

# North Carolina Health and Wellness Trust Fund Teen Tobacco Use Prevention & Cessation Initiative

## Outcomes Evaluation 2003-2004



**University of North Carolina at Chapel Hill  
Department of Family Medicine**

[www.tpep.org](http://www.tpep.org)



# Goals of the Initiative

Funded by the Health and Wellness Trust Fund in 2002

## GOALS:

1. Prevent youth initiation of tobacco use
2. Eliminate youth exposure to secondhand smoke
3. Provide treatment options for teens who want to quit
4. Eliminate disparities in tobacco use among minority youth



# Teen Tobacco Prevention & Cessation Initiative

## ☐ Grants for:

- Community/School prevention programs
- Priority populations
- Media and Grassroots campaigns
- Teen cessation programs
- *Enforcement of Youth Access Laws*

## ☐ Outcomes Evaluation (UNC- TPEP)




# Trends in Tobacco Use in NC Youth

## YOUTH TOBACCO SURVEYS: 1999-2003

- Middle school cigarette use decreased (15.0% to 9.3%)
- High school cigarette use did not decline



# UNC-TPEP Activities

 Established comprehensive evaluation plan

HWTFC Outcomes Evaluation Team Logic Model			
<b>Resources</b>	Interdisciplinary team of evaluators TPCB	RTI S & E Advisory Group Two Research Assistants	UNC Family Medicine facilities including office space, computers, fax, phones
<b>Activities</b>	<ul style="list-style-type: none"> <li>assess the implementation and outcomes of all HWTFC grants and programs in conjunction with existing state efforts to curb tobacco use</li> <li>conduct and coordinate evaluation planning</li> <li>evaluation consultations via phone, email, site visits</li> <li>provide technical assistance on evaluation</li> </ul>	<ul style="list-style-type: none"> <li>design new studies</li> <li>conduct data analysis</li> <li>disseminate evaluation information to stakeholders</li> <li>prepare reports and manuscripts for publication</li> <li>work collaboratively with HWTFC, NC TPCB, and community groups</li> </ul>	Evaluation of Evaluation <ul style="list-style-type: none"> <li>submit quarterly and annual reports on evaluation activities</li> <li>submit monthly financial reports</li> <li>meet with HWTFC staff</li> </ul>
<b>Outputs</b>	<ul style="list-style-type: none"> <li>a detailed overall evaluation plan for the new projects</li> <li>review of program process data from community/schools grants (PTS)</li> <li>6 month reports</li> <li>identification of program strengths, weaknesses, areas for improvement on a continuous basis</li> <li>evaluation reports incorporated into program planning</li> <li>recommendations for improving overall programs in years 2 and 3 and for maximizing prevention and reduction of teen tobacco use</li> <li>logic models of 4 CDC goals developed and disseminated</li> <li>evaluation meets needs of HWTFC and grantees</li> <li>final report outlining steps toward building a more comprehensive prevention program</li> </ul>		
<b>Short Term Outcomes (1-2 years)</b>	<ul style="list-style-type: none"> <li>community groups will gain knowledge and skills in evaluation</li> </ul>		
<b>Intermediate Outcomes (3-6 years)</b>	<ul style="list-style-type: none"> <li>community groups will use evaluation to make effective decisions about programs and resources</li> </ul>	<b>Long-term Outcomes (7-10 years)</b>	<ul style="list-style-type: none"> <li>Evaluation enhances community groups' ability to meet their objectives.</li> </ul>
<b>Impacts</b>	HWTFC granting program effectively contributes to the reduction of youth tobacco initiation rates, reduction to youth exposure to ETS, increase in youth cessation and elimination of tobacco related health disparities.		



