North Carolina
Health and Wellness Trust Fund
Tobacco-Free Colleges Initiative

Quarterly Report (Y2, Q1)
January 1 – March 31, 2007

Prepared for:
North Carolina Health and Wellness Trust Fund

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A. Summary and Recommendations

The Health and Wellness Trust Fund (HWTF) Tobacco-Free Colleges Initiative began its second year of operation in January 2007. The initiative involves 20 grantees in activities to promote tobacco-free policy adoption and cessation on over 50 campuses across North Carolina.

This report highlights grantee outcomes and activities for Year 2, Quarter 1 (Y2, Q1; January-March 2007) of the initiative. General findings for Q1 are as follows:

- Grantees worked on a total of 54 college campuses across the state.

- At the start of Year 2, fewer grantees are working on establishing new coalitions and more are working towards advancing policies that went under consideration during Year 1.

- Compared to previous quarters, grantees reported the highest number of policy changes, policy-related earned media, and meetings/presentations to promote campus policies in Q1.

- Three new 100% tobacco-free campus policies were adopted with the help of HWTF grantees in Q1, making a total of seven colleges in NC that are currently 100% tobacco-free.

A.2. Key Outcomes and Program Accomplishments

Policy Adoption

- Eleven tobacco-related policy adoptions occurred on seven campuses, including three 100% tobacco-free campus policies adopted at Stanly Community College, Asheville-Buncombe Technical Community College, and Cleveland Community College.

Building Support

- Two new policies formally underwent consideration by college officials (i.e., one tobacco-free dorm policy and one designated area policy).

- Two hundred and eighty-five college officials, campus organizations, and individuals (i.e., staff, faculty, student leaders) offered formal support for campus policy initiatives.

- Grantees conducted 272 meetings/presentations to build support for campus policy initiatives. This represents a 96% increase from the number of meetings reported last quarter.

- Grantees reported 95 media messages promoting supporting support for campus policy initiatives, the majority of which were earned messages in campus-based newspapers. A large number of these messages were associated with recent 100% tobacco-free campus policy adoptions.

Coalition Development

- One new tobacco use prevention coalition was established at Halifax Community College during Q1. Another previously established coalition on one campus was disbanded. At the end of Q1, grantees were working to develop coalitions on 12 remaining campuses.

Quitline Promotion

- Grantees conducted 167 Quitline NC promotions (e.g., campus-wide events, presentations at meetings), 27% of which specifically targeted a priority population on campus (e.g., freshman, African American, athletes, high school students on campus).

- Earned media messages (i.e., radio, TV, newspaper) promoting Quitline NC on HWTF-supported campuses decreased significantly in Q1 compared to the past two quarters.

- Eight grantees reported 17 meetings with campus-based health providers to promote Quitline NC fax referral service utilization.

A.3. Key Barriers to Program Activities

- Grantees reported a broad range of commonly reported barriers during Q1 including difficulty scheduling meetings or establishing campus contacts, issues related to media or lack of promotional materials, lack of staff time, hiring issues, and campus resistance.

A.4. Recommendations for Program Development and Improvement

- Communicate ongoing successes of the initiative in promoting tobacco-free campus policies.

- Plan strategies to incorporate the new Quitline NC promotional campaign with College grantee activities.

- Review and ensure follow-up on recommendations in UNC TPEP Year 1 Outcomes Evaluation Report for Tobacco-Free Colleges Initiative.

B. Background

In January 2006, the North Carolina (NC) Health and Wellness Trust Fund (HWTF) awarded $1.6 million in grant funding to promote tobacco use prevention and cessation among young adults on NC college campuses. Grants were awarded to 20 organizations including colleges, community colleges, and health departments (See Appendix 1 for list of grantees, colleges, and counties covered). These organizations work towards developing coalitions, advocating for campus tobacco-free policies, and promoting Quitline NC on campuses across the state.

Two types of grants were originally awarded by the HWTF for the Tobacco-Free Colleges Initiative: Planning and Implementation grants. One Planning grant and one Implementation grant were later re-categorized as Special grants [i.e., Survivors and Victims of Tobacco Empowerment (SAVE) and the American Lung Association of NC (ALA)].

In total, ten Planning grants, eight Implementation grants, and two Special grants were awarded. Three of these grantees (2 Planning and 1 Implementation) work on multiple campuses. Primary short-term and intermediate outcomes for each type of grant are as follows:

- Planning grants aim to establish campus coalitions and build support for campus policy initiatives;

- Implementation grants aim to strengthen campus coalitions, build support for campus policies, and advocate for the adoption of tobacco-free policies on campus; and

- Special grants aim to assist other College grantees and non HWTF-supported campuses across the state in their areas of expertise (i.e., survivor advocacy, cessation).

All three types of Tobacco-Free College Initiative grantees also focus on promoting the use of Quitline NC to young adults on college campuses.

The UNC Tobacco Prevention and Evaluation Program (TPEP) conducts the outcomes evaluation for 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 web-based tracking system, as well as analyzing and disseminating results.

C. Methods

The following quarterly report summarizes the outcomes, progress, and activities of Tobacco-Free College Initiative grantees during the period of January 1 – March 31, 2007 (Year 2, Quarter 1).

Data were collected from all Planning and Implementation grantees on a monthly basis using the Colleges Online Reporting and Evaluation System (CORES) developed by UNC TPEP. Special grantees (i.e., SAVE and ALA) report directly to UNC TPEP on a quarterly basis using an individualized indicator and reporting system.

Data are collected and reported based on key focus areas and indicators developed by UNC TPEP in collaboration with the HWTF (See Appendix 2 for a list of indicators collected monthly). Indicators are divided into two areas:

- Outcome indicators include policy change and progress towards policy change indicators.

- Program indicators include coalition development, building support for campus policies, Quitline NC promotion, and administrative measures.

The indicators include program activities that lead towards desired short-term, intermediate, and long term outcomes for the initiative, as outlined in the logic models developed for Planning and Implementation grants (See Appendices 3 and 4).

Grantees report their data using established indicator change criteria and reporting procedures outlined in a monthly reporting codebook. All policy changes (i.e., primary outcome indicators) reported are verified with grantees by UNC TPEP staff via phone or email.

This was the first quarter that Planning and Implementation grantees used CORES for reporting their monthly data.   All grantees received training on how to use CORES in late January-early February 2007 before their January and February monthly reports were required for submission. Technical support on CORES was also provided to grantees by UNC TPEP staff on an as needed basis throughout the quarter.

D. Summary of Quarter Activities

Sections D.1 and D.2 summarize Q1 outcome and program development indicator data reported by nine Planning grantees and eight Implementation grantees. One Planning grantee did not submit any data for Q1. Two Planning grantees did not submit data for the months of February and March 2007. See Tables 2 and 3 for indicator changes by type of grant.

D.1. Outcomes

Highlights of Planning and Implementation grantee outcome achievement are reported below:

D.1.a. Policy Adoption

Seven grantees reported a total of 11 tobacco-related policy changes in Q1, including three 100% tobacco-free campus policies adopted at Stanly Community College, Asheville-Buncombe Technical Community College, and Cleveland Community College. Figure 1 highlights the types of policies adopted in Q1. Table 1 includes a detailed list of policies, campuses, and grantees involved.

