North Carolina
Health and Wellness Trust Fund

Tobacco-Free Colleges Initiative
Phase II

Second Quarter, Fiscal Year 2008-2009
October – December 2008

Prepared for:
North Carolina Health & Wellness Trust Fund

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A. SUMMARY AND RECOMMENDATIONS

A.1. Overview

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

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

North Carolina now leads the nation in comprehensive or 100% tobacco-free policies at college and university campuses (Americans for Nonsmokers' Rights 2008; Epstein 2008) with 23 such policies passed by the end of this quarter.[*]

This report highlights grantee outcomes and activities for October - December 2008 and shows cumulative data across Phase II. General findings for this quarter are as follows:

- Efforts to build support of policy adoption, increase policy compliance, and promote Quitline NC were sustained from previous months with a few exceptions. Program outcomes of new policies adopted were also sustained from previous months.

    - Grantees reported higher numbers of petition drives (and signatures) for policy adoption in this quarter than in any previous quarter.

    - Every grantee reported Quitline NC promotions during this quarter.

    - The number of new college officials and campus organizations offering support reached the highest levels since the first quarter of Phase II.

    - Campus policy adoption and Quitline NC media messages were increasingly on campus television stations.

    - The proportion of meetings/presentations to promote policy adoption that were class presentations has continuously grown over the course of Phase II.

- Seventeen of the 50 campuses (34%) participating in Phase II now provide the most protective policy allowed by law.

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[*] This only includes members of the UNC System, NC Community College System, and NC Independent Colleges and Universities

Policy Adoption during This Quarter

- One grantee reported a 100% tobacco-free policy adoption at Catawba Valley Community College.

- One grantee reported a partial tobacco-free policy adoption: East Carolina University established a designated smoking area 100 feet from the health sciences campus's buildings.

- Grantees reported three campus organizational policies, one policy prohibiting industry advertising, one policy prohibiting industry activities, and one off-campus policy.

- Three additional schools not directly supported by the Initiative's grantees adopted 100% tobacco-free policies: Blue Ridge Community College, Central Carolina Community College, and Wayne Community College.

Building Support for Policy Adoption

- Grantees submitted four new tobacco-related campus policies for formal consideration by college officials. Richmond Community College, Rowan-Cabarrus Community College, and Western Piedmont Community College placed 100% tobacco-free policies under consideration.

- Western Piedmont Community College also placed a ban on sales and promotion of tobacco products under formal consideration.

- ECPI College of Technology (Greensboro) delayed a decision on a designated area policy.

- Eighty-two college officials, campus organizations, and individuals (i.e., staff, faculty, student leaders) offered formal support for campus policy initiatives in this quarter. Seven grantees also collected 1,369 petition signatures showing support for campus policies, which is substantially more than in previous quarters.

- Grantees reported a total of 120 meetings/presentations and 24 earned media messages to build support for policy adoption.

- Grantees reported a total of 77 meetings/presentations, 45 earned media messages, and 2 paid media messages building support for policy compliance.

Quitline Promotion

- All grantees promoted Quitline NC on one or more of their campuses. In total, grantees held 138 Quitline NC promotions (e.g., campus-wide events, presentations at meetings), 57% of which occurred at campus-wide events.

- Grantees reported a total of 49 media messages (88% earned) to promote Quitline NC.

- Three grantees reported seven meetings with campus-based health providers to promote Quitline NC fax referral service utilization. In addition, two grantees reported five meetings to promote the 5As and other related cessation services.

Coalition Development

- At the end of December 2008, most (92%) of grantee-supported campuses operated with coalitions and only four small and/or business colleges did not have coalitions. Grantees established no new tobacco use prevention coalitions in this quarter.

- Grantees recruited 33 new coalition members in this quarter, 52% of whom were upper level administrators, faculty, or staff members on campus.

A.3. Key Barriers to Program Activities, October – December 2008

Barriers reported in this quarter are similar to barriers reported over the course of Phase II.

- Nine grantees (60%) reported difficulty scheduling around the academic calendar.

- Nine grantees (60%) reported barriers to gaining student interest and support for policy change.

- Six grantees (40%) reported difficulty gaining administrative interest and support for policy compliance and policy change.

- Six grantees (40%) reported difficulty with policy compliance on campus including vandalism of signs and complaints about policy violations.

A.4. Recommendations

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

- Consider enhancing technical assistance by conducting quarterly conference calls that:

  - help grantees overcome frequently reported barriers; provide best practices for working around the academic calendar; provide promising practices in improving policy compliance; disseminate strategies for engaging students in policy advocacy; encourage strategies to achieve off-campus policy adoption; disseminate lessons learned in achieving campus organization policy adoption; review the composition of coalitions to encourage student and priority population representation on coalitions where beneficial; and, ensure the growing number of class presentations conducted by grantees is an optimal use of time.

- Continue encouraging grantees to meet with elected local or state government officials to share successes of the Tobacco-Free Colleges Initiative.

B. BACKGROUND

Young adults, aged 18-24, continue to have the highest rates of tobacco use among all age groups in NC, with 31.3% of this population identified as current smokers in 2007 (NCSCHS 2008). 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 (Rigotti, Moran et al. 2005). Additionally, certain subpopulations (e.g., fraternities, sororities, athletes, freshmen) deemed "priority populations" are at additional risk for tobacco initiation and face barriers to cessation services (American Legacy Foundation 2008).

The HWTF Tobacco-Free Colleges Initiative began in January 2006 with $1.6 million in Phase I funding aimed at preventing and reducing tobacco use among NC college students through the promotion of tobacco-free policy adoption and Quitline NC on NC campuses. The UNC System, NC Community College System, and NC Independent Colleges and Universities[†] are comprised of 110 different colleges and universities. These schools serve approximately 492,000 students (2008). Twenty community and campus-based organizations received Phase I grants from the HWTF to carry out this work on 53 campuses.[‡] Prior to this initiative, only one campus in NC was known to be 100% tobacco free (Bennett College).

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

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

Phase II grantees promote tobacco-free policy adoption, policy compliance, Quitline NC and other cessation services on public and private college, university, and community college campuses. In total, Phase II grantees work with 50 different campuses across NC. Three grantees work with multiple campuses (i.e., 39 campuses, or 78% of all campuses supported by Phase II grantees).

The HWTF 100% Tobacco-Free Campuses Director offers technical assistance to Phase II grantees, as well as leaders on non-funded campuses seeking assistance with tobacco-related campus policy and cessation initiatives.