# Year One Report

**Health and Wellness Trust Fund  
Teen Tobacco Prevention Initiative  
Outcomes Evaluation**

**Year-end Report 2003-04**

**Prepared by:  
Tobacco Prevention and Evaluation Program  
University of North Carolina at Chapel Hill  
Department of Family Medicine**





# One Year Accomplishments

- Successfully adopted and disseminated evidence-based, scientific approaches to youth tobacco use prevention  
(Vision 2010- <http://www.communityhealth.dhhs.state.nc.us/tobacco/Tobacco%20Prevention.pdf>)
- Developed statewide presence, identity, and leadership
- Developed substantial statewide collaborative infrastructure (initial 34 to > 50 coalitions)
- Successfully mobilized increased funding  
(from \$6.2 --\$10.4 million/year- NC rose 33<sup>rd</sup> to 30<sup>th</sup> nationally)



# One Year Accomplishments

- Good progress on all 4 tobacco prevention goals
- Facilitated >1400 events by Community & School grantees resulting in 50 policy changes
- Increased the # of districts adopting 100% tobacco-free schools policies
  - 8 of 26 (31%) of all Coalitions in Districts without 100% TFS policy at start of grant adopted 100% TFS policy in year one
- Successfully involved youth
- Shifted media focus (radio to TV) to increase effect
- Few substantive barriers





# Preventing Youth Initiation of Tobacco Use

*“I visited each of the five high schools in Catawba County Schools to provide them with some anti-tobacco information and to get their opinions regarding a 100% tobacco-free school policy. The survey showed 86% felt that more needs to be done in their school to keep kids off tobacco;... 23% have a health condition made worse when they’re around cigarette smoke; and 80% supported adoption of a 100% tobacco-free policy... Upon hearing the results, the County Board of Education immediately began exploring the possibility of adopting a 100% tobacco free policy ..”*

**TTPi Community/ Schools grantee**





# Preventing Youth Initiation of Tobacco Use

*“Throat cancer survivors have given presentations to over 34,000 students and have participated in promoting 100% tobacco free School Policies across the state... One is giving a tobacco awareness presentation to a group of elementary school children. The ... kids engage in open discussion... about their parents and family acquaintances who smoke or chew... One child talks about chew. “It looks like cat poop”... All the children burst out in laughter. There is a series of “ooo’s” and “yuks.” “Who wants to chew on something that looks like cat poop?” another declares. “No way!” reply others from the group...”*

