

**Health and Wellness Trust Fund Commission  
Teen Tobacco Prevention Initiative**

**Grantees 6 Month Report  
April 2004**

**UNC Department of Family Medicine  
Outcomes Evaluation Project**

## ***Overview***

In the monthly Progress Tracking System (PTS) reports, Health and Wellness Trust Fund (HWTF) grantees document their activities and accomplishments in relation to their objectives. In their Six Month Reports grantees provide a self-assessment of their individual programs (i.e. 10 individual program assessment questions) and the linkage and support they are getting from other grantee agencies such as NOT and SAVE (i.e. 9 statewide TTPI program assessment questions). They also can write narratives describing any significant accomplishments and make suggestions for improving the Teen Tobacco Prevention Initiative. Copies of the questions can be found in the PTS document section on the UNC TPEP web site: [www.fammed.unc.edu/tpep](http://www.fammed.unc.edu/tpep).

All of the Community/Schools grantees (26) and the Priority Population grantees (4) submitted second Six Month Reports in October 2003 and April 2004. Question Why Central and West submitted Six Month Reports after coming under the grant in November, and beginning to submit PTS reports to TPEP in March, and they are not included in this report in order to better compare progress with the grantees who reported in both October (in Section 3D) and April (below).

## ***Program Progress: Six Month Report April '04***

On the basis of the individual program assessment questions in the April '04 Six Month Report, grantees assess their own program progress (Table 1 and Figures 1-4). Community/Schools grantees' mean scores on the 10 program progress questions ranged from 5 to 8.5 on a 10 point scale, with a mean of 7 or more on 6 of the questions. Priority Population grantees' mean scores ranged from 4 to 9, with a mean of 6.5 or more on 9 of the questions. (The higher the number, the more positive the assessment except in the case of question #2, barriers, where a lower number is more positive). These measures reflect healthy reports of program progress for the first program year.

- 92% (24 of 26) of the Community/Schools grantees and all of the Priority Population grantees report that they have achieved most of their formative objectives during the first program year.
- All of the Community/Schools and Priority Population grantees report that they feel well prepared to achieve their program objectives for the next six month period.
- Only 23% (6 of 26) of the Community/Schools grantees and 25% (1 of 4) of the Priority Population grantees report that they have encountered significant barriers to carrying out their program objectives.

- 81% of the Community/Schools grantees (21 of 26) and all of the Priority Population grantees report that youth are actively involved in their program planning.
- 92% (24 of 26) of the Community/Schools grantees and 75% (3 of 4) of the Priority Population grantees report that existing community partnerships have assisted them in meeting their program objectives to a large extent, and 81% (21 of 26) of the Community/Schools grantees and 50% (2 of 4) of the Priority Population grantees report that new community partnerships have assisted them.
- 62% (16 of 26) of the Community/Schools grantees and 75% (3 of 4) of the Priority Population grantees report belief that, to a large extent, their communities view tobacco use by youth as a serious health problem. For Community /Schools grantees, the number is lower for perception of tobacco as a serious health risk for adults (55% [9 of 26]), and for perception of second-hand smoke as a serious health problem [42% (11 of 26)]. For Priority Population grantees, the numbers are the same (75%) as for youth use of tobacco.
- 62% (16 of 26) of the Community/Schools grantees and 50% (2 of 4) of the Priority Population grantees report significant utilization of media advocacy to promote their program objectives.