[†] NC Independent Colleges and Universities is an association of 36 private colleges and universities that are accredited by the Southern Association of Colleges and Schools.
[‡] This does not include campuses solely receiving technical assistance from SAVE and ALA-NC. It does include six campuses recommended by grantees for inclusion that are not members of the UNC System, NC Community College System, or NC Independent Colleges and Universities.
[§] This include six campuses recommended by grantees for inclusion that are not members of the UNC System, NC Community College System, or NC Independent Colleges and Universities.

The UNC Tobacco Prevention and Evaluation Program (TPEP) conducts outcomes evaluation for the underline grantee-funded portion of the HWTF Tobacco-Free Colleges Initiative. The purpose of this evaluation is to demonstrate the effectiveness of the Initiative at reaching its desired outcomes and to make recommendations for program improvement. The evaluation team is responsible for collecting baseline and monthly progress data from grantees using a customized, web-based tracking system, as well as analyzing data and disseminating results. This report describes the outcomes and program activities of Phase II grantees during second quarter of the 2008-2009 fiscal year (October - December 2008).

C. METHODS

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

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

Grantees report their data using established indicator criteria (i.e., operational definitions) and reporting procedures outlined for all grantees in a CORES 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. Individual CORES training was also provided to grantees by phone, as needed. Upon final receipt and compilation of grantee CORES data, all policy changes (i.e., primary outcome indicators) and key program indicator changes are verified with grantees by UNC TPEP staff via phone or email.

TPEP collected baseline data at the beginning of Phase I and Phase II using an online survey. Baseline data are used to compare and assess grantee outcome achievement over time.

D. SUMMARY OF OUTCOMES & ACTIVITIES

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

D.1. Outcomes
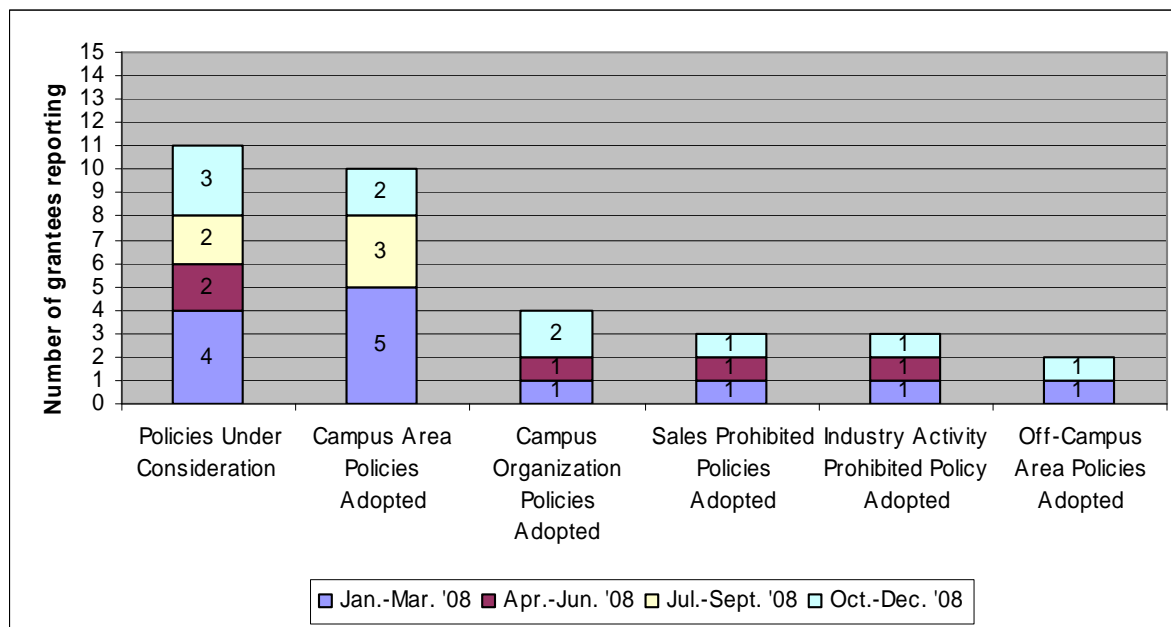
D.1.a. Policy Adoption

Table 1 is a list of policy adoption by policy type in this quarter. Grantees reported eight tobacco-related policy changes on five campuses. One grantee reported a 100% tobacco-free policy.

Table 1: Type and Location of Policies Adopted, October – December 2008 (n=8)

Type of Policy Adopted	Month Adopted	Campus	Grantee	Type of Involvement	Level of Involvement
100% Tobacco-Free Policy	October	Catawba Valley Community College	Mecklenburg County Health Department	Indirect	Minimal
Partial Campus Policy (Health Sciences Buildings)	December	East Carolina University	East Carolina University	Indirect	Minimal
Campus Organization Policy	October	Wilkes Community College: Alleghany Center Student Government Association	Wilkes Community College	Direct	Maximum
	November	Wilkes Community College: Ashe Campus Student Government Association	Wilkes Community College	Direct	Maximum
	December	Western Piedmont Community College: Faculty-Staff Council	Western Piedmont Community College	Direct	Maximum
Sales Prohibition Policy	December	Western Piedmont Community College	Western Piedmont Community College	Direct	Maximum
Industry Activity Prohibition Policy	December	Western Piedmont Community College	Western Piedmont Community College	Direct	Maximum
Off-Campus Area Policy	October	Appalachian State University: Boone Saloon	Appalachian State University	Unknown	No involvement

Figure 1 shows the number of grantees who reported policy indicator changes. This quarter was similar to previous quarters in that policy changes continue to be concentrated among a few grantees. (For example, Wilkes Community College has been responsible for eight out of ten campus organization policies adopted since the start of Phase II.) Three grantees reported four new policies formally submitted for consideration by college officials during this quarter. These included three 100% tobacco-free policies at Richmond Community College, Rowan-Cabarrus Community College, and Western Piedmont Community College as well as a no sales or promotion policy at Western Piedmont Community College.

Figure 1: Number of Grantees Reporting Policy Indicator Changes by Quarter, 2008 (n=15)

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

The following table summarizes all <u>outcome</u> indicator changes reported in each quarter (Table 2). Of note, few grantees have been involved in the adoption of campus organization, prohibition of sales or advertising, and off-campus area policies.

Table 2: Cumulative Summary Policy Adoption Indicator Changes, 2008

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

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

Of the 50 campuses funded in Phase II, 17 (34%) now have comprehensive or 100% tobacco-free policies (Table 3).

