



North Carolina Health and Wellness Trust Fund

Tobacco-Free Colleges Initiative Phase II

**Fiscal Year 2008-2009
QUARTER FOUR AND ANNUAL REPORT**



Prepared for:
North Carolina Health & Wellness Trust Fund



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A. SUMMARY AND RECOMMENDATIONS

A.1. Overview and Map of Policy Change

The North Carolina Health and Wellness Trust Fund (HWTF) launched the Tobacco-Free Colleges Initiative in January 2006 to support efforts that prevent and reduce the high rates of tobacco use among NC college students, age 18-24, through the promotion of tobacco-free policy adoption and the delivery of cessation services on campus.

After two successful years in Phase I (report available at: <http://www.tpep.unc.edu>), the HWTF expanded the Initiative with \$1.4 million in Phase II grant funding beginning in January 2008. Phase II grants were awarded to 14 grantees working with 50 campuses (44 of which are accredited) in 33 counties across NC. A continuation contract also was awarded to one Phase I grantee, extending their work through a portion of Phase II. Additional technical assistance services not covered in this evaluation expand the campaign state-wide.

North Carolina leads the nation in voluntary adoptions of comprehensive or 100% tobacco-free policies at college and university campuses (1, 2) with 30 such policies passed by the end of this fiscal year (Figure 1). This report shows cumulative data across Phase II, highlighting the ongoing successes of the program in the 2008-2009 fiscal year and the current quarter. Of note this year:

- Twenty-one of the 64 campuses (33%) participating in Phases I or II (39% of campuses participating in Phase II) now provide the most protective policy allowed by law. These policies protect 103,587 NC college students (3).
 - Five grantees reported six new 100% tobacco-free campus policies adopted.
 - Seven additional colleges independent of the Initiative's grantees adopted 100% tobacco-free policies.
 - Five grantees reported 12 perimeter, prohibition on tobacco sales, prohibition on tobacco marketing, or campus organization policies.
- During the 2008-2009 fiscal year, grantees reported substantial work building support for policy adoption, addressing policy compliance, and promoting Quitline NC.
 - Eight grantees reported 14 new policies placed under formal consideration by campus administrators.
 - Ten grantees reported collecting 3,347 petition signatures showing support for campus policy adoption in 86 petition drives.
 - Grantees reported a total of 360 meetings/presentations, 72 earned media messages, and 2 paid media messages to build support for policy adoption.
 - Grantees reported a total of 319 meetings/presentations, 99 earned media messages, and 53 paid media messages building support for policy compliance.
 - Grantees held 516 Quitline NC promotions (e.g., campus-wide events, presentations at meetings) and 190 media messages to promote Quitline NC.
 - Twelve grantees reported 56 meetings with campus-based health providers to promote Quitline NC fax referral service and 41 meetings to promote the 5A's.
- Administratively, grantees reported recruiting 168 new coalition members, 27% of whom were upper level administrators, faculty, or staff members on campus.

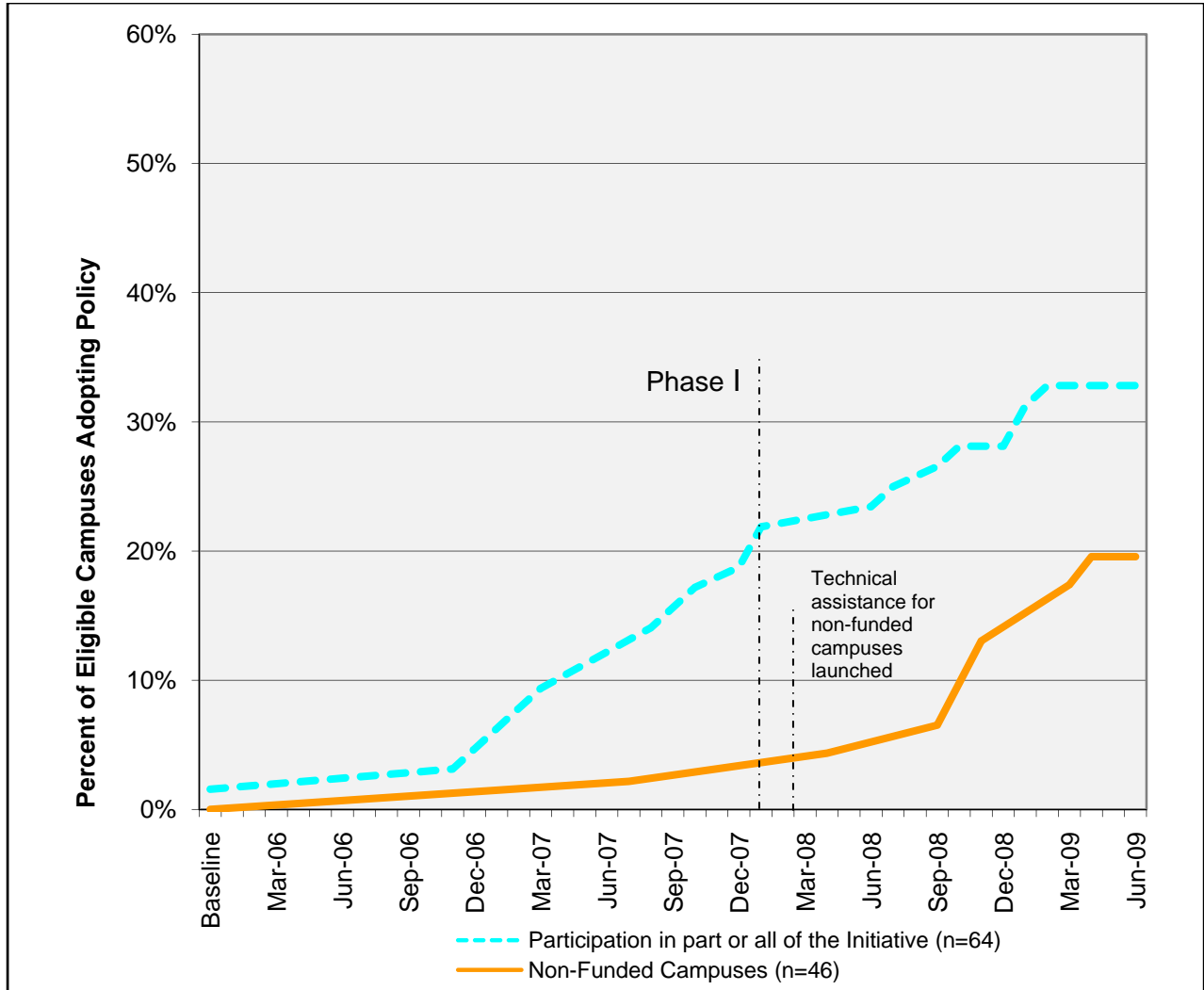
A.2. Recommendations

1. Continue funding the Tobacco-Free Colleges Initiative after the current phase ends in June 2010, for an additional two years, to achieve adoption of 100% tobacco-free policies at the majority of NC colleges and universities.
2. Continue publicizing the new and cumulative policy successes of the Tobacco-Free Colleges Initiative, including new 100% tobacco-free policies and comprehensive campus tobacco policies adopted statewide, and the relationships to Phase I and Phase II funding.
3. Conduct a special study to document policy compliance on tobacco-free campuses.
4. Begin to discuss if lessons learned from the legislative adoption of the 100% Tobacco-Free Schools movement can be utilized by the Tobacco-Free Colleges Initiative.
5. Develop additional strategies for technical assistance and surveillance to enhance program reach to priority populations

A.4. Diffusion of Tobacco-Free Policy Adoption

Prior to the Initiative, only one college in North Carolina had a 100% tobacco-free policy. Figure 2 shows how the Initiative accelerated the rate of policy adoption among funded and, more recently, among non-funded campuses for which the HWTF provides additional technical assistance.

Figure 2: Percent of North Carolina campuses adopting tobacco-free or comprehensive policies from Phase I baseline to June 2009



A.5. List of Tobacco-Free Policy Adoptions through June 2009

By the end of this fiscal year, 30 of North Carolina's 110 campuses had adopted 100% tobacco-free policies (or, in the case of UNC System schools, comprehensive policies restricting tobacco use within 100 feet of all buildings, which are the most protective policy allowed by law). Table 1 lists the campuses by date of adoption. Only one campus adopted a tobacco-free policy prior to the Initiative.

