

NC Tobacco-Free Colleges Initiative

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UNC
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Tobacco Prevention
Evaluation Program
Supporting Community Change Through Evaluation

NORTH CAROLINA



Health & Wellness
TRUST FUND

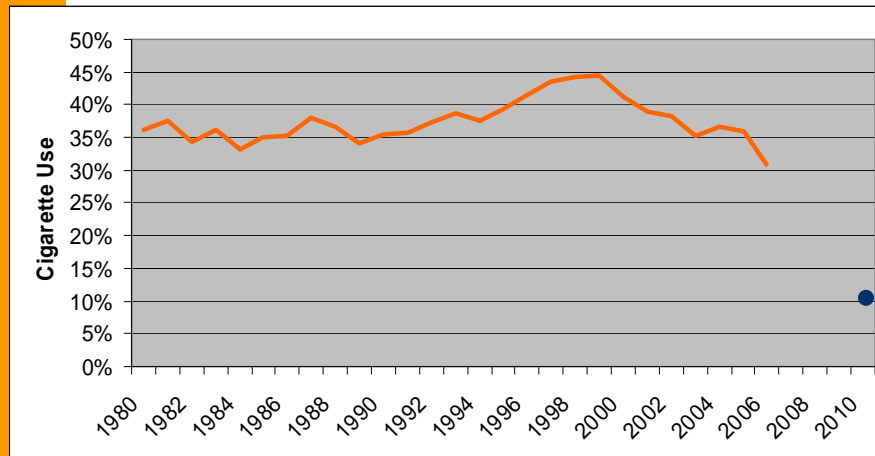
Presenter disclosures

Joseph G. L. Lee

(1) The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:

No relationships to disclose

College student smoking rates



Johnston L, O'Malley P, Bachman J, Schulenberg J (2007) Monitoring the Future: National Survey Results on Drug Use, 1975-2006. Department of Health and Human Services, National Institute on Drug Abuse.



Epidemiology of college student tobacco use

- a) Uptake in college
- b) Exposure to marketing (bar, club promotions)
- c) Social smoking
- d) Perceptions of risk
- e) Hookah bars

Wechsler et al (1998), Rigotti et al (2005), Murphy-Hoefer et al (2004), Grekin et al (2008)