Table 3: Policy Characteristics of Phase II Funded Campuses (n=50)

Type	Campuses	Campuses with Policy Prior to Phase I	Number *Currently with* Comprehensive or 100% Policy	Number *Currently without* Comprehensive or 100% Policy
Community College	20	-	6 (30%)	14
UNC System	9	-	3 (33%)	6
NC Independent Colleges & Universities	15	1	6 (40%)	9
Other Type	6	1	2 (33%)	4
Total	**50**	**2**	**17 (34%)**	**33 (66%)**

D.2. Program Activity

D.2.a. Cumulative Overview of Grantee Activities

Figures 2a and 2b show the number of grantees who reported activity indicator changes by quarter during Phase II. While most activities were consistent with previous quarters, the number of petition drives grew substantially, and for the first time in Phase II all grantees reported Quitline NC promotions. Grantees did report participation in fewer meetings to promote Quitline NC fax referral and cessation than in previous quarters. No grantees reported paid media for policy adoption. When fewer grantees report activity, activities may not be a part of annual action plans.

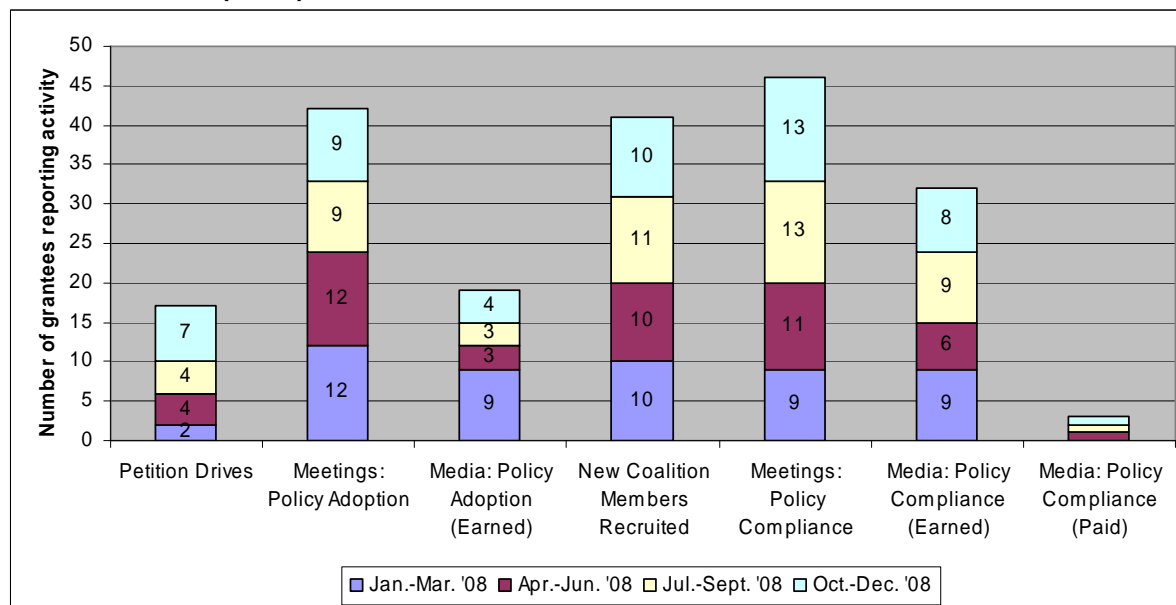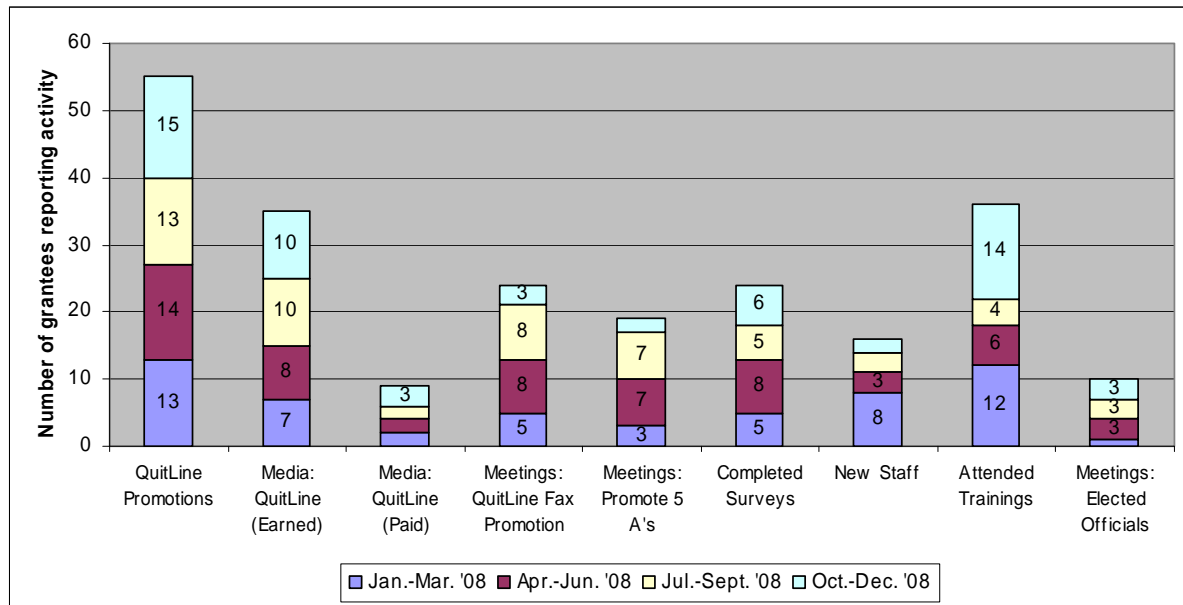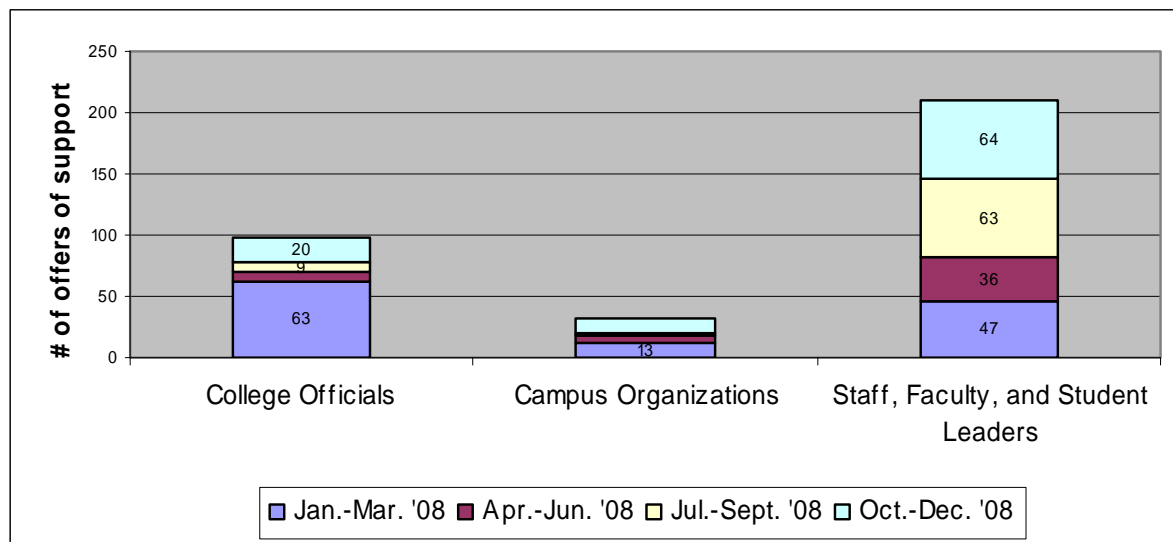**Figure 2a: Number of Phase II Grantees Reporting Activity Indicator Changes by Quarter, 2008 (n=15)**

