawkeye Indian Cultural Center’s annual Youth Empowerment Week contained Indian imagery and simple wording significant to cultural understanding. | Presentation made to teen moms about dangers of tobacco consumption and dangers of secondhand smoke for their children. |

| Infrastructure and Administrative Development | | | | |
|--|--|-------------------------|--|--|
| Focus Area 9: Administrative | Meet with elected officials to share results of grantee's HWTF-funded grant work | Create new partnerships | Attend annual meetings and conferences | Participate in tobacco related trainings, webinars, etc. |

Appendix B: Definitions

Community event: Development of a coordinated activity occurring within the community setting that is not otherwise captured by one of the other types of activities. Examples include hosting events/tables at community events such as Watuga's annual Apple Festival, Women's Empowerment, El Pueblo's La Fiesta del Pueblo, NC State Fair, and back to school celebrations.

Compliance: Compliance activities include compliance checks (e.g., visual assessment of compliance) or message/information dissemination (e.g., providing information about the policy or sending letters recognizing levels of compliance) and are intended to enhance compliance with EXISTING policies. Types of compliance activities include Tobacco free schools, Youth Access, legislation to prohibit smoking in restaurants and bars, or Other smoke-free venues.

Measures: The actual number of self-reported grantee conducted activities and events contributing to the overall goals of the teen initiative.

Media events: Activities involving the publishing or airing of newspapers, newsletters, billboards, annuals, magazines, printed programs for extracurricular school events, radio, TV, theatre slides, and websites.

Personal communication: Communicating with one other individual via e-mails, phone calls, letters, etc.

Presentation (providing education): Providing education to promote awareness in at least one area of the grant's focus areas. Examples include tobacco 101 presentations to health classes and meetings with school administrators/school board about tobacco use prevention curricula or ATS.

Resource identification: Activities in which you research and locate new resources but do not necessarily distribute information. Such activities include, but are not limited to: identifying tobacco curriculums, parent groups, etc.

School event: Development of a coordinated activity occurring within the school setting that is not otherwise captured by one of the other types of activities. Examples include lunch and learns, placing a bulletin board display/poster up in the school, facebook pages, and Reena providing a talk to the student body.

Skills training: Participants are expected to use skills learned during the training within the next six months. Examples include tobacco 101, merchant education, and youth summit.

Small group discussion: Small group gatherings with 2 or 3 participants.

Youth meeting: Weekly, bi-weekly, or monthly meetings with youth groups including: TRU group, other youth tobacco group, or other youth group.

Appendix C: Logic Models

See attached logic models for all goal areas of the Teen Initiative.