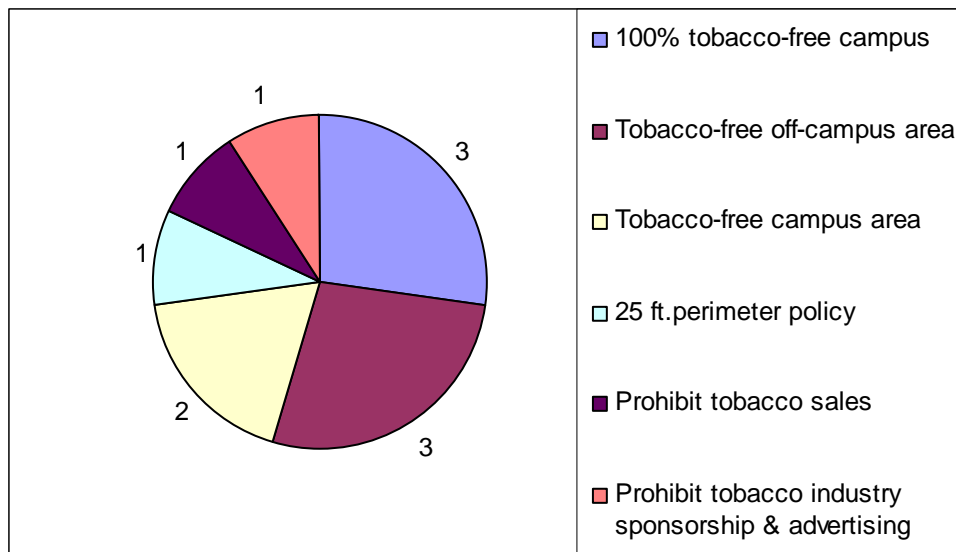**Figure 1. Types of tobacco-related policies adopted in Q1 (n=11)**

Table 1. List of tobacco-related policies adopted, campuses, and grantees involved in Q1 (n=11)

#	Type of Policy Adopted	Month Adopted	Campus	Grantee	Type of Involvement
1	**100% tobacco-free campus policy**	**Jan 2007**	**Stanly Community College**	**Mecklenburg County Health Department**	**Direct**
2	**100% tobacco-free campus policy**	**Feb 2007**	**Asheville-Buncombe Technical Community College**	**Asheville-Buncombe Technical Community College**	**Direct**
3	**100% tobacco-free campus policy**	**Mar 2007**	**Cleveland Community College**	**Cleveland Community College**	**Direct**
4	25 ft. perimeter policy for all campus buildings	Feb 2007	East Carolina University	East Carolina University	Direct
5	Policy prohibiting tobacco use in all campus buildings and vehicles	Jan 2007	Wilkes Community College	Wilkes Community College	Direct
6	Policy prohibiting tobacco use in all outdoor campus seating areas during college sponsored-events	Jan 2007	Wilkes Community College	Wilkes Community College	Direct
7	Policy prohibiting tobacco industry advertising, free sampling, and sponsorship on campus	Jan 2007	Wilkes Community College	Wilkes Community College	Direct
8	Policy prohibiting tobacco sales on campus	Jan 2007	Wilkes Community College	Wilkes Community College	Direct
9	Tobacco-free policy adopted at off-campus area frequented by young adults: <u>Mazzinis Italian Restaurant</u>	Jan 2007	Surry Community College	Surry Community College	Direct
10	Tobacco-free policy adopted at off-campus area frequented by young adults: <u>Romas Pizza</u>	Jan 2007	Surry Community College	Surry Community College	Indirect
11	Tobacco-free policy adopted at off-campus area frequented by young adults: <u>YMCA of South Hampton Roads (Elizabeth City)*</u>	Mar 2007	College of the Albemarle	Albemarle Regional Health Services	Indirect

* Policy was reported but not verified by TPEP staff due to change in ARHS grant coordinator position.

The number of tobacco-related policy adoptions occurring as a result of the direct or indirect efforts of Planning and Implementation grantees is increasing over time (Figure 2).

Figure 2. Number of tobacco-related policies adopted over time
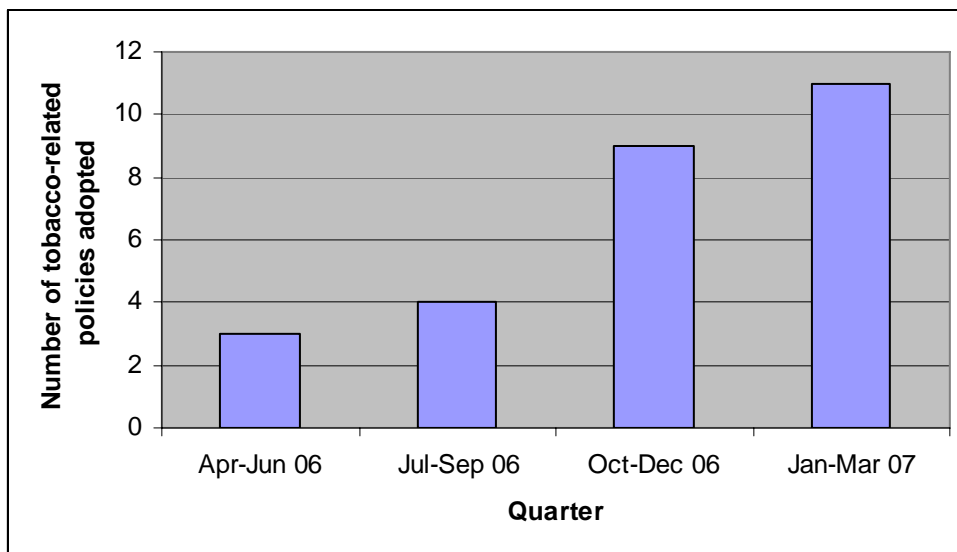
D.1.b. Building Support for Policy Change

One grantee reported two new policies that formally underwent consideration by college officials during Q1, including one 100% tobacco-free dorm policy under consideration at Belmont Abbey College and one designated smoking area policy under consideration at UNC-Charlotte. As previously reported policies continue to be under consideration, fewer new policies under consideration are reported each quarter (Figure 3).

Figure 3. Number of *new* policies under consideration over time
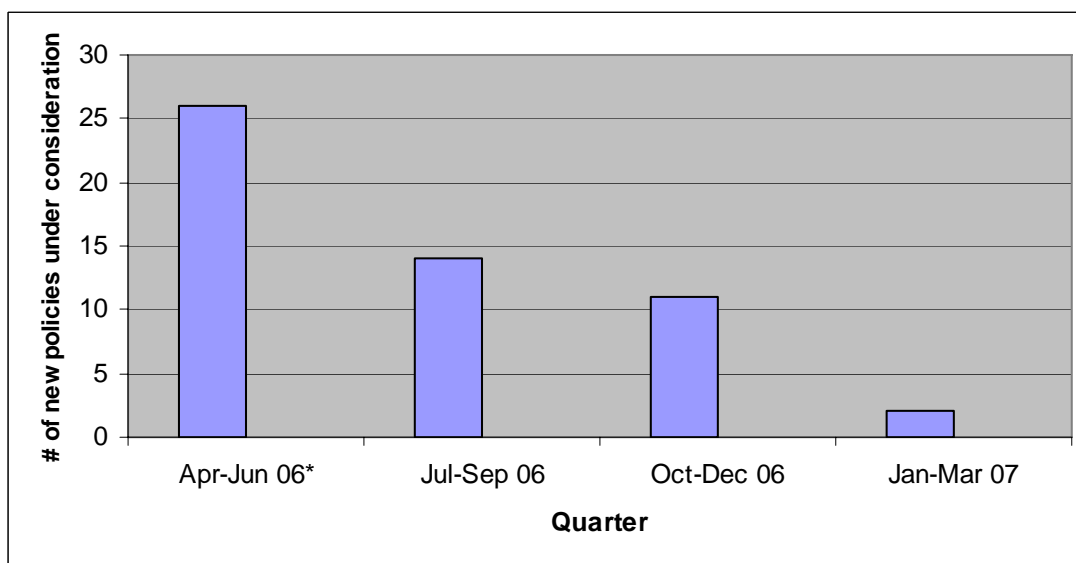
* Includes some policies that went under consideration in Jan-Mar 06.