**TTPi Community/ Schools grantee**

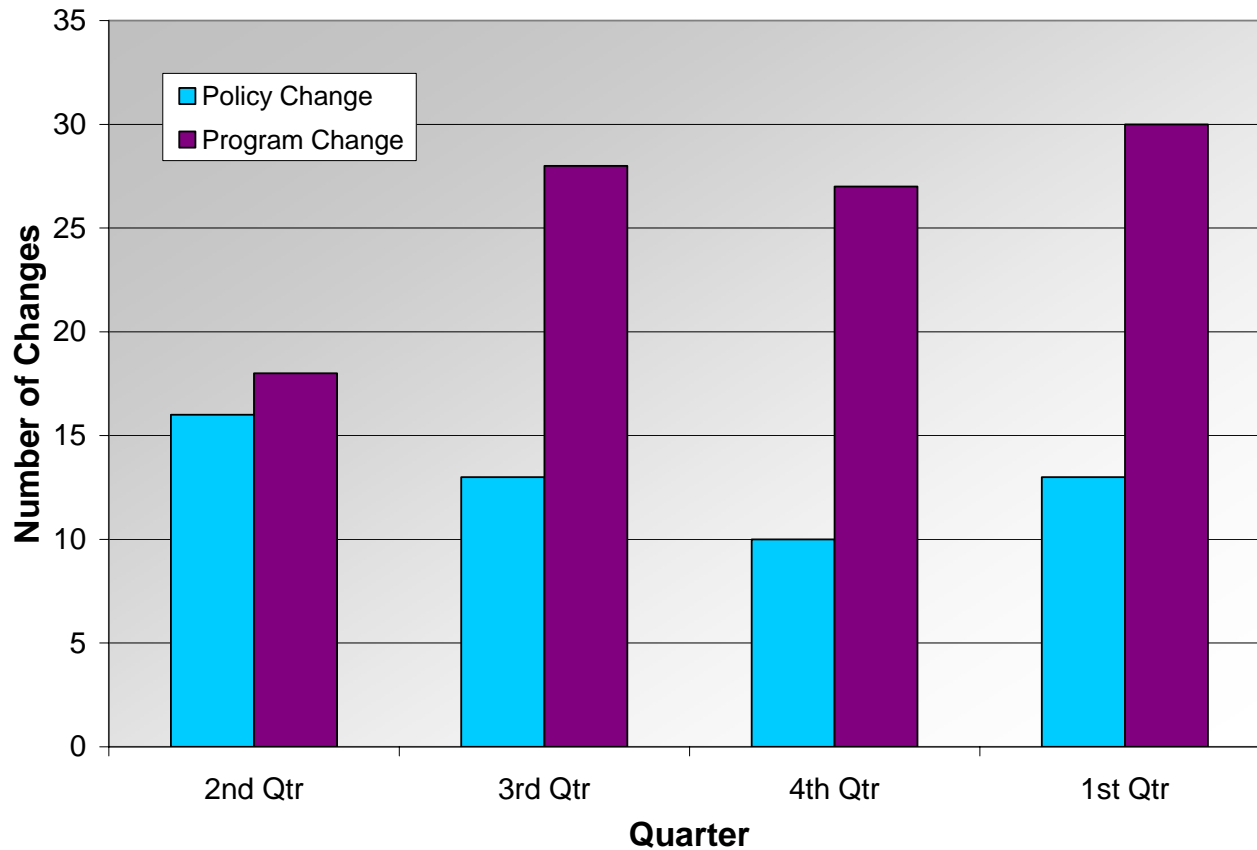


# Preventing Youth Initiation of Tobacco Use

- ☐ **15 coalitions with active school curricula**
- ☐ **22 coalitions with active youth groups**
- ☐ **> 500 youth/adults attended State Summit**  
(March, 2004)

