



North Carolina Health and Wellness Trust Fund

Tobacco-Free Colleges Initiative Phase II

**Fiscal Year 2009-2010
QUARTER FOUR AND ANNUAL REPORT**



Prepared for:
North Carolina Health & Wellness Trust Fund



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I. Program Summary, Barriers, and Recommendations

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.

To communicate the Tobacco-Free College Initiative's successes and challenges, the Tobacco Prevention and Evaluation Program at the UNC School of Medicine (TPEP) reports accomplishments, barriers, and recommendations on a quarterly and annual basis. TPEP published a peer-reviewed evaluation of the first four years of the Tobacco-Free Colleges Initiative in the international journal *Tobacco Control's* August 2010 issue.¹ The Colleges initiative is one of the most successful nationally among a growing number of interventions to help protect college students from secondhand smoke and promote quitting on college campuses. Most previous initiatives in other states have focused primarily on knowledge and attitudes and had little impact on campus policies.²⁻⁴ North Carolina leads the nation in voluntary 100% tobacco-free policy adoption on college and university campuses.¹

This report shows cumulative data across Phase II, highlighting the ongoing successes of the program in the 2009-2010 fiscal year. Of note this fiscal year:

- 29 of the 64 campuses (45%) participating in Phases I or II now provide the most protective policy allowed by law. The 40 smoke- or tobacco-free policies in NC now protect over 175,700 NC college students.⁵
 - Five Phase II grantees reported five new 100% tobacco-free campus policies adopted at Central Piedmont Community College, Forsyth Technical Community College, Rowan-Cabarrus Community College, Wilkes Community College, and Surry Community College.
 - Three campuses that participated in Phase I adopted new 100% tobacco-free campus policies: Lenoir Community College, Halifax Community College, and Beaufort County Community College.
 - Three additional colleges independent of the Initiative's grantees adopted 100% tobacco-free policies: Randolph Community College, Mayland Community College, and Southeastern Community College.
 - Grantees reported six additional policy changes, including new perimeter, off-campus venue, prohibition on tobacco sales, prohibition on tobacco marketing, or campus organization policies.
- During the 2009-2010 fiscal year, grantees reported substantial work building support for policy adoption, addressing policy compliance, and promoting Quitline NC.
 - Grantees reported 4 new policies placed under formal consideration by campus administrators.
 - Grantees reported collecting 3,098 petition signatures showing support for campus policy adoption in 60 petition drives.
 - Grantees reported a total of 278 meetings/presentations, 56 earned media messages, and 5 paid media messages to build support for policy adoption.
 - Grantees reported a total of 319 meetings/presentations, 96 earned media messages, and nine paid media messages building support for policy compliance.

- Grantees held 466 Quitline NC promotions (e.g., campus-wide events, presentations at meetings) and 150 media messages to promote Quitline NC.
- Grantees reported 37 meetings with campus-based health providers to promote Quitline NC fax referral service and 28 meetings to promote the 5A's.
- Administratively, grantees reported recruiting 125 new coalition members, 56% of whom were upper level administrators, faculty, or staff members on campus.

A. Grantee-Reported Barriers and Concerns

Grantees reported barriers in this quarter similar to barriers reported over the course of Phase II. The top two reported barriers are lack of interest/support among students and staff and lack of time/scheduling, with six grantees (43%) reporting each. Four grantees (29%) reported challenges with end of semester scheduling. Three grantees (21%) each reported administrative barriers, challenges due to adverse weather, and policy non-compliance.

B. Recommendations for Phase III

Recommendation 1: *Identify and address barriers to policy change on four-year college campuses.*

In the past two years, all 100% tobacco-free policy adoptions have occurred at community colleges. Efforts at four-year campuses appear to have stalled, although some progress has been made in designated area and perimeter smoke-free areas. Additional efforts to address barriers to 100% tobacco-free policy change on four-year college campuses are warranted.

Recommendation 2: *Increase the frequency of cross-collaboration (grantee-to-grantee communication) to share information, build momentum, and celebrate successes.*

More frequent opportunities to share lessons learned and network with other grantees through e-mail discussions and more frequent teleconferences may help accelerate the use of effective activities and strategies. For example, one campus may find that the administration views tobacco-free policies as detrimental to student enrollment. Information and experiences from other campuses help mitigate that concern. Monthly grantee-led conference calls with subsequent report-back on issues raised can help overcome policy adoption and compliance barriers. A point-person to facilitate these calls and e-mail discussions is needed.

Recommendation 3: *Reach out to other state initiatives to share NC's successes and learn additional approaches.*

Other states, such as Louisiana, California, and Oregon have tobacco-free colleges initiatives. Additional strategies could be learned by sharing experiences between states. The HWTF should consider having a national meeting in NC for colleges, college administrators, and college health professionals.

Recommendation 4: *Develop and/or fund strategies to measure compliance with and impact of policies on college campuses.*

Identifying the impact of tobacco-free policies on college campuses could bolster the movement toward tobacco-free campuses. Additionally, information on compliance could help better target interventions to improve policy compliance.

II. Cumulative 100% Tobacco-Free Policy Adoptions through Phase II

The evaluation team tracks 100% smoke- and tobacco-free policy adoptions across NC by participating and non-participating colleges. By the end of Phase II, 40 colleges and universities had adopted the most protective smoke- or tobacco-free policies allowed by law (Table 1). Grantees only reported community college policy adoptions since October 2008. Grantees have not reported any four year colleges/universities with new smoke- or tobacco-free policies. (Designated area and perimeter policies appear in Table 2.)