Figure 2b: Number of Phase II Grantees Reporting Activity Indicator Changes by Quarter, 2008 (n=15)

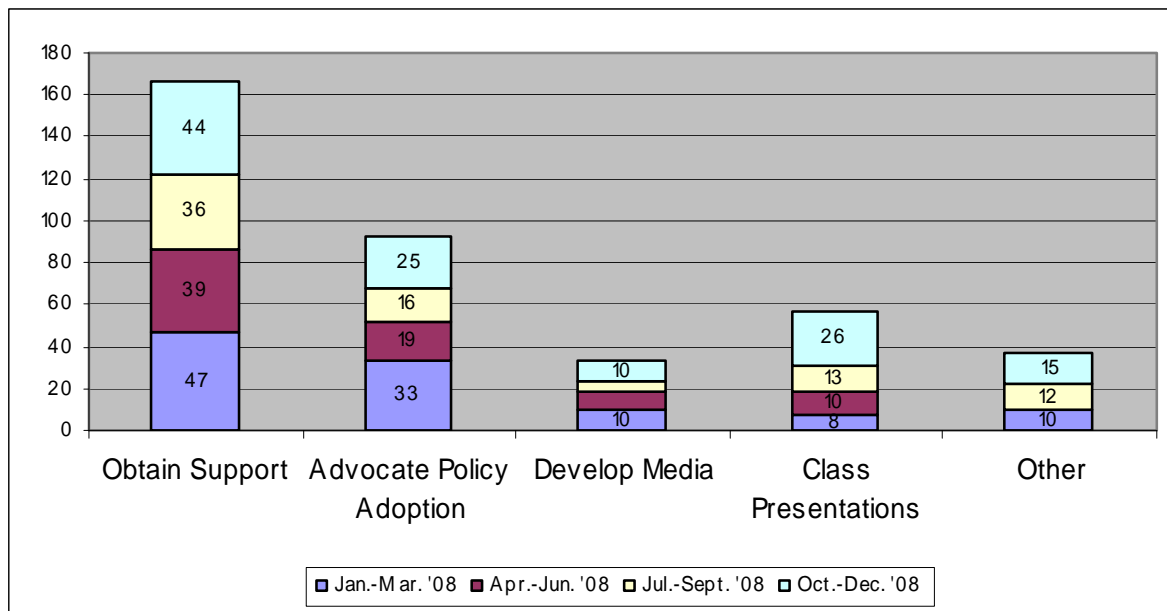## D.2.b. Building Support for Policy Adoption

Figure 3 shows the distribution of college officials, campus organizations, and staff/faculty/student leaders offering formal support for campus policy initiatives. In total, 96 individuals and organizations on campus offered support during this quarter, including 20 college officials, 12 campus organizations, and 64 staff/faculty/student leaders. The number of college officials and campus organizations increased over the prior quarter. Offers of support by staff/faculty/student leaders remained the same as the last quarter.

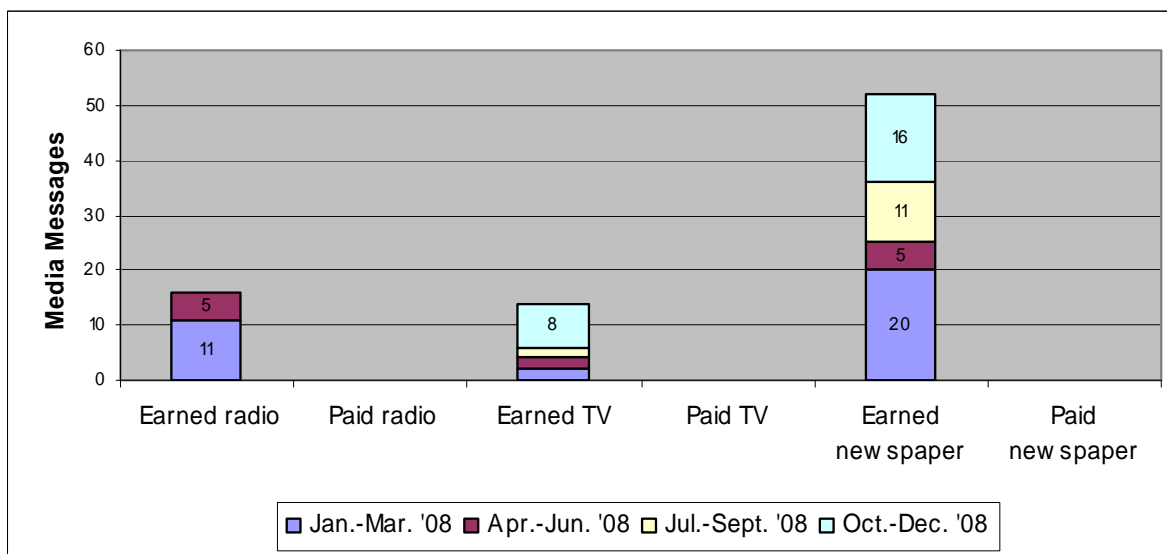**Figure 3: Type of Formal Support Offered by Quarter, 2008 (n=345)**

Nine (60%) grantees participated in 120 meetings/presentations to build support for campus policy adoption in this quarter. Most (69) were to obtain support or advocate policy adoption; however, almost a quarter of meetings and presentations consisted of class presentations (Figure 4). The number of class presentations has grown during each quarter of Phase II from 7% of all meetings and presentations during January – March to 21% during October – December.