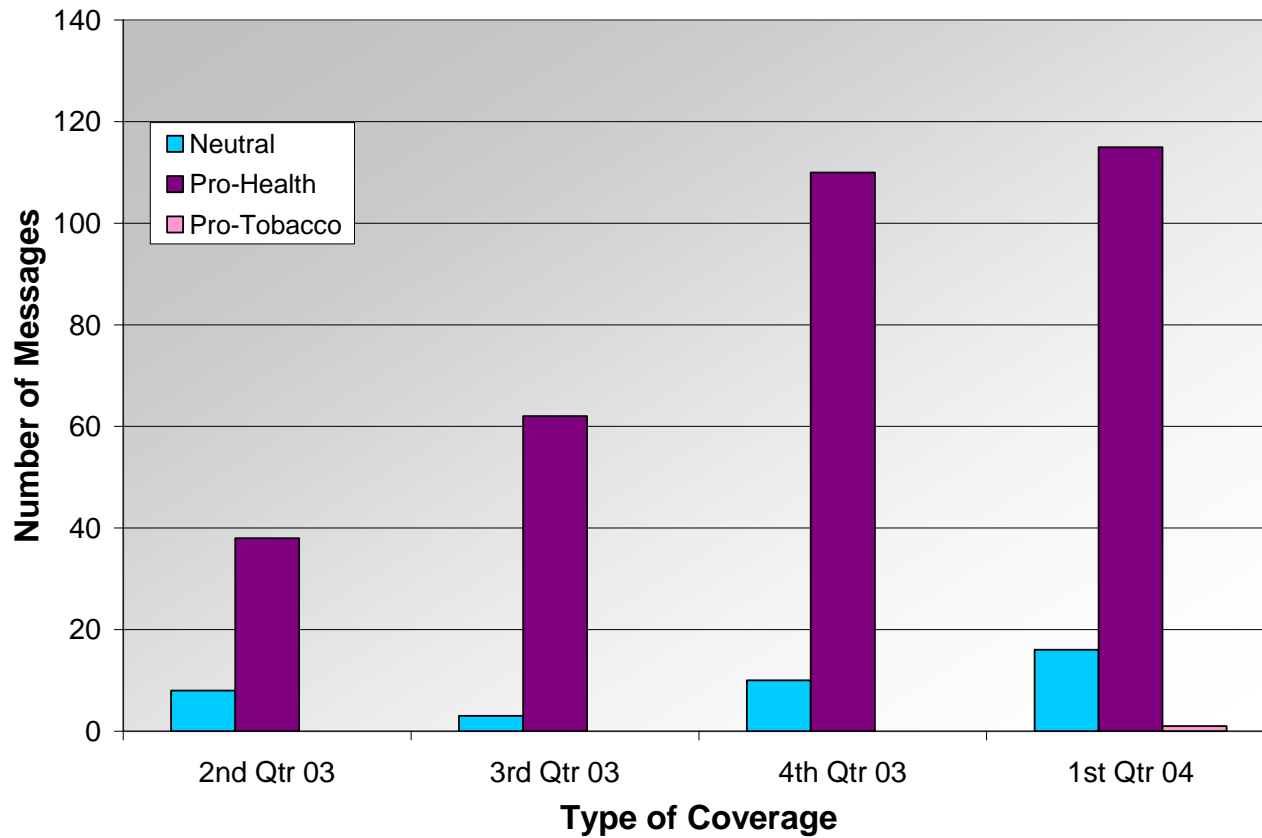


# Trends in Community Changes, 2003-04





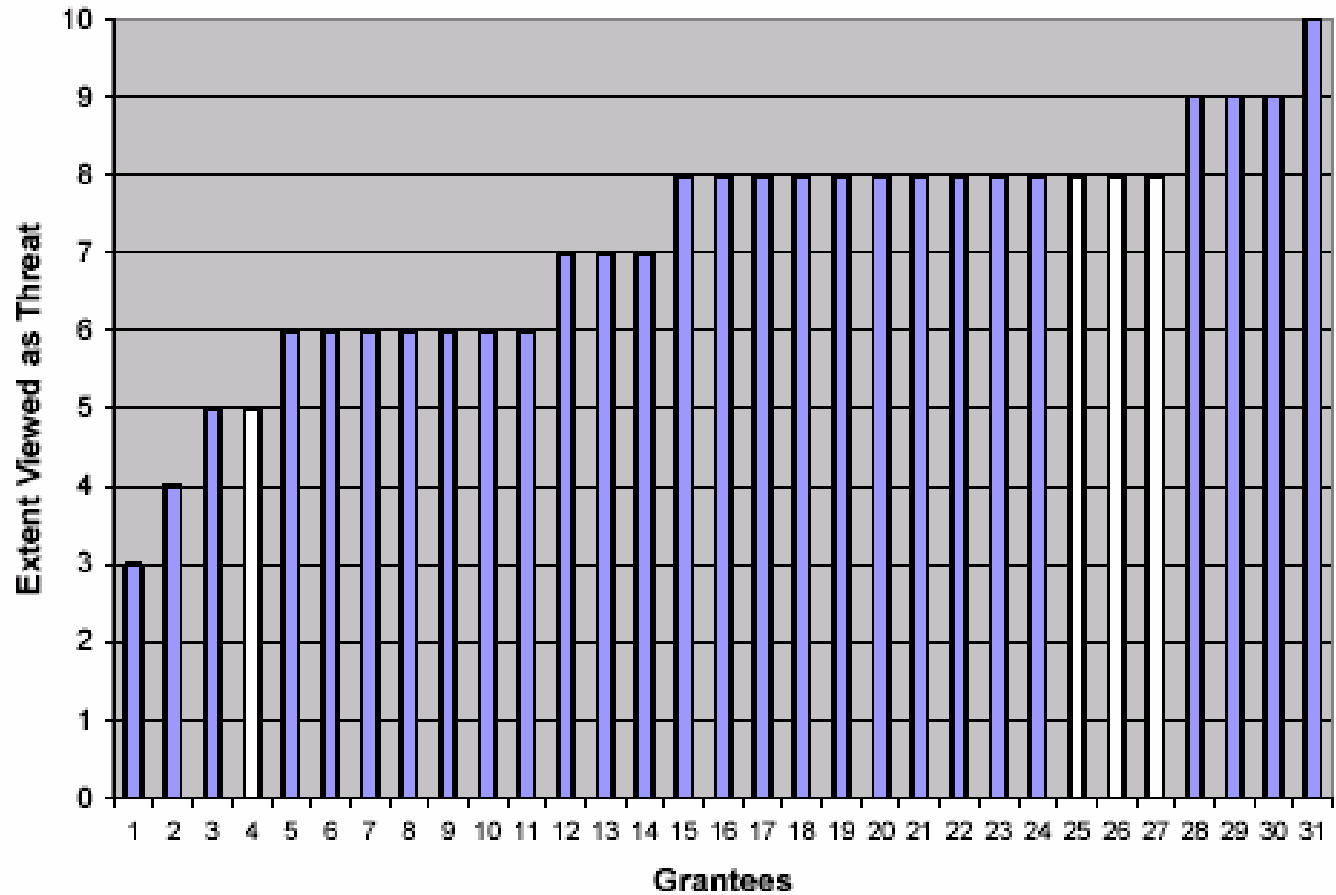
# Trends in Media Coverage





# Coalition Summary

Figure 3C.3: April 2004 – Youth Tobacco Use viewed as Health Threat





# Reducing Youth Exposure to Secondhand Smoke

*“Teens from Durham, Orange and Robeson County ... In a weekend retreat, over 37 youth learned ways of reducing youth exposure to tobacco ... The teens spoke with the manager of AMF Bowling Lanes in Durham for more smoke free lanes. As a result, the manager created a new policy that made half the bowling alley smoke-free... “..our youth..really feel empowered and ready to continue their fight for smoke-free environments.”*

**TTPI Community/ Schools grantee**



# Reducing Health Disparities Among Minority Youth

*“I attended our local festivities to honor Martin Luther King...A 7th grade African-American student got up in front of everyone and spoke. She told ..that she does have a voice. In front of over 200 people she vowed never to use tobacco or any other drug. She then publicly thanked me for teaching all the 7th graders about the dangers of tobacco. Needless to say I was in tears.”*

**TTPI Community/ Schools grantee**





# Reducing Health Disparities Among Minority Youth

El Pueblo: Spanish curriculum on tobacco; leadership development among Latino youth, media and community events

NC Commission on Indian Affairs: Tobacco-free tribal policies, churches, family evenings