Table 1: List of 100% Tobacco-Free Policies and Responsible Grantees by Date

	#	Campus	Passed	Colleges Initiative Grantee Involved (Funded Phases)
Before	1.	Bennett College	Pre-grant 2004	Moses-Cone Wesley-Long CHF (1) and Guilford County Dept. of Public Health (2) provided support for compliance and Quitline
Phase I	2.	Gardner-Webb University	11/2006	Mecklenburg CHD (1-2)
	3.	College of the Albemarle	12/2006	Albemarle RHS (1)
	4.	Stanly Community College	01/2007	Mecklenburg CHD (1-2)
	5.	Asheville-Buncombe Technical CC	02/2007	Asheville-Buncombe Tech CC (1)
	6.	Cleveland Community College	03/2007	Cleveland CC (1-2)
	7.	Haywood Community College	07/2007	-
	8.	Greensboro College	08/2007	Moses-Cone Wesley-Long CHF (1) Guilford County Dept. of Public Health (2)
	9.	Wake Technical Community College	08/2007	Indirect support from Phase I special grantee
	10.	Roanoke-Chowan Community College	08/2007	Albemarle RHS (1)
	11.	UNC-Chapel Hill	10/2007	UNC-Chapel Hill (1)
	12.	Guilford Technical Community College	10/2007	Moses-Cone Wesley-Long CHF (1) Guilford County Dept. of Public Health (2)
13.	Winston Salem State University	12/2007	Moses-Cone Wesley-Long CHF (1) Guilford County Dept. of Public Health (2)	
Phase II	14.	Wingate University	01/2008	Mecklenburg CHD (1-2)
	15.	Montreat College	01/2008	Montreat College (2)
	16.	Louisburg College	04/2008	-
	17.	Elizabeth City State University	06/2008	Elizabeth City State University (1)
	18.	UNC-Pembroke	07/2008	UNC-Pembroke (1-2)
	19.	Peace College	09/2008	-
	20.	High Point University	09/2008	Guilford County DPH (1-2)
	21.	Catawba Valley Community College	10/2008	Mecklenburg CHD (1-2)
	22.	Blue Ridge Community College	11/2008	-
	23.	Central Carolina Community College	11/2008	-
	24.	Wayne Community College	11/2008	-
	25.	Davidson County Community College	01/2009	Guilford County DPH (2)
	26.	Cape Fear Community College	01/2009	-
	27.	Richmond Community College	01/2009	First Health of the Carolinas (2)
	28.	Western Piedmont Community College	02/2009	Western Piedmont Community College (2)
	29.	Vance-Granville Community College	03/2009	-
	30.	Craven Community College	04/2009	-

A.6. Fiscal Year 2008-2009 Key Outcomes and Program Accomplishments

Policy Adoption

- Five grantees reported six 100% tobacco-free policies adopted at UNC-Pembroke, High Point University, Catawba Valley Community College, Davidson County Community College, Richmond Community College, and Western Piedmont Community College.
- Seven additional colleges independent of the Initiative's grantees adopted 100% tobacco-free policies: Peace College, Blue Ridge Community College, Central Carolina Community College, Wayne Community College, Cape Fear Community College, Vance-Granville Community College, and Craven Community College.
- Five grantees reported twelve policies covering portions of campus areas, off-campus areas, the sales or marketing of tobacco products, and campus organizations (Table 2).

Table 2: Area, Organizational, Sales, and Marketing Policy Adoption by Date

Date	Policy Adopted	Type	Campus
08/2008	50 ft. Perimeter Policy (with designated areas)	Area	Rockingham Community College
08/2008	Designated outdoor smoking area for all dorms	Area	High Point University
10/2008	Alleghany Center Student Government Association	Organization	Wilkes Community College
10/2008	Boone Saloon Tobacco-Free (off-campus area policy)	Off Campus	Appalachian State University
11/2008	Ashe Campus Student Government Organization	Organization	Wilkes Community College
12/2008	Health Sciences Building tobacco-free	Area	East Carolina University
12/2008	Faculty Staff Council	Organization	Western Piedmont Community College
12/2008	Sales Prohibition Policy	Sales	Western Piedmont Community College
12/2008	Industry Activity Prohibition Policy	Marketing	Western Piedmont Community College
01/2009	Student Government Association	Organization	Western Piedmont Community College
01/2009	Baptist Student Union Club	Organization	Wilkes Community College
02/2009	Medical Assisting Club	Organization	Wilkes Community College

Building Support for Policy Adoption

- Eight grantees reported submitting 14 new tobacco-related campus policies for formal consideration by college officials.
- Grantees reported 221 college officials, campus organizations, and individuals (i.e., staff, faculty, student leaders) offered formal support for campus policy initiatives. Ten grantees also reported collecting 3,347 petition signatures showing support for campus policies in 86 petition drives.
- Grantees reported a total of 360 meetings/presentations, 72 earned media messages, and 2 paid media messages to build support for policy adoption.
- Grantees reported a total of 319 meetings/presentations, 99 earned media messages, and 53 paid media messages building support for policy compliance.

Quitline Promotion

- Quitline NC promotions on college campuses were conducted by every grantee during this fiscal year.
- All grantees promoted Quitline NC on one or more of their campuses. In total, grantees held 516 Quitline NC promotions (e.g., campus-wide events, presentations at meetings).
- Grantees reported a total of 190 media messages (73% earned) to promote Quitline NC.
- Twelve grantees reported 56 meetings with campus-based health providers to promote Quitline NC fax referral service utilization. In addition, eight grantees reported 41 meetings to promote the 5A's and other related cessation services.

Coalition Development

- Grantees reported recruiting 168 new coalition members, 27% of whom were upper level administrators, faculty, or staff members on campus.

A.8. Key Barriers to Program Activities

Grantees reported barriers in this quarter that were similar to barriers reported over the course of Phase II.

- Nine grantees (60%) reported difficulty scheduling around the academic calendar.
- Four grantees (27%) reported challenges in completing administrative requirements on their campuses with approval for activities, signage, and/or purchases.
- Three grantees (20%) reported barriers to gaining student interest and support for policy change.
- Three grantees (20%) reported barriers to gaining student interest and support for policy change.
- Three grantees (20%) reported difficulties with budget requests and obtaining approval for carryover funds.
- Two multi-campus grantees reported difficulty attending campus meetings due to travel freezes and the lack of lead-time on student-scheduled meetings.

B. BACKGROUND

Young adults, aged 18-24, continue to have the highest rates of tobacco use among all age groups in NC, with 31.3% of this population identified as current smokers in 2007 (4). Nearly 60% of NC young adult smokers have made unsuccessful quit attempts in the last year. Among young adults attending college, the level of exposure to tobacco marketing and use are elevated (5, 6). In 2006, over four-fifths of NC college students reported weekly exposure to secondhand smoke (7). Additionally, certain subpopulations (e.g., fraternities, sororities, athletes, gays & lesbians, first-year students) deemed “priority populations” are at additional risk for tobacco initiation and face barriers to cessation services (American Legacy Foundation 8).

The HWTF Tobacco-Free Colleges Initiative began in January 2006 with \$1.6 million in Phase I funding aimed at preventing and reducing tobacco use among NC college students through the promotion of tobacco-free policy adoption and Quitline NC on NC campuses. The UNC System, NC Community College System, and NC Independent Colleges and Universities* are comprised of 110 different colleges and universities. These schools serve approximately 492,000 students annually (3). Twenty community and campus-based organizations received Phase I grants from the HWTF to carry out this work on 53 campuses.† Prior to this initiative, only one campus in NC was known to be 100% tobacco free (Bennett College).

Phase I of the Initiative demonstrated several successful outcomes, including the adoption of 12 100% tobacco-free policies and comprehensive campus tobacco policies. One-hundred percent tobacco-free policies prohibit the use of tobacco anywhere on campus grounds and in campus vehicles by anyone at anytime. The sale, advertisement, sponsorship and free sampling of tobacco products on campus are also prohibited. Comprehensive campus tobacco policies are similar to 100% tobacco-free policies; however, they technically only prohibit tobacco use within 100 ft. of campus buildings. Comprehensive campus tobacco policies apply to UNC system schools, which are currently limited by state law to the adoption of a maximum 100 foot perimeter policy.

Following the success of Phase I, the Initiative was expanded in January 2008, with an additional \$1.4 million in Phase II grant funding awarded to 14 community and campus-based organizations (See Appendix 1 for list of Phase II grantees) that work with 50 colleges and universities across the state.‡ Six (43%) of these organizations were Phase I grantees.

Phase II grantees promote tobacco-free policy adoption, policy compliance, Quitline NC and other cessation services on public and private college, university, and community college campuses. In total, Phase II grantees work with 50 different campuses across NC. Three grantees work with multiple campuses (i.e., 39 campuses, or 78% of all campuses supported by Phase II grantees). The HWTF Tobacco-Free Campuses Director offers technical assistance to Phase II grantees, as well as leaders on non-funded campuses seeking assistance with tobacco-related campus policy and cessation initiatives.

* NC Independent Colleges and Universities is an association of 36 private colleges and universities that are accredited by the Southern Association of Colleges and Schools.

† This does not include campuses solely receiving technical assistance from SAVE and ALA-NC. It does include six campuses recommended by grantees for inclusion that are not members of the UNC System, NC Community College System, or NC Independent Colleges and Universities.

‡ This include six campuses recommended by grantees for inclusion that are not members of the UNC System, NC Community College System, or NC Independent Colleges and Universities.

The UNC Tobacco Prevention and Evaluation Program (TPEP) conducts the independent outcomes evaluation for the grantee-funded portion of the HWTF Tobacco-Free Colleges Initiative. The purpose of this evaluation is to demonstrate the effectiveness of the Initiative at reaching its desired outcomes and to make recommendations for program improvement. The evaluation team is responsible for collecting baseline and monthly progress data from grantees using a customized, web-based tracking system, as well as analyzing data and disseminating results. This report describes the outcomes and program activities of Phase II grantees.