Table 1: Smoke- and Tobacco-Free Policy Adoptions by date (n=40)

Campus	Initiative phase	Passed	Type of campus	HWTF College grantee involved	Type of policy
Phase I					
Bennett College	I-II	Pre-grant 2004	NCICU	Moses-Cone Wesley-Long CHF	TF
Gardner-Webb University	I-II	Nov 06	NCICU	Mecklenburg CHD	TF
College of the Albemarle	I	Dec 06	CC	Albemarle RHS	TF
Stanly CC	I-II	Jan 07	CC	Mecklenburg CHD	TF
Asheville-Buncombe Technical CC	I	Feb 07	CC	Asheville-Buncombe Tech CC	TF
Cleveland CC	I-II	Mar 07	CC	Cleveland CC	TF
Haywood CC	NF	Jul 07	CC	Non-funded campus	TF
Greensboro College	I-II	Aug 07	NCICU	Moses-Cone Wesley-Long CHF	TF
Wake Technical CC	II	Aug 07	CC	Non-funded campus	TF
Roanoke-Chowan CC	I	Aug 07±	CC	Albemarle RHS	TF
UNC-Chapel Hill	I	Oct 07	UNC	UNC-Chapel Hill	SF
Guilford Technical CC	I-II	Oct 07	CC	Moses-Cone Wesley-Long CHF	TF
Winston-Salem State University	I-II	Dec 07	UNC	Moses-Cone Wesley-Long CHF	SF
Phase II					
Wingate University	I-II	Jan 08	NCICU	Mecklenburg CHD	TF
Montreat College	II	Jan 08	NCICU	Montreat College	TF
Louisburg College	NF	Apr 08	NCICU	Non-funded campus	TF
Elizabeth City State University	I	Jun 08±	UNC	Elizabeth City State University	SF
UNC-Pembroke	I-II	Jul 08	UNC	UNC-Pembroke	SF
Peace College	NF	Sept 08	NCICU	Non-funded campus	TF
High Point University	I-II	Sept 08	NCICU	Guilford County DPH	TF
Catawba Valley CC	I-II	Oct 08	CC	Mecklenburg CHD	TF
Blue Ridge CC	NF	Nov 08	CC	Non-funded campus	TF
Central Carolina CC	NF	Nov 08	CC	Non-funded campus	TF
Wayne CC	NF	Nov 08	CC	Non-funded campus	TF

Table 1, continued

Davidson County CC	II	Jan 09	CC	Guilford County DPH	TF
Cape Fear CC	NF	Jan 09	CC	Non-funded campus	TF
Richmond CC	II	Jan 09	CC	First Health of the Carolinas	TF
Western Piedmont CC	II	Feb 09	CC	Western Piedmont CC	TF
Vance-Granville CC	NF	Mar 09	CC	Non-funded campus	TF
Craven CC (policy rescinded 2010-01-19)	NF	Apr 09	CC	Non-funded campus	TF
Central Piedmont CC	II	Sept 09	CC	Mecklenburg CHD	TF
Forsyth Technical CC	II	Sept 09	CC	Guilford County DPH	SF
Randolph CC	NF	Nov 09	CC	Non-funded campus	TF
Lenoir CC	I	Jan 10	CC	Lenoir CC	TF
Rowan-Cabarrus CC	II	Jan 10	CC	Rowan-Cabarrus CC	TF
Wilkes CC	I-II	Jan 10	CC	Wilkes CC	TF
Mayland CC	NF	Jan 10	CC	Non-funded campus	TF
Southeastern CC	NF	Mar 10	CC	Non-funded campus	TF
Surry CC	I-II	Apr 10	CC	Surry County Health and Nutrition Center	TF
Halifax CC	I	Jun 10	CC	N.E. NC Partnership for Public Health	TF
Beaufort County CC	I	Jun 10	CC	N.E. NC Partnership for Public Health	TF

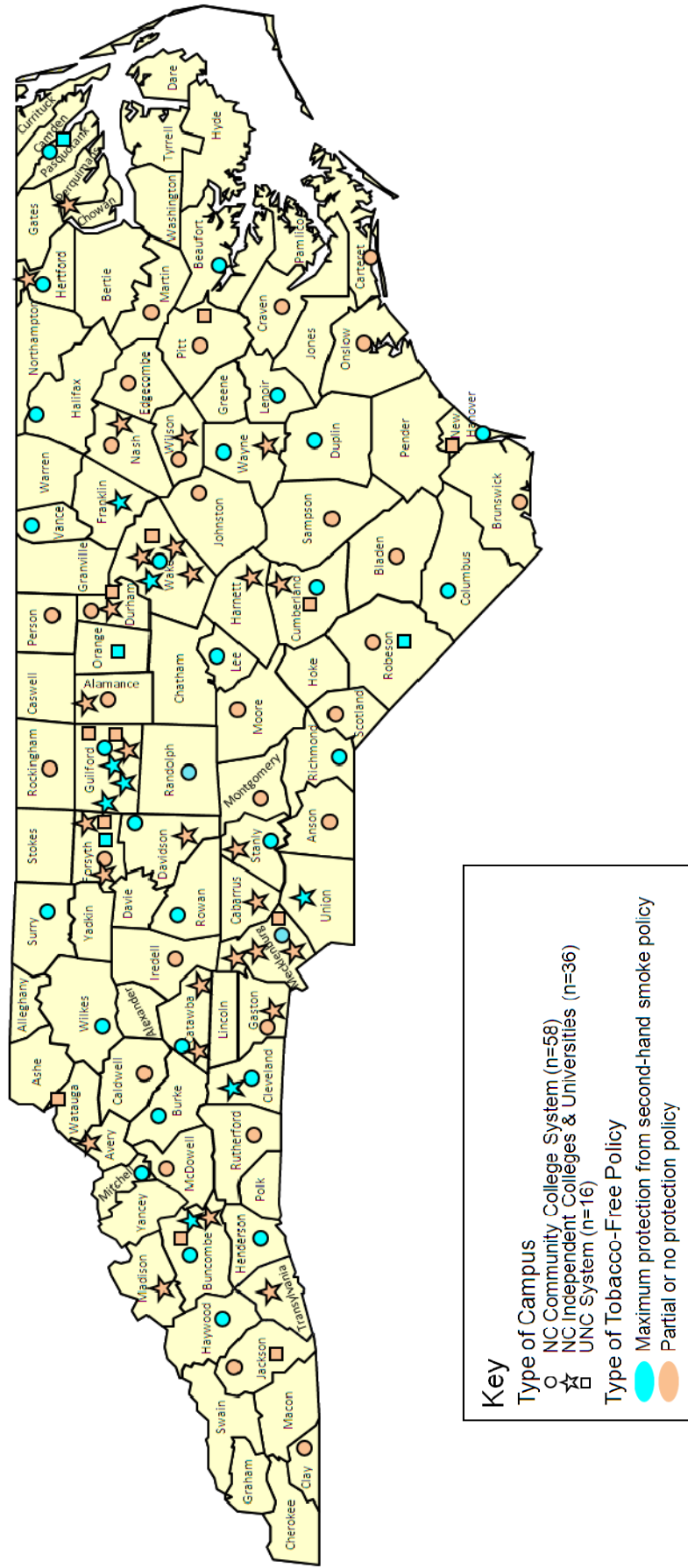
Note: CC = Community College; NCICU = NC Independent Colleges and Universities; UNC = University of North Carolina System; TF = 100% Tobacco Free; SF = 100% Smoke Free (includes UNC Systems schools which are only allowed by law to be smoke-free to 100' of every building); and, NF = not funded.

A. Map of Smoke- and Tobacco-Free Policy Adoption

Figure 1 displays the distribution of smoke- and tobacco-free policies among the state's 110 colleges and universities.

(Figure 1 is presented on the following page.)

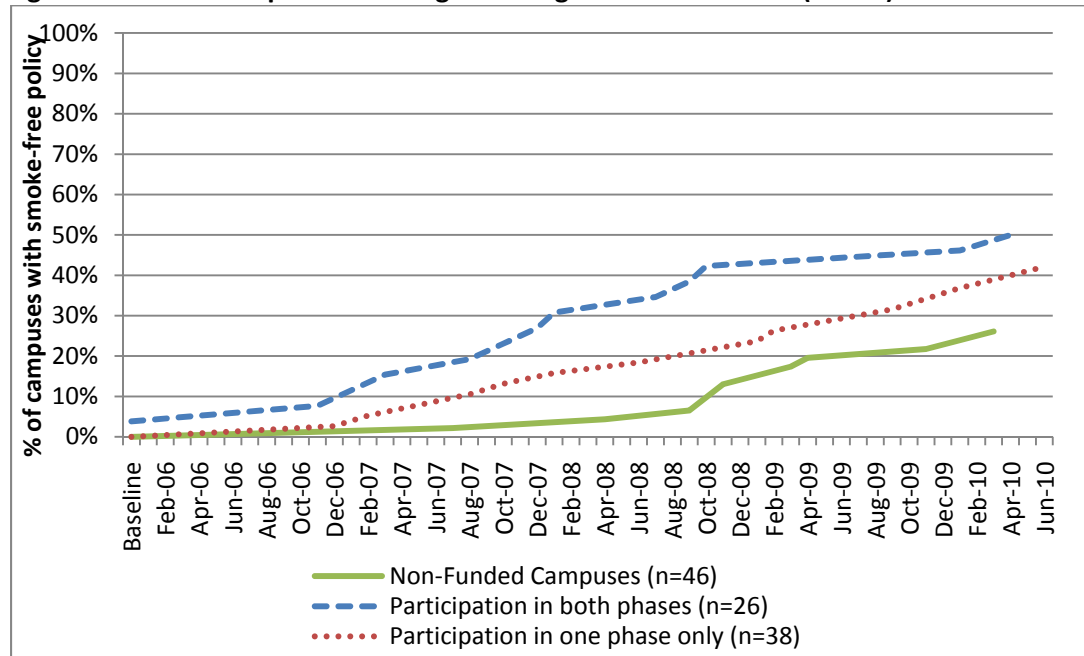
Figure 1: Map of smoke- and tobacco-free policies among NC colleges and universities



B. Diffusion of 100% Smoke- and Tobacco-Free Policy Adoption

Campuses that participated in both phases of the Initiative have more rapidly adopted policies than those that participated in only one phase of the Initiative (Figure 2). A higher percentage of campuses participating in one phase of the Initiative have adopted smoke- or tobacco-free policies compared to campuses not participating in the Initiative.

Figure 2: Diffusion of policies among NC colleges and universities (n=110)



C. Additional Policy Adoption: Designated Areas, Sales, Campus Clubs

Table 2 shows the total number of policies adopted (represented by X's) by campus clubs, sales prohibition policies, industry promotion policies, and off-campus policies since the beginning of the Initiative in January 2006. For a list of each such policy adoption, see Appendix 1.

Table 2 is presented on the following page.

Table 2: Policy Restrictions on Participating Campuses – Type and Location

Campus	Type of Policy Restriction			
	Area [#]	Off-Campus	Industry Promotion ⁺	Campus Org.
Appalachian State University	X	X	XX	
Beaufort Community College	X			
Belmont Abbey College	XX			
Caldwell Community College	XX		XX	
Carolinas College of Health Sciences and Mercy School of Nursing	X			
College of the Albemarle		XX		
East Carolina University	XX			
Forsyth Technical Community College			X	
Greensboro College, Bennett College, Guilford Technical Community College, Guilford College		XX		
High Point University	XX		X	
Montreat College		X	XX	
NC Central University	X			
Rockingham Community College	X			
Sandhills Community College	X			
South Piedmont Community College	X			
Stanly Community College	XX			
Surry Community College	X	XXXXXX	XX	
UNC-Chapel Hill	X			XXXXX
UNC-Charlotte	XX			
UNC-Greensboro			X	
UNC-Pembroke	X			
Wake Forest University	X			
Western Piedmont Community College			XX	XX
Wilkes Community College	XXX	X	XX	XXXXXXX
Wilson Technical Community College	XX			
TOTAL: 70 Policies Adopted	28	13	15	14

[#] Perimeter and designated area policies, ⁺ bans on sales, promotions, and/or marketing activities

Note: Campuses can report multiple policies. Each new policy change (e.g., certain areas made smoke-free, limiting smoking near campus health, residential housing smoke-free policy, etc.) was counted. Campus organization policy changes were counted once per organization (e.g., student government, Spanish club, etc.).

III. Background

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 cessation services for college campuses and communities.

Young adults, age 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 2007.⁶ 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.^{7,8} In 2006,

over 80% of NC college students reported weekly exposure to secondhand smoke.⁹ Additionally, certain subpopulations (e.g., fraternities, sororities, athletes, gays & lesbians, first-year students) deemed “priority populations” are at additional risk for tobacco initiation and/or face barriers to cessation services.¹⁰

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 QuitlineNC 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.⁵ 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 100% tobacco-free (Bennett College).

Phase I of the Initiative demonstrated several successful outcomes, including the adoption of twelve 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’ 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’ perimeter policy.

After Phase I, the HWTF expanded the Initiative in Phase II granting an additional \$1.4 million in funding beginning January 2008. Phase II grants were awarded to 14 grantees working with 50 campuses (44 of which are accredited) in 33 counties across NC. One additional campus was added in July 2009. Six (43%) of these organizations were Phase I grantees. Technical assistance services expand the campaign state-wide. Evaluation of the technical assistance services is not covered in this evaluation.

Phase II grantees promote tobacco-free policy adoption, policy compliance, QuitlineNC and other cessation services on public and private college, university, and community college campuses. In total, Phase II grantees work with 51 different campuses across NC. Central Piedmont Community College started participating through a multi-campus grantee in July 2009. Three grantees work with multiple campuses (i.e., 40 campuses, or 80% 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.

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

* 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.

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.

IV. Phase II External Factors

The evaluation team tracks external factors that may accelerate or hinder policy adoption in NC. The evaluation team believes that several factors helped the Colleges Initiative's outcomes, including the successes of the 100% Tobacco-Free School efforts, which resulted in legislation protecting all primary and secondary school staff and pupils from secondhand smoke and other tobacco use. Restaurants and bars implemented House Bill 2, requiring smoke-free indoor air on January 2, 2010. Concurrently, NC Prevention Partners, with Duke Endowment funding, helped all acute care hospitals in the state adopt 100% tobacco-free policies. These policy changes may have created a more receptive policy environment for tobacco-free college policies.

Other organizations across the state provided limited technical assistance around campus wellness. The NC Tobacco Prevention and Control Branch conducted regional web-based trainings for community colleges interested in adopting tobacco-free policies in 2009. The UNC Center for Health Promotion and Disease Prevention advised 14 campus wellness committees participating in the WAY to Health study on tobacco cessation, including assessments and action planning to promote tobacco-free policy adoption, starting in November 2007.

V. Other Initiatives Nationally

Several national organizations provide technical assistance to campuses in their states or region including Ozarks Technical Community College, the New England American Cancer Society, and Bacchus & Gamma (B&G). In specific states, California's Colleges Organized and United for Good Health (COUGH), Maine's Tobacco-Free Colleges Network, and Oregon Lung Association's Tobacco-Free Colleges Initiative all provides technical assistance on policy adoption to their respective colleges and universities. B&G started a national tobacco-free policy certification and seal program to promote schools adopting the policy (<http://www.tobaccofreeu.org>). A CDC review found that most interventions focused on changing student knowledge and beliefs instead of policy change; these knowledge, attitude, and belief interventions may not be as effective as policy change.³

Other states have funded programmatic interventions. Florida's Department of Health funded the Tobacco Pilot Program that included a campaign to reach college students called Student Tobacco Reform Initiative: Knowledge for Eternity (STRIKE).¹¹ STRIKE used peer-to-peer education and focused on de-normalizing tobacco use on 17 campuses. STRIKE's evaluators noted the need for more focus on policy change.¹² Florida's Tobacco Pilot Program's effective counter-marketing campaign was de-funded, eliminating support for STRIKE and other youth-led activities.^{13, 14} Louisiana's "My Fresh Campus" campaign (<http://myfreshcampus.com/>) focuses on student leaders promoting policy change on 12 campuses. Mississippi used a coalition model and funded coalitions at campuses around the state; however, no standard policy objective existed for the coalitions.²

Recently, the Oregon and Washington Health Departments worked with 30 college campuses, randomly assigning an intervention of a campus advisory board and suggested activities.⁴ The program worked to increase awareness of the dangers of tobacco smoke, availability of cessation services, policies, and industry targeting. The intervention caused no real change in smoking prevalence. This intervention differs significantly from the NC Tobacco-Free Colleges Initiative, as the NC Initiative focuses on policy change instead of raising awareness of the harms of tobacco smoke (of which virtually all college students are aware).

VI. 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 into Phase II, until June 2009. 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 3). 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 (see Appendix 4). 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 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, QuitlineNC promotion, coalition development, and administrative measures.

Grantees report their data using established indicator definitions and reporting procedures outlined for all grantees in the 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-five 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 45 accredited campuses. We include complete bans on smoking (i.e., smoke-free not tobacco-free policies) (n=6) in the analysis given the health impact of smoking.

Results of grantee activity are reported using a denominator of the 15 participating grantees for Phase II through June 2009 and of the 14 participating grantees from July 2009. However, not all grantees are expected 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.

VII. Summary of Phase II Policy Adoption Outcomes

In Phase II, 17 of the 45 campuses that had received support from the Initiative reported adopting 100% smoke- or tobacco-free policies. This is a substantial achievement representing 15% of the state's colleges and universities. These policy adoptions may have helped an additional, 10 campuses not affiliated with the Initiative adopt smoke- and tobacco-free policies, as campus administrators and leaders share information about experiences with policies and current practices.

One unaffiliated campus adopted and then rescinded a 100% tobacco-free policy in favor of limited designated smoking areas due to challenges with campus smokers moving into nearby areas.

While these adoptions make the Initiative a national leader in voluntary policy adoptions on campus, policy adoption slowed over the course of the Initiative: grantees reported fewer policies adopted with each year of the Initiative. Additionally, few grantees reported policies adopted by student clubs, and in the past 12 months grantees only reported four new policies placed under official consideration (Table 3). Of particular concern, grantees have only reported community college policy adoptions since October 2008. No four year colleges/universities have reported new smoke- or tobacco-free policies.

Table 3: Cumulative Summary Policy Adoption Indicators, Phase II, 2008-2010

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	6 (40%)	2	2	2	1	7
	2010	1 (7%)	0	1			1
# 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	2	0	5
	2010	3 (20%)	2	1			3
# of tobacco-free policies adopted by campus organizations	2008	2 (13%)	6	1	0	3	10
	2009	2 (13%)	3	0	0	0	3
	2010	-	0	0			-
# of sales prohibition policies adopted	2008	3 (20%)	1	1	0	1	3
	2009	1 (7%)	0	0	1	0	1
	2010	-	0	0			-
# of policies adopted prohibiting tobacco industry advertising, free sampling, & sponsorship	2008	3 (20%)	1	1	0	1	3
	2009	2 (13%)	0	0	2	0	2
	2010	-	0	0			-
# of tobacco-free policies adopted in <u>off-campus areas</u>	2008	2 (13%)	1	0	0	1	2
	2009	-	0	0	0	0	-
	2010	1 (7%)	0	1			1

* Note: in 2010, n=14, and in 2008-2009, n=15.

VIII. Summary of Fourth Quarter and Year's Program Activities

We report program activities in four areas (Tables 4a-d): policy adoption, policy compliance, QuitlineNC promotion, and coalition development. Grantees reported sustained levels of activity compared to the previous quarters. One grantee did not report activities in May (Alamance Community College); two did not report activities in June (Alamance Community College and Wake Technical Community College).

A. Building Support for Policy Adoption

Table 4a shows grantee-reported activities to promote policy adoption. As more campuses become tobacco-free, policy adoption activities are expected to decline. In total, grantees reported 22 individuals and organizations on campus offering support during this quarter, including 13 college officials, two campus organizations, and seven staff/faculty/student leaders.

Grantees reported a drop in new staff/faculty/student leader support in the last two quarters of the fiscal year; however, some decline is expected at the end of the grant. Key activities reported this quarter include:

- Four grantees reported conducting 15 petition drives, obtaining 1,321 signatures.
- Six grantees reported conducting 44 meetings and presentations.
- Three grantees reported earning 7 media messages.

Table 4a: Phase II Program Activity Building Support for Policy Adoption by Year

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	13	18	80
	2010	6 (43%)	14	15			29
# of signatures on petitions showing support for policy	2008	8 (53%)	116	125	570	1,369	2,180
	2009	9 (60%)	886	522	271	887	2,566
	2010	6 (43%)	619	1,321			1,940
# of meetings/presentations	2008	14 (93%)	108	76	82	120	386
	2009	11 (73%)	101	57	80	85	323
	2010	9 (64%)	69	44			113
# of <u>college officials</u> offering formal support for campus policy	2008	11 (73%)	63	7	10	20	100
	2009	8 (53%)	8	5	8	0	21
	2010	4 (21%)	5	13			18
# of <u>organizations</u> offering formal support for campus policy initiatives	2008	9 (60%)	13	5	3	12	33
	2009	9 (60%)	9	3	10	12	34
	2010	5 (36%)	6	2			8
# of <u>staff/faculty/student leaders</u> offering formal support for policy	2008	11 (73%)	47	36	65	64	212
	2009	6 (40%)	15	7	12	34	68
	2010	4 (29%)	2	7			9
# of <u>earned</u> newspaper/radio/TV messages	2008	11 (73%)	33	12	13	24	82
	2009	6 (40%)	21	14	18	12	65
	2010	5 (36%)	19	7			26
# of <u>paid</u> newspaper/radio/TV messages	2008	-	0	0	0	0	0
	2009	3 (20%)	2	0	2	2	6
	2010	1 (7%)	1	0			1

* Note: in 2010, n=14, and in 2008-2009, n=15.

B. Building Support for Policy Compliance

Thirteen grantees reported participating in 57 meetings/presentations to promote campus policy compliance in this quarter (Table 4b).

Table 4b: Summary of Phase II Program Activities: Policy Compliance

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 Compliance							
# of meetings/presentations	2008	15 (100%)	53	73	113	77	304
	2009	14 (93%)	73	56	120	45	294
	2010	13 (%)	97	57			154
# of <u>earned</u> newspaper/radio/TV messages	2008	13 (87%)	27	10	26	45	108
	2009	10 (67%)	17	11	34	24	86
	2010	8 (57%)	30	8			38
# of <u>paid</u> newspaper/radio/TV messages	2008	2 (13%)	0	10	5	2	17
	2009	3 (20%)	16	30	2	2	50
	2010	2 (14%)	2	3			5

* Note: in 2010, n=14, and in 2008-2009, n=15.

C. QuitlineNC Promotion

Thirteen grantees (93%) reported a total of 83 QuitlineNC promotions during this quarter including campus-wide events, organization meetings/classes, and other types of promotions (e.g., bulletin boards) (Table 4c). Four grantees also reported nine meetings with campus-based health providers to promote the QuitlineNC fax referral service. Two grantees reported seven meetings to promote the 5A's.

- Eleven grantees reported earning a total of 23 earned media messages.
- Four grantees reported paying for 15 media messages.

Table 4c: Summary of Phase II Program Activities: QuitlineNC Promotion

Program Indicator	Year	Grantees involved	Jan.-Mar. Changes	Apr.-Jun. Changes	Jul.-Sept. Changes	Oct.-Dec. Changes	Total changes
Quitline Promotion							
# of Quitline promotions	2008	15 (100%)	76	89	164	138	467
	2009	15 (100%)	121	93	152	127	493
	2010	14 (100%)	104	83			187
# of <u>earned</u> newspaper/radio/TV messages	2008	14 (93%)	25	26	28	43	122
	2009	11 (73%)	41	27	35	33	136
	2010	13 (%)	32	23			55
# of <u>paid</u> newspaper/radio/TV messages	2008	5 (33%)	2	11	9	6	28
	2009	6 (40%)	19	16	1	3	39
	2010	5 (36%)	8	15			23
# of meetings/pres. fax referral promotion	2008	9 (60%)	7	15	19	7	48
	2009	13 (87%)	21	9	11	6	47
	2010	8 (57%)	11	9			20
# of meetings/pres 5A's/cessation	2008	9 (60%)	5	17	17	5	44
	2009	8 (53%)	12	7	10	4	33
	2010	4 (29%)	7	7			14

* Note: in 2010, n=14, and in 2008-2009, n=15.

D. 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. Three grantees (21%) reported recruiting eight new coalition members during quarter four, of which 50% were faculty or staff (Table 4d).

Table 4d: Summary of Phase II Program Activities: Coalition Development

Program Indicator	Year	Grantees involved	Jan.-Mar. Changes	Apr.-Jun. Changes	Jul.-Sept. Changes	Oct.-Dec. Changes	Total changes
Coalition Development							
# of new coalition members recruited	2008	15 (100%)	141	45	69	33	288
	2009	13 (87%)	33	33	81	16	163
	2010	9 (64%)	20	8			28
# of trainings attended by staff/partners	2008	14 (93%)	3	0	7	14	24
	2009	14 (93%)	22	16	8	20	66
	2010	7 (50%)	8	6			14
# of surveys completed to assess tobacco use & attitudes	2008	13 (87%)	6	14	57	15	92
	2009	11 (73%)	22	8	5	8	43
	2010	7 (%)	12	9			21
# of new campus coalitions established	2008	4 (27%)	11	0	0	0	11
	2009	-	0	0	0	0	0
	2010	-	0	0			-

* Note: in 2010, n=14, and in 2008-2009, n=15.

E. 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 (African American; American Indian; Athletes; first-year; Hispanic/Latino; lesbian, gay, bisexual, and/or transgender [LGBT];¹⁵ in fraternities or sororities; and/or, women) 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.

Figure 3 shows that this quarter grantees reported targeting QuitlineNC promotions to priority populations and recruited two of the eight new coalition members who represented priority populations. Grantees reported no media messages that targeted priority populations.

Figure 3 is presented on the following page.

Figure 3: Activities Targeting Priority Populations in Indicator Changes, April 2010 - June 2010

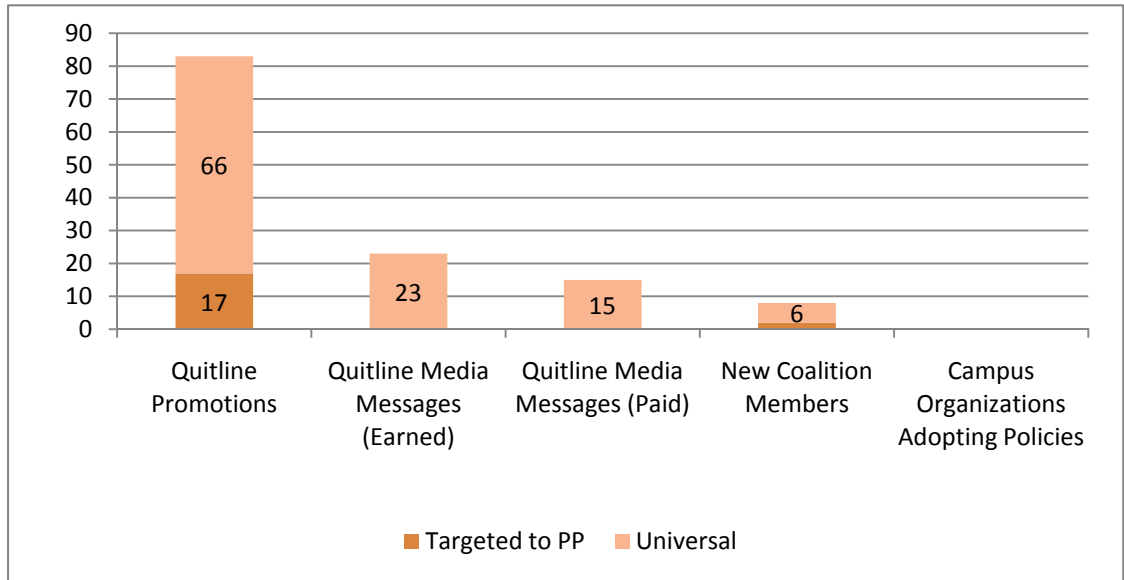
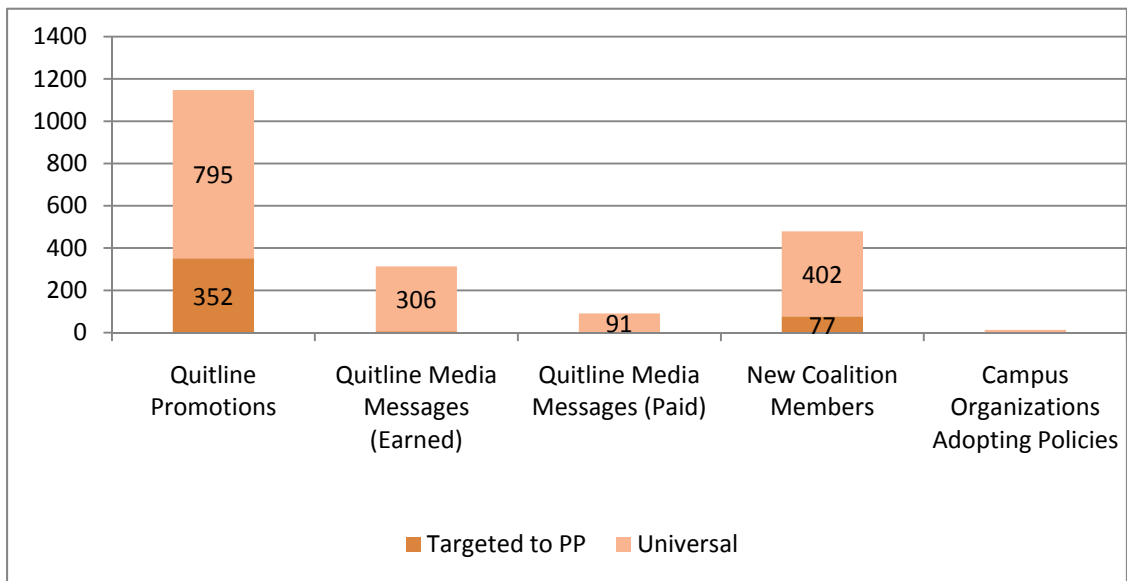