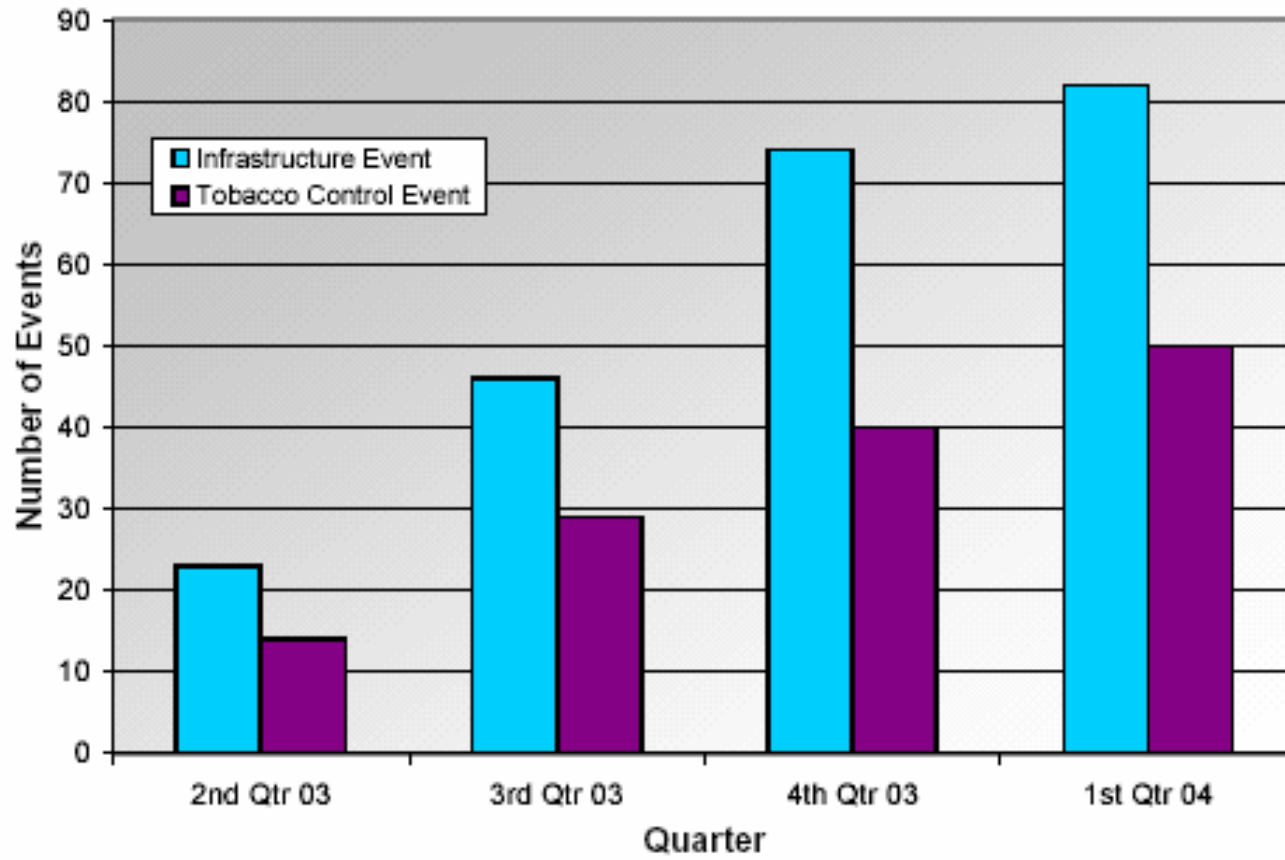
General Baptist State Convention: Picture Me Tobacco Free Photovoice project and exhibits, Youth action teams

Old North State Medical Society: Physician training for cessation, New youth group formation