Figure 4: Type of Meetings/Presentations to Promote Campus Policy Adoption by Quarter, 2008

Three grantees reported earning a total of 24 media messages (and no paid media) to promote policy adoption in this quarter (Figure 5). Newspaper messages account for 67% of messages.

Figure 5: Type of Media Messages Promoting Campus Policy Adoption by Quarter, 2008
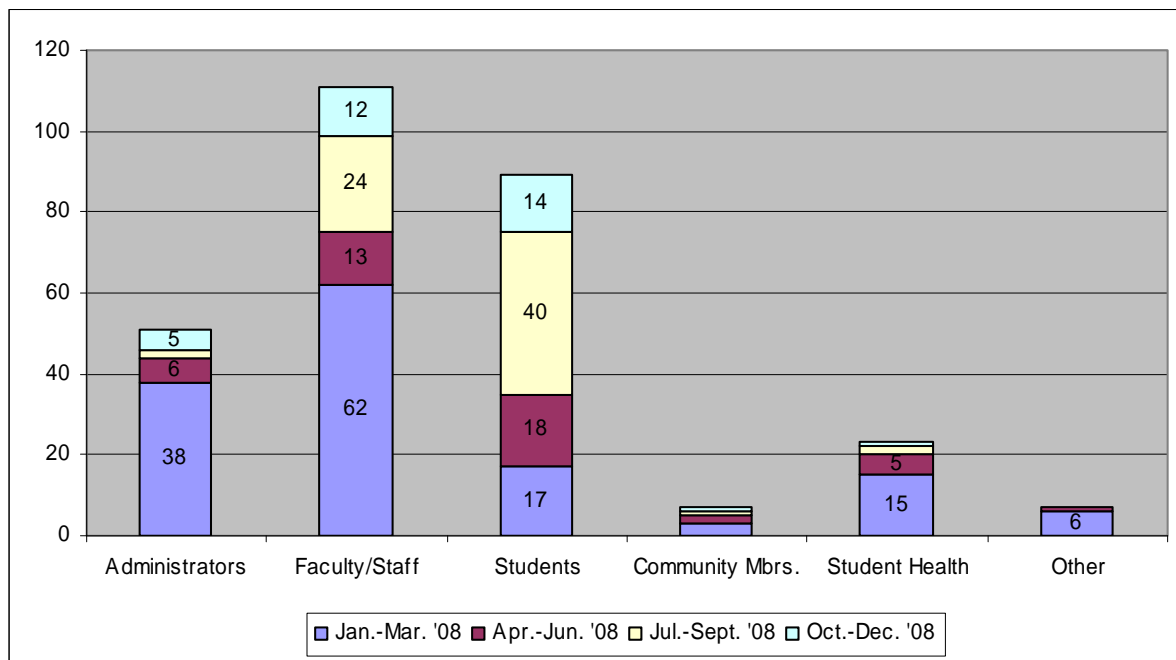
D.2.c. Coalition Development

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

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

Ten grantees (67%) recruited 33 new coalition members during this quarter (Figure 6). Forty-two percent of new coalition members were students.
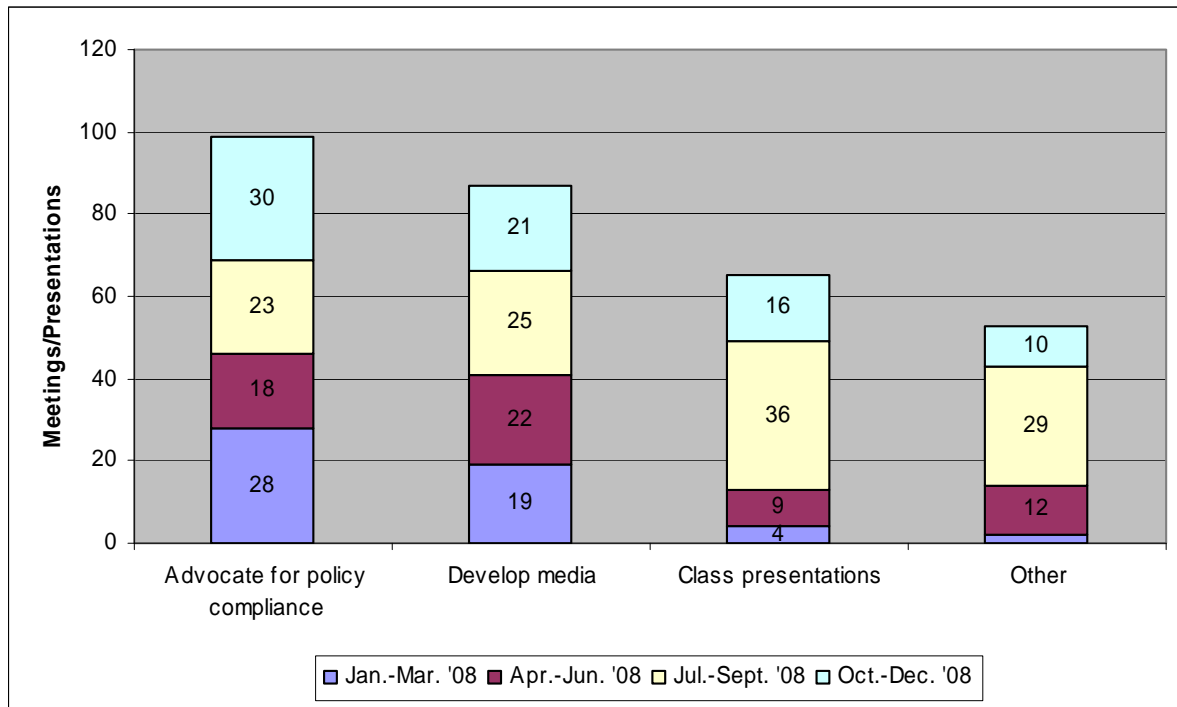
Figure 6: Type of New Coalition Members Recruited by Quarter, 2008