C. METHODS

The Colleges Online Reporting and Evaluation System (CORES) developed by TPEP collects outcome and program-oriented data from all grantees on a monthly basis. Data from one Phase I contract grantee (Elizabeth City State University) were also collected and included in this report, as they received a continuation of funds for Phase II. CORES data are reported based on key focus areas and indicators developed for the Tobacco-Free Colleges Initiative by UNC TPEP in collaboration with the HWTF. (See Appendix 2 for a list of indicators collected monthly using CORES.) The indicators include program activities that lead towards desired short-term, intermediate, and long term outcomes for the Initiative, as outlined in the logic model for Phase II Tobacco-Free Colleges Initiative grants. TPEP collected baseline data at the beginning of Phase I and Phase II using an online survey. TPEP uses baseline data to compare and assess grantee outcome achievement over time.

Indicators are divided into two areas:

- Outcome indicators include policy change and policies placed under formal consideration.
- Program indicators include building support for adoption and compliance with campus policies, Quitline NC promotion, coalition development, and administrative measures.

Grantees report their data using established indicator criteria (i.e., operational definitions) and reporting procedures outlined for all grantees in a CORES indicator reference codebook. Indicator definitions also are integrated in CORES via an easy-access, online help file. In addition, all grantees received training on how to use CORES via conference calls conducted in February 2008 and July 2009. Evaluators provided Individual CORES training to grantees by phone, as needed. Upon final receipt and compilation of grantee CORES data, TPEP staff verify policy changes and key program indicator changes via phone or email.

Throughout this report, outcomes are calculated based on eligible campuses in North Carolina (n=110), which are defined as members of the UNC System (n=16), NC Community College System (n=58), and NC Independent Colleges and Universities (n=36). Forty-four of NC's 110 campuses participate in Phase II of the Initiative. Six additional campuses which do not meet the definition for inclusion (e.g., bible colleges, business colleges, non-accredited colleges) participate through multi-campus grantees. While reported activities include the six additional campuses, outcomes are calculated based on the 44 accredited campuses. Elizabeth City State University's funding was continued from Phase I into Phase II and is included in all Phase II counts.

Results of grantee activity are reported using a denominator of the 15 participating grantees for Phase II. However, not all grantees are expected to conduct each type of activity due to individualized scopes of work and to differences between multi-campus grantees and single-campus grantees. Once policy changes are accomplished, for example, fewer grantees are expected to report work on policy advocacy activities. Care should thus be used when comparing overall levels of activity reported by grantees by quarter and especially by year.

D. SUMMARY OF OUTCOMES & ACTIVITIES

Sections D.1 and D.2 summarize this quarter and fiscal year's outcome and program activity indicator data. This report also summarizes data reported since the beginning of Phase II.

D.1. Outcomes

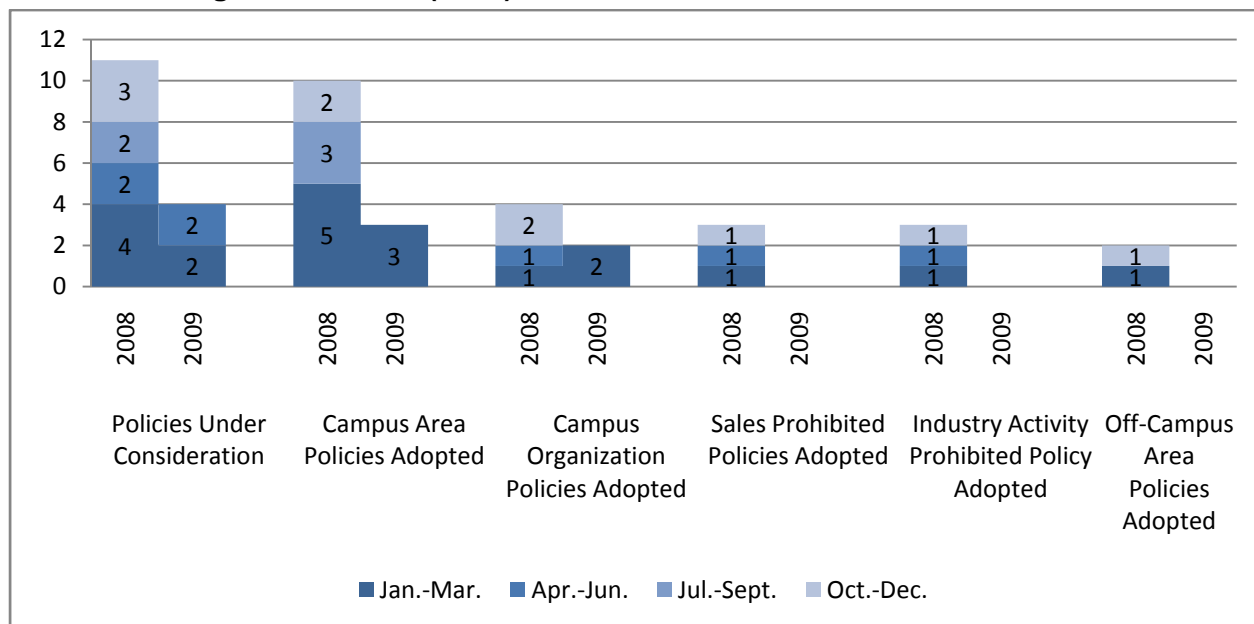
D.1.a. Policy Adoption

Over the course of the fiscal year, five grantees have reported six 100% tobacco-free policies at UNC-Pembroke, High Point University, Catawba Valley Community College, Davidson County Community College, Richmond Community College, and Western Piedmont Community College. Two grantees have reported the majority of campus organization policies. Wilkes Community College reported ten out of the thirteen campus organization policies adopted since the start of Phase II. Fewer policies restricting sales, sponsorship, and advertising have been reported. Few grantees have reported working on policy adoption in off-campus areas.

Figure 3 shows the number of grantees who reported policy indicator changes since the start of Phase II. Two grantees reported two new policies formally submitted for consideration by college officials during this quarter: Appalachian State University reported considering the addition of no tobacco industry sponsorship and marketing, and First Health of the Carolinas reported that Sand Hills Community College is considering a 100% tobacco-free policy on a satellite campus.

Please note that four grantees achieved the most protective tobacco-free policy possible and thus no longer report efforts to advocate for tobacco-free policies. Each multi-campus grantee (n=3) has also reported campuses adopting the most protective policy available. As more campuses adopt policies, fewer policy-related activities are expected.

Figure 3: Number of Grantees within Each Phase II Quarter Reporting Policy Indicator Changes, 2008-2009 (n=15)



D.1.b. Cumulative Summary of Outcome Indicators for Each Quarter of Phase II

The following table summarizes all outcome indicator changes reported in each quarter (Table 3). Of note, few grantees reported involvement in the adoption of campus organization, prohibition of sales or advertising, and off-campus area policies. As more campuses adopt policies, some activity should shift away from policy advocacy and towards promoting policy compliance.

Table 3: Cumulative Summary Policy Adoption Indicators, Phase II, 2008-2009

Indicator	Year	Grantees involved	Jan.-Mar. changes	Apr.-Jun. changes	Jul.-Sept. changes	Oct.-Dec. changes	Total changes
# of policy changes under consideration by college officials	2008	9 (60%)	8	2	6	4	20
	2009	4 (27%)	2	2	-	-	2
# of tobacco-free policies adopted in <u>campus areas</u> (includes 100% TF Policies)	2008	9 (60%)	6	0	4	2	12
	2009	3 (20%)	3	0	-	-	3
# of tobacco-free policies adopted by campus organizations	2008	2 (13%)	6	1	0	3	10
	2009	2 (13%)	3	0	-	-	3
# of sales prohibition policies adopted	2008	3 (20%)	1	1	0	1	3
	2009	-	0	0	-	-	-
# of policies adopted prohibiting tobacco industry advertising, free sampling, & sponsorship	2008	3 (20%)	1	1	0	1	3
	2009	-	0	0	-	-	-
# of tobacco-free policies adopted in <u>off-campus areas</u>	2008	2 (13%)	1	0	0	1	2
	2009	-	0	0	-	-	-

D.1.c. Characteristics of Campuses with Comprehensive or 100% Tobacco-Free Policies

Of the 50 campuses funded in Phase II, 17 of the 44 eligible campuses (39%) now have comprehensive or 100% tobacco-free policies (Table 4).

Table 4: Policy Characteristics of Phase II Funded Campuses (n=50)

Type	Campuses	Campuses with policy prior to Phase I	Number <i>currently with</i> comprehensive or 100% policy	Number <i>currently without</i> comprehensive or 100% policy
Community College	20	-	8	12
UNC System	9	-	3	6
NC Independent Colleges & Universities	15	1	6	9
Other Type (6)	Policies at other types of institutions are not included in outcome calculations.			
Total	44	1	17	27

D.2. Program Activity

D.2.a. Cumulative Overview of Grantee Activities

Figures 4a-c show the number of grantees who reported activity indicator changes during Phase II by quarter. Grantees reported levels of activity similar to previous quarters. While all grantees

reported Quitline NC promotions in the fourth quarter, grantees generally reported fewer other activities than in previous quarters. Grantees reported no new full-time staff members during the fourth quarter.