**Table 1: April 2004 – Program Progress**

QUESTIONS	Community/Schools		Priority Populations	
	MEAN	RANGE (1-10)	MEAN	RANGE (1-10)
1. During the past 6 months, to what extent have you achieved your program objectives?	7.9	(6-10)	8.5	(7-10)
2. During the past 6 months, to what extent have you encountered significant barriers to your program objectives?	5.1	(2-8)	4.0	(2-7)
3. During the past 6 months, to what extent have you been able to use <i>existing</i> community partnerships to assist you in meeting your program objectives?	8.2	(6-10)	8.3	(6-10)
4. During the past 6 months, to what extent were you able to develop <i>new</i> community partnerships to assist you in meeting your program objectives?	7.7	(4-10)	6.8	(4-9)
5. During the past 6 months, to what extent did you utilize media advocacy techniques (e.g. letter writing, press release, interviews, PSA, etc.) to promote your program objectives?	6.9	(2-10)	6.5	(5-8)
6. During the past 6 months, to what extent do you believe your community views tobacco use by youth as a serious health problem?	7.1	(3-10)	7.3	(5-8)
7. During the past 6 months, to what extent do you believe your community views tobacco use by adults as a serious health problem?	6.2	(4-10)	7.5	(5-9)
8. During the past 6 months, to what extent do you believe your community views secondhand smoke as a serious health problem?	6.2	(3-10)	6.8	(4-8)
9. During the past 6 months, to what extent are at least 4 or more youth actively involved with planning or execution of your project activities?	8.0	(1-10)	8.8	(7-10)
10. For the <i>upcoming</i> 6 months, to what extent do you believe you are on target to achieve your program objectives?	8.5	(7-10)	9.0	(8-10)

