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NC Tobacco-Free Colleges Initiative

Thirty-one percent of young adults, aged 18-24, smoke in North Carolina (NC) (NCSCHS 2008).

January 2006-June 2010, with \$3 million in Master Settlement Agreement funds. The NC Health and Wellness Trust Fund Commission (HWTF) funded the North Carolina Tobacco-Free Colleges (TFC) Initiative.

The Initiative used a multi-level approach of information, policy advocacy, media, and coalition building.

Programs (26) worked on or with 64 public and private colleges, universities, and community colleges.

Phase I, 18 programs on 47 campuses 2006-2007.

Phase II 14 programs on 42 campuses in 2008-2010.

Six programs and 26 campuses participated entire Initiative.

Four goals of the TFC Initiative were:

1. preventing tobacco initiation
2. reducing exposure to second-hand smoke
3. reducing health disparities
4. promoting telephone cessation services (QuitlineNC).

We examined four disparity indicators and the adoption of tobacco free policies at HBCUs and American Indian institutions.

Identifying Disparities

Eight priority populations included for targeted intervention were:

1. African American;
2. American Indian;
3. Hispanic/Latino;
4. Athletes;
5. First-year;
6. Lesbian, gay, bisexual, and/or transgender (LGBT);
7. Fraternity or sorority members; and/or,
8. Women.

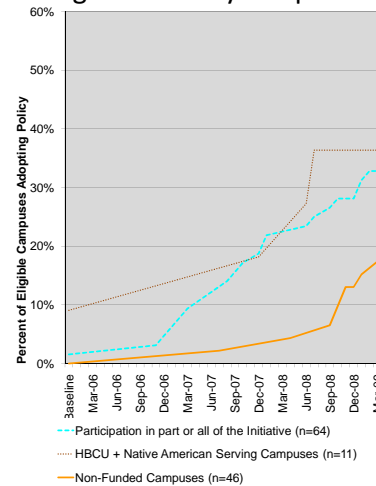
Methods

Indicators based on the logic model (Figure 3) reported monthly in a web-based, password protected system: Colleges Online Reporting and Evaluation System (CORES)

Evaluators enhanced data quality by providing training, integrating the indicator reference codebook into CORES for easy access, and cleaning data. Evaluators verified 100% tobacco-free policies in writing.

2006-2008 Results

Figure 1: Policy Adoption



Outcomes

- Almost 40% of historically black colleges and universities and historically American Indian colleges and universities now have 100% tobacco-free policies (Figure 1).
- Programs targeted a substantial percentage of QuitlineNC promotions to priority populations.

Activities and Outputs

- 496 QuitlineNC promotions targeting priority populations.
- 15 earned and 3 paid QuitlineNC media messages.
- 3 priority population campus organization policies.
- Activities targeting the eight priority populations account for 30% of QuitlineNC promotions and 4% of QuitlineNC media messages (Figure 2).

Conclusions

- Priority population indicators are an important part of state-wide evaluations.
- NC's HBCUs made similar progress to other colleges and universities.
- Additional indicators may be needed on small campuses and community colleges (Table).

Figure 2: Activities

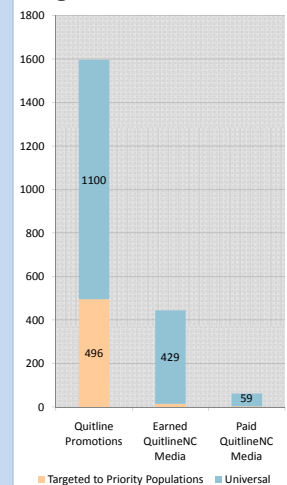
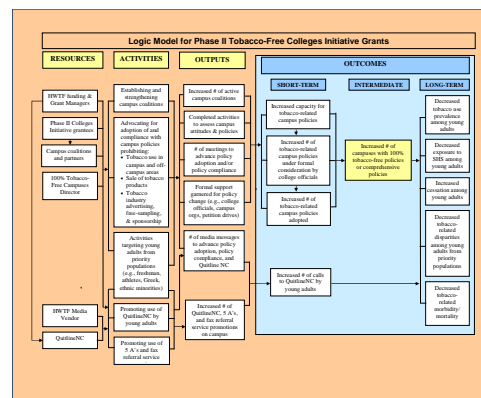


Figure 3: Initiative Logic Model



References

Frolich KL, Patten L. Transcending the known in public health practice: the inequality paradox: the population approach and vulnerable populations. Am J Public Health. 2008 Feb;98(2):216-21 NCSCS (2008). NC State Center for Health Statistics: 88F52-2007. <http://www.schs.state.nc.us/SCS/HS/ncscs2007/index.htm>.

Table : Priority Population Indicators & Lessons Learned

Indicators	Lessons Learned
# of tobacco-free policies adopted by campus organizations representing priority populations	Small campuses and community colleges had few priority population organizations.
# of Quitline promotions specifically targeting priority populations	It would be useful to have collected the breakdown of promotions between priority populations.
# of Quitline media messages specifically targeting priority populations	May require additional emphasis during technical assistance.
# of new coalition members recruited who specifically represent priority populations	This indicator was only collected and reported on in Phase II, limiting its use.

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