Figure 4a: Number of Phase II Grantees within Each Quarter Reporting Policy Adoption and Policy Compliance Indicator Changes, 2008-2009 (n=15)

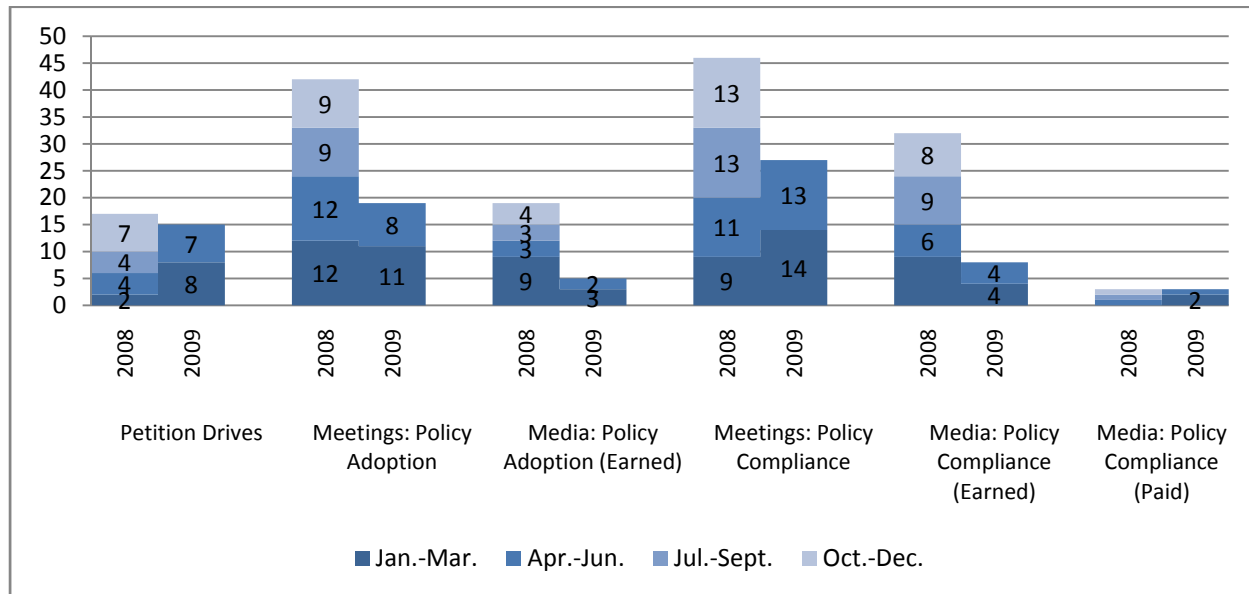


Figure 4b: Number of Phase II Grantees within Each Quarter Reporting Quitline NC Promotion Indicator Changes, 2008-2009 (n=15)

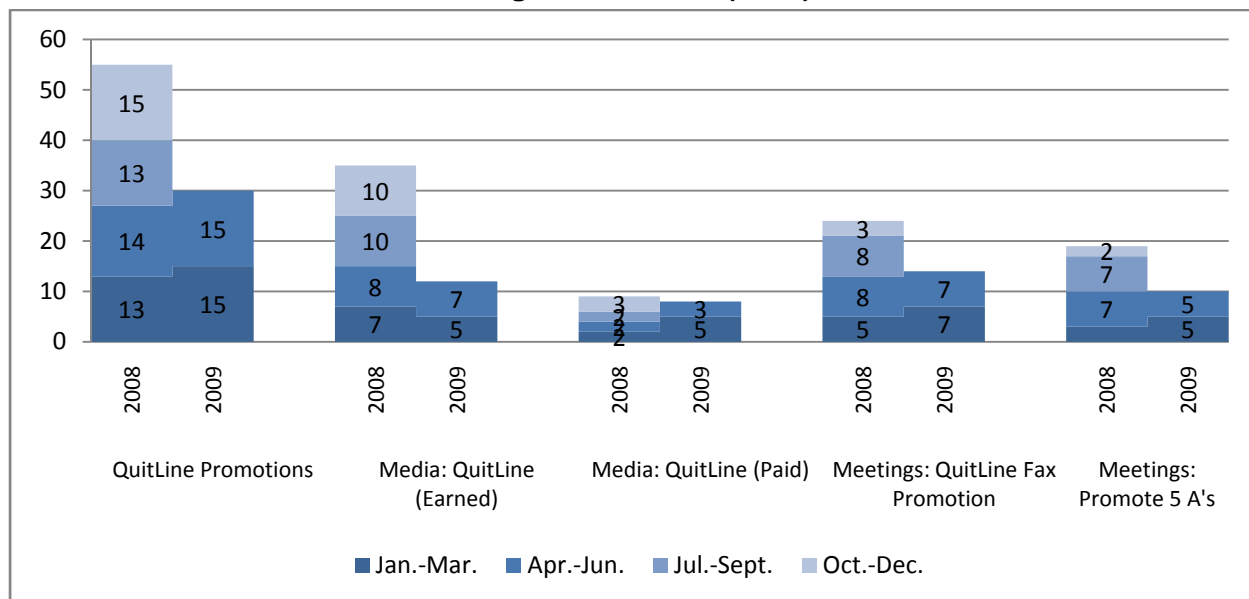
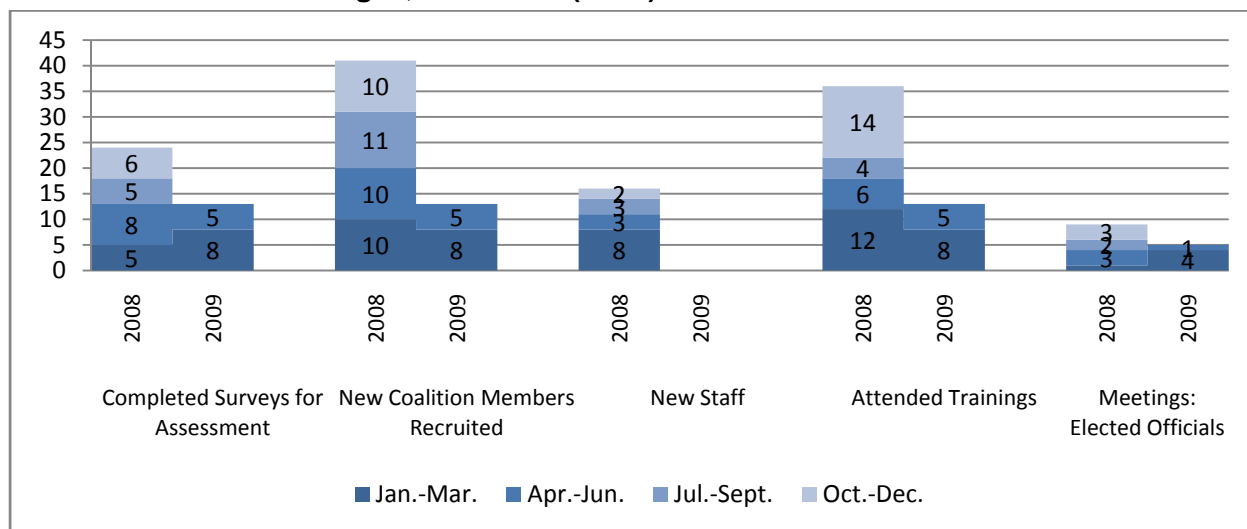


Figure 4c: Number of Phase II Grantees within Each Quarter Reporting *Administrative* Indicator Changes, 2008-2009 (n=15)

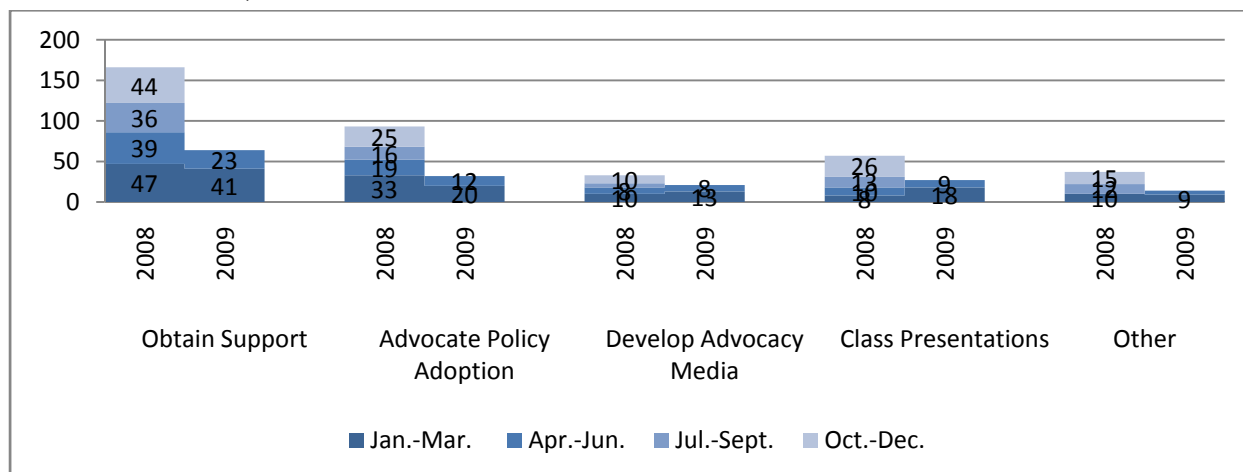


D.2.b. Building Support for Policy Adoption

In total, grantees reported 15 individuals and organizations on campus offering support during this quarter, including 5 college officials, 3 campus organizations, and 7 staff/faculty/student leaders. While offers of support fell from the previous quarter and were less than or equal to the fourth quarter of the previous fiscal year, this number should continue to fall as more grantees achieved 100% policy success. Eight grantees (53%) reported participating in 57 meetings/presentations to build support for campus policy adoption in this quarter (Figure 5).