Figure 1: April 2004 - Program Progress

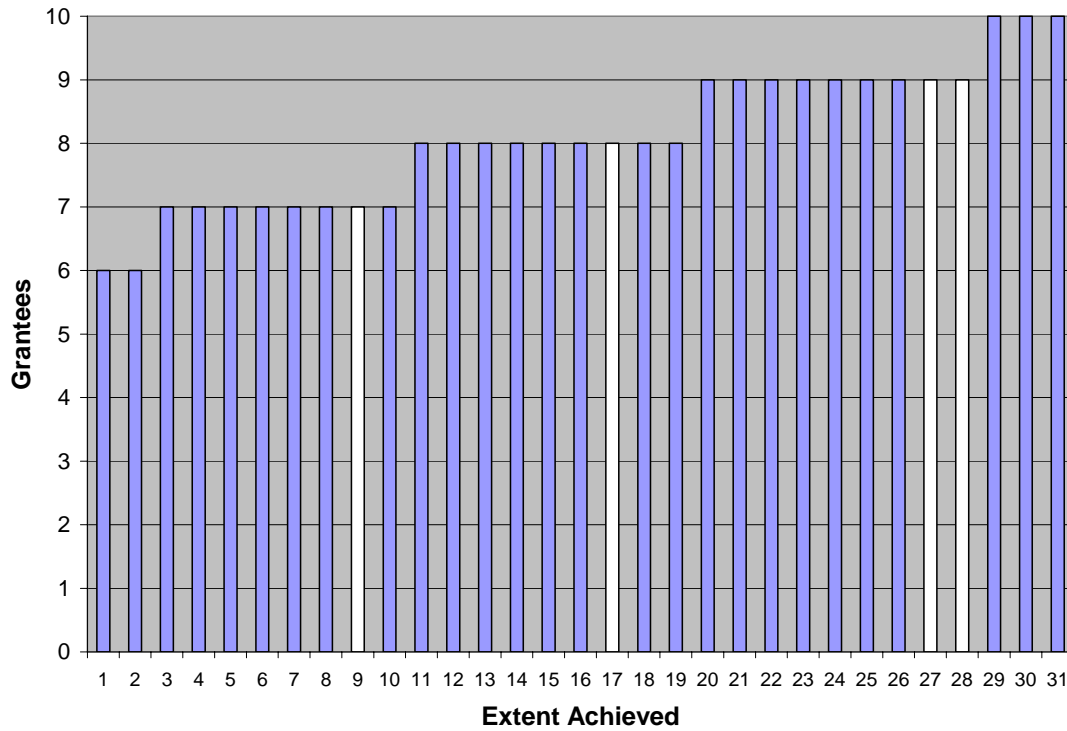