# Reducing Health Disparities

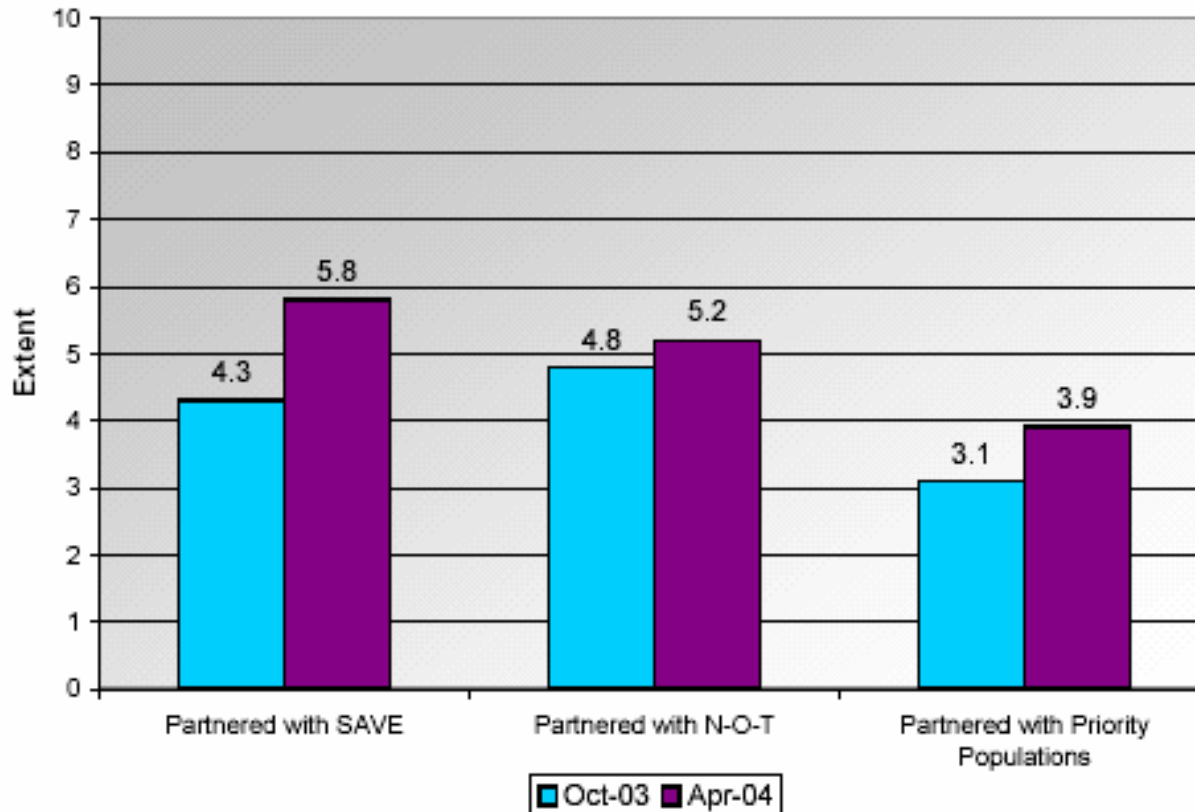
Figure 3B.1: Trends in Event Type





# Reducing Health Disparities

Figure 3D.4: Six Month Report Comparison -Community/Schools: Partnering with Statewide Coalitions





# Provide Treatment Options for Youth Wanting to Quit

*“In January, I hosted a speaker. At a middle school, after he was done, a student approached us and asked for help quitting tobacco. This almost made me cry because this was a 6th grader and he was reaching out for help... The change starts with just one.*

**TTPI Community/ Schools grantees**



# Provide Treatment Options for Youth Wanting to Quit

- ☐ **9 Great American Smoke-out activities**
- ☐ **9 coalitions - activities to promote cessation**
- ☐ **8 brief cessation classes for 78 students**
- ☐ **12 Not On Tobacco classes for 98 students**
- ☐ **3 grantees working with clinics on teen cessation**
- ☐ **3 school systems adopted (ATS) programs**
- ☐ **34 ATS sessions with 75 youth**



# Media Campaign Evaluation

- ☐ *Tobacco.Reality.Unfiltered* (TRU)
- ☐ Designed to raise youth awareness of the harms, encourage not to use or quit using tobacco.
- ☐ 2003 radio campaign did not effectively reach NC youth
- ☐ **2004 media campaign shifted *focus, intensity, collaboration* and *resources***



# TPEP Special Study: Best Media Practices for Prevention

Effective ads in North Carolina should consider including:

- Serious health consequences
- Personal and family effects of secondhand smoke
- Industry
- Testimonials
- Negative emotional tone
- Multicultural ads
- Edgy
- Real people



## Recommendