

Building Evaluation and Program Capacity for Addressing Priority Populations In NC Youth Tobacco Control

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Program Description:

The North Carolina Health and Wellness Trust Fund (HWTF) funds 42 community and school grantees programs to reduce and prevent tobacco use among youth and young adults in North Carolina.

Four grantees specifically address tobacco-related health disparities:

- El Pueblo
- NC Commission on Indian Affairs
- Haliwa-Saponi Tribe
- Lumbee Tribe of NC

The Teen Tobacco Use Prevention and Cessation Initiative organizes and implements activities designed to address tobacco exposure and use among youth in North Carolina.

Target Population:

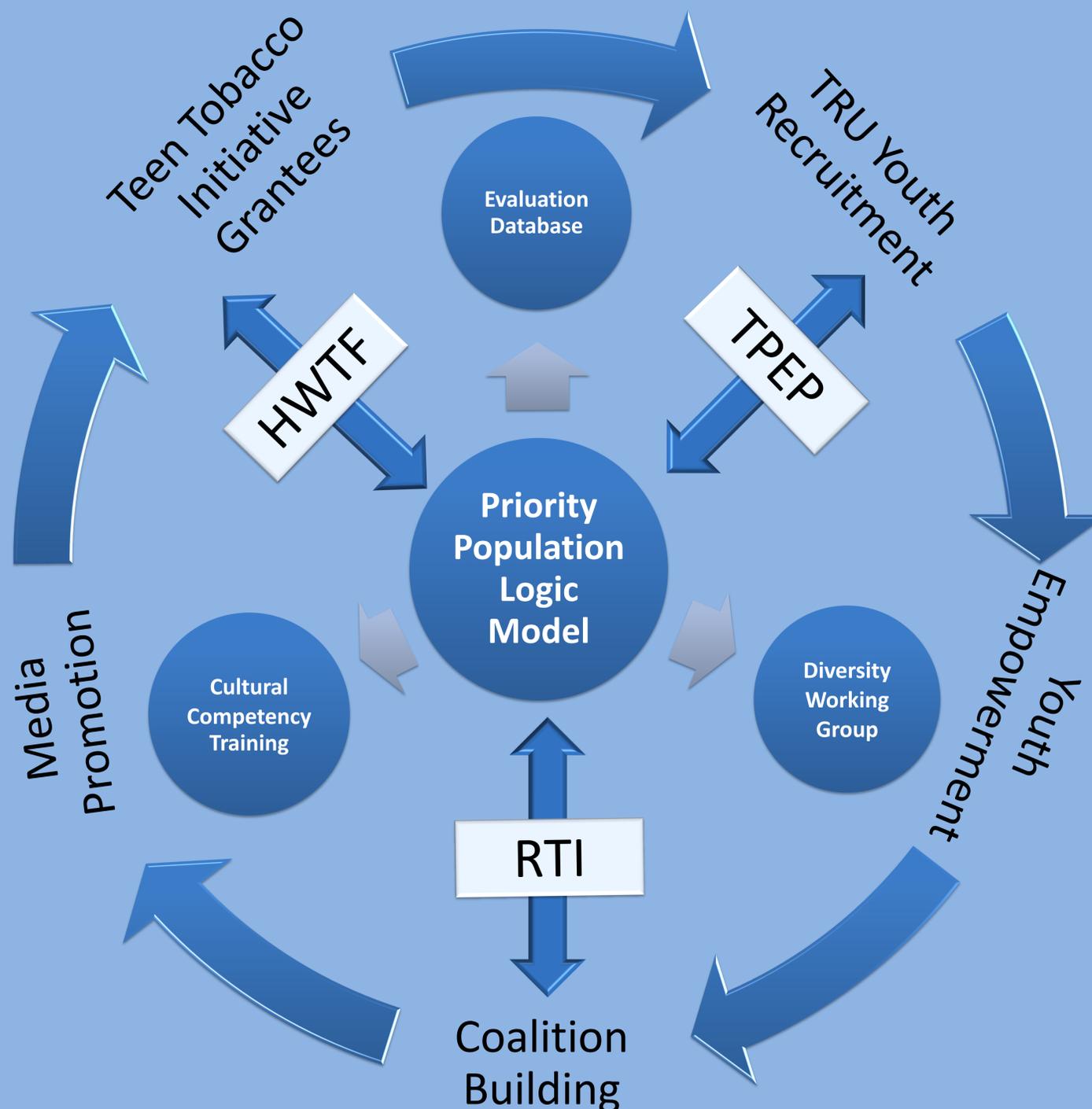
One goal area for all grantees is to address tobacco-related health disparities among youth in their communities.

Targeted priority populations:

- African American,
- Native American,
- Asian American,
- Latino,
- Lesbian/gay/bisexual/transgender youth,
- Pregnant teens,
- Low literacy,
- Low-income, and
- Disabled youth.

Grantees develop, implement, and report on tobacco prevention and cessation activities specifically tailored for these groups.

Cultural Competency Collaboration



Evaluation:

Collaboration occurred between HWTF, Tobacco Prevention and Evaluation Program (TPEP), and Research Triangle Institute (RTI) to improve:

- Grantees' capacity to reach disparate populations within their communities
- Assessment and evaluation of activities specifically tailored to priority populations

Stakeholders developed a priority population logic model that guided evaluation database modifications to capture important information on culturally tailored activities.

Unique indicators were developed to report the grantees' progress towards reaching disparate populations.

Outcomes:

The development of the priority population logic model provided an increased level of specificity for the Teen Initiative program by:

- Outlining actions taken by stakeholders to assist grantees with cultural competency
 - ✓ Cultural Competency TA
 - ✓ Diversity Working Group
- Providing a method to capture culturally tailored outreach to youth in priority populations

Database modifications and improvement of database technology enhanced the quality of data collected to assess attainment of program goals especially goals to address tobacco-related health disparities among youth.