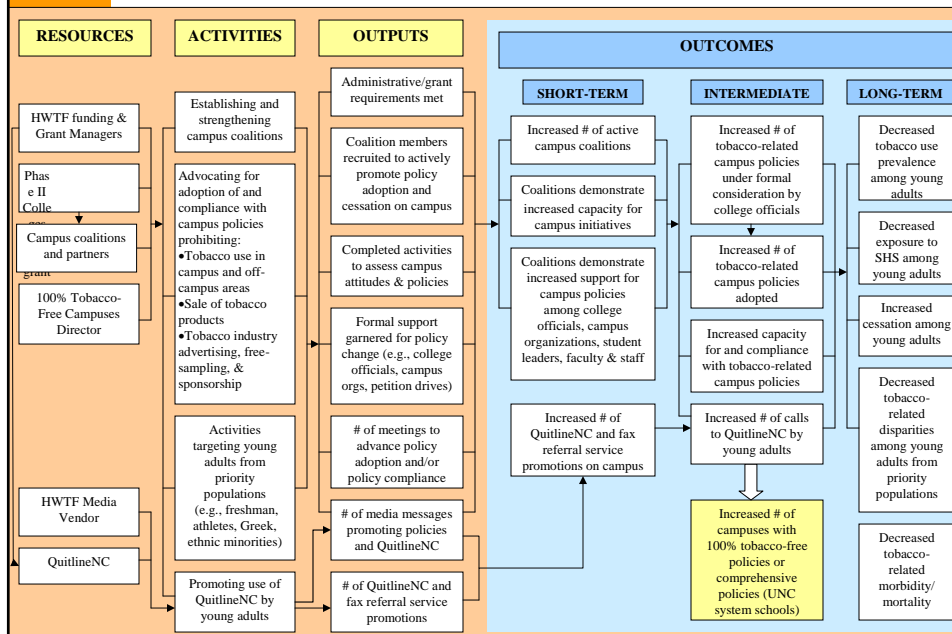
The NC Tobacco-Free Colleges Initiative

- a) Competitive grant process
- b) 14 planning/implementation grantees
- c) 62 campuses
 - 23 (37%) Community colleges
 - 26 (42%) Private
 - 21 (13%) Public/UNC system
 - 11 (18%) HBCU*
- d) Statewide technical assistance
- e) Ongoing monitoring and evaluation
- f) \$1.6 million in grant funding



* HBCUs are also included in other categories.

Logic model



Core activities

- a) Coalition building
- b) Advocacy
- c) Quitline NC promotion
- d) Priority populations

Priority populations

- a) African American students
- b) American Indian students
- c) Athletes
- d) First-year students
- e) Hispanic/Latin@ students
- f) Lesbian, gay, bisexual, and transgender (LGBT) students
- g) Students in fraternities and sororities
- h) Women students

Evidence-based technical assistance

- a) Knowledge alone is ineffective
- b) Self-help materials of limited effectiveness when not tailored
- c) Promotion of Quitlines and NRTs
- d) Promotion through student health services
 - Fax referrals
 - Use of 5 A's
- e) Partial bans likely ineffective

Thomas R, Perera R (2006) School-based programmes for preventing smoking. (CD001293); Lancaster T, Stead LF (2005) Self-help interventions for smoking cessation. (CD001118); Stead LF, Perera R, Lancaster T (2006) Telephone counseling for smoking cessation. (CD002850); Stead LF, Perera R, Bullen C, Mant D, Lancaster T (2008) Nicotine replacement therapy for smoking cessation. (CD000146). Chaloupka et al (1997). Czart C et al (2001). Fichtenberg et al (2002).



Grantee Technical Assistance

- a) Web-based needs assessment
- b) Tailored trainings (e.g., coalition development, policy advocacy, etc.)
- c) Campus site visits to provide TA and monitor grantee progress
- d) Phone and email TA
- e) Statewide grantee networking meeting



Evaluation Strategy

- a) Baseline survey
- b) Colleges Online Reporting & Evaluation System (CORES)
 - Monthly reporting
 - Verification of policy changes
- c) Track meetings, media messages, coalitions, policy changes
 - Six priority population indicators



Colleges Monthly Reporting Login - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://152.19.28.20/cf/tprep/login.cfm

Most Visited Getting Started Latest Headlines

TOBACCO FREE COLLEGES Colleges Online Reporting & Evaluation System

Welcome to the Tobacco-Free Colleges Online Reporting and Evaluation System (CORES) This system was developed by the UNC School of Medicine Tobacco Prevention and Evaluation Program for the NC Health and Wellness Trust Fund Tobacco-Free Colleges Initiative.

Tobacco-Free Colleges Initiative grantees use CORES to submit monthly reports for monitoring and evaluation purposes. If you are a grantee, you may enter your monthly report using the login below.

To Login: Select the reporting year to update the grantee list. Select your grant and the month you want to report on. Enter your password. Then push the 'submit' button. *Note: When entering your monthly report, choose the month you are reporting on, not the current month (i.e., if you are submitting a report for March on April 10, 2008, select 2008-Mar not 2008-Apr).*


Year:	Grantee:	Month:	Password:
2008 2007	Alamance Community College Appalachian State University East Carolina University Elizabeth City State University First Health of the Carolinas Guilford County Department of Public Health Mecklenburg County Health Department Montreat College Pitt Community College Rowan Cabarrus Community College Surry County Health and Nutrition Center University of North Carolina at Pembroke Wake Tech Community College Western Piedmont Community College Wilkes Community College Z-Test Grantees	Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec	<input type="password"/> <input type="button" value="enter report"/> <input type="button" value="download report"/> How to download/print reports I forgot my password Change password <input type="button" value="admin page"/>

