

An Unqualified Success Story: How North Carolina Made All Schools 100% Tobacco-Free in Five Years

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Background

- Comprehensive, enforced tobacco-free school (TFS) policies lead to significant reductions in youth tobacco use.
- Prior to 2003, only 13% of North Carolina (NC) school districts had passed comprehensive tobacco-free school policies.
- In 2003, approximately 30 Health and Wellness Trust Fund (HWTF) grantees across the state began to focus on promoting the adoption of and compliance with TFS policies.
- By the summer of 2007, more than three-quarters of North Carolina school districts had adopted comprehensive TFS policies.
- HWTF initiatives were instrumental in the passage of legislation requiring all North Carolina school districts to adopt comprehensive TFS policies by August 2008.

Methods/ Strategies

- Sample** (n=46)
- 40 Community/School and 6 Priority Population grantees
- Procedure**
- Grantees submitted monthly progress reports on the 5th of each month
 - Reports are submitted via a Web-based, Indicator Progress Tracking System (WiPTS)
 - System was developed and approved by the HWTF, Tobacco Prevention and Control Branch (TPCB), and the UNC Tobacco Prevention and Evaluation Program (UNC TPEP)
 - WiPTS collects data based on seven focus areas and 28 performance indicators
- Strategies**
- TRU (Tobacco.Reality.Unfiltered) Media Campaign
 - HWTF funded grantees met with local and state shareholders to promote 100% TFS policies
- Analysis**
- Data compiled and analyzed by UNC TPEP
 - Aggregate WiPTS data was reviewed by two UNC TPEP staff
 - Established criteria and reporting procedures were used to verify program activities

SUNDAY, JUNE 10, 2007 THE CHAPEL HILL NEWS

Support high for smoke-free schools

Two-thirds also support bans in all public places

UNH NEWS SERVICES

CHAPEL HILL — Ninety percent of North Carolina adults support the passage of a statewide law mandating a 100 percent tobacco-free policy in all N.C. school districts, according to a survey conducted in April and May by the Tobacco Prevention and Evaluation Program at UNC.

In addition, more than two-thirds (67.6 percent) of North Carolina adults support a statewide law that would eliminate smoking in all public school areas, such as restaurants, bowling alleys, shopping centers, and indoor stadiums, the survey found.

In both cases, support for these proposed laws was widespread and did not vary according to age, gender, ethnicity, marital status, or educational level," said Adam Goldstein, program director and an associate professor of family medicine in the UNC School of Medicine.

Other key findings of the survey include:

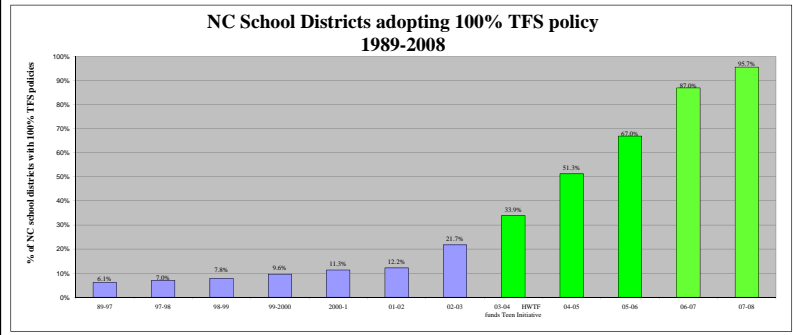
- Regarding the law to mandate a 100 percent tobacco-free policy in all N.C. school districts:
 - Support was very high among both non-smokers and smokers: 94 percent of non-smokers supported this type of law while 75.4 percent of smokers supported it.
 - Support was high in a heavily tobacco-dependent county.
- Regarding the statewide law to ban smoking in all public enclosed areas:
 - Support for a statewide law to ban smoking in public enclosed areas is very high among non-smokers, with 81.5 percent supporting such a bill.
 - People who believe that secondhand smoke could cause lung cancer and heart disease were more likely to support the law, with 83 percent in favor of such a law.
 - Support for the statewide ban was high in Johnston County, with 60 percent of adults favoring the law.
 - The Tobacco Prevention and Evaluation Program, together with the UNC Survey Research Unit,



Results

- In accordance with best practice guidelines, grantees worked to promote adoption of and compliance with 100% Tobacco-Free School (TFS) policies.
- From 1990 - 2002, 15 of 115 (13%) NC school districts passed 100% TFS policies.
 - From 2003 - 2007, 86 of 115 (75%) North Carolina school districts adopted 100% TFS policies.
- During FY 2007-08, grantees reported:
- 285 media messages encouraging the adoption of 100% TFS policy.
 - More than 6,237 media messages distributed since 2005.
 - More than a quarter of the media messages were earned media.
 - 302 meetings and presentations with school/community agencies to encourage implementation and compliance with 100% TFS policies.
 - Almost a fifth (47 of 302) of the meetings/presentations were youth-led.
 - Since 2005, grantees have conducted at least 724 meetings and presentations focused on 100% TFS policy adoption and compliance.

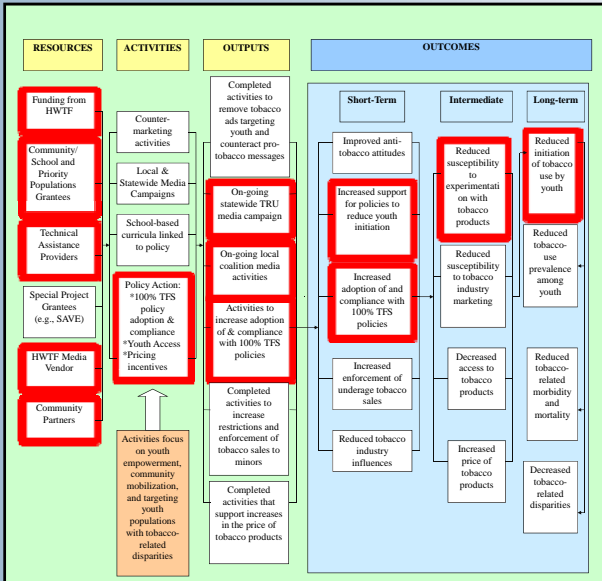
Additionally, grantees completed 212 smoke-free patron survey campaigns since 2005.



Conclusions

- June 2008: 100 of 115 (96%) NC school districts had adopted TFS policies.
- The North Carolina General Assembly passed legislation in July 2007 that required all North Carolina public school districts to adopt 100% TFS policies by August 2008.
- Rapid adoption of comprehensive TFS policies in North Carolina is a tremendous success story.
- Statewide funding, leadership, grassroots organizing, and optimal communication strategies had a rapid and dramatic effect on TFS policy adoptions in the state.
- Other states or locales pursuing TFS policy adoption may find useful the lessons learned from North Carolina's experience.

Logic Model



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