

# North Carolina Health and Wellness Trust Fund Tobacco Initiatives

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Outcomes Evaluation  
Annual Report 2007 - 2008

Prepared for  
North Carolina Health and Wellness Trust Fund

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Tobacco Prevention and Evaluation Program

# Table of Contents

A.	Executive Summary .....	1
B.	Introduction .....	3
C.	Teen Initiative .....	5
D.	Tobacco-Free Colleges Initiative .....	11
E.	Quitline NC.....	14
F.	Future Directions .....	16
G.	References .....	17

## Executive Summary

The North Carolina Health and Wellness Trust Fund (HWTF) works to reduce and prevent tobacco use among youth and young adults in North Carolina through three major Tobacco Initiatives, each with their own media campaign:

- Teen Tobacco Use Prevention and Cessation Initiative (Teen Initiative);
- Tobacco-Free Colleges Initiative (Colleges Initiative); and
- North Carolina Tobacco Quitline (Quitline NC).

The HWTF was created by the North Carolina General Assembly in 2001 with 25% of the state's share of the Tobacco Master Settlement Agreement. HWTF created the Teen Initiative in 2003, began funding components of Quitline NC in 2005, and expanded to the Colleges Initiative in 2006. Over the last year, the Tobacco Initiatives have become more integrated as a comprehensive program for North Carolina youth and young adults, and the program will soon expand with seed funding for several new pilot programs targeting adult populations.

In Fiscal Year (FY) 2007-08, the independent outcomes evaluation of the HWTF Tobacco Initiatives showed successes, with the combined programs reaching more North Carolinians than in any previous year since funding began.

### Teen Initiative

In 2007, tobacco use among North Carolina youth declined to the lowest levels ever recorded. The HWTF was instrumental in the passage of legislation requiring all North Carolina school districts to adopt 100% tobacco-free school (TFS) policies by August 2008. With HWTF involvement, 114 of 115 school districts had already adopted a 100% TFS policy by June 30, 2008. Youth empowerment played a strong role in the Initiative, with the most youth trainings and youth leadership opportunities occurring since the program began. More than four out of five North Carolina youth reported awareness of the youth-focused tobacco prevention media campaign, Tobacco.Reality.Unfiltered. or TRU.

### Colleges Initiative

North Carolina's Tobacco-Free Colleges Initiative has become a nationwide leader in the promotion and adoption of 100% tobacco-free campus policies. Seventeen North Carolina campuses have now adopted 100% tobacco-free policies or comprehensive campus tobacco policies. HWTF grantees continued to build support for future policy adoptions and to promote tobacco cessation services on college campuses through Quitline NC.

### Quitline NC

In 2007-08, HWTF launched North Carolina's first multi-media Quitline NC promotional campaign targeted to young adults, "Call it Quits," as well as a new effort to promote Quitline's fax referral system to health professionals. As a result, Quitline NC reached more youth and young adults in 2007-08 than ever before and continued to reach adults who were primary caregivers for youth or school employees. Fax referral service for the quitline also increased, and quit rates for callers remained steady.

## Challenges and Recommendations

North Carolina's tobacco efforts also continue to face challenges. The greatest challenge to the HWTF Tobacco Initiatives' sustained success is maintaining sufficient funds to provide an effective comprehensive statewide tobacco program. With \$17.1 million in funding, the HWTF is only able to fund its Tobacco Initiatives at 16% of the \$106.8 million that the Centers for Disease Control and Prevention (CDC) recommends North Carolina spend annually for tobacco control. In addition, the percentage of young adults 18 to 24 using tobacco remains high, as a result of the much higher tobacco use among young adults not in college. Fewer off-campus venues frequented by youth and young adults adopted 100% smoke-free policies in 2007-08 than in previous years.

### Future program recommendations are to:

- Continue current comprehensive program efforts and pilot programs that expand resources to at-risk populations;
- Establish a specific, shared statewide policy outcome for youth empowerment activities across all grantees;
- Engage the State's Department of Public Instruction in discussions about the tobacco prevention curriculum in North Carolina schools;
- Renew efforts to reduce youth secondhand smoke exposure through smoke-free policy adoptions;
- Pilot new efforts, such as a media campaign, to further reduce youth exposure to secondhand smoke;
- Begin tracking tobacco industry promotions that affect youth and young adults;
- Continue the Colleges Initiative and expand the program to include off-campus areas;
- Expand the program to include young adults 18-24 not in college, as well as other adult populations that disproportionately use tobacco products;
- Expand funding for the Quitline NC media campaign to drive more calls to Quitline NC; and
- Disseminate HWTF Tobacco Initiatives' successes nationally.

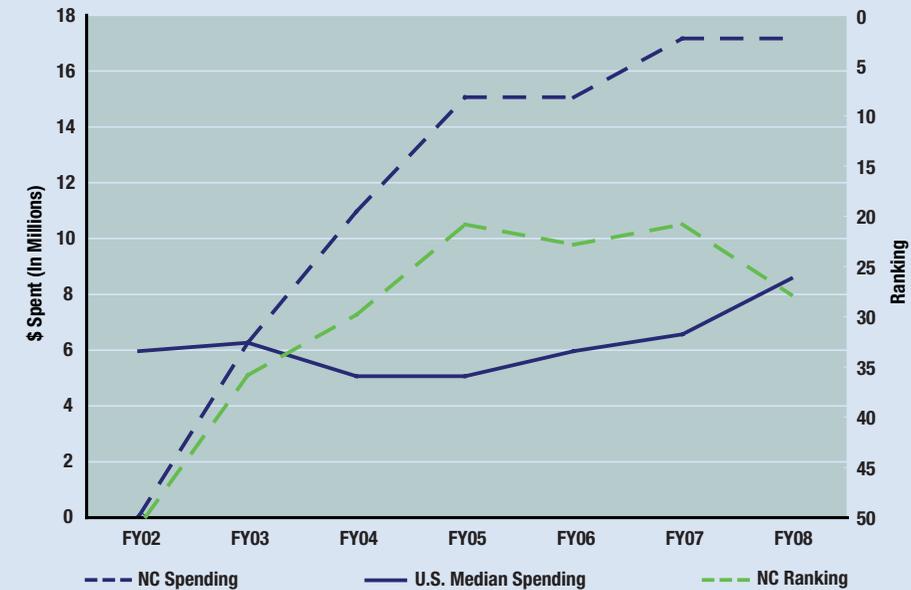
The above recommendations are based on data analyses and review of evaluation models. Specific recommendations and evaluation models can be found in each Initiative's report at [www.tpep.unc.edu](http://www.tpep.unc.edu).

## Introduction

Approximately three million youth in the United States are current smokers, and nearly 90% of adult smokers started by the time they were 18.<sup>1</sup> In North Carolina, young adults 18 to 24 have the highest smoking rates of any age group.<sup>2</sup> Seventy percent of adult smokers want to quit, but only four to seven percent of those who try are successful each year.<sup>3</sup>

HWTF addresses these issues through its three major Tobacco Initiatives. The total funding allocated for the three tobacco programs in Fiscal Year 2007-08 (July 1, 2007- June 30, 2008) was \$17.1 million, placing North Carolina 28th in the ranking of tobacco control spending in the nation.<sup>4</sup> The total funding includes \$12.3 million for the Teen Initiative (including \$5.5 million for the statewide media campaign), \$668,000 for the Colleges Initiative, and \$3 million for Quitline NC (including \$2.1 million for media). The CDC recommends that North Carolina spend \$106.8 million annually for tobacco control (recommended amount includes programs for both adults and youth).<sup>5</sup> Figure 1 shows North Carolina spending for tobacco control compared to the national average.

Figure 1. History of North Carolina Spending for Tobacco Prevention, FY02-FY08 (Campaign for Tobacco Free Kids)



## CDC Best Practices

HWTF Tobacco Initiatives include the components outlined by the CDC for effective tobacco control programs: state and community interventions, health communication programs, cessation interventions, surveillance and evaluation, and administration and management. The Initiatives address the four goals for tobacco prevention outlined by the CDC as they relate to youth and young adults:

1. Prevent youth initiation of tobacco use;
2. Eliminate youth exposure to secondhand smoke;
3. Promote cessation among youth; and
4. Reduce health disparities among youth attributable to tobacco use.

## Report Overview

This report highlights outcomes of the Teen Initiative, Colleges Initiative, and Quitline NC for FY 2007-08, assesses program progress in meeting objectives, and gives recommendations for FY 2008-09. The University of North Carolina (UNC) Tobacco Prevention and Evaluation Program (TPEP) provides an independent evaluation of the HWTF Tobacco Initiatives. UNC TPEP utilizes multiple data sources for its evaluation, including grantees' monthly progress reports (referred to in this report as "WiPTS", the web-based indicator progress tracking system), grantees' semi-annual surveys, the North Carolina Youth Tobacco Survey (YTS), the North Carolina Behavioral Risk Factor Surveillance System (BRFSS), and Quitline NC call data (provided by the Quitline NC vendor Free and Clear). Previous Annual Reports on the HWTF Tobacco Initiatives can be found at [www.tpep.unc.edu](http://www.tpep.unc.edu).

## Teen Initiative

In 2003, the North Carolina Health and Wellness Trust Fund created the North Carolina Teen Tobacco Use Prevention and Cessation Initiative (Teen Initiative), which has received \$29.4 million in grant funding.

In FY 2007-08, the Teen Initiative funded 40 local community and school grantees and six additional disparities-focused grantees to conduct activities designed to address the problem of tobacco use among North Carolina youth. Twenty-seven of these grantees have received funding since the Initiative's inception in 2003.

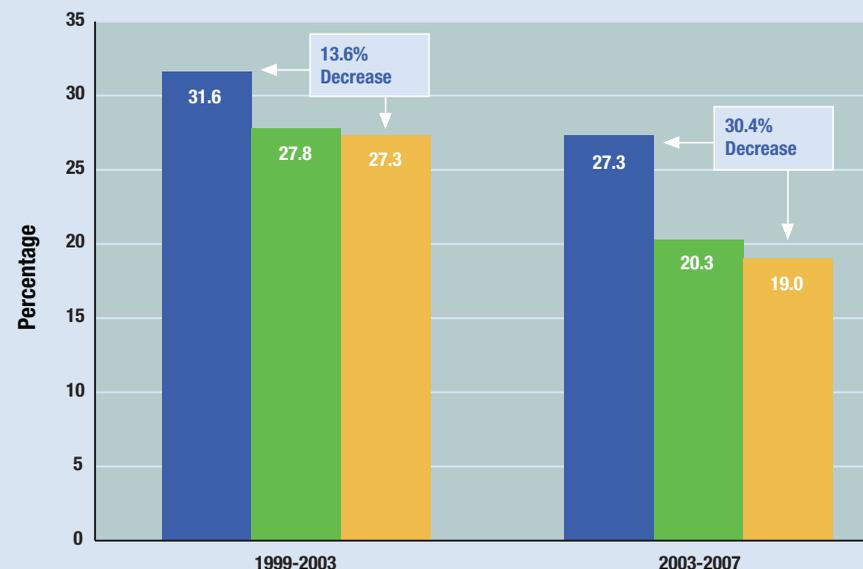
The fifth year of the Teen Initiative saw continued growth of the tobacco prevention movement among youth. Successes occurred across all major goal areas, particularly youth empowerment and tobacco-free schools. Additionally, this year saw more access than ever before to effective cessation resources for youth, such as Quitline NC, as well as more presentations given on product pricing as it relates to youth tobacco consumption. However, challenges in the past year show that while youth continued to have increased access to smoke-free venues, policy outcomes to reduce secondhand smoke exposure decreased in number relative to previous years. The following section details the Teen Initiative's progress and challenges in 2007-08.

### Tobacco Use Declines to Lowest Ever for North Carolina Youth

Teen tobacco use in North Carolina continued to decline, a trend that has accelerated since HWTF began funding of the Teen Initiative. Middle school cigarette use is at 4.5%, down from 5.8% in 2005 (2007 YTS). Nineteen percent of high school students smoke cigarettes, a decrease from 20.3% in 2005. The number of students who report ever having used tobacco also decreased.

These declines in use have occurred more rapidly since 2003 when HWTF-funded grantees began working in local communities and schools. From 1999-2003, middle school smoking decreased by 38% and during 2003-07 it decreased by 51.6%. Similarly, from 1999-2003, high school smoking decreased by 13.6% and from 2003-07 by 30.4% (Figure 2).

Figure 2. Declines in Cigarette Use among North Carolina High School Youth, Before and After HWTF Funding (NC YTS)



Teen tobacco use continues to decline more rapidly since HWTF funding began.

## 100% Tobacco-Free School Policies Adopted Statewide

In accordance with best practice guidelines, grantees worked to promote adoption of and compliance with 100% Tobacco-Free School (TFS) policies. From 1990 to 2002, 15 of North Carolina's 115 school districts passed 100% TFS policies. HWTF grantees began to focus on TFS policy promotion in 2003, and by the summer of 2007, three-quarters of North Carolina school districts had adopted 100% TFS policies. Ten additional schools adopted 100% TFS policies in 2007-08. Thirty-nine schools also adopted Alternative to Suspension (ATS) programs (part of a 100% TFS), bringing the total to over 140 schools offering the program across the state.

In July 2007, the North Carolina General Assembly passed legislation that required all North Carolina public school districts to adopt 100% TFS policies by August 2008.

The Youth Tobacco Survey data also indicated that tobacco use on school property has decreased since 2003, though there is still not full policy compliance. Only 1.3% of middle school youth and 7.6% of high school youth reported smoking on school property in the past 30 days, down from 2.7% of middle school youth and 12.3% of high school youth in 2003. Similarly, youth reported seeing fewer adults (teachers, staff, volunteers) using tobacco products at school.

## Youth Empowerment Plays Key Role

Youth empowerment continues to be an important component of the Teen Initiative. In 2007-08, the Teen Initiative had the most youth trainings and youth leadership opportunities occurring since the Initiative began.

- Fifty-five percent of all programmatic indicator changes were youth-led this year, compared to 47% in 2006-07 and 30% in 2005-06.
- Grantees reported a total of 535 skill-building trainings for youth this year, more than twice the 232 trainings reported in 2006-07.
- Grantees sponsored approximately 150 youth groups across the state with more than 1,900 youth actively involved in planning and implementing tobacco prevention activities (Figure 3). Over half of the youth represent populations historically experiencing tobacco-related health disparities (i.e. African American, Latino, American Indian, gay and lesbian youth, low socioeconomic status, etc.).

In September 2007, HWTF launched the TRU Recruitment Campaign to recruit 5,000 youth to sign a pledge to be tobacco-free and to refer their friends to the TRU website and its resources. Teens were also encouraged to get directly involved by contacting their local HWTF grantees. HWTF reached its goal of having 5,000 youth sign the on-line pledge in April 2008.

Tobacco Initiatives  
Outcomes Evaluation  
2007-2008

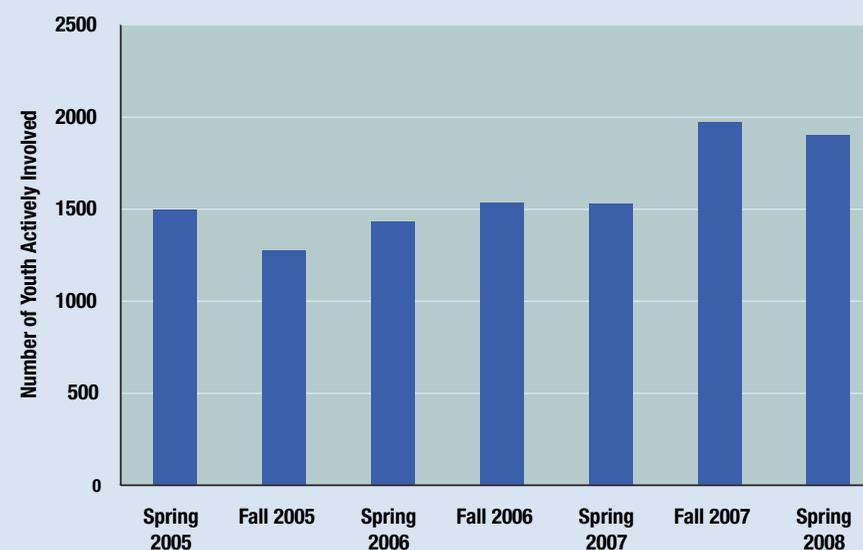
Statewide 100%  
tobacco-free school  
legislation enacted.

Fewer youth using  
tobacco on school  
grounds.

More youth training  
and opportunities  
than ever before.

Tobacco Initiatives  
Outcomes Evaluation  
2007-2008

Figure 3. Number of Youth Actively Involved in Tobacco Prevention Activities, 2005-2008 (Grantee Semi-Annual Survey)



## Youth Awareness of North Carolina Media Campaign High

North Carolina's tobacco prevention media campaign, Tobacco.Reality.Unfiltered. or TRU, continued to air during the 2007-08 year. The campaign targets youth aged 11 to 17 with television ads featuring real North Carolinians describing their personal experiences with the serious health consequences of tobacco use. (View the ads at [www.realityunfiltered.com/TRUtv.aspx](http://www.realityunfiltered.com/TRUtv.aspx))

The Youth Tobacco Survey data showed that awareness of the TRU ads and brand remains high among North Carolina youth: 84.7% of middle school students and 88.8% of high school students reported having seen ads that were part of the TRU campaign (Figure 4). In addition, 54.6% of middle school students and 62.5% of high school students reported seeing television ads with the TRU brand at least once during the previous month.

Awareness of the Tobacco.Reality.Unfiltered. brand increased significantly from 2005 to 2007, from 40.5% of middle school and 48.5% of high school students in 2005 to 61.8% of middle school and 68.3% of high school students in 2007. In comparison, youth reported steady or decreased viewing of the American Legacy Foundation's national "truth®" campaign in the past 30 days, compared to 2005.

In the spring of 2008, HWTF launched a new campaign, "TRU Teens of the Month," featuring NC teens who had entered and won local contests with entries highlighting the importance of being tobacco-free.

Data from the 5th wave of the Media Tracking Survey evaluating the TRU campaign will be available in the 2008-09 Annual Report.



Nearly 90% of NC  
high school youth  
report having seen  
a TRU ad.

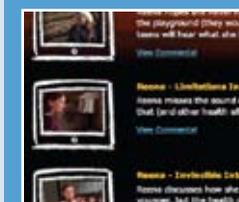
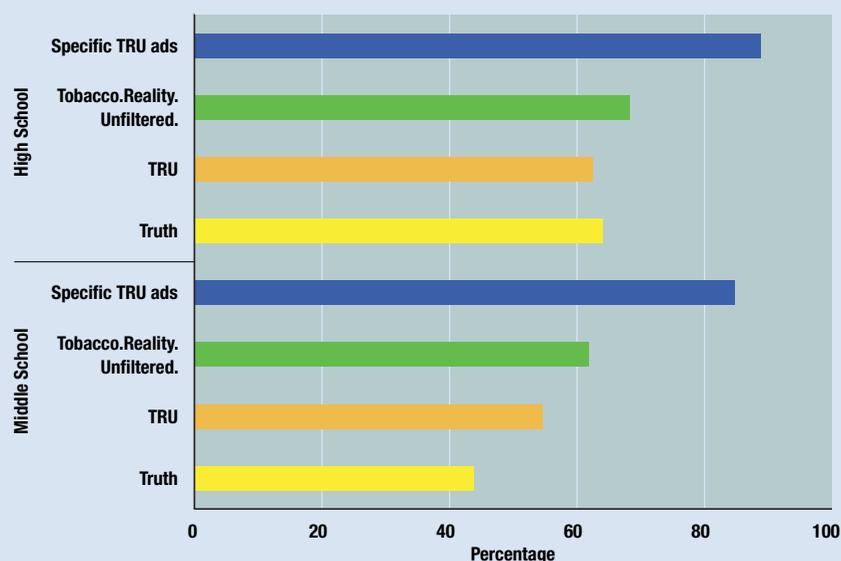


Figure 4. Youth Awareness of Tobacco Prevention Media Brands and Specific TRU Ads, 2007 (NC YTS)



## Youth Attitudes against Tobacco Use Remain Strong

Youth responses on the 2007 Youth Tobacco Survey demonstrated that North Carolina youth continue to believe that tobacco is addictive, and attitudes against tobacco use remain strong. Over 85% of middle and high school students:

- said that people can get addicted to using tobacco similarly to cocaine or heroin;
- disagreed that smoking cigarettes makes young people look cool or fit in; and
- stated that young people risk harming themselves if they smoke one to five cigarettes per day.

Teens' beliefs about tobacco use differed by smoking status. Three times as many current smokers (44.5%) as never smokers (15.2%) thought that "young people who smoke cigarettes have more friends". More than six times as many students who are current smokers (26.1%) thought "it is safe to smoke for a year or two, as long as you quit after that" than students who have never smoked (4.1%).

## Youth Report Low Exposure to Tobacco Prevention Curricula in Schools

HWTF grantees are not involved in development of classroom curricula. According to the 2007 YTS, less than 40% of youth (39.7% of middle school youth and 30.5% of high school youth) reported learning about the dangers of tobacco use at school. In addition, only 13.6% of high school youth reported practicing ways to say "no" to tobacco in class. The percentage of middle school youth who reported that they practiced ways to say "no" to tobacco in class declined from 33.2% in 2003 to 23.2% in 2007.

## Smoke-Free Policy Adoption Continues

Adoption of 100% smoke-free policies in venues frequented by youth continued to occur with 161 new policy adoptions in 2007-08, and over 700 since the Initiative began (Figure 5). The number of policy adoptions decreased, however, in 2007-08 compared to the previous year. Seventeen grantees reported no new

### Tobacco Initiatives Outcomes Evaluation 2007-2008

Most North Carolina youth have strong attitudes against tobacco use.



Less than 40% of youth report being taught at school about the dangers of tobacco use.

Smoke-free policy adoptions continue, but at lower rates.

### Tobacco Initiatives Outcomes Evaluation 2007-2008

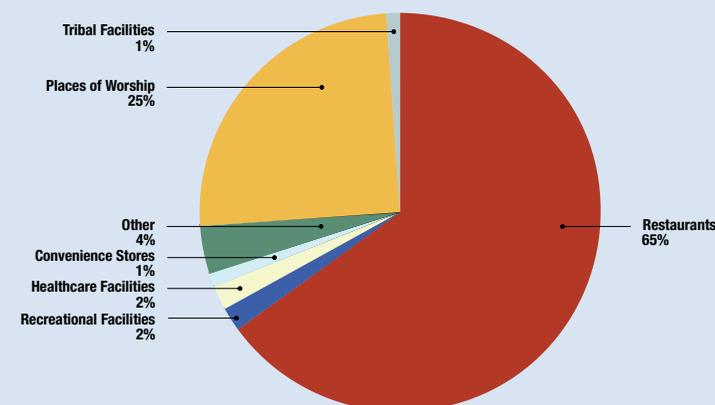
smoke-free policy adoptions in 2007-08. Grantees held 224 meetings with key business leaders to promote adoption of smoke-free policies and conducted 79 patron survey campaigns/ petition drives; both activities occurred at reduced rates compared to 2006-07. Declines in adoption and activities may reflect reduced programmatic emphasis on smoke-free policy adoption compared to other focus areas such as youth recruitment and youth empowerment.

The majority of smoke-free policy adoptions continued to occur in restaurants; however, grantees also reported 41 smoke-free policy adoptions this year in places of worship, compared to 35 in 2006-07 (Figure 6).

Figure 5. Number of Smoke-Free Policies Adopted, 2003-2008 (WiPTS)



Figure 6. 100% Smoke-Free Policies Adopted by Type of Venue, 2007-08 (WiPTS), (n=161)



## Slight Decrease in Youth Exposure to Secondhand Smoke

Concurrent with grantee work on secondhand smoke reduction in public places over the past five years, data from the Youth Tobacco Survey showed that youth exposure to secondhand smoke decreased among high school students. From 2003 to 2007, the number of high school youth who reported spending no time in the same room with someone who was smoking during the past week increased from 28% to 36%. Reports of no exposure to secondhand smoke in cars also increased for high school youth from 46.6% in 2003 to 54.1% in 2007. There were no significant changes in secondhand smoke exposure for middle school students. Half of middle school students reported being in the same room with someone who was smoking, and 38.9% reported being in a car with someone who was smoking, during the previous seven days.

Secondhand smoke exposure for youth remains too high.

## Promotion of Cessation Resources for Youth Increased

Grantee reports on promoting cessation resources for youth indicated their increased efforts in this focus area, relative to all previous years. In 2007-08, grantees reported:

- 372 institutions adopted best practices for cessation (e.g., Quitline NC, 5As, and NCSTEP);
- 609 cessation media messages, compared to 207 in 2006-07; and
- Nearly 400 presentations/meetings promoting youth cessation resources, compared to 147 such presentations in 2006-07.

Grantees also promoted Quitline NC to youth and their caregivers. In 2007-08, more than 200 youth aged 14 to 17 and over 1,800 adult caretakers or role models for youth in home and school environments called the North Carolina Quitline.

## Continued Merchant Education Regarding Tobacco Sales Law

Grantees continued to report substantial involvement in activities geared toward educating merchants about North Carolina tobacco sales laws and increasing compliance with these laws.

The federal Synar Amendment requires all states to have tobacco sales rates to minors under 20%, and North Carolina's goal rate is 5%. The 2007 rate of tobacco sales to minors was 11.5%, up slightly from the 2006 rate of 10.3%. In general, the rate of sales to minors has decreased steadily since it was first measured in 1996 at 50.0%.

## Advocates Continue Work to Reduce Tobacco Advertising that Appeals to Youth

HWTF grantees worked with youth to educate merchants about the effects of industry marketing on youth tobacco use. Youth advocates encouraged local stores to remove industry advertising. Grantees reported only two stores removing tobacco ads completely from their buildings in 2007-08, compared to nine in the previous year.

While the percentage of youth reporting that they bought or received anything with tobacco industry names or logos has decreased since 2003, 12.8% of middle school youth and 19.6% of high school youth still reported receiving or buying items with industry names or pictures. Youth who said they would buy or have received a tobacco industry item were 2.2 times more likely to have ever smoked a cigarette (2007 YTS).

## Increased Work on Product Pricing Education

The number of indicator changes in the area of product pricing increased nearly five-fold in 2007-08, compared to 2006-07. In 2007-08, 27 grantees reported 69 educational presentations to school and community members about the link between tobacco pricing and youth initiation of tobacco use.

Tobacco Initiatives  
Outcomes Evaluation  
2007-2008

Increased promotion  
of cessation  
resources for youth  
occurring statewide.



North Carolina  
youth remain  
susceptible to  
tobacco industry  
advertising.

Tobacco Initiatives  
Outcomes Evaluation  
2007-2008

# Tobacco-Free Colleges Initiative

The statewide Colleges Initiative works to prevent and reduce tobacco use among North Carolina young adults through the promotion of tobacco-free policies and cessation services on college campuses and in college communities across the state.

Phase I of the Colleges Initiative began in January 2006 with \$1.6 million in grant funding. After two successful years, including 53 policy adoptions on North Carolina campuses, the Initiative was expanded in January 2008 with an additional \$1.4 million in Phase II funding. Grants were awarded to 14 campus and community-based organizations, including six returning Phase I grantees.

Phase II grantees work with 50 campuses in 33 counties including 19 community colleges, 8 public, and 23 private colleges and universities. Five of these campuses are historically black colleges and universities.

In addition to these 50 grantee-supported campuses, HWTF started offering technical assistance to all North Carolina college and community college campuses through a newly appointed 100% Tobacco-Free Campuses Director. The Director supports Phase II grantees and leaders on other campuses across North Carolina who seek assistance with tobacco-related campus policy initiatives.

The following section highlights grantee successes and program activities for the first six months of Phase II (January-June 2008). This shortened report period is the result of a shift to change the previous January-December fiscal year to a July-June fiscal year, allowing the Initiative to be consistent with other HWTF tobacco programs.

## Tobacco Use Highest among 18 to 24 Age Group

Young adults, age 18 to 24, continue to have the highest rates of smoking among all age groups in North Carolina, with 31% identified as current smokers. Nearly 60% of North Carolina young adult smokers have made quit attempts in the last year.<sup>2</sup> Young adults attending college are exposed to intensive marketing by the tobacco industry.<sup>6,7</sup>

## Continued Tobacco-Free Policy Adoption on College Campuses

As of June 2008, 17 North Carolina campuses have adopted 100% Tobacco-Free Policies or Comprehensive Campus Tobacco Policies (i.e., 100 ft. perimeter policies at UNC system schools) (Figure 7, Table 1).

- Twelve (71%) policy adoptions occurred with the direct or indirect support of HWTF grantees in Phase I. Two (12%) policy adoptions occurred with grantee support in the first six months of Phase II. Prior to the Colleges

The Colleges  
Initiative includes  
funding for 50  
campuses in 33  
counties.

Seventy-one new  
policies have  
occurred on 32  
campuses since  
the start of the  
Colleges Initiative.

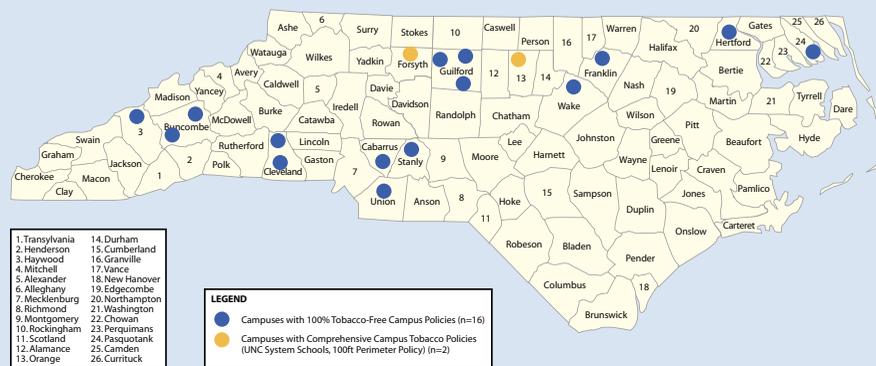
Initiative, only one campus in North Carolina had adopted a 100% tobacco-free policy.

- In addition to the two 100% tobacco-free policies adopted in the first six months of Phase II (at Montreat College and Wingate University), 16 colleges adopted partial tobacco-related policies with grantee support in the first six months of Phase II. These include two perimeter policies (50 ft. at Appalachian State University and 25 ft. at Sandhills Community College), and seven tobacco-free campus organization policies. Surry Community College also adopted policies that substantially limit the use, sale, and promotion of tobacco products on campus. In total, 71 tobacco-related policies have occurred on 32 campuses with varying levels of grantee support since the beginning of Phase I.

Table 1. 100% Tobacco-Free and Comprehensive Campus Policies in NC

#	Campus	Date Enacted
1	Bennett College	Pre-grant: 2004
2	Barber Scotia College	August 2006
3	Gardner-Webb University	November 2006
4	College of the Albemarle	December 2006
5	Stanly Community College	January 2007
6	Asheville-Buncombe Technical CC	February 2007
7	Cleveland Community College	March 2007
8	Haywood Community College	July 2007
9	Greensboro College	August 2007
10	Wake Technical Community College	August 2007
11	Roanoke-Chowan Community College	August 2007±
12	UNC-Chapel Hill	October 2007
13	Guilford Technical Community College	October 2007
14	Winston Salem State University	December 2007
15	Wingate University	January 2008
16	Montreat College	January 2008
17	Louisburg College	April 2008

Figure 7. Map of 100% Tobacco-Free Policies and Comprehensive Campus Tobacco Policies as of June 2008



## Building Support for Policy Change on College Campuses

Six grantees reported 10 new tobacco-related policies that underwent formal consideration by college officials for the first time in Phase II, including three comprehensive campus tobacco policies under consideration at Elizabeth City State University, Western Carolina University, and UNC-Pembroke. Support for policy changes occurred through multiple channels.

Since the beginning of the Initiative, grantees have garnered the support of over 450 college officials for policy adoption on 37 campuses, and over 900 campus organizations, staff, faculty, and student leaders have offered support. As of June 2008, 92% (46) of all Phase II grantee-supported campuses have established coalitions. Coalitions assist grant coordinators in carrying out their scope of work (e.g., implementing petitions) and building support for policies on campus. In the first six months of Phase II:

- Grantees participated in 184 meetings with key decision makers, organizations, and students to advance tobacco-related policies.
- Twenty-eight media messages promoting support for campus policy adoption and compliance were disseminated on and around college campuses.
- Eleven campuses established new tobacco use prevention coalitions with the support of four grantees in Phase II.

## Promoting Tobacco Cessation Services on College Campuses through Quitline NC

All grantees promoted Quitline NC during the first six months of Phase II through the following activities:

- Grantees conducted 165 Quitline NC promotions (e.g., campus-wide events, presentations at meetings) to college students. Approximately one-fifth of these promotions specifically targeted a priority population on campus to reduce tobacco disparities (e.g., students in fraternities/sororities, African Americans). Over 1,300 Quitline NC promotions have been conducted by grantees since the beginning of Phase I.
- Grantees reported 51 earned and 13 paid radio, TV, and newspaper media messages promoting Quitline NC in Phase II.
- Eight grantees reported 22 meetings with campus-based health providers in the first six months of Phase II to promote Quitline NC fax referral utilization for young adults interested in quitting tobacco use.

Since the start of the Initiative, support for policy change has come from over:

- 450 college officials (e.g., Deans, upper level administrators) and
- 900 campus organizations, faculty, staff, and student leaders

# Quitline NC

Quitline NC was created in 2005 as a telephone-based, tobacco cessation service that provides free support to all North Carolina residents who want to quit using tobacco. Research shows that quitlines are an effective and evidence-based approach to tobacco cessation. Proactive quitlines, like Quitline NC, have been shown to significantly increase quit rates compared to quitting without support.<sup>8</sup>

Quitline NC receives funding from both HWTF and the North Carolina Department of Health and Human Services (DHHS). The HWTF provides funding for services for callers ages 24 and younger, callers who are school or childcare employees, and callers who live with and/or are the primary caregiver of a child under 18 years old. DHHS provides funding for all other callers.

Quitline NC completed its first year of operation in October 2006. Due to changes in the HWTF fiscal year, the eight month period through June 2007 constitutes Year 2. Year 3 of Quitline NC encompasses July 2007 through June 2008.

In its third year, Quitline NC reached more youth, young adults, primary caregivers, and school employees who serve as caretakers and models for youth. Quitline NC served individuals from all counties in North Carolina and many who traditionally have limited access to cessation services. The following section details key outcomes from Year 3.

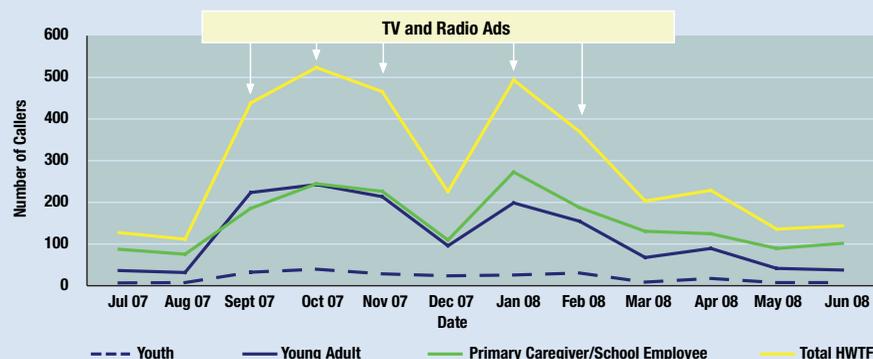
## Quitline NC Promoted through Comprehensive Campaign

The HWTF launched NC's first multi-media Quitline NC promotional campaign targeted to young adults in September 2007. The "Call it Quits" campaign combined TV, radio, print, and online Quitline NC promotions that featured simulated calls between a smoker and a Quitline coach. Online components included a newly designed website ([www.QuitlineNC.com](http://www.QuitlineNC.com)) and targeted advertisements on social networking websites. North Carolina is one of the first states to launch a multi-media promotional campaign targeted specifically to young adults.

Spikes in young adult and primary caregiver/school employee call volumes coincided with TV and radio ads, suggesting that the campaign successfully reached its target audience and had spillover effect on adult callers (Figure 8).

Information about other Quitline NC promotion specific to teens and college students is included in the Teen Initiative and Colleges Initiative sections of this report.

**Figure 8. Year 3 HWTF-Funded Callers by Month (Free and Clear)**



Tobacco Initiatives  
Outcomes Evaluation  
2007-2008



Quitline NC reached more HWTF targeted youth, young adults, primary caregivers, and school employees than ever before.

Tobacco Initiatives  
Outcomes Evaluation  
2007-2008

## Quitline NC Media Driving Awareness

According to the North Carolina Behavioral Risk Factor Surveillance System, almost half (48.7%) of North Carolina smokers were aware of Quitline NC in 2007. The majority of those who were aware of the Quitline heard about it through the media, and 11.2% reported that their doctor referred them.

## Call Volume Increased

Quitline NC received a total of 7,322 calls during Year 3. Over half of all calls from tobacco users (54% or 3,448 calls) came from populations supported by HWTF funding. All HWTF-funded callers during Year 3 were tobacco users.

An average of 287 HWTF-funded callers called Quitline NC per month during Year 3, a marked increase from an average of 214 HWTF-funded calls per month during Year 2. Young adults experienced the largest increase in average monthly call volume, from 69.1 calls per month in Year 2 to 117.8 calls per month in Year 3 (70.5% increase). Average monthly call volume for youth increased by 56%, from 11.6 calls per month in Year 2 to 18.1 calls per month in Year 3. Primary caregivers and school employee calls increased by 13.5%, from 133.4 calls per month in Year 2 to 151.4 calls per month in Year 3.

## Quitline Reaching More Young Adults and Youth

Based on CDC guidelines<sup>9</sup>, Quitline NC ultimately aims to provide services to 2% of North Carolina tobacco users each year. Quitline NC's reach is calculated based on the number of unique callers to Quitline NC as a percentage of the total smoking population in North Carolina. (Smoking data are used as overall tobacco use prevalence rates are not available).

In Year 3, Quitline NC served approximately 0.36% of North Carolina's adult smoking population, similar to its reach (0.39%) during the first 20 months of operation. Year 3 did show marked success in increasing the reach of Quitline NC to both young adult and youth callers. The percentage of young adult smokers ages 18-24 served by Quitline NC increased from 0.31% in the first 20 months to 0.45% during Year 3, and youth ages 14-17 served increased from 0.15% in the first 20 months to 0.22% during Year 3.

## Target Populations Using Quitline

Quitline NC reached 3,448 youth, young adults, and primary caregivers/school employees who used tobacco during Year 3. Among this HWTF-funded group:

- 217 were youth ages 14-17; 1,414 were young adults ages 18-24; and 1,817 were adult caretakers and role models for children and youth in home and school environments;
- Nearly one-third (31%) of callers were African American, and 2.3% were American Indian;
- 7.3% of callers were Hispanic, and 4% completed calls in Spanish;
- 6.3% (218) of all female callers were either pregnant, planning pregnancy, or breastfeeding;
- Approximately 11.9% of callers had chronic asthma;
- Over half (51.6%) of callers were using Medicaid or had no health insurance coverage;
- The majority of callers (89%) were in the preparation stage of quitting, indicating they were ready to quit; and
- Most (87%) callers smoked cigarettes every day.

The average call volume increased 33% (from 214 to 287 calls per month) in Year 3.

The HWTF-funded portion of Quitline NC reached every corner of North Carolina, with at least one caller from each of NC's 100 counties.



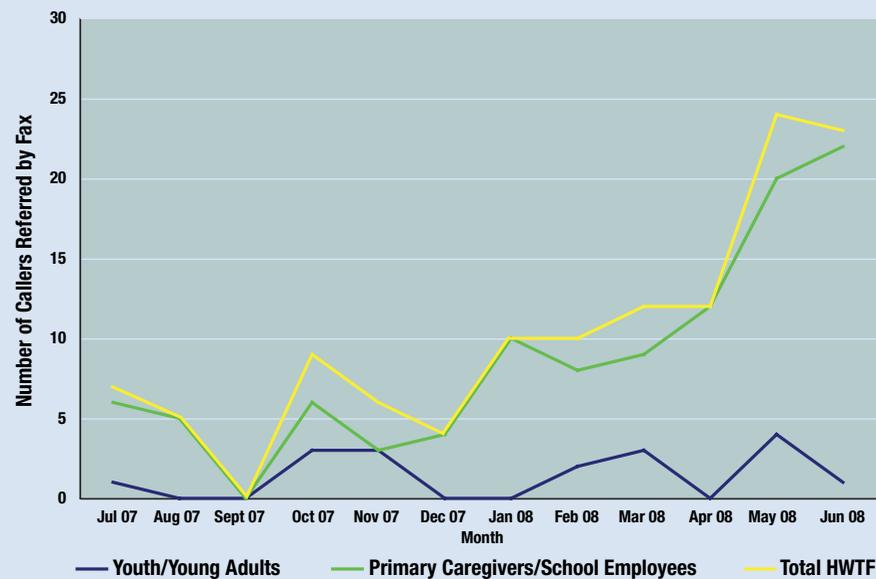
During Year 3, Quitline NC reached a substantial number of callers from populations who experience disparities in tobacco use, effects of tobacco-related diseases, and limited access to healthcare or other cessation resources.

## Fax Referral Service Slowly Increases

During Year 3, the HWTF led a new effort to promote Quitline NC and the fax referral system to health professionals. Over 10,000 North Carolina physicians received fax referral materials and Quitline NC promotional items to distribute to their patients who smoke.

The number of completed calls that were referred by fax is tracked. While the use of the fax referral system remained relatively low, the number of HWTF-funded callers referred by fax increased steadily throughout Year 3 (Figure 9). Among HWTF-funded callers, 122 (3.5%) were referred by fax, of whom 86% were primary caregivers/school employees.

**Figure 9. Fax Referrals for HWTF-Funded Callers (Free and Clear)**



## Quit Rates Remain Steady

The Quitline NC vendor, Free & Clear, Inc., estimated an 11.8% 30-day quit rate among all HWTF-funded callers. This estimate is based on the number of HWTF-funded callers who responded to a follow-up survey and reported being tobacco-free for 30 days.<sup>10</sup> This number is comparable with an estimated quit rate of 11.1% for Quitline NC callers during the first 20 months of operation.

## Future Directions

The HWTF Tobacco Initiatives continued to boast a number of successes in 2007-08. The recommendations listed on page two of this report address program challenges and provide direction for program continuation and growth. Additional information and specific recommendations for each Initiative can be found at [www.tpep.unc.edu](http://www.tpep.unc.edu).

Among those responding to a follow up survey, 90% of HWTF-funded callers reported satisfaction with the services provided by Quitline NC.

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