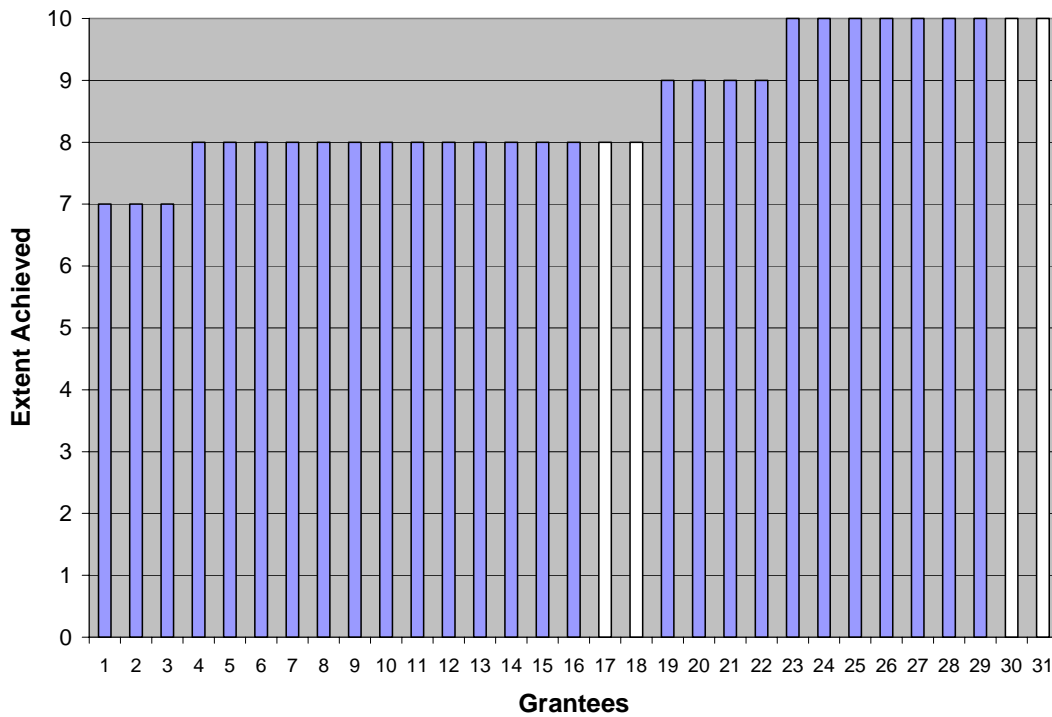
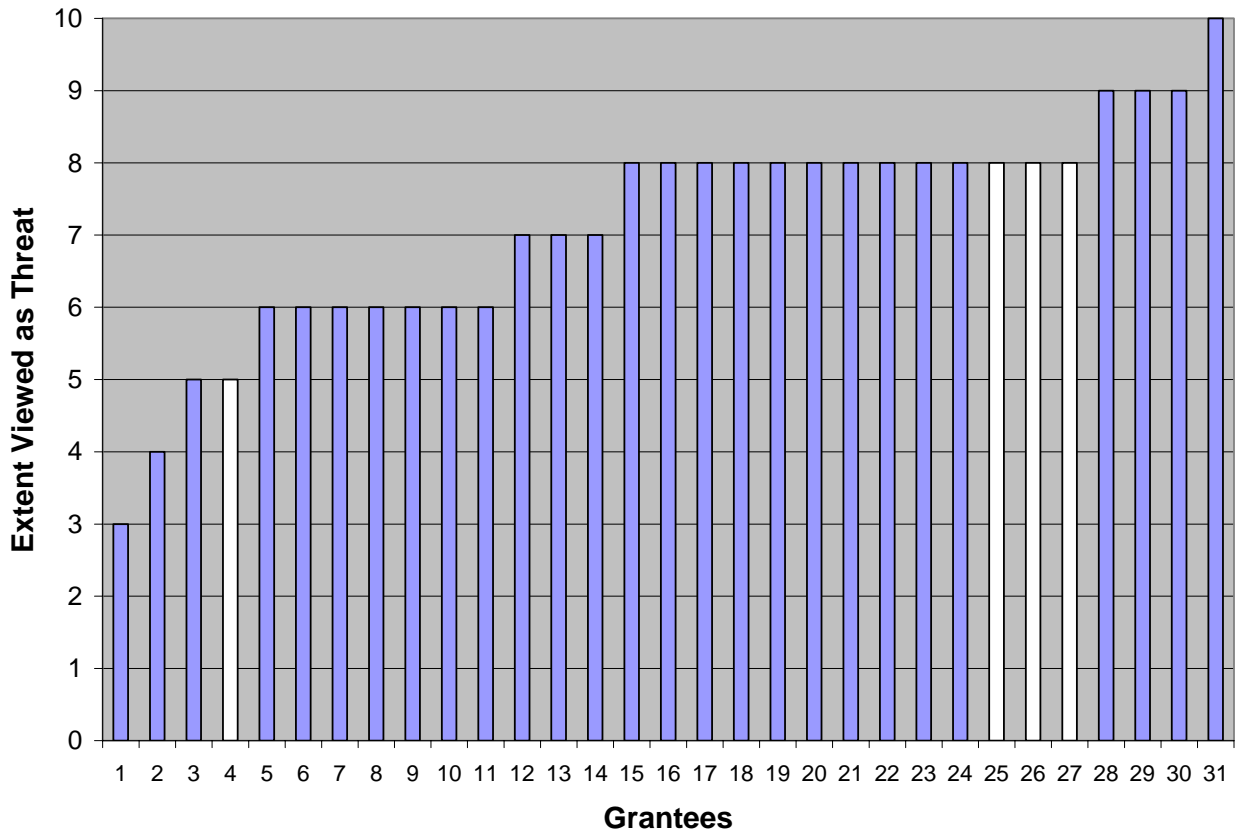