Done

Health & Wellness UNC SCHOOL OF MEDICINE Tobacco Prevention on Program

CORES Report: Section 3 - Mozilla Firefox

http://152.19.28.20/tpcp/colleges_2008/c_page3.dfm?CFID=282248&CFTOKEN=



Colleges Online Reporting & Evaluation System

Intro Section 1 Section 2 Section 3 Section 4 Section 5 Section 6 Section 7 Finish Later Submit Report

Section 3. Policy Adoption

Grant: Z- Test Grantee Period: 2008-Aug




OUTCOME: increased number of tobacco-related campus policies adopted

In the spaces provided below, indicate the progress that has been attained on each indicator for the current reporting month. Input numbers corresponding to each indicator in the # column. Enter zero if no progress was made on the indicator in the current reporting month.

ID	INDICATOR	#	
3.a	# of tobacco-free policies adopted by campus organizations	<input type="text"/>	Add Details
3.b	# of tobacco-free policies adopted in <u>campus areas</u>	<input type="text"/>	Add Details
3.c	# of tobacco-free policies adopted in <u>off-campus areas</u> frequented by young adults	<input type="text"/>	Add Details
3.d	# of policies adopted prohibiting the sale of tobacco products on campus	<input type="text"/>	Add Details
3.e	# of policies adopted prohibiting tobacco industry advertising, free sampling, and sponsorship on campus	<input type="text"/>	Add Details


This is the end of the Section 3. Please proceed to Section 4.

Intro Section 1 Section 2 Section 3 Section 4 Section 5 Section 6 Section 7 Finish Later Submit Report

Administrative Tools - Mozilla Firefox



http://152.19.28.20/tpcp/colleges_2008/admin.cfm?CFID=282248&CFTOKEN=3



Colleges Online Reporting & Evaluation System

Administrative Tools Page

Year:	Grantee:	Month:	Tools:
2008 2007	Alamance Community College Appalachian State University East Carolina University Elizabeth City State University First Health of the Carolinas Guilford County Department of Public Health Mecklenburg County Health Department Montreat College Pitt Community College Rowan Cabarrus Community College Surry County Health and Nutrition Center University of North Carolina at Pembroke Wake Tech Community College Western Piedmont Community College Wilkes Community College <input type="button" value="select all"/>	Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec	<input type="button" value="View submission status"/> <input type="button" value="Reset a specific submission status flag"/> <input type="button" value="View grantee passwords"/> <input type="button" value="Reset a specific grantee password"/> <input type="button" value="Reset all responses in a specific report to blank"/> <input type="button" value="Swap month periods of two reports"/> <input type="button" value="Accomplishments and Barriers"/> <input type="button" value="Quarter Totals Report"/> <input type="button" value="Download monthly_report data as Excel spreadsheet"/> <input type="button" value="Download extensions data as Excel spreadsheet"/>