Grantees garnered formal support for campus policy initiatives from a total of 285 college officials (89), campus organizations (27), and staff/faculty/student leaders (169) during Q1. This includes campus leaders and individuals offering support for 100% tobacco-free campus policies recently adopted at Gardner-Webb University (Dec 2006) and Stanly Community College (Jan 2007). Figure 4 highlights the number of campus people/organizations offering formal support over time. Over 60% of college officials provided written and verbal support, while the majority of campus organizations and staff/faculty/student leaders provided verbal support only (Figure 5). In addition, seven grantees collected 958 signatures showing support for campus policies.

Figure 4. Formal support offered for campus policy initiatives over time
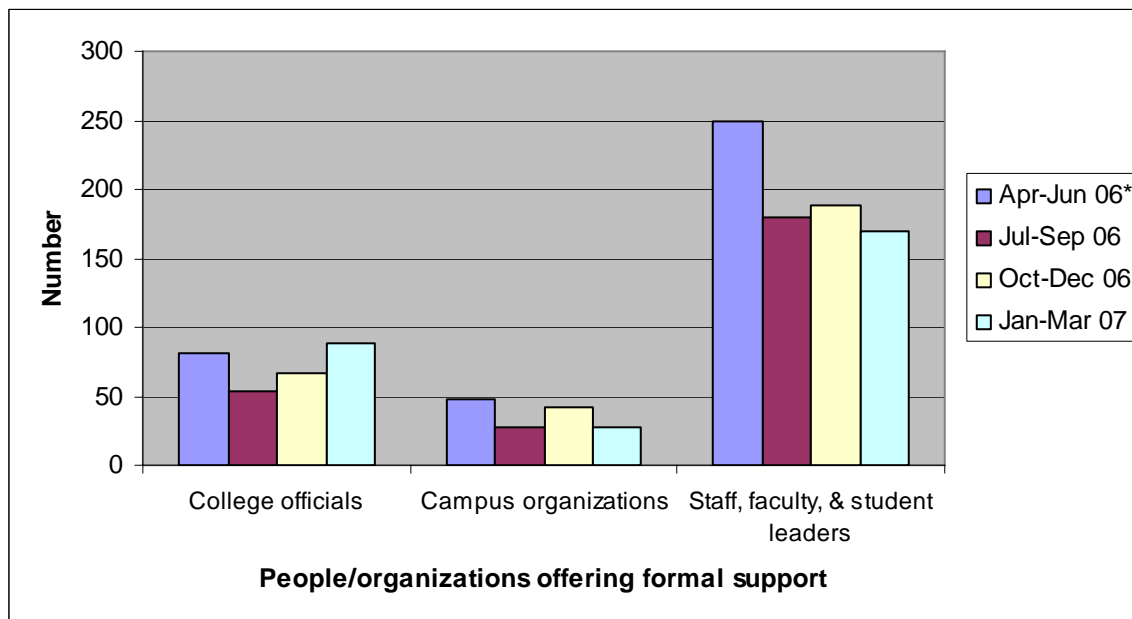
* Includes some people/organizations offering formal support in Jan-Mar 06.

Figure 5. Type of formal support offered in Q1 (n=285)
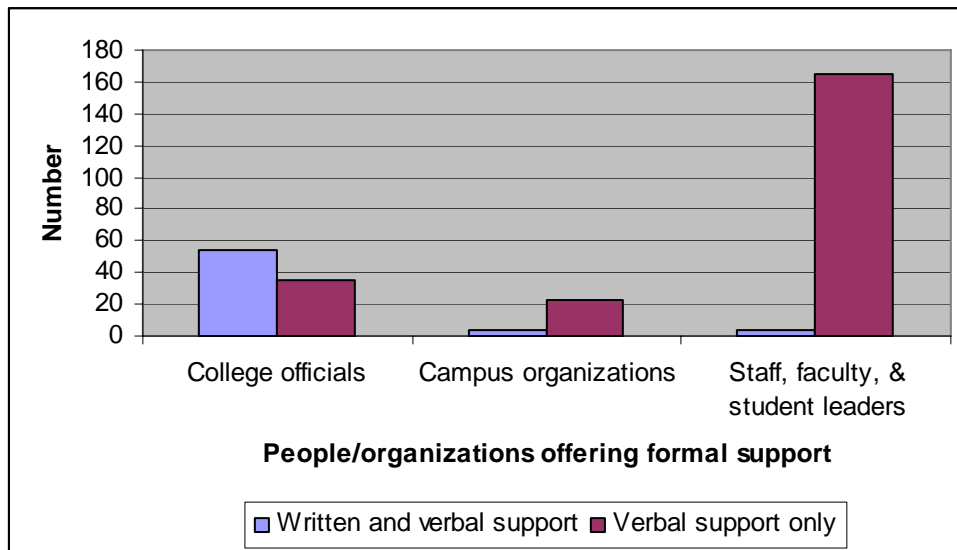
D.1.c. Coalition Development

Planning and Implementation grantees are currently working on 51 college campuses across the state. During Q1, one campus (Halifax Community College) established a new tobacco use prevention coalition (Figure 6). Another campus (Gaston College) disbanded their coalition during this quarter. At the end of Q1, four Planning grantees were working to establish coalitions on 12 campuses (Figure 7).

Figure 6. Number of new campus coalitions established over time
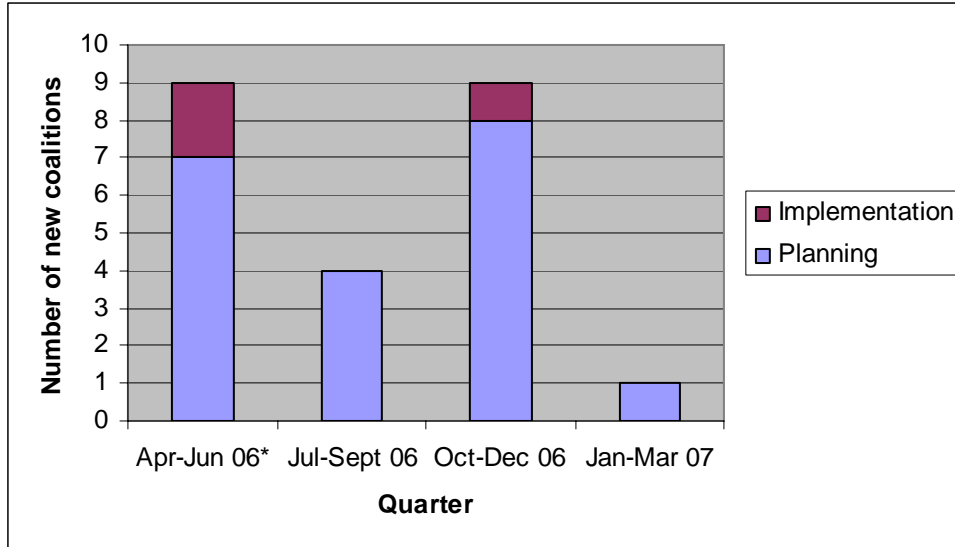
* Includes some new coalitions established in Jan-Mar 06

Figure 7. Coalition status of HWTF grantee campuses at the end of Q1 (n=51)
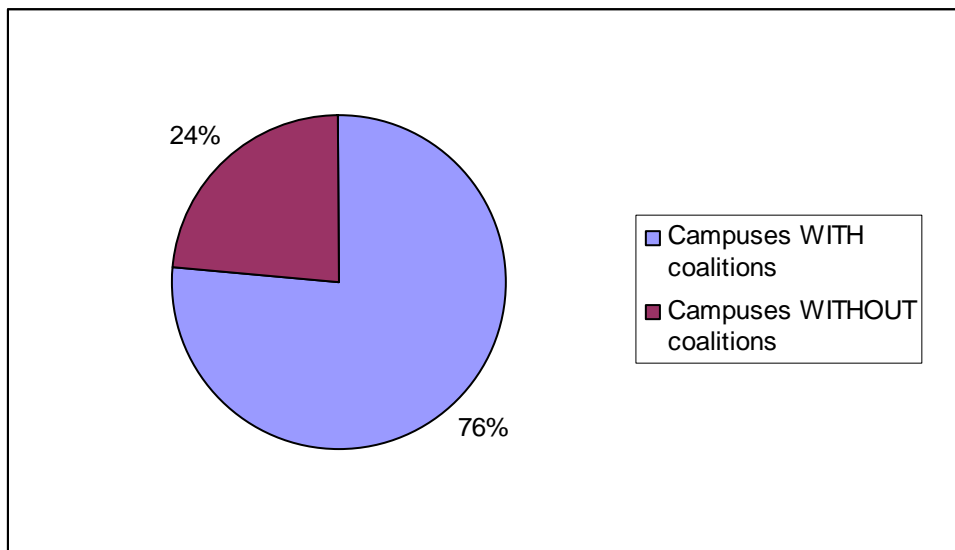
D.1.d. Summary of Outcome Indicators

The following table summarizes all Q1 outcome indicators changes reported monthly by Planning and Implementation grantees (Table 2).

Table 2: Summary of Q1 Outcome Indicator Changes

Outcome Indicator	# of Q1 Planning grantees involved (n=9)*	# of Q1 Implem. grantees involved (n=8)	Total # of Q1 indicator changes
Policy Adoption			
# of tobacco-free policies adopted by campus organizations	0	0	0
# of tobacco-free policies adopted in <u>campus areas</u>	4	3	11
# of tobacco-free policies adopted in <u>off-campus</u> areas frequented by young adults	2	0	3
# of policies adopted prohibiting the sale of tobacco products on campus	0	1	1
# of policies adopted prohibiting tobacco industry advertising, free sampling, & sponsorship on campus	0	1	1
Building Support for Policy Change			
# of signatures on petitions showing support for campus policy initiatives	5	2	958
# of <u>college officials</u> offering formal support for campus policy initiatives	5	5	89
# of <u>organizations</u> offering formal support for campus policy initiatives	5	4	27
# of <u>staff/faculty/student leaders</u> offering formal support for campus policy initiatives	6	6	169
# of policy changes under consideration by college officials	1	0	2
# of new campus coalitions established	1	0	1

* One Planning grantee did not submit data for Q1. Two Planning grantees are missing data for February and March 2007.

The following section describes program or process-orientated data reported by Planning and Implementation grantees during Q1.

D.2.a. Coalition Development

Grantees recruited 165 new coalition members during Q1, 60% of which were students (Figure 8). Twenty percent (33) of the new members represented priority population groups on campus (e.g., freshman, African Americans, athletes).

Figure 8. Type of new coalition members recruited in Q1 (n=165)
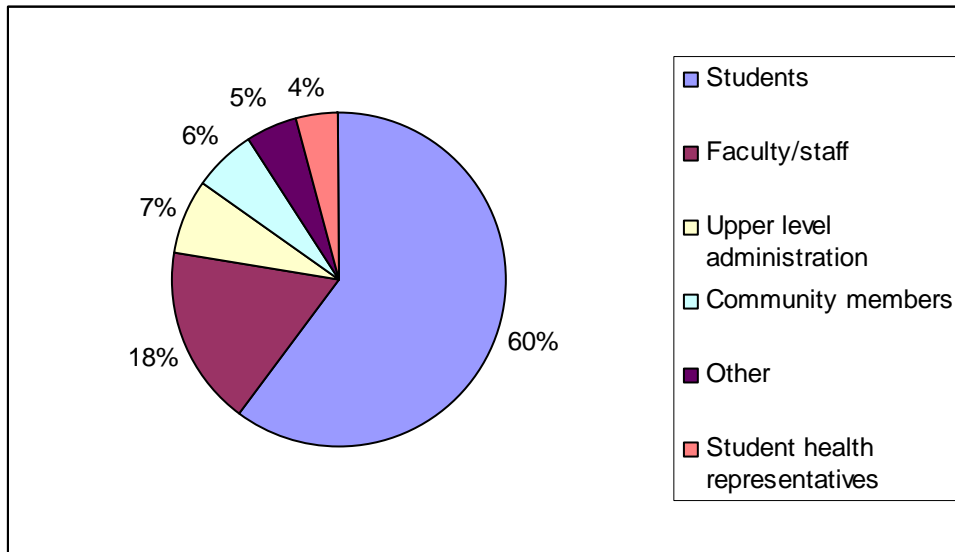
D.2.b. Building Support for Policy Change

Figure 9 highlights changes in grantee activities that work to build support for campus policy initiatives over time. While the number of surveys and petition drives reported by grantees decreased during Q1, the number of meetings/presentations to advance campus policies significantly increased. The majority of these meetings/presentations were to obtain support for coalition activities, followed by class presentations and meetings to develop media (Figure 10).

Figure 9. Number of surveys, petitions, and meetings to build support for campus policies over time
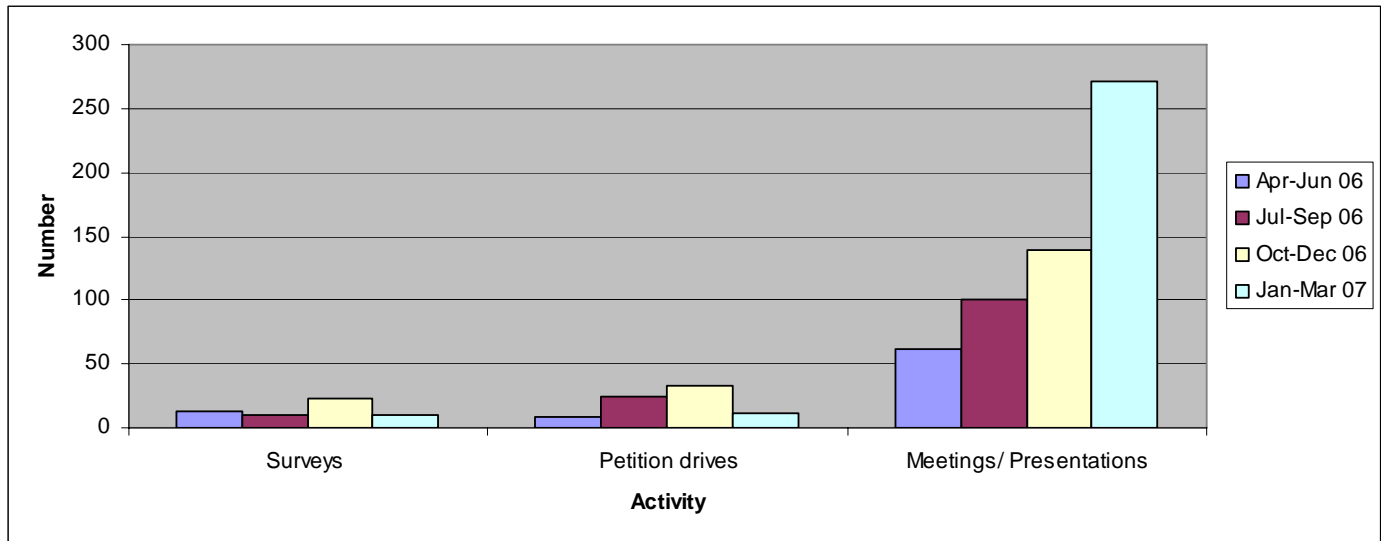
Figure 10. Type of meetings/presentations to advance campus policies held in Q1 (n=272)
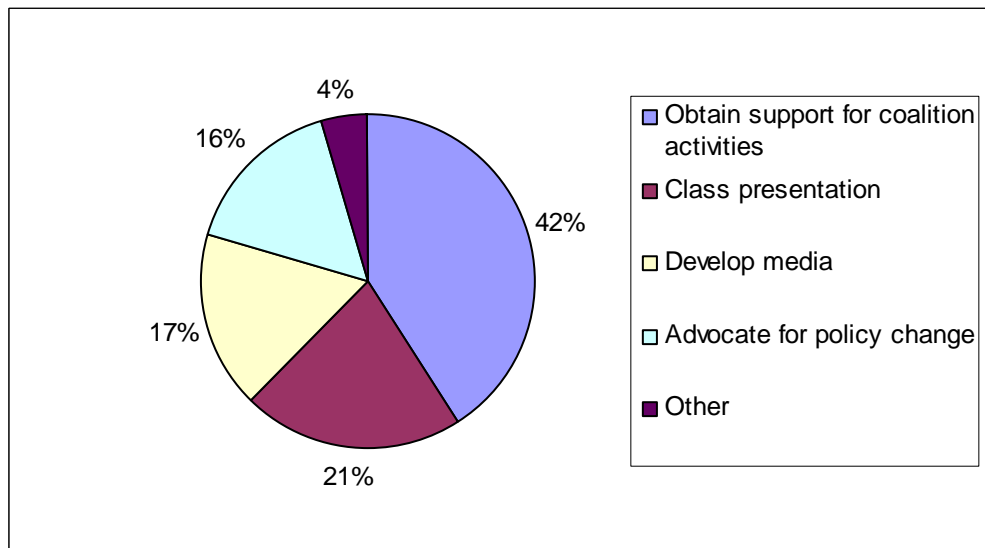
The number of earned media messages (i.e., radio, TV, newspaper messages) to promote campus policies increased in Q1 compared to previous quarters (Figure 11). This may reflect increased media attention received following newly adopted 100% tobacco-free campus policies (e.g., Stanly Community College). The majority of media messages were earned messages published in newspapers (Figure 12). Eighty-nine percent were published or aired via campus-based media outlets (e.g. campus newspaper, closed circuit TV).

Figure 11. Number of newspaper/radio/TV media messages promoting campus policies over time
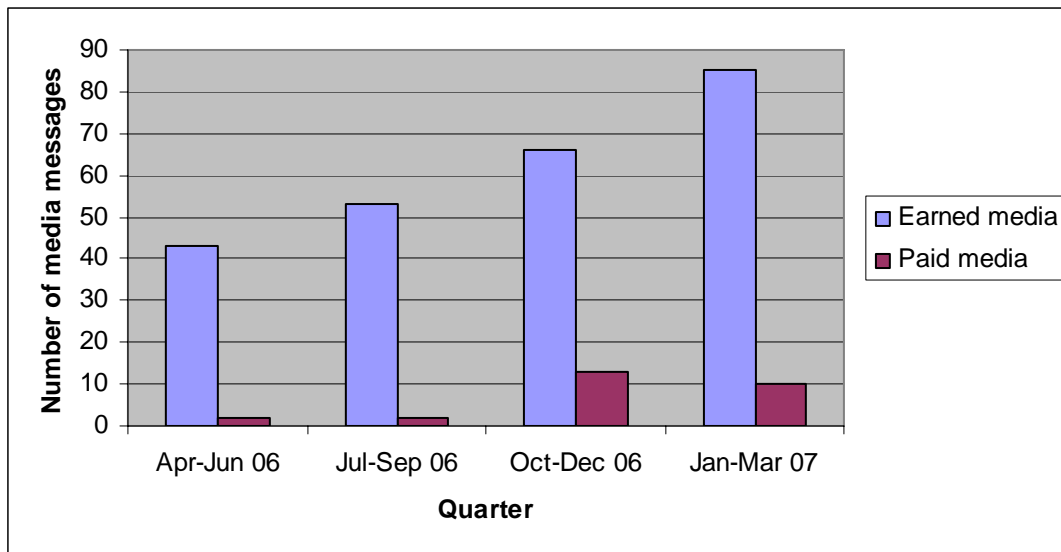
Figure 12. Type of media messages promoting campus policies in Q1 (n=272)
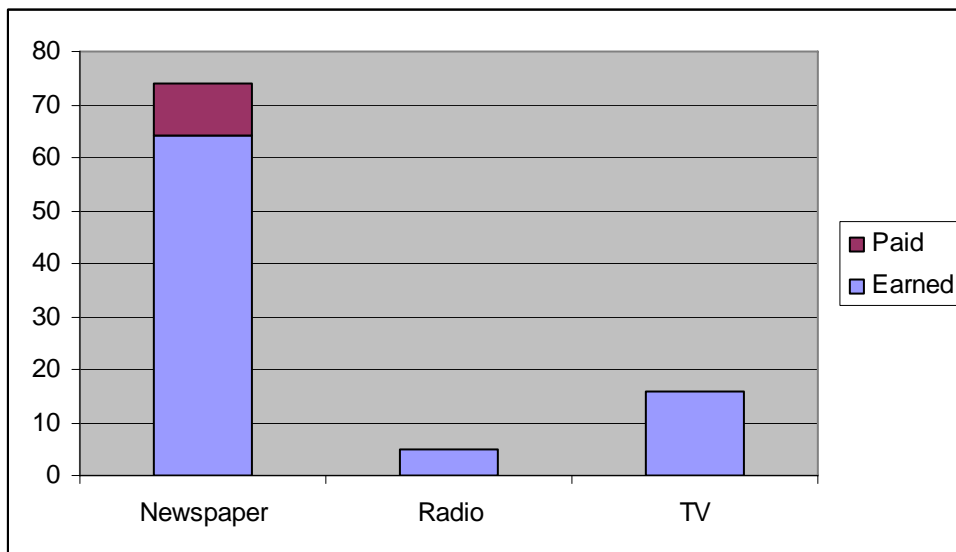
D.2.c. Quitline Promotion

Overall, the total number of Quitline NC promotions decreased in Q1 compared to the last two quarters of Year 1. During Q1, grantees conducted 167 Quitline NC promotions including campus-wide events, organizations meetings/classes, and other types of promotions (e.g., Great American Spit Out event, website, HBCU conference) (Figure 13). Forty-five (27%) of all Quitline NC promotions specifically targeted a priority population on campus (e.g., freshmen, African American, athletes, high school students on campus). Eight grantees also reported 17 meetings with campus-based health providers to promote Quitline NC fax referral service utilization.

Figure 13. Number and type of quitline promotions over time
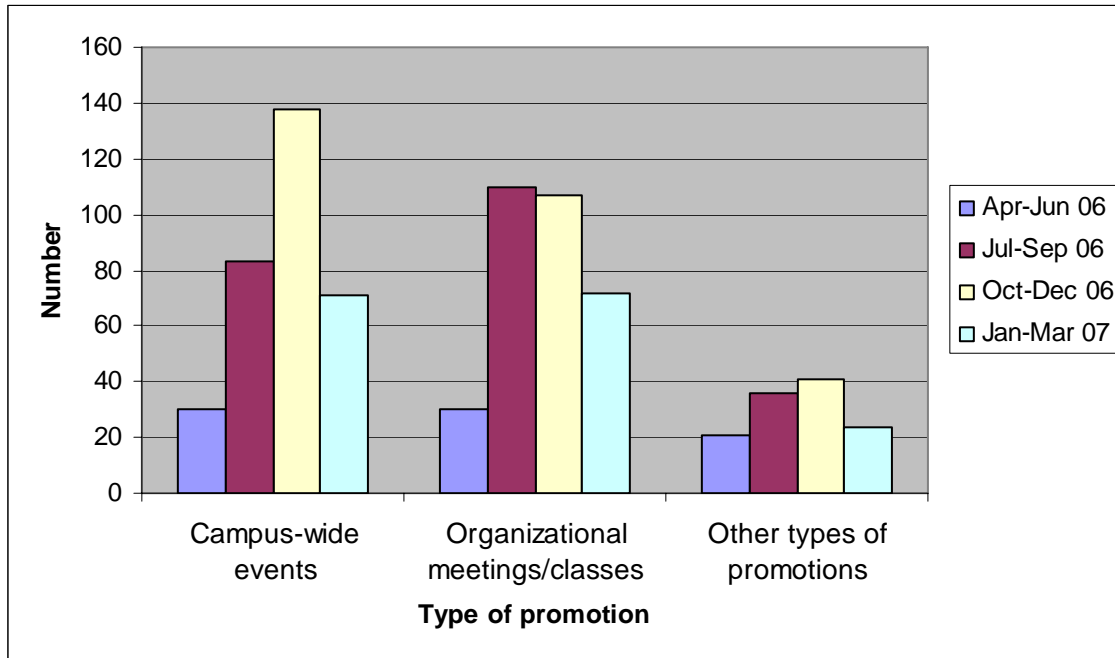
In Year 1, grantees only used earned media to promote Quitline NC. However, in Year 2, paid media could also be used. During Q1, grantees reported 29 media messages (i.e., radio, TV, newspaper messages) promoting Quitline NC on campuses, 86% of which was earned. Compared to previous quarters, the number of quitline media messages reported significantly decreased compared to previous quarters (Figure 14). The high number of messages reported in previous months may reflect significant media attention received around the Great American Smokeout in November 2006. The majority of messages were distributed via newspapers (Figure 15). Ninety-seven percent were from campus-based media outlets.

Figure 14. Number of newspaper/radio/TV media messages promoting Quitline NC over time
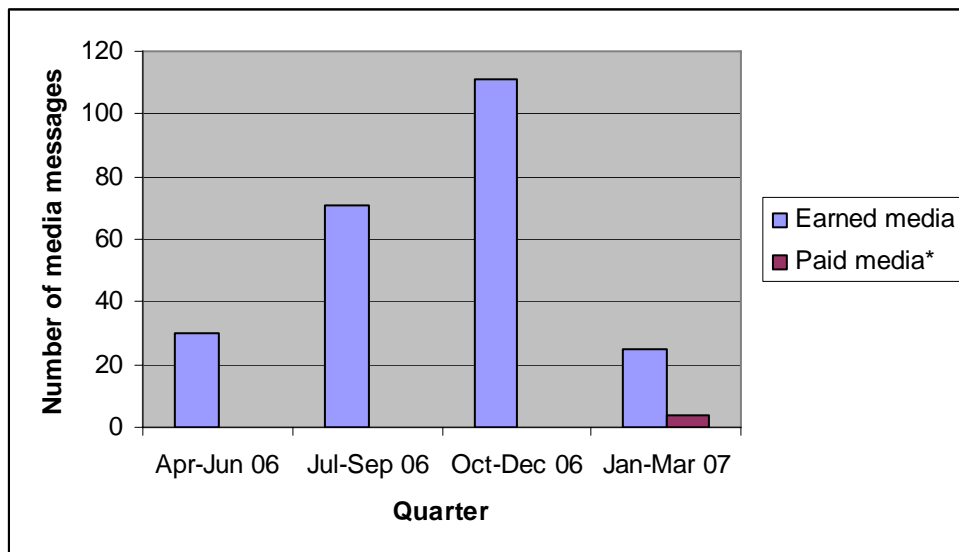
* Paid media indicator only included in Year 2.

Figure 15. Type of media messages promoting Quitline NC in Q1 (n=29)
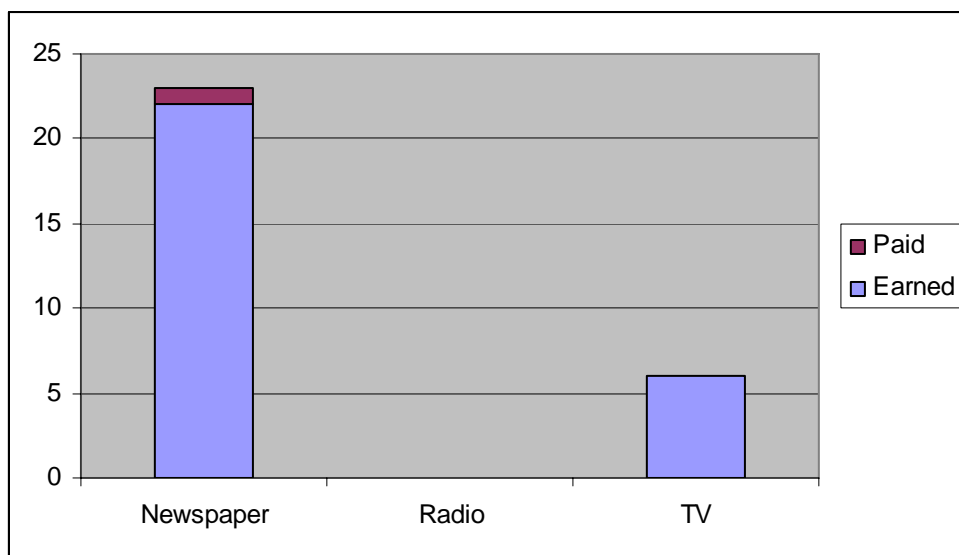
D.2.b. Summary of Program Indicators

The following table summarizes all Q1 program indicators changes reported by Planning and Implementation grantees (Table 3).

Table 3. Summary of Q1 Program Indicators

Program Indicator	# of Q1 Planning grantees involved (n=9)*	# of Q1 Implem. grantees involved (n=8)	Total # of Q1 indicator changes
Coalition Development			
# of new coalition members recruited	5	8	165
# of trainings attended by staff/partners	4	4	18
Building Support for Policy Change			
# of surveys completed to assess student tobacco use & attitudes	4	2	10
# of petition drives completed to show support for campus policy initiatives	5	2	11
# of meetings/presentations to advance tobacco-related policies	8	8	272
# of earned newspaper/radio/TV messages promoting support for campus policy initiatives	5	5	85
# of paid newspaper/radio/TV messages promoting support for campus policy initiatives	2	2	10
Quitline Promotion			
# of Quitline promotions	8	8	167
# of earned newspaper/radio/TV messages promoting Quitline	4	1	25
# of paid newspaper/radio/TV messages promoting Quitline	2	1	4
# of meetings/presentations to promote Quitline fax referral system among health services providers	4	4	17
Administrative			
# of new staff hired with grant funds	0	1	2
# of meetings with elected state/government leaders to promote HWTF and coalition initiatives	2	0	4

* One Planning grantee did not submit data for Q1. Two Planning grantees are missing data for February and March 2007.

D.3. Special Grants

The HWTF Tobacco-Free Colleges Initiative funds two Special grants: Survivors and Victims of Tobacco Empowerment (SAVE) and the American Lung Association of NC (ALA). Highlights of Special grant activities during Q1 are summarized below:

D.3.a. Survivors and Victims of Tobacco Empowerment (SAVE)

SAVE provided services to the following ten campuses in five counties during Q1 (Table 4). SAVE worked with six of these campuses for the first time since the start of the initiative.

Table 4. Colleges served by SAVE in Q1

#	Colleges served	County (Campus location)	College supported by HWTF Planning or Implementation grantee?
1	Bennett College	Guilford	Yes -- Moses Cone-Wesley Long Community Health Foundation
2	Greensboro College	Guilford	Yes -- Moses Cone-Wesley Long Community Health Foundation
3	Guilford College	Guilford	Yes -- Moses Cone-Wesley Long Community Health Foundation
4	High Point University	Guilford	Yes -- Moses Cone-Wesley Long Community Health Foundation
5	UNC-Greensboro	Guilford	Yes -- Moses Cone-Wesley Long Community Health Foundation
6	NC A & T University	Guilford	Yes – NC A & T University
7	Stanly Community College	Stanly	Yes -- Mecklenburg County Health Dept.
8	UNC-Charlotte	Mecklenburg	Yes -- Mecklenburg County Health Dept
9	Wilkes Community College	Ashe	Yes -- Wilkes Community College
10	Coastal Carolina Community College	Onslow	No

SAVE also reported the following Q1 activities:

- Two educational presentations reaching 58 staff and students;
- Three meetings/presentations advocating for campus policy initiatives (Stanly CC);
- Two media messages involving survivors that promote support for campus policies;
- Five Quitline NC promotions; and
- One staff training (six SAVE staff/members trained).

Barriers include delays in student intern activities due to heavy schedules, and dependence on Planning and Implementation grantees to invite SAVE to become involved with campus activities.

D.3.b. American Lung Association of North Carolina (ALA)

ALA provided services to the following three campuses during Q1 (Table 5):

Table 5. Colleges served by ALA in Year 1

#	Colleges served	HBCU?	College supported by HWTF Planning or Implementation grantee?
1	North Carolina Central University	Yes	Yes -- North Carolina Central University
2	Wake Technical Community College	No	No
3	Fayetteville Technical Community College	No	No

ALA also reported the following activities during Q1:

- Two meetings to provide technical assistance;
- One meeting/presentation to advance campus tobacco policies;
- One Freedom From Smoking (FFS) clinic held at Wake Technical Community College (No participants were reported as attending this clinic);
- Two students (18-24) accessing FFS On-line; and
- One Quitline NC promotion at Wake Technical Community College.

Barriers include campuses not being ready to promote the programs and services, and lack of response from college/university staff.

D.4. Barriers

All HWTF Tobacco-Free College Initiative grantees are asked to report their top three barriers to effective program implementation. Sixteen Planning and Implementation grantees provided the following responses in Q1 (See Section D.3 for Special grant barriers):

- 39% (7) reported difficulty scheduling meetings/events, or establishing campus contacts;

- 39% (7) reported issues related to media or promotional materials (e.g., lack of Quitline NC materials, difficulty getting earned media in newspapers, waiting for media approval);

- 28% (5) reported lack of staff time and/or challenges hiring new staff;

- 28% (5) reported college systems-level issues (e.g., waiting for decisions to be made, getting approval for surveys);

- 28% (5) reported resistance to policy change by college officials and/or faculty;

- 28% (5) reported lack of student interest on campus;

- 22% (4) reported enforcement-related issues (e.g., signage, concerns from officials); and

- 33% (6) reported some other type of barrier (e.g., legal issues, lack of money for campus survey, lack of opportunity for smoking cessation training, difficulty implementing surveys).

E. Appendix 1: List of grantees, colleges, and counties covered by Tobacco-Free Colleges Initiative

GRANTEE	COLLEGE	COUNTY (campus locations)	COUNTY (populations served) Community Colleges Only
Albemarle Regional Health Services	Beaufort County Community College	Beaufort	Beaufort (home county), Hyde, Tyrrell, Washington
	Chowan University	Hertford	
	College of the Albemarle	Pasquotank Chowan, Dare	Pasquotank (home county), Chowan, Dare, Camden, Currituck, Gates, Perquimans
	Edgecombe Community College	Edgecombe	Edgecombe
	Halifax Community College	Halifax	Halifax
	Martin Community College	Martin	Martin
	Pamlico Community College	Pamlico	Pamlico
	Roanoke-Chowan Community College	Hertford	Hertford (home county), Bertie, Northampton
American Lung Association of North Carolina	Elizabeth City State University	Pasquotank	
	Fayetteville State University	Cumberland	
	North Carolina Central University	Durham	
	Shaw University	Wake	
	Winston-Salem State University	Forsyth	
	NC Community Colleges	Statewide: to be determined	Statewide: to be determined
Asheville-Buncombe Technical Community College	Asheville-Buncombe Technical Community College	Buncombe, Madison	Buncombe (home county), Madison
Caldwell Community College and Technical Institute	Caldwell Community College and Technical Institute	Caldwell, Watauga	Caldwell (home county), Watauga
Cleveland Community College	Cleveland Community College	Cleveland	Cleveland
East Carolina University	East Carolina University	Pitt	
Elizabeth City State University	Elizabeth City State University	Pasquotank	
Fayetteville State University	Fayetteville State University	Cumberland	
Lenoir County Health Department	Lenoir Community College	Lenoir, Greene, Jones	Lenoir (home county), Greene, Jones
Mecklenburg County Health Department Mecklenburg County Health	Belmont Abbey College Brookstone College of Business Carolinas College of Health Sciences	Mecklenburg	

GRANTEE	COLLEGE	COUNTY (campus locations)	COUNTY (populations served) Community Colleges Only
Department (continued)	Davidson College Johnson and Wales University Johnson C. Smith University King's College Mercy School of Nursing Queens University UNC-Charlotte	Mecklenburg	
	Barber-Scotia College	Cabarrus	
	Catawba Valley Community College	Catawba, Alexander	Catawba (home county), Alexander
	Catawba College Livingstone College	Rowan	
	Pfeiffer University	Stanly	
	Stanly Community College	Stanly	Stanly
	Gardner-Webb University	Cleveland	
	Gaston College	Gaston, Lincoln	Gaston (home county), Lincoln
	Lenoir-Rhyne College	Catawba	
	Mitchell Community College	Iredell	Iredell
	South Piedmont Community College	Union, Anson	Jointly chartered to Union & Anson
	Wingate University	Union	
Moses Cone~Wesley Long Community Health Foundation	Bennett College Greensboro College Guilford College High Point University UNC-Greensboro	Guilford	
	Guilford Technical Community College	Guilford	Guilford
North Carolina A&T State University	North Carolina A&T State University	Guilford	
North Carolina Central University	North Carolina Central University	Durham	
	Other Historically Minority Colleges and Universities (HMCUs)	Cumberland Forsyth Guilford Mecklenburg Pasquotank Robeson Rowan Wake	

GRANTEE	COLLEGE	COUNTY (campus locations)	COUNTY (populations served) Community Colleges Only
SAVE (Survivors and Victims of Tobacco Empowerment) of NC GASP	Statewide		
Surry County Health and Nutrition Center	Surry Community College	Surry, Yadkin	Surry (home county), Yadkin
UNC-Chapel Hill	UNC-Chapel Hill	Orange	
UNC-Pembroke	UNC-Pembroke	Robeson	
UNC-Wilmington, CROSSROADS	UNC-Wilmington	New Hanover	
Wilkes Community College	Wilkes Community College	Wilkes, Alleghany, Ashe	Wilkes (home county), Alleghany, Ashe
Wilson Technical Community College	Wilson Technical Community College	Wilson	Wilson

Appendix 2: Monthly Program and Outcome Indicators

1. Coalition Development
# of new coalitions established
# of new coalition members recruited
# of trainings attended by staff/partners
# of staff/partners attending one or more trainings
# of surveys completed to assess student tobacco use and attitudes

2. Building Support
# of petition drives completed to show support for campus policy initiatives
# of signatures on petitions showing support for campus policy initiatives
# of meetings/presentations to advance tobacco-related campus policies
of <u>earned</u> newspaper/radio/TV messages promoting support for campus policy initiatives • 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 initiatives • 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 initiatives
of <u>organizations</u> offering formal support for campus policy initiatives
of <u>staff/faculty/student leaders</u> offering formal support for campus policy initiatives
of policy changes under consideration by college officials

3. Policy Adoption
# of tobacco-free policies adopted by campus organizations • **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 	
    • Campus-wide events
    • Presentations at organizational meetings, classes, or events
    • Other types of promotional events
    • Quitline promotions targeting priority populations

# of <u>earned</u> newspaper/radio/TV messages promoting Quitline 	
    • Earned messages from <u>campus-based</u> media outlets
    • Earned messages from <u>non-campus based</u> media outlets
    • Earned messages promoting Quitline targeting priority populations

# of meetings/presentations to promote Quitline fax referral system among health services providers
5. Administrative Measures
# of new staff hired with grant funds
# of meetings with elected state/government leaders to promote HWTF and coalition initiatives

Notes:

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

- The indicators listed above are those collected on a monthly basis using the web-based reporting system. Additional indicator data for evaluating this initiative are collected throughout the year using other sources (e.g., Annual College Initiative Grantee Assessment, BRFSS, Quitline data, conference call attendance sheets). For a comprehensive list of all HWTF Tobacco-Free Colleges Initiative indicators and desired outcomes, contact UNC TPEP.

Appendix 3: Logic Model for Tobacco-Free Colleges Initiative <u>Planning</u> Grants

RESOURCES

- HWTF funding
- College Initiative grantees
- Campus Coalitions and Partners
- Technical Assistance Provider
- HWTF Media Vendor
- UNC School of Public Health
- NC Tobacco Quitline

ACTIVITIES

Developing and strengthening campus coalitions:
- Hire staff
- Ensure adequate office/computer resources
- Establish regular meetings
- Gather data
- Identify key stakeholders
- Recruit coalition members
- Utilize TA
- Develop Annual Action Plan

Building support for policy initiatives on campus

Promoting use of NC Quitline

OUTPUTS

- Administrative/grant requirements (e.g., developed Annual Action Plan)
- Diverse coalition members recruited
- # of campuses with active coalitions
- Completed activities to assess campus attitudes/policies
- # of meetings/ presentations to advance policies
- # of petition drives to show support
- # of media messages promoting support for campus policies
- # of Quitline promotions

OUTCOMES

SHORT-TERM

- Increased # of campus coalitions
- Coalitions demonstrate increased capacity for campus initiatives
- Increased # of Quitline promotions on campus

INTERMEDIATE

- Coalitions demonstrate increased support for campus policies among key stakeholders and organizations
- Increased # of calls to Quitline by young adults

LONG-TERM

- Coalitions effectively carry out policy and cessation objectives of HWTF Tobacco-Free Colleges Initiative (See Logic Model for Implement-ation Grants)

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Appendix 4: Logic Model for Tobacco-Free Colleges Initiative Implementation Grants

RESOURCES	ACTIVITIES	OUTPUTS	OUTCOMES		

RESOURCES
- HWTF funding
- College Initiative grantees
- Campus Coalitions and Partners
- Technical Assistance Provider
- HWTF Media Vendor
- UNC School of Public Health
- NC Tobacco Quitline

ACTIVITIES
- Developing and strengthening campus coalitions
- Advocating for adoption of and compliance with campus policies prohibiting:
  - Tobacco use in campus and off-campus areas
  - Sale of tobacco products
  - Tobacco industry advertising, free-sampling, & sponsorship
- Activities targeting young adults from priority populations (e.g., freshman, athletes, Greek, ethnic minorities)
- Promoting use of NC Quitline

OUTPUTS
- Administrative/grant requirements met
- Diverse coalition members recruited
- # of campuses with active coalitions
- Completed activities to assess campus attitudes/policies
- # of meetings/ presentations to advance policies
- # of petition drives
- # of media messages promoting support for campus policies
- # of college officials/ orgs. offering formal support for policies
- # of Quitline promotions

OUTCOMES

SHORT-TERM
- Increased # of campus coalitions
- Coalitions demonstrate increased capacity for campus initiatives
- Coalitions demonstrate increased support for campus policies among key stakeholders and organizations
- Increased # of Quitline promotions on campus

INTERMEDIATE
- Increased # of tobacco-related campus policies under formal consideration by college officials
- Increased # of tobacco-related campus policies adopted
- Increased capacity for and compliance with tobacco-related campus policies
- Increased # of calls to Quitline by young adults
- Increased # of campuses with comprehensive tobacco-free policies where legally permissible

LONG-TERM
- Decreased tobacco use prevalence among young adults
- Decreased exposure to SHS among young adults
- Increased cessation among young adults
- Decreased tobacco-related disparities among young adults from priority populations
- Decreased tobacco-related morbidity/ mortality

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