Figure 2: April 2004 - On Target to Achieve Objectives

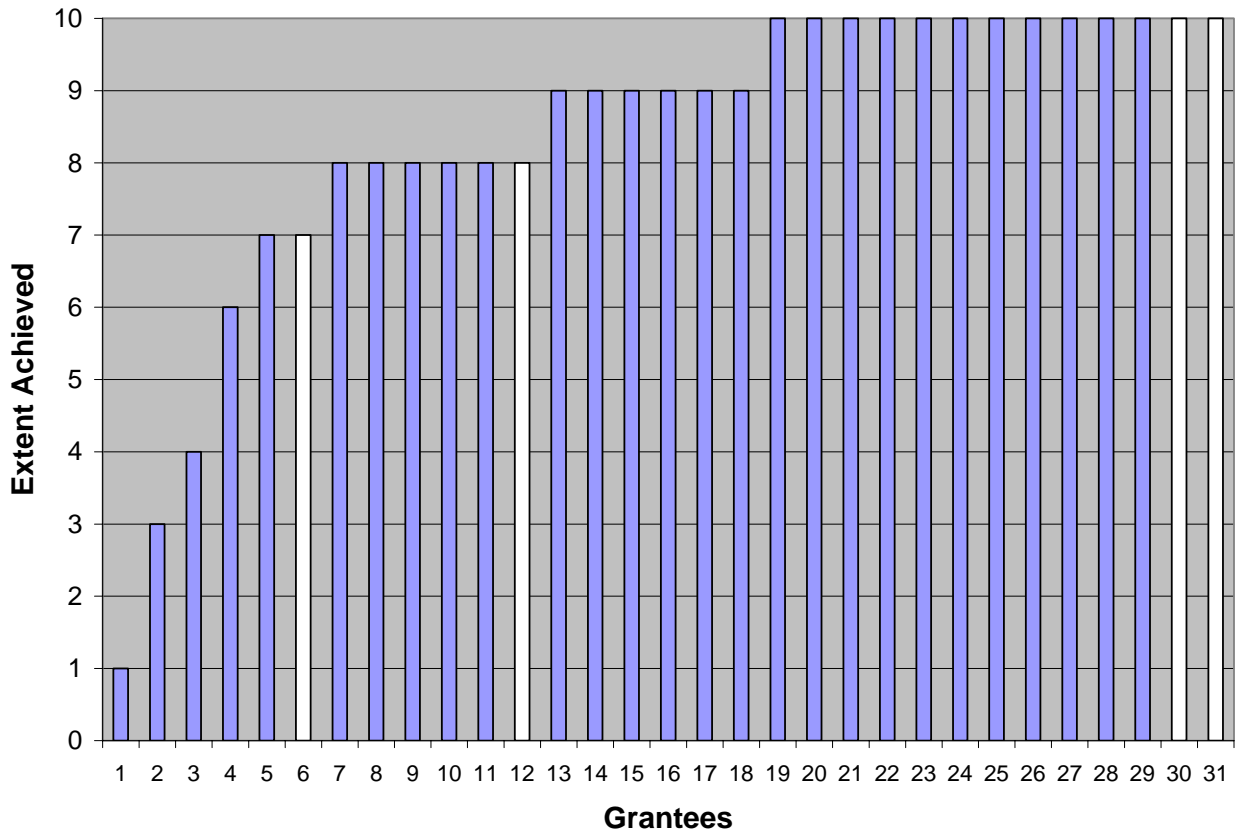


Note: Light bars = Priority Population grantees; dark bars = Community/School grantees

Figure 3: April 2004 – Youth Tobacco Use viewed as Health Threat



**Figure 4: April 2004 - Active Involvement of Youth in Project Activities**



**Note: Light bars = Priority Population grantees; dark bars = Community/School grantees**

The statewide TTPI program assessment six month April '04 responses showed mean scores on the 9 program linkage questions ranging from 3.9 to 8.7 for Community/School grantees, and from 2.8 to 8.8 for Priority Population grantees, a greater spread than that for the individual program progress questions. Table 2 and Figures 5-6 show the mean scores, response ranges and graphical representations of responses. Summaries of this data show:

- All of the Community/Schools grantees report that they are getting very good training support, and 88% (23 of 26) of Community/Schools grantees report significant support in technical assistance. All Priority Population grantees report that they have received both the training and technical assistance they have needed.
- 81% (21 of 26) of the Community/Schools grantees and 75% (3 of 4) of the Priority Population grantees reported that they have found PTS useful in tracking their program activities.
- 58% (15 of 26) of the Community/Schools grantees and 75% (3 of 4) of the Priority Population grantees reported making good use of the Tobacco Reality Unfiltered (TRU) print media, and 38% (10 of 26) of Community/Schools grantees and 75% of Priority Populations grantees reported a belief that teens in their communities had significant exposure to the TRU campaign.
- Community/Schools grantees reported the highest level of partnering with the SAVE program (58%: 15 of 26); the next highest level with the NOT program (38%: 10 of 26); and the lowest level of significant partnering with the Priority Population grantees (23%: 6 of 26). Priority Population grantees reported their highest level of partnering with each other (100%: 4 of 4), the next highest level with the NOT program (75%: 3 of 4), and the lowest level (25%: 1 of 4) with the SAVE program.