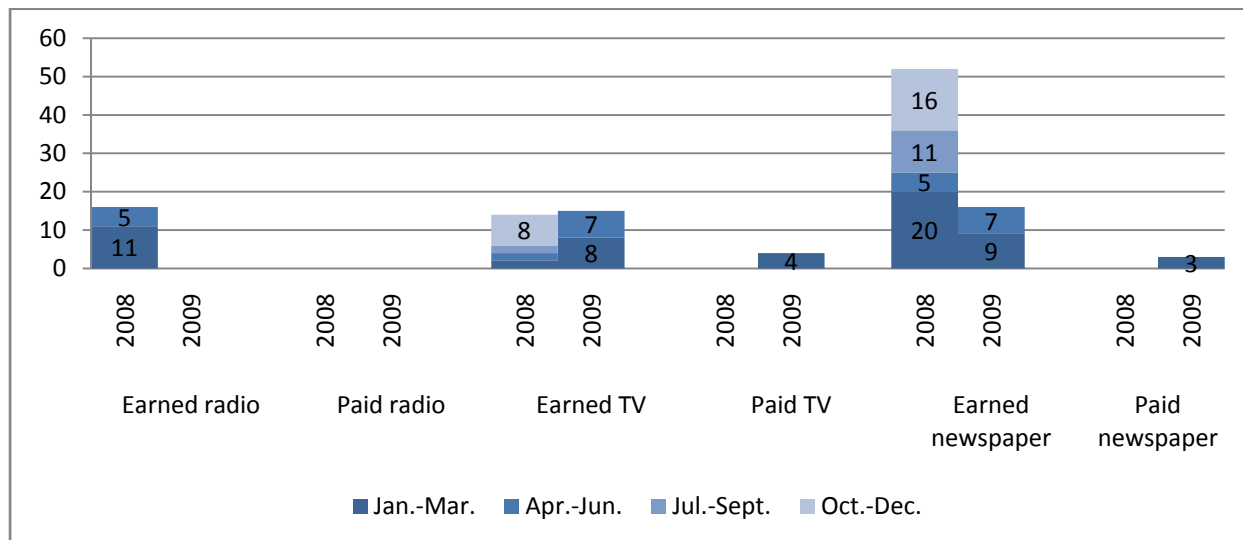
Over the course of the fiscal year, grantees reported substantial amounts of effort in building support for policy adoption, including 360 meetings/presentations to build support for policy adoption and 221 individuals and organizations on campus offering support.

Figure 5: Type of Meetings/Presentations to Promote Campus Policy Adoption by Quarter, 2008-2009



Two grantees reported earning a total of 14 media messages promoting policy adoption (Figure 6) during this quarter. Over the course of the fiscal year, grantees reported 74 media messages promoting policy adoption, 91% of which were earned.

Figure 6: Type of Media Messages Promoting Campus Policy Adoption by Quarter, 2008-2009



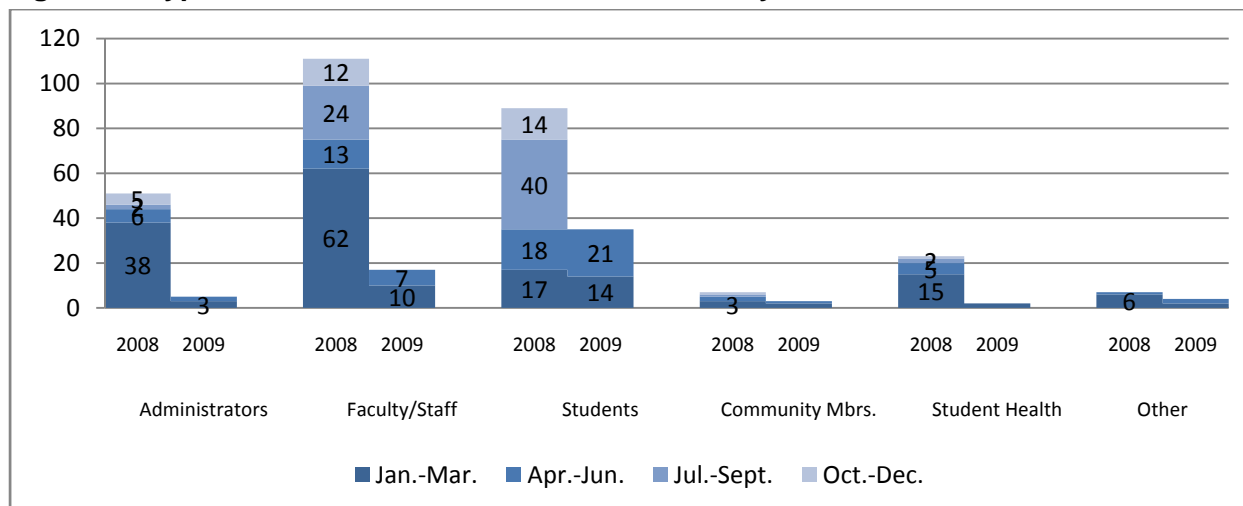
D.2.c. Coalition Development

Coalition members assist grant coordinators in implementing activities on campus. While no campuses established new prevention coalitions during this quarter, 92% of all Phase II grantee-supported campuses report tobacco use prevention coalitions.

Campuses without reports of established tobacco use prevention coalitions include: Catawba College, Gaston College, Livingstone College, and Mitchell Community College.

Five grantees (33%) reported recruiting 33 new coalition members during this quarter (Figure 7), 64% of whom were students. Over the course of the fiscal year, grantees (100%) reported recruiting 168 new coalition members, 53% of whom were students.

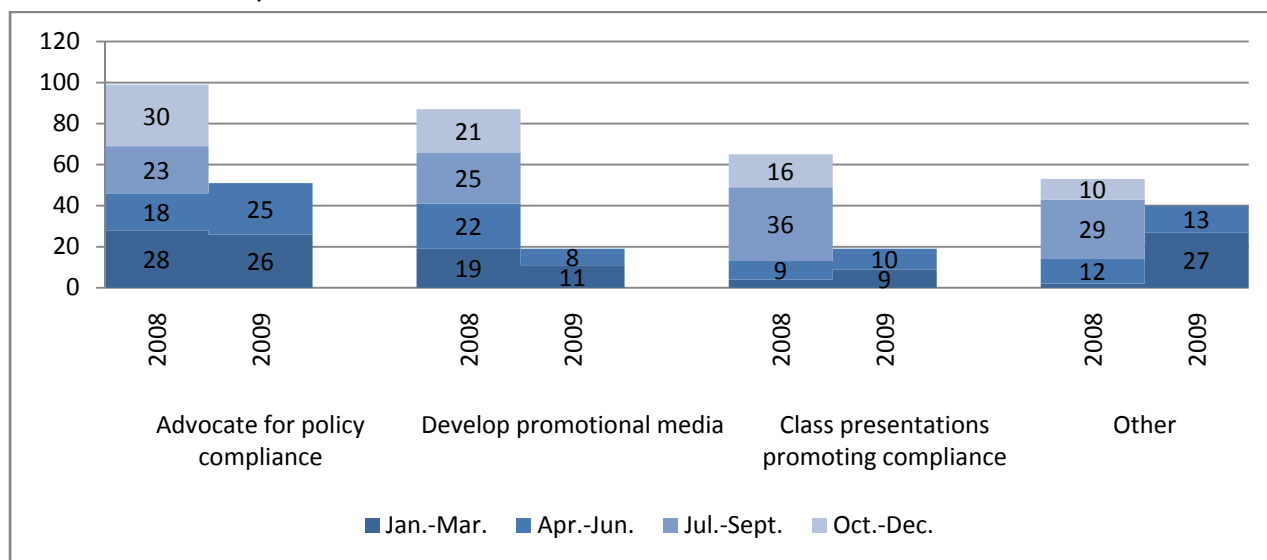
Figure 7: Type of New Coalition Members Recruited by Quarter, 2008-2009



D.2.d. Building Support for Policy Compliance

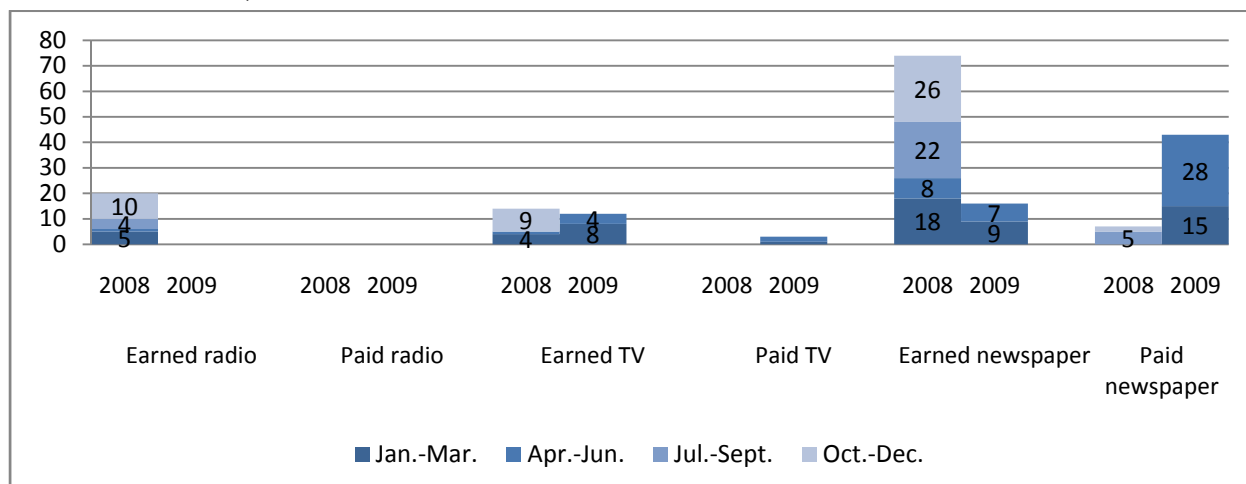
Thirteen grantees (87%) reported participating in 56 meetings/presentations to build support for campus policy compliance in this quarter (Figure 8). Forty-five percent of the meetings specifically were to advocate for policy compliance on campus. Over the course of the fiscal year, grantees reported conducting 319 meetings/presentations to build support for policy compliance. Thirty-three percent were specifically to advocate for policy compliance on campus.

Figure 8: Type of Meetings/Presentations to Promote Campus Policy Compliance by Quarter, 2008-2009



Four grantees reported a total of 11 earned media messages and one grantee reported 30 paid media messages to promote policy compliance this quarter (Figure 9). New paid media messages by the Guilford County Department of Public Health on Higher Education Transit (HEAT) buses which connect six Piedmont Triad campuses caused a spike in paid policy compliance media. Over the course of the fiscal year, 11 grantees reported 99 earned media messages and three grantees reported 53 paid media messages.

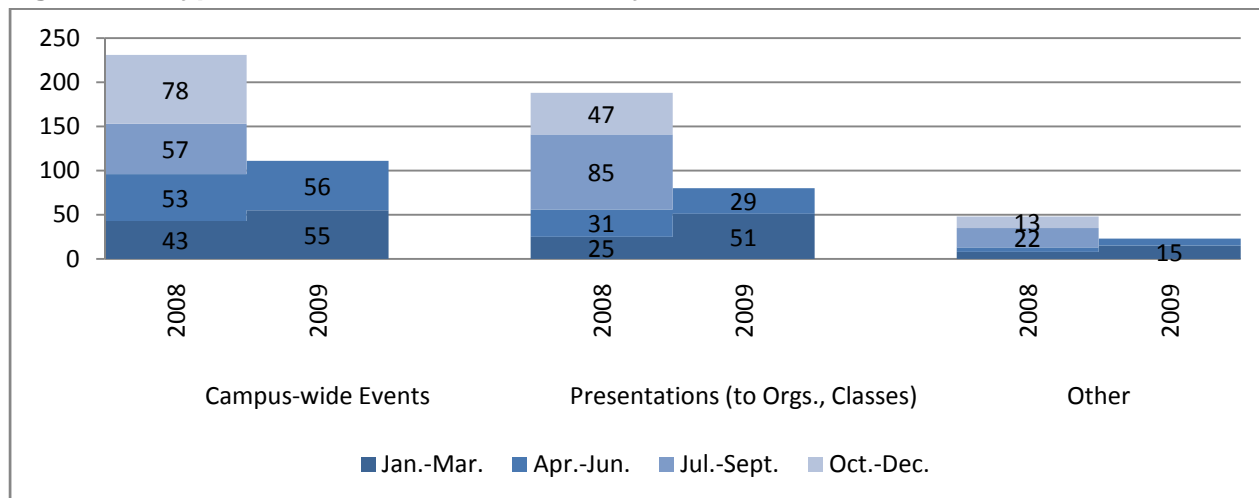
Figure 9: Type of Media Messages Promoting Campus Policy Compliance by Quarter, 2008-2009



D.2.e. Quitline NC Promotion

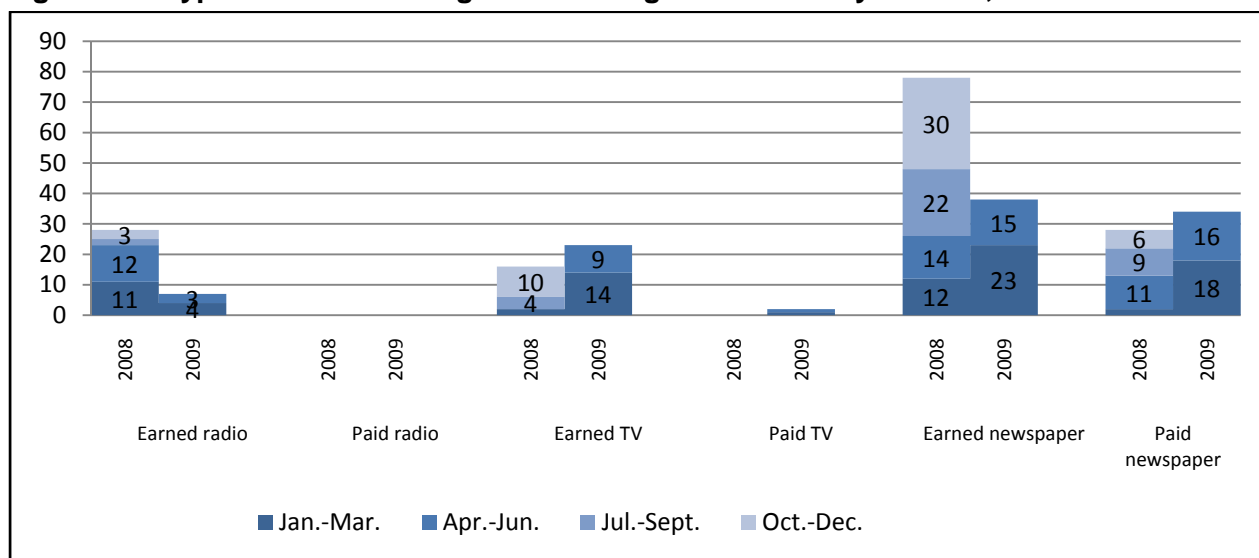
Grantees (100%) reported a total of 93 Quitline NC promotions during this quarter including campus-wide events, organization meetings/classes, and other types of promotions (e.g., bulletin boards) (Figure 10). Seven grantees also reported nine meetings with campus-based health providers to promote the Quitline NC fax referral service. Five grantees reported seven meetings to promote the 5A's. Over the course of the fiscal year, grantees reported 516 Quitline NC promotions. Twelve grantees reported 56 meetings to promote fax referral, and eight grantees reported 41 meetings to promote the 5A's.

Figure 10: Type of Quitline NC Promotions by Quarter, 2008-2009



Seven grantees reported 27 earned media messages, and three grantees reported 17 paid media messages to promote Quitline NC in this quarter (Figure 11). Alamance Community College placed Quitline information on campus television monitors, causing a substantial jump in the earned TV indicator. The jump in paid Quitline NC ads is the result of a new campaign on HEAT buses in the Piedmont Triad. Over the course of the fiscal year, 13 grantees reported 139 earned media messages, and eight grantees reported 51 paid media messages.

Figure 11: Type of Media Messages Promoting Quitline NC by Quarter, 2008-2009



D.2.f. Surveys and Assessments

During this quarter, five grantees reported conducting eight surveys to assess social norms around tobacco use and/or the prevalence of tobacco use among campus students. Over the course of the fiscal year, 13 grantees reported 53 surveys being conducted. Grantees reported plans to use survey results for advocacy and message testing.

D.2.g. Cumulative Summary of Program Activity Indicators, Phase II

Tables 5 and 6 summarize all program activity indicator changes reported by grantees and the number of grantees involved in the changes.

Table 5: Cumulative Summary of Phase II Administrative Activity Indicator Changes

Administrative Measures	Year	Grantees involved	Jan.-Mar. Changes	Apr.-Jun. Changes	Jul.-Sept. Changes	Oct.-Dec. Changes	Total changes
# of new staff hired with grant funds	2008	11 (73%)	9	3	3	2	17
	2009	-	0	0	-	-	0
# of meetings with elected state/government leaders to promote HWTF and tobacco-free campus initiatives	2008	8 (53%)	4	6	3	3	16
	2009	4 (27%)	5	2	-	-	7

Table 6 is presented on the next page.

Table 6: Cumulative Summary of Phase II Program Activity Indicator Changes

Program Indicator	Year	Grantees involved	Jan.-Mar. Changes	Apr.-Jun. Changes	Jul.-Sept. Changes	Oct.-Dec. Changes	Total changes
Building Support for Tobacco-Related Policy Adoption							
# of petition drives completed	2008	8 (53%)	3	11	17	20	51
	2009	9 (60%)	31	18	-	-	49
# of signatures on petitions showing support for campus policy initiatives	2008	8 (53%)	116	125	570	1,369	2,180
	2009	7 (47%)	886	522	-	-	1,408
# of meetings/presentations	2008	14 (93%)	108	76	82	120	386
	2009	11 (73%)	101	57	-	-	158
# of <u>college officials</u> offering formal support for campus policy initiatives	2008	11 (73%)	63	7	10	20	100
	2009	7 (47%)	8	5	-	-	13
# of <u>organizations</u> offering formal support for campus policy initiatives	2008	9 (60%)	13	5	3	12	33
	2009	7 (47%)	9	3	-	-	12
# of <u>staff/faculty/student leaders</u> offering formal support for campus policy initiatives	2008	11 (73%)	47	36	65	64	212
	2009	4 (27%)	15	7	-	-	22
# of <u>earned</u> newspaper/radio/TV messages	2008	11 (73%)	33	12	13	24	82
	2009	3 (20%)	21	14	-	-	35
# of <u>paid</u> newspaper/radio/TV messages	2008	-	0	0	0	0	0
	2009	1 (7%)	2	0	-	-	2
Building Support for Tobacco-Related Policy Compliance							
# of meetings/presentations	2008	15 (100%)	53	73	113	77	304
	2009	14 (93%)	73	56	-	-	129
# of <u>earned</u> newspaper/radio/TV messages	2008	13 (87%)	27	10	26	45	108
	2009	5 (33%)	17	11	-	-	28
# of <u>paid</u> newspaper/radio/TV messages	2008	2 (13%)	0	10	5	2	17
	2009	2 (13%)	16	30	-	-	46
Quitline Promotion							
# of Quitline promotions	2008	15 (100%)	76	89	164	138	467
	2009	15 (100%)	121	93	-	-	214
# of <u>earned</u> newspaper/radio/TV messages	2008	14 (93%)	25	26	28	43	122
	2009	8 (53%)	41	27	-	-	68
# of <u>paid</u> newspaper/radio/TV messages	2008	5 (33%)	2	11	9	6	28
	2009	7 (47%)	19	17	-	-	36
# of meetings/pres. fax referral promotion	2008	9 (60%)	7	15	19	7	48
	2009	10 (67%)	21	9	-	-	30
# of meetings/pres 5A's/cessation services	2008	9 (60%)	5	17	17	5	44
	2009	6 (40%)	12	7	-	-	19
Coalition Development							
# of new coalition members recruited	2008	15 (100%)	141	45	69	33	288
	2009	10 (67%)	33	33	-	-	66
# of trainings attended by staff/partners	2008	14 (93%)	3	0	7	14	24
	2009	9 (60%)	22	16	-	-	38
# of surveys completed to assess tobacco use & attitudes	2008	13 (87%)	6	14	57	15	92
	2009	10 (67%)	22	8	-	-	30
# of new campus coalitions established	2008	4 (27%)	11	0	0	0	11
	2009	-	0	0	-	-	0

D.3. ADDRESSING DISPARITIES

Significant disparities exist in young adult tobacco use and initiation by gender, race/ethnicity, sexual orientation, socio-economic status, and other demographic factors. As part of the Health and Wellness Trust Fund's broader goal of reducing and eliminating health disparities and to ensure inclusive, broad coalitions, the Tobacco-Free Colleges Initiative evaluation tracks progress on a number of indicators relating to priority populations. Based on evidence and best practices, eight priority populations[§] have been identified, and a growing literature suggests that these populations may be at increased risk of tobacco initiation and/or face barriers to tobacco treatment.

Cumulative data for all four quarters of Phase II show the number of grantees reporting priority population indicator changes by quarter (Figure 13). To this point in Phase II, 12 grantees targeted Quitline NC promotions (e.g., campus events and campaigns) to priority populations; however, only three grantees have reported earned media messages promoting Quitline NC that targeted priority populations. Eight grantees reported new coalition members who represented a priority population in their official role.

Figure 13: Number of Grantees within Each Quarter Reporting Priority Population Indicator Changes, 2008-2009 (n=15)

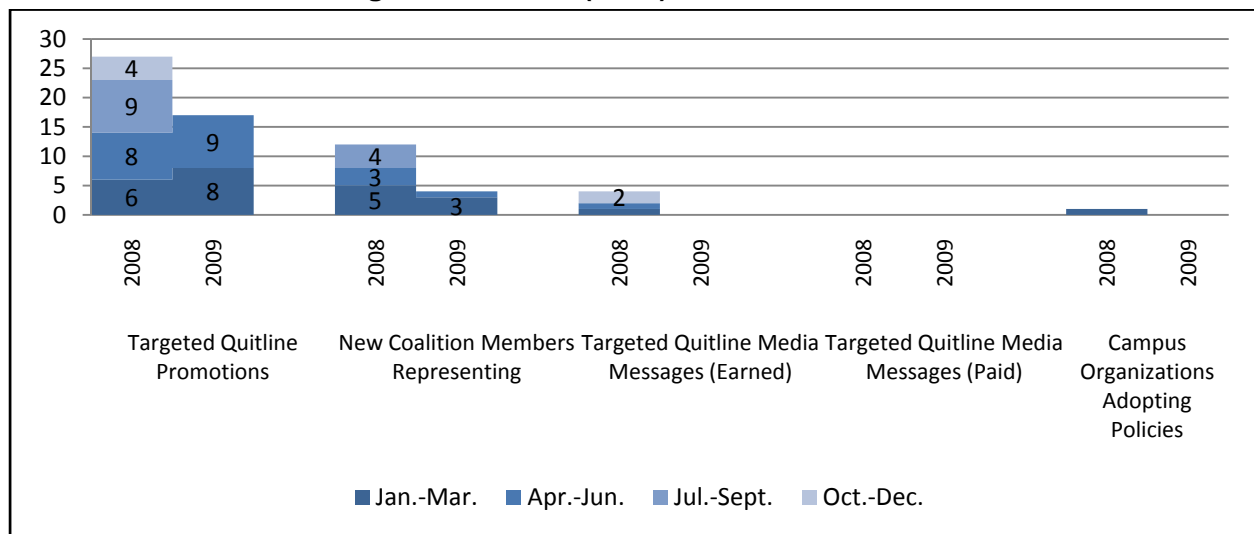
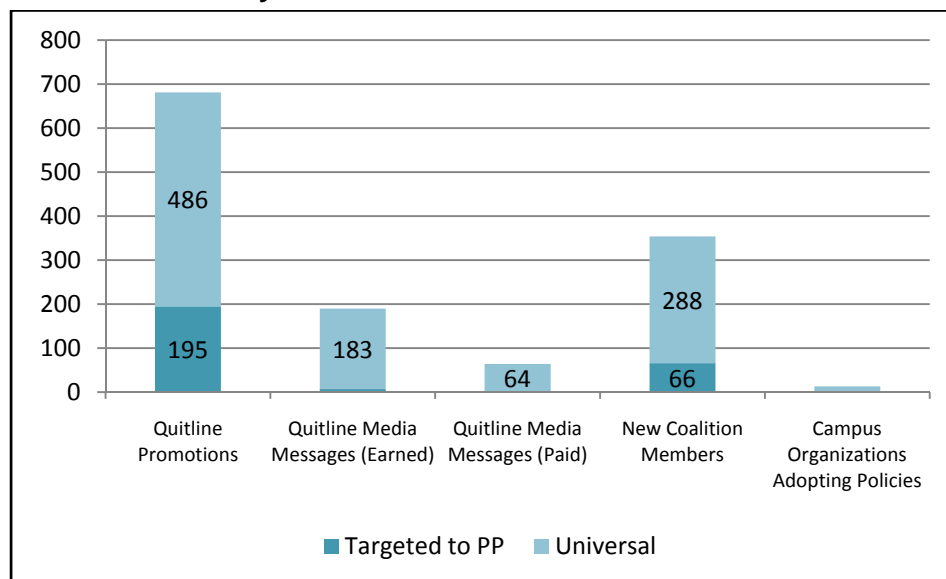


Figure 14 shows that grantees reported targeting Quitline NC promotions to priority populations via Quitline NC promotions and recruited 66 of the 354 new coalition members who represented priority populations.

[§] Priority populations for the Initiative are defined as students who are African American; American Indian; Athletes; first-year; Hispanic/Latino; lesbian, gay, bisexual, and/or transgender (LGBT); in fraternities or sororities; and/or, women.

Figure 14: Priority Population Representation in Indicator Changes in Phase II, January 2008 - June 2009



E. DISCUSSION OF RECOMMENDATIONS

North Carolina leads the nation in voluntary 100% tobacco-free policy adoption on college and university campuses. To continue to enhance the Tobacco-Free College Initiative's successes, evaluators identify recommendations on a quarterly and annual basis.

Recommendation 1: *Continue funding the Tobacco-Free Colleges Initiative after the current phase ends in June 2010, for an additional two years, to achieve adoption of 100% tobacco-free policies at the majority of NC colleges and universities.*

The TFC Initiative is the most successful program to promote voluntary tobacco policy change on college and university campuses in the nation. Despite the great progress, less than half of NC's colleges and universities have 100% tobacco-free policies. The trajectory suggests that multiple new policies will continue to be developed and passed with appropriate support. Thousands of students remain unprotected from secondhand smoke exposure.

Recommendation 2: *Continue publicizing new and cumulative policy successes of the Tobacco-Free Colleges Initiative, including new 100% tobacco-free policies and comprehensive campus tobacco policies adopted statewide, and the relationships to Phase I and Phase II funding.*

Grantees reported only 13 meetings to share the results of the program with local and state elected officials this past fiscal year. Other states have growing interest in tobacco-free colleges and could learn much from the NC Tobacco-Free Colleges Initiative.

Recommendation 3: *Conduct a special study to document policy compliance on tobacco-free campuses.*

While tobacco-free policies help reduce smoking prevalence and facilitate cessation, grantees report compliance with policies as a barrier to success. Nationally, little research has examined compliance with tobacco-free policies on college campuses.

Recommendation 4: *Begin to discuss if lessons learned from the legislative adoption of the 100% Tobacco-Free Schools movement can be utilized by the Tobacco-Free Colleges Initiative.*

The highly successful Tobacco-Free Schools movement's voluntary policy adoptions reached a "tipping point" and legislation was passed to make all NC primary and secondary schools tobacco-free (9). Lessons learned from this strategy may inform next steps of the Tobacco-Free Colleges movement.

Recommendation 5: *Develop additional strategies for technical assistance and surveillance to enhance program reach to priority populations.*

Activities targeting priority populations are part of the Initiative's goal of reducing health disparities. While grantees report activities with priority populations, grantees report virtually no media messages that target priority populations (Figure 14). Additional technical assistance on reaching priority populations could further the Initiative's goal of reducing health disparities. It is difficult to evaluate success in reducing disparities, however, because little data is available on some priority populations (e.g., American Indian, LGBT) in state surveys, limiting ability to track progress. Improving the quality of surveillance data would enhance disparity-related evaluation work across programs.

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Appendix 1: List of Phase II Tobacco-Free Colleges Initiative grantees

GRANTEE	COLLEGE	COUNTY (campus locations)	COUNTY (populations served) Community Colleges Only
Alamance Community College	Alamance Community College	Alamance	Alamance
Appalachian State University	Appalachian State University	Watauga	
East Carolina University	East Carolina University	Pitt	
First Health of the Carolinas	Montgomery County Community College	Montgomery	Montgomery
	Richmond County Community College	Richmond	Richmond (home county), Scotland
	Sandhills Community College	Moore	Moore (home county), Hoke
Guilford County Department of Public Health	Bennett College Greensboro College Guilford College Highpoint University John Wesley College Salem College	Guilford	
	Guilford Technical Community College	Guilford	Guilford
	UNC-Greensboro	Guilford, Cabarrus	
	ECPI College of Technology	Guilford, Cabarrus, Wake, Mecklenburg	
	Forsyth Technical Community College	Forsyth	Forsyth (home county), Guilford, Stokes
	Carolina Christian College UNC School of the Arts Wake Forest University Winston-Salem State University	Forsyth	
	Rockingham Community College	Rockingham	Rockingham (home county)
	Elon University	Alamance	
	North Carolina A & T University	Guilford	
	Davidson County Community College	Davidson, Davie	Davidson (home county), Davie
	Mecklenburg County Department of Public Health	Belmont Abbey College Davidson College Johnson and Wales University King's College Queens University UNC-Charlotte	Mecklenburg
Barber-Scotia College		Cabarrus	
Catawba Valley Community College		Catawba, Alexander	Catawba (home county), Alexander
Catawba College Livingstone College		Rowan	
Gardner-Webb University		Cleveland	

GRANTEE	COLLEGE	COUNTY (campus locations)	COUNTY (populations served) Community Colleges Only
	Gaston College	Gaston, Lincoln	
	Mitchell Community College	Iredell	Iredell
	South Piedmont Community College	Union, Anson	Jointly chartered to Union & Anson
	Western Carolina University	Jackson	
	Wingate University	Union	
	Stanly Community College	Stanly	Stanly
	Cleveland Community College	Cleveland	Cleveland
Montreat College	Montreat College	Buncombe, Mecklenburg	
Pitt Community College	Pitt Community College	Pitt	Pitt
Rowan-Cabarrus Community College	Rowan-Cabarrus Community College	Cabarrus, Rowan	Cabarrus, Rowan
Surry County Health and Nutrition Center	Surry Community College	Surry, Yadkin	Surry (home county), Yadkin
UNC-Pembroke	UNC-Pembroke	Robeson	
Wake Technical Community College	Wake Technical Community College	Wake	Wake
Western Piedmont Community College	Western Piedmont Community College	Burke	Burke
Wilkes Community College	Wilkes Community College	Wilkes, Ashe, Alleghany	Wilkes (home county), Alleghany, Ashe

Appendix 2: Monthly Program and Outcome Indicators

CORES Monthly Report Indicators HWTF Tobacco-Free Colleges Initiative (Phase II)	
1. Building Support For <u>Policy Adoption</u>	
# of petition drives completed to show support for campus policy adoption	
# of signatures on petitions showing support for campus policy adoption	
# of meetings/presentations to advance tobacco-related campus policy adoption <ul style="list-style-type: none"> • Meetings/presentations to obtain support for coalition activities • Meetings with officials to advocate for policy adoption • Class presentations to promote policy adoption • Meetings to develop media promoting policy adoption 	
# of <u>earned</u> newspaper/radio/TV messages promoting support for campus policy adoption <ul style="list-style-type: none"> • Earned messages from <u>campus-based</u> media outlets • Earned messages from <u>non-campus based</u> media outlets 	
# of <u>paid</u> newspaper/radio/TV messages promoting support for campus policy adoption <ul style="list-style-type: none"> • Paid messages from <u>campus-based</u> media outlets • Paid messages from <u>non-campus based</u> media outlets 	
# of college officials offering formal support for campus policy adoption <ul style="list-style-type: none"> • Written and verbal support • Verbal support only 	
# of organizations offering formal support for campus policy adoption <ul style="list-style-type: none"> • Written and verbal support • Verbal support only 	
# of staff/faculty/student leaders offering formal support for campus policy adoption <ul style="list-style-type: none"> • Written and verbal support • Verbal support only 	
# of policy changes under formal consideration by college officials	
2. Building Support For <u>Policy Compliance</u>	
# of meetings/presentations to promote tobacco-related campus policy compliance <ul style="list-style-type: none"> • Meetings with officials to advocate for policy compliance • Class presentations to promote policy compliance • Meetings to develop media promoting policy compliance 	
# of <u>earned</u> newspaper/radio/TV messages promoting support for policy compliance <ul style="list-style-type: none"> • Earned messages from <u>campus-based</u> media outlets • Earned messages from <u>non-campus based</u> media outlets 	
# of <u>paid</u> newspaper/radio/TV messages promoting support for policy compliance <ul style="list-style-type: none"> • Paid messages from <u>campus-based</u> media outlets • Paid messages from <u>non-campus based</u> media outlets 	
3. Policy Adoption	
# of tobacco-free policies adopted by campus organizations <ul style="list-style-type: none"> • Tobacco-free policies adopted by campus organizations representing priority populations 	
# of tobacco-free policies adopted in campus areas	
# of tobacco-free policies adopted in off-campus areas frequented by young adults	
# of policies adopted prohibiting the sale of tobacco products on campus	
# of policies adopted prohibiting tobacco industry advertising, free sampling, & sponsorship on campus	
4. Quitline Promotion	
# of Quitline promotions	

<ul style="list-style-type: none"> • Campus-wide events • Presentations at organizational meetings, classes, or events • Other types of promotional activities • Quitline promotions targeting priority populations
of <u>earned</u> newspaper/radio/TV messages promoting Quitline <ul style="list-style-type: none"> • Earned messages from <u>campus-based</u> media outlets • Earned messages from <u>non-campus based</u> media outlets • Earned Quitline media messages targeting priority populations
of <u>paid</u> newspaper/radio/TV messages promoting Quitline <ul style="list-style-type: none"> • Paid messages from <u>campus-based</u> media outlets • Paid messages from <u>non-campus based</u> media outlets • Paid Quitline media messages targeting priority populations
of meetings/presentations to promote Quitline fax referral system among health services providers
of meetings/presentations to promote 5As and related cessation services among health services providers
5. Coalition Development
of new coalitions established
of new coalition members recruited <ul style="list-style-type: none"> • Upper level administration, faculty, staff, community members, student health services representatives, students
of trainings attended by staff/partners <ul style="list-style-type: none"> • Number of staff/partners attending one or more trainings
of surveys completed to assess student tobacco use and attitudes
6. Administrative Measures
of new staff hired with grant funds
of meetings with elected state/government leaders to promote HWTF and tobacco-free campus initiatives <ul style="list-style-type: none"> • Meetings with elected <u>local</u> representatives • Meetings with elected <u>state</u> representatives

Bolded indicators are outcome-oriented. Non-bolded indicators are program-oriented.

Appendix 3: Logic Model for Phase II Tobacco-Free Colleges Initiative Grants