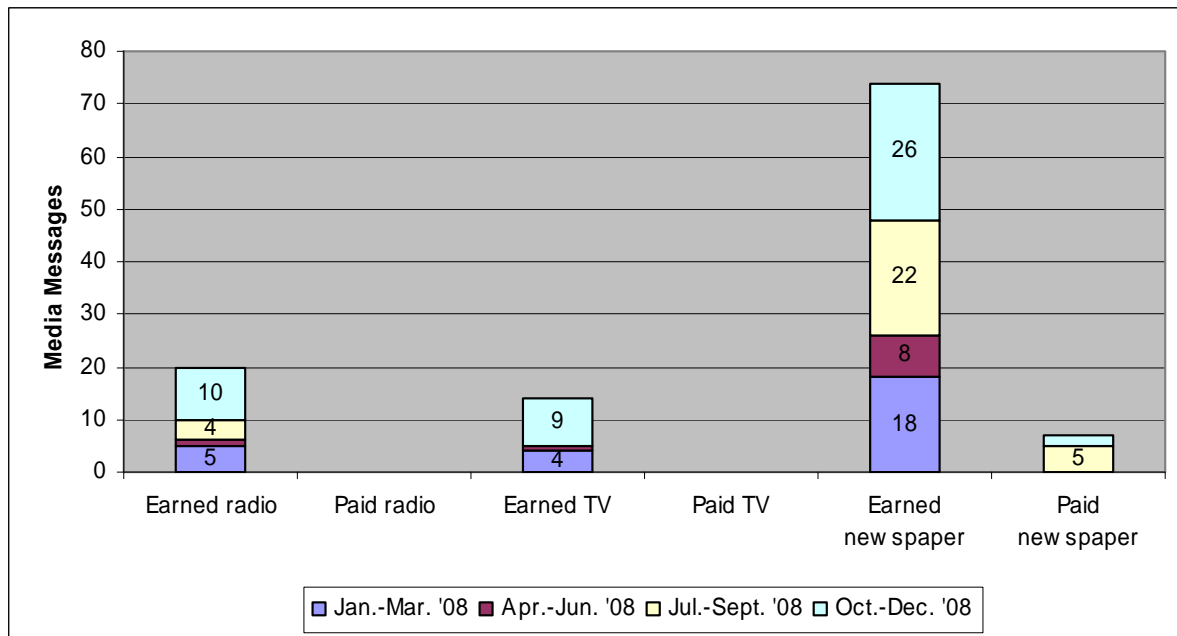## D.2.d. Building Support for Policy Compliance

Thirteen grantees (87%) participated in 77 meetings/presentations to build support for campus policy compliance in this quarter. Thirty-nine percent of the meetings specifically were to advocate for policy compliance on campus (Figure 7).

Figure 7: Type of Meetings/Presentations to Promote Campus Policy Compliance by Quarter, 2008

Eight grantees reported a total of 45 earned media messages and one grantee reported two paid media messages to promote policy compliance. Sixty percent of the messages were published in newspapers (Figure 8).
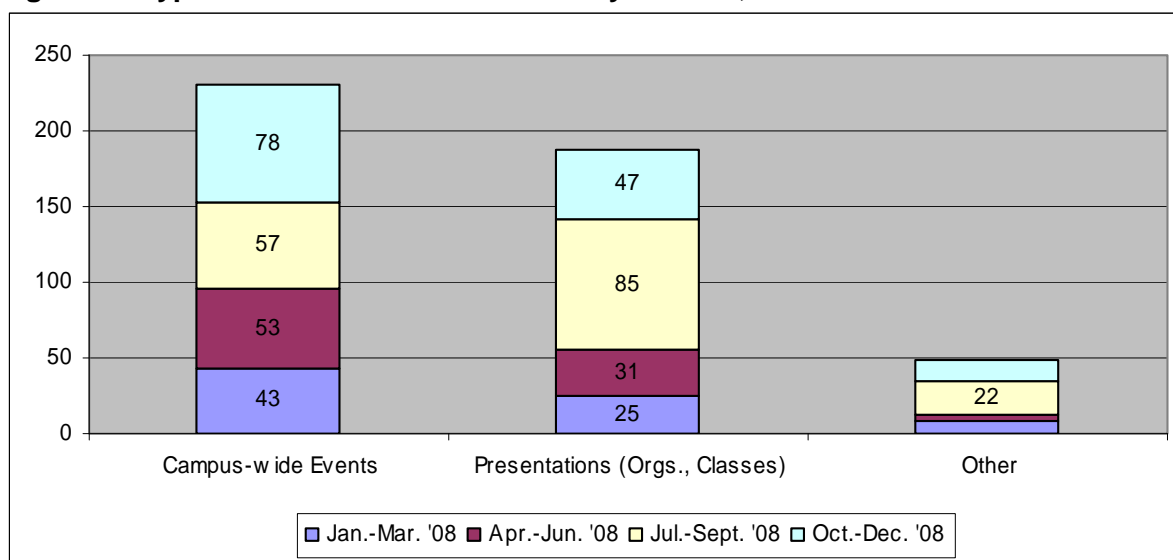
Figure 8: Type of Media Messages Promoting Campus Policy Compliance by Quarter, 2008
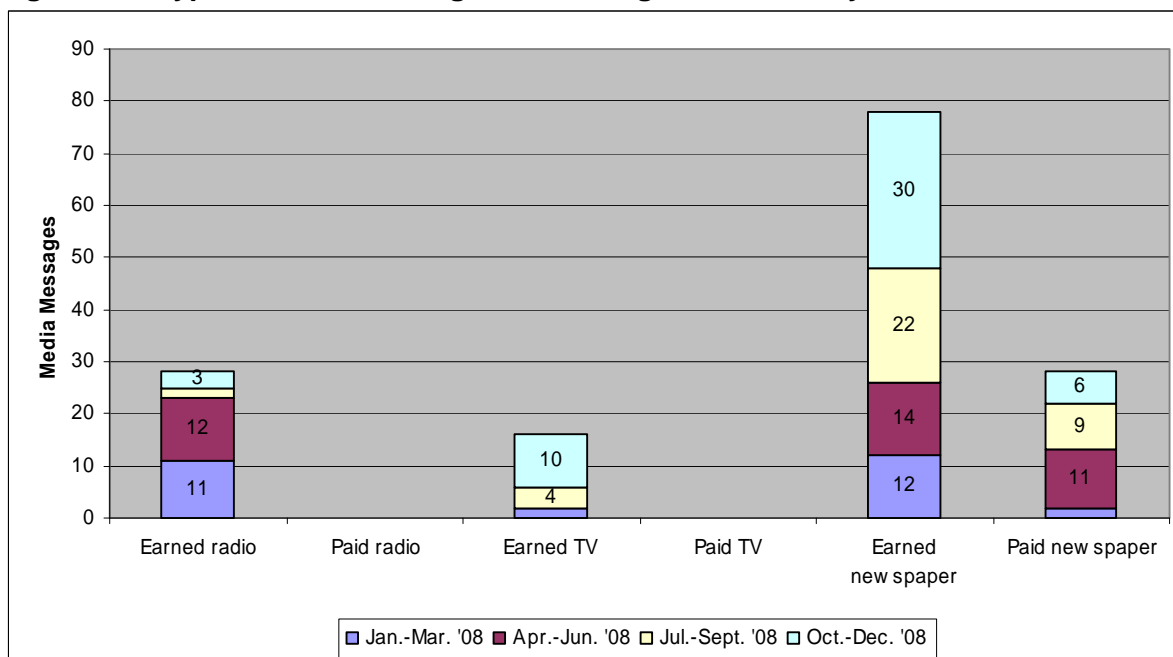
D.2.e. Quitline NC Promotion

All fifteen grantees reported a total of 138 Quitline NC promotions during this quarter including campus-wide events, organization meetings/classes, and other types of promotions (e.g., bulletin boards) (Figure 9). Twenty-six percent of all promotions specifically targeted a priority population on campus (e.g., freshmen, athletes, fraternity/sorority members). Three grantees also reported seven meetings with campus-based health providers to promote the Quitline NC fax referral service. Two grantees reported five meetings to promote the 5As and other best practices.

Figure 9: Type of Quitline NC Promotions by Quarter, 2008

Ten grantees reported 43 earned media messages, and three grantees reported six paid media messages to promote Quitline NC in this quarter. Seventy-three percent of the messages were published in newspapers (Figure 10).

Figure 10: Type of Media Messages Promoting Quitline NC by Quarter, 2008

D.2.f. Surveys and Assessments

During this quarter, six grantees conducted 15 surveys to assess social norms around tobacco use and/or the prevalence of tobacco use among campus students. Grantees reported plans to use survey results for advocacy, program development, and message testing.

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

The following table summarizes all program activity indicators changes reported by grantees and the number of grantees involved in the changes (Table 4).

Table 4 is presented on the next page.

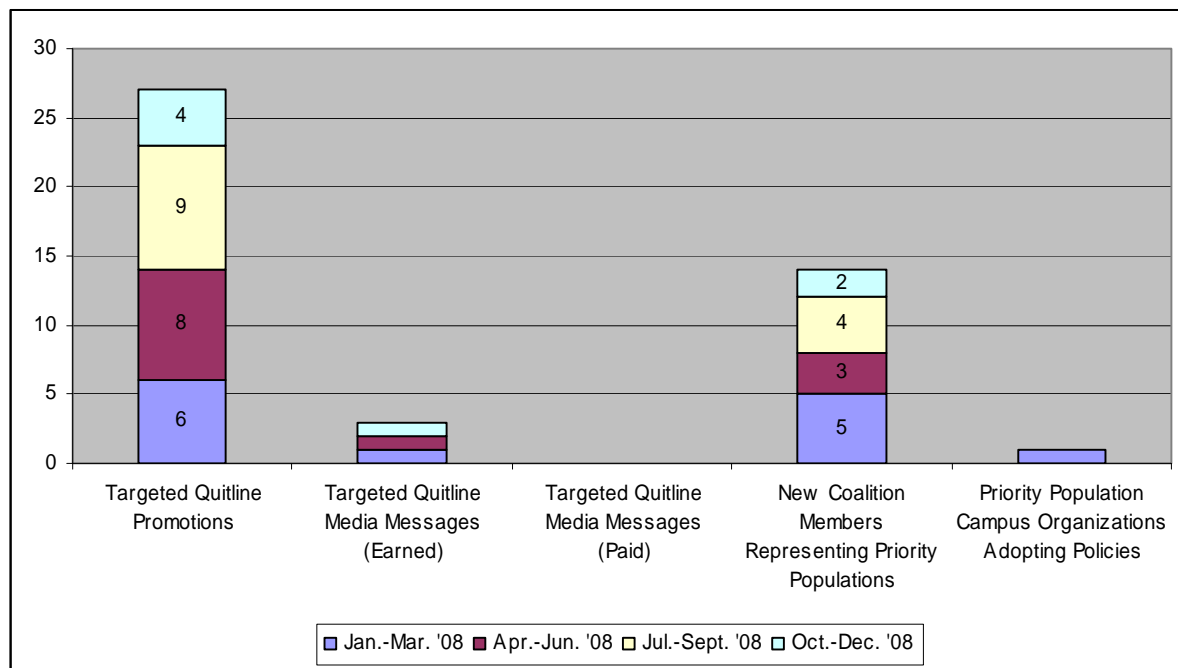## Table 4: Cumulative Summary of Phase II Program Activity Indicator Changes

Program Indicator	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	8 (53%)	3	11	17	20	**51**
# of signatures on petitions showing support for campus policy initiatives	8 (53%)	116	125	570	1,369	**2,180**
# of meetings/presentations	14 (93%)	108	76	82	120	**386**
# of college officials offering formal support for campus policy initiatives	11 (73%)	63	7	10	20	**100**
# of organizations offering formal support for campus policy initiatives	9 (60%)	13	5	3	12	**33**
# of staff/faculty/student leaders offering formal support for campus policy initiatives	11 (73%)	47	36	65	64	**212**
# of earned newspaper/radio/TV messages	11 (73%)	33	12	13	24	**82**
# of paid newspaper/radio/TV messages	-	0	0	0	0	**0**
Building Support for Tobacco-Related Policy Compliance						
# of meetings/presentations	15 (100%)	53	73	113	77	**304**
# of earned newspaper/radio/TV messages	13 (87%)	27	10	26	45	**108**
# of paid newspaper/radio/TV messages	2 (13%)	0	10	5	2	**17**
Quitline Promotion						
# of Quitline promotions	15 (100%)	76	89	164	138	**467**
# of earned newspaper/radio/TV messages	14 (93%)	25	26	28	43	**122**
# of paid newspaper/radio/TV messages	5 (33%)	2	11	9	6	**28**
# of meetings/pres. fax referral promotion**	9 (60%)	7	15	19	7	**48**
# of meetings/pres 5As/cessation services**	9 (60%)	5	17	17	5	**44**
Coalition Development						
# of new coalition members recruited	15 (100%)	141	45	69	33	**288**
# of trainings attended by staff/partners	14 (93%)	3	0	7	14	**24**
# of surveys completed to assess tobacco use & attitudes	13 (87%)	6	14	57	15	**92**
# of new campus coalitions established	4 (27%)	11	0	0	0	**11**
Administrative Measures						
# of new staff hired with grant funds	11 (73%)	9	3	3	2	**17**
# of meetings with elected state/government leaders to promote HWTF and tobacco-free campus initiatives	8 (53%)	4	6	3	3	**16**

D.3. ADDRESSING DISPARITIES

Significant disparities exist in young adult tobacco use and initiation by gender, race/ethnicity, 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, nine priority populations[**] have been identified, and a growing literature suggests that these populations may be at increased risk of tobacco initiation and/or face barriers to tobacco treatment.

Cumulative data for all four quarters of Phase II show the number of grantees reporting priority population indicator changes by quarter (Figure 11). To this point in Phase II, 12 grantees targeted Quitline NC promotions (e.g., campus events and campaigns) to priority populations; however, only three grantees have reported earned media messages promoting Quitline NC that targeted priority populations. Seven grantees reported new coalition members who represented a priority population in their official role. No grantee reported targeted paid Quitline NC media messages.
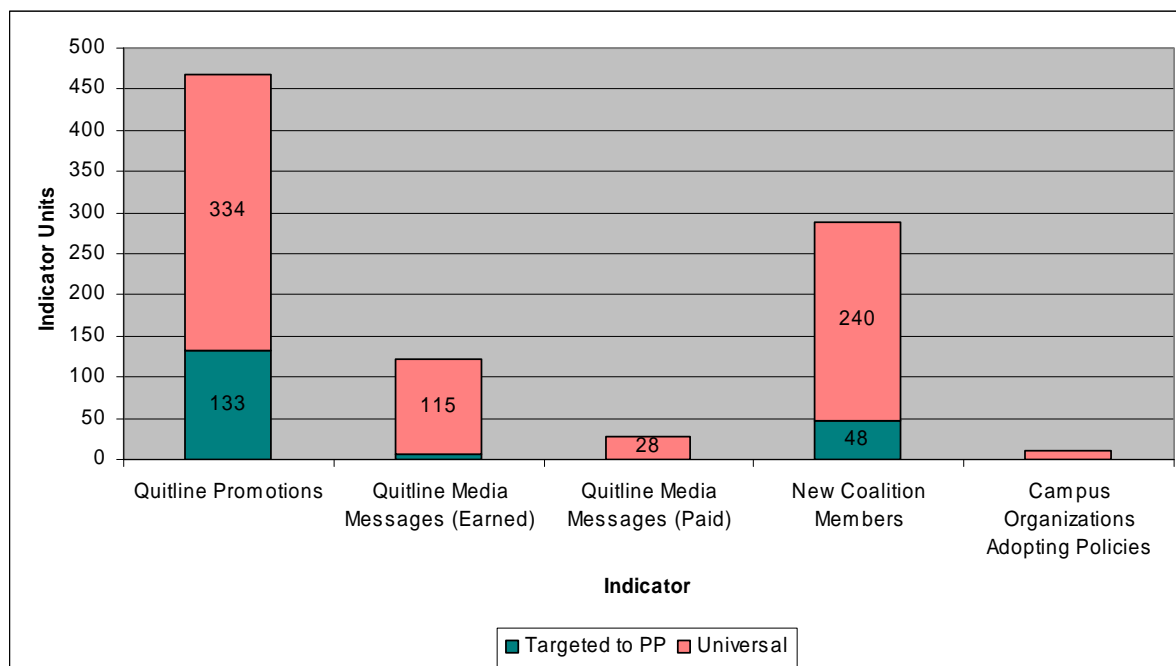
Figure 11: Grantees Reporting Priority Population Indicator Changes by Quarter, 2008 (n=15)

In this quarter, as shown in Figure 12, grantees targeted priority populations via Quitline NC promotions and recruited as new coalition members. Grantees targeted no priority populations through paid Quitline media messages.

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

Figure 12: Priority Population Representation in Indicator Changes, October – December 2008

D.4. Reported Barriers to Program Implementation

All grantees are asked to report their top three barriers to effective program implementation each month. The following summarizes the number of grantees who reported common barriers in this quarter:

- Nine grantees (60%) reported difficulty scheduling around the academic calendar.
- Nine grantees (60%) reported difficulty gaining student interest and support for policy change.
- Six grantees (40%) reported difficulty gaining administrative interest and support for policy compliance and policy change.
- Six grantees (40%) reported difficulty with policy compliance on campus including vandalism of signs and complaints about policy violations.
- Four grantees (27%) reported difficulty scheduling meetings due to partners' time constraints.
- Three grantees (20%) reported difficulties due to changes in staffing on the college campus.

F. REFERENCES

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

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

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

Appendix 2: Monthly Program and Outcome Indicators

CORES Monthly Report Indicators HWTF Tobacco-Free Colleges Initiative (Phase II)
1. Building Support For <u>Policy Adoption</u>
# of petition drives completed to show support for campus policy adoption
# of signatures on petitions showing support for campus policy adoption
# of meetings/presentations to advance tobacco-related campus policy adoption • 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 • 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 • 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 • Written and verbal support • Verbal support only
of <u>organizations</u> offering formal support for campus policy adoption • Written and verbal support • Verbal support only
of <u>staff/faculty/student leaders</u> offering formal support for campus policy adoption • Written and verbal support • Verbal support only
of policy changes under formal consideration by college officials
2. Building Support For <u>Policy Compliance</u>
# of meetings/presentations to promote tobacco-related campus policy compliance • 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 • 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 • 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 • **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 activities • 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 Quitline media messages targeting priority populations
of <u>paid</u> newspaper/radio/TV messages promoting Quitline • 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 • Upper level administration, faculty, staff, community members, student health services representatives, students
# of trainings attended by staff/partners • 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 • Meetings with elected <u>local</u> representatives • Meetings with elected <u>state</u> representatives

<u>Bolded</u> indicators are outcome-oriented. <u>Non-bolded</u> indicators are program-oriented.