**Table 2: April 2004 - Linkages with Statewide TTPI Initiatives**

QUESTIONS	Community/Schools		Priority Populations	
	MEAN	RANGE (1-10)	MEAN	RANGE (1-10)
1. During the last 6 months, to what extent do you believe that teens in your community have been exposed to the Health and Wellness Trust Fund's media campaign "Tobacco Reality Unfiltered"?	5.5	(1-9)	7.0	(5-8)
2. During the last 6 months, to what extent has the Health and Wellness Trust Fund's media campaign "Tobacco Reality Unfiltered" linked with your program initiatives?	6.2	(1-10)	6.5	(4-10)
3. During the last 6 months, to what extent has your program utilized print materials developed by the Health and Wellness Trust Fund's media campaign "Tobacco Reality Unfiltered"?	6.4	(2-10)	8.0	(5-10)
4. During the last 6 months, to what extent has your program received any technical assistance it needed?	8.1	(3-10)	8.3	(8-9)
5. During the last 6 months, to what extent has your program received any training support it needed?	8.3	(1-10)	8.0	(7-9)
6. During the last 6 months, to what extent have any of your program initiatives partnered with the SAVE (Survivors and Victims of Tobacco Empowerment) program?	5.8	(1-10)	2.8	(1-8)
7. During the last 6 months, to what extent has any of your program initiatives partnered with the N-O-T (Not on Tobacco) program?	5.2	(1-10)	8.0	(5-10)
8. During the last 6 months, to what extent has any of your program initiatives partnered with any of the priority population grantees (American Indian, African American, Hispanic, General Baptist)?	3.9	(1-10)	8.8	(7-10)
9. During the past 6 months, to what extent have you been able to use PTS to assist you in documenting your progress in meeting program objectives?	8.0	(4-10)	8.0	(5-10)

Figure 5: April 2004 - Training Support Received

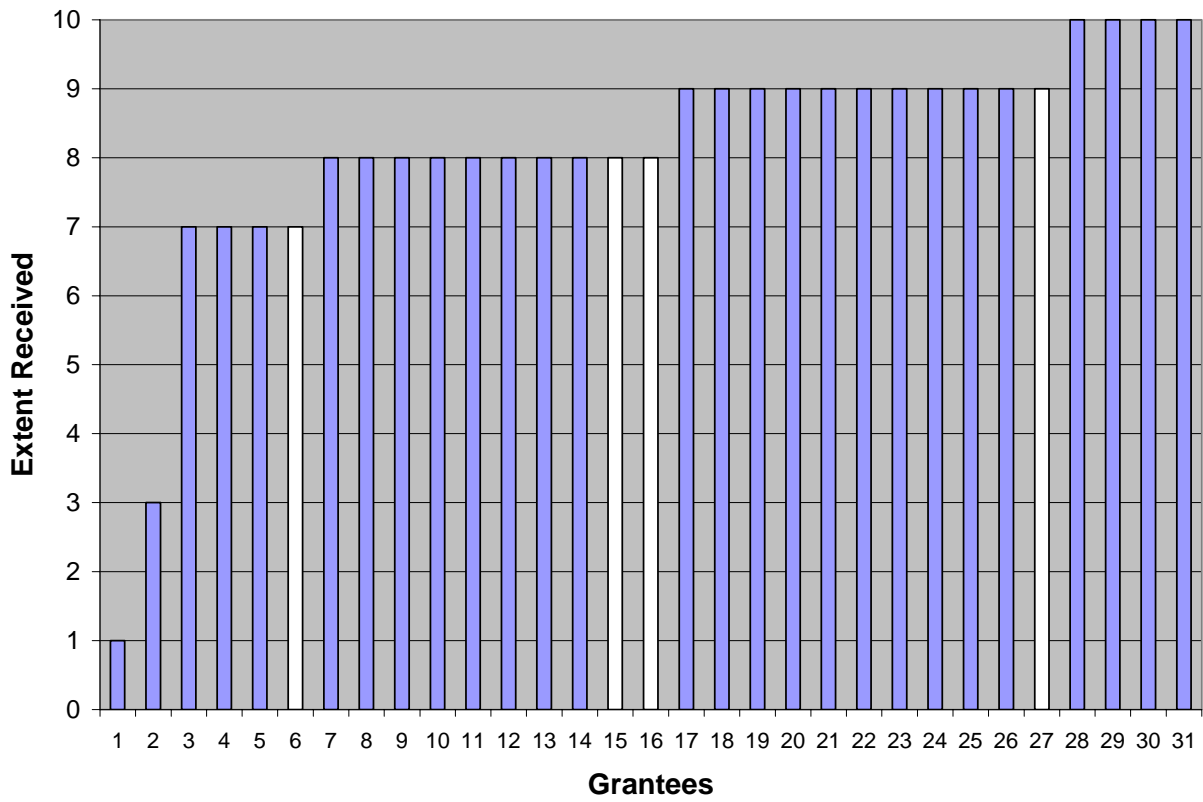
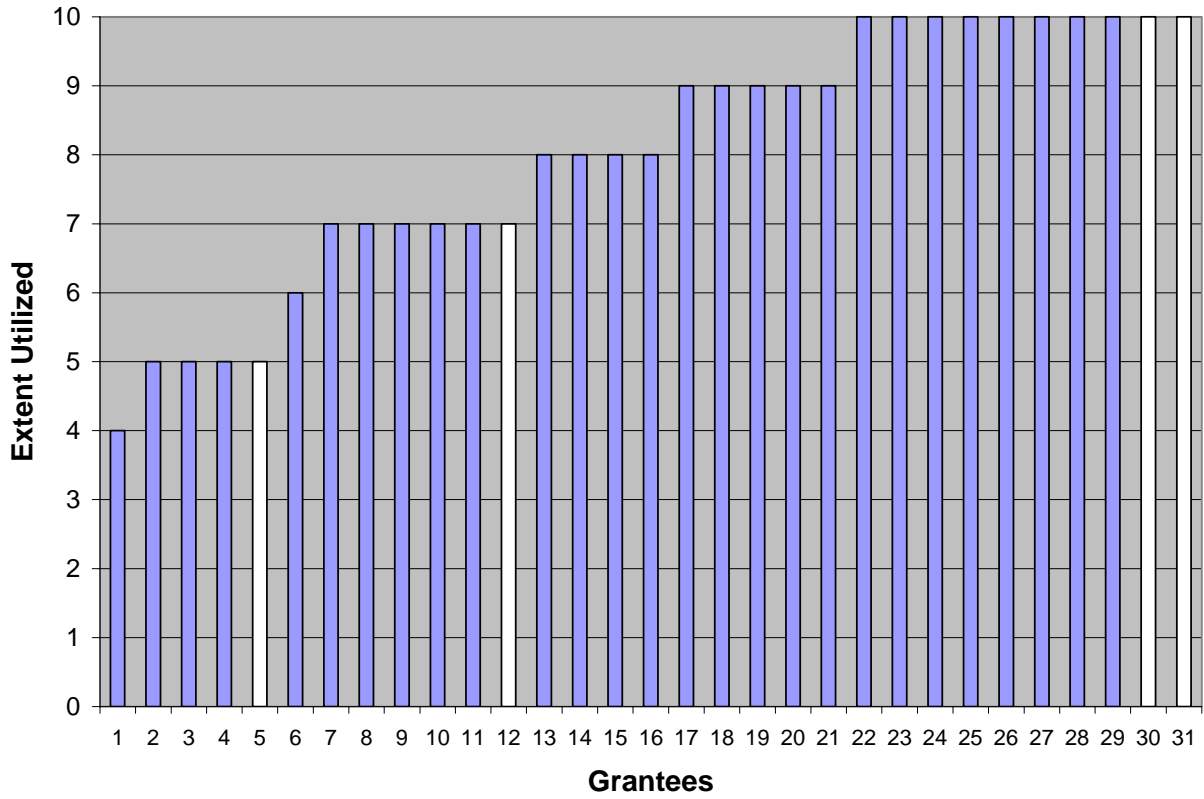


Figure 6: April 2004 - Ability to Use PTS in Documenting Program Progress



Note: Light bars = Priority Population grantees; dark bars = Community/School grantees