Figure 4 shows the proportion of activities that targeted priority populations over the course of Phase II.

Figure 4: Activities Targeting Priority Populations in Indicator Changes, January 2008 – June 2010



F. Administrative Measures

Table 5 summarizes administrative activities. Consistent with the penultimate quarter, staff turnover has increased. Grantees continue to report meetings with elected officials to promote HWTF and the Initiative.

Table 5: Cumulative Summary of Phase II Administrative Activities

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	2 (13%)	0	0	1	1	2
	2010	3 (21%)	2	2			4
# of meetings with elected state/government leaders to promote HWTF and tobacco-free campus initiatives	2008	8 (53%)	4	6	3	3	16
	2009	8 (53%)	5	2	1	5	13
	2010	4 (29%)	4	4			8

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Appendix 1: Comprehensive list of Area, Organizational, and Promotion Policies

List of Area, Organizational, Sales, and Marketing Policies by Date

Date	Policy Adopted	Campus
Phase I		
06/2006	100% tobacco-free policy adopted by health care system: <u>Carolinas HealthCare System</u>	Carolinas College of Health Sciences and Mercy School of Nursing
06/2006	Smoking prohibited within reasonable distance of all main entrances	Surry Community College
07/2006	100% tobacco-free policy adopted by health care system: <u>UNC Hospitals</u>	UNC-Chapel Hill
07/2006	50ft perimeter policy	Beaufort Community College
09/2006	Sale of tobacco products prohibited at all campus convenience stores	High Point University
09/2006	Smoking prohibited within 35 ft. of all bldg. entrances	South Piedmont Community College
09/2006	Smoking prohibited within 35 ft. of all bldg. entrances	Stanly Community College
10/2006	Tobacco-free policy adopted by campus organization: <u>Kappa Alpha Psi</u> (African American fraternity)	UNC-Chapel Hill
10/2006	Tobacco-free policy adopted by campus organization: <u>Kappa Psi</u> (Pharmacy student fraternity)	UNC-Chapel Hill
10/2006	Tobacco-free policy adopted by campus organization: <u>Carolina Cancer Focus</u>	UNC-Chapel Hill
10/2006	Tobacco-free policy adopted by campus organization: <u>Campus Y</u>	UNC-Chapel Hill
10/2006	Tobacco-free policy adopted by campus organization: <u>School of Public Health Student Government</u>	UNC-Chapel Hill
11/2006	Campus policy that prohibits smoking in all campus areas except a gazebo and parking lots	Stanly Community College
12/2006	100% tobacco-free policy adopted by off-campus area: <u>Coasters Restaurant and Bar</u> (Elizabeth City)	College of the Albemarle
01/2007	Tobacco-free policy adopted at off-campus area frequented by young adults: <u>Mazzinis Italian Restaurant</u>	Surry Community College
01/2007	Tobacco-free policy adopted at off-campus area frequented by young adults: <u>Romas Pizza</u>	Surry Community College
01/2007	Policy prohibiting tobacco use in all campus buildings and vehicles	Wilkes Community College
01/2007	Policy prohibiting tobacco use in all outdoor campus seating areas during college sponsored-events	Wilkes Community College
01/2007	Policy prohibiting tobacco sales on campus	Wilkes Community College
01/2007	Policy prohibiting tobacco industry advertising, free sampling, and sponsorship on campus	Wilkes Community College
01/2007	Signs indicating designated smoking areas placed throughout campus	Wilkes Community College
03/2007	Tobacco-free policy adopted at off-campus area frequented by young adults: <u>YMCA of South Hampton Roads (Elizabeth City)*</u>	College of the Albemarle
03/2007	25 ft. perimeter policy for all campus buildings	East Carolina University
04/2007	Tobacco-free policy adopted at off-campus area frequented by young adults: <u>Backstreets Bar/Restaurant</u>	Greensboro College, Bennett College, Greensboro Technical Community College, Guilford College
04/2007	Tobacco-free policy adopted at off-campus area frequented by young adults: <u>McDonalds (Mt. Airy)</u>	Surry Community College
04/2007	Policy implemented by campus organization (UNC Green) prohibiting tobacco industry sponsorship	UNC-Greensboro
04/2007	Tobacco-free policy adopted at off-campus area frequented by young adults: <u>Nana San Restaurant</u>	Wilkes Community College
06/2007	Tobacco-free policy adopted at off-campus area frequented by young adults: <u>Snickerdoodles Coffeehouse</u>	Surry Community College
07/2007	Policy prohibiting smoking inside all campus buildings	Caldwell Community College

continued

Date	Policy Adopted	Campus
07/2007	Policy prohibiting sale of all tobacco products on campus	Caldwell Community College
07/2007	Policy prohibiting tobacco industry promotion on campus	Caldwell Community College
07/2007	Policy prohibiting smoking at all building entrances, exterior areas surrounding entrances, and covered walkways	Caldwell Community College
08/2007	Policy prohibiting smoking in all residence halls	UNC-Charlotte
08/2007	Policy prohibiting smoking in new residence hall	UNC-Pembroke
08/2007	Policy prohibiting smoking inside all campus buildings	Wilson Technical Community College
08/2007	25 foot perimeter policy	Wilson Technical Community College
10/2007	25 foot perimeter policy	Belmont Abbey College
10/2007	Policy prohibiting smoking in all residence halls	Belmont Abbey College
10/2007	Designated smoking areas away from entrances (outdoor patios)	High Point University
11/2007	25 foot perimeter policy	NCCU
Phase II		
01/2008	50 ft. perimeter policy	Appalachian State University
01/2008	Tobacco-free policy adopted by off-campus area: <u>Montreat Presbyterian Church</u>	Montreat College
02/2008	25 ft. perimeter policy	Sandhills Community College
02/2008	Policy prohibiting sale of tobacco products on campus	Surry Community College*
02/2008	Policy prohibiting tobacco advertising, industry sponsorship, and free sampling on campus	Surry Community College
02/2008	Policy prohibiting tobacco use at all college athletic tournaments, events, and contests	Surry Community College
02/2008	Policy prohibiting tobacco use in all campus building, campus vehicles, and on all grounds (except parking lots)	Surry Community College
02/2008	Tobacco-free policy adopted by campus organization: <u>Student Government Assoc.</u>	Wilkes Community College
03/2008	Tobacco-free policy adopted by campus organization: <u>1st Year Nursing Club</u>	Wilkes Community College
03/2008	Tobacco-free policy adopted by campus organization: <u>2nd Year Nursing Club</u>	Wilkes Community College
03/2008	Tobacco-free policy adopted by campus organization: <u>Dental Club</u>	Wilkes Community College
03/2008	Tobacco-free policy adopted by campus organization: <u>Human Services Club</u>	Wilkes Community College
03/2008	Tobacco-free policy adopted by campus organization: <u>Respiratory Therapy Club</u>	Wilkes Community College
04/2008	Policy prohibiting sale of tobacco products by campus entities	Montreat College
04/2008	Policy prohibiting tobacco advertising, industry sponsorship, and free sampling on campus	Montreat College
06/2008	Tobacco-free policy adopted by campus organization: <u>Student Government Assoc.</u>	Western Piedmont Community College
08/2008	50 ft. perimeter policy (with designated areas)	Rockingham Community College
08/2008	Designated outdoor smoking area for all dorms	High Point University
10/2008	Alleghany Center Student Government Association	Wilkes Community College
10/2008	Boone Saloon tobacco-free	Appalachian State University
11/2008	Ashe Campus Student Government Organization	Wilkes Community College
12/2008	Health Sciences building tobacco-free	East Carolina University
12/2008	Faculty Staff Council	Western Piedmont Community College
12/2008	Sales prohibition policy	Western Piedmont Community College
12/2008	Industry activity prohibition policy	Western Piedmont Community College
1/2009	Prohibit use, solicitation, funding, distribution, sale policy by student organization: Baptist Student Union Club	Wilkes Community College
2/2009	Prohibit use, solicitation, funding, distribution, sale policy by student organization: Medical Assisting Club	Wilkes Community College
7/2009	Advertising/promotion policy	Appalachian State University
7/2009	Sales policy	Appalachian State University
7/2009	Non-smoking residence halls	Wake Forest University

8/2009	Advertising policy	Forsyth Technical Community College
1/2010	100' building policy UNCC with designated area exceptions	UNC Charlotte
4/2010	The Bryant Family YMCA's property and grounds are now tobacco free	Bryan Family YMCA/Greensboro

Note: 100% tobacco-free policies are reported in Table 1.

Appendix 2: 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 Central Piedmont Community College (starting July 2009) Davidson College Johnson and Wales University King's College Queens University UNC-Charlotte	Mecklenburg

GRANTEE	COLLEGE	COUNTY (campus locations)	COUNTY (populations served) Community Colleges Only
	Barber-Scotia College	Cabarrus	
	Catawba Valley Community College	Catawba, Alexander	Catawba (home county), Alexander
	Catawba College Livingstone College	Rowan	
	Gardner-Webb University	Cleveland	
	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 3: 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 <u>college officials</u> offering formal support for campus policy adoption <ul style="list-style-type: none"> • Written and verbal support • Verbal support only 	
# of <u>organizations</u> offering formal support for campus policy adoption <ul style="list-style-type: none"> • Written and verbal support • Verbal support only 	
# of <u>staff/faculty/student leaders</u> offering formal support for campus policy adoption <ul style="list-style-type: none"> • Written and verbal support • Verbal support only 	
# of <u>policy changes under formal consideration by college officials</u>	
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 <u>campus areas</u>	
# of tobacco-free policies adopted in <u>off-campus</u> 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 4: Logic Model for Phase II Tobacco-Free Colleges Initiative Grants