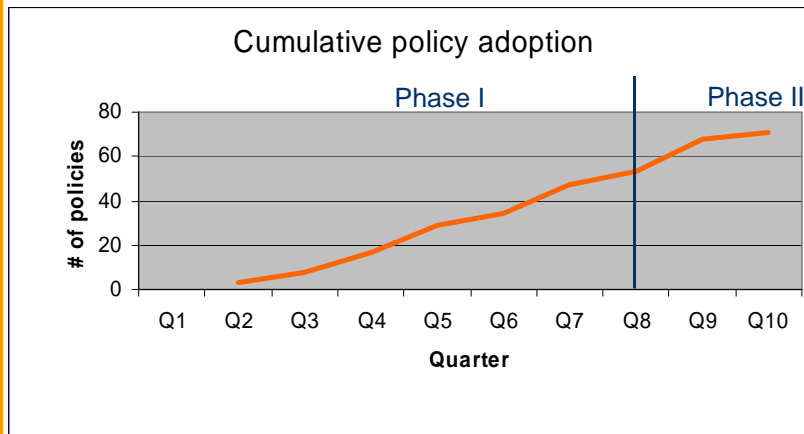



Phase I results

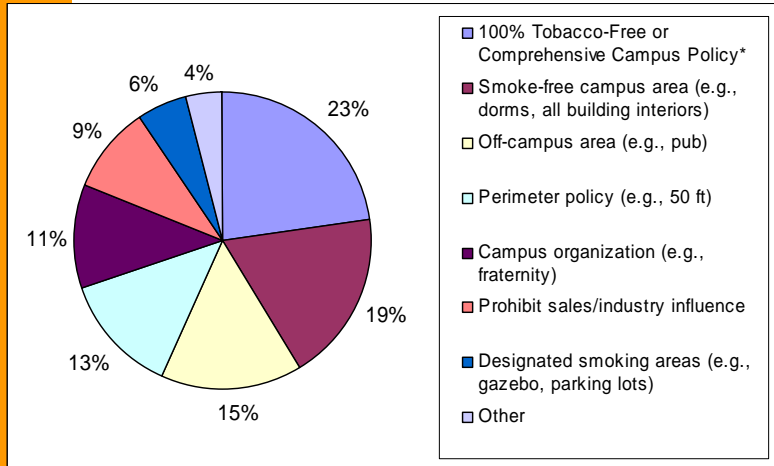
- a) 53 policy adoptions
 - 12 tobacco-free or comprehensive campus bans
- b) 59 policies under consideration
- c) 9,897 signatures
- d) 385 advocacy media messages (earned)
- e) 29 new campus coalitions
- f) 1,162 Quitline NC promotions
- g) 26% of all young adult QL callers



Cumulative policy adoption



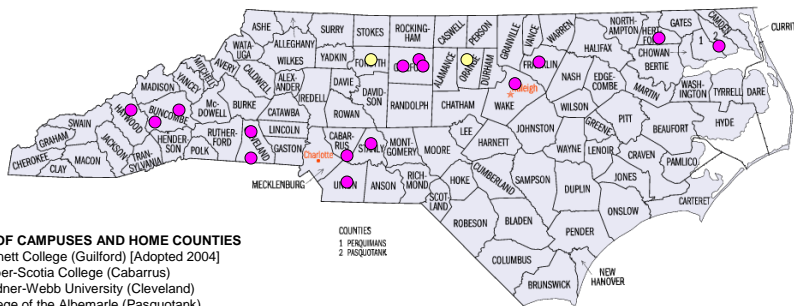
Types of policy adoptions, Phase I, 2006-2007



n=53



100% TF/Comprehensive Campus Policies



- LIST OF CAMPUSES AND HOME COUNTIES**
1. Bennett College (Guilford) [Adopted 2004]
 2. Barber-Scotia College (Cabarrus)
 3. Gardner-Webb University (Cleveland)
 4. College of the Albemarle (Pasquotank)
 5. Stanly Community College (Stanly)
 6. Asheville-Buncombe Technical Community College (Buncombe)
 7. Cleveland Community College (Cleveland)
 8. Roanoke-Chowan Community College (Hertford)
 9. Haywood Community College (Haywood) [Non-HWTF Phase I]
 10. Greensboro College (Guilford)
 11. Wake Technical Community College (Wake)
 12. The University of North Carolina at Chapel Hill (Orange)
 13. Guilford Technical Community College (Guilford)
 14. Winston-Salem State University (Forsyth)
 15. Wingate University (Union)
 16. Montreat College (Buncombe)
 17. Louisburg College (Franklin)

LEGEND

- Campuses with 100% Tobacco-Free Campus Policies (n=15)
- Campuses with Comprehensive Campus Tobacco Policies (UNC System Schools, 100ft perimeter policy) (n=2)



Recommendations

- a) Share policy successes with media and elected officials
- b) Promotion of off-campus policies in areas frequented by young adults
- c) Linkage of evaluation with individual action plans
- d) Future plans: young adults not attending college
- e) Do not differentiate between planning and implementation grants

Reinert et al (2005), Green et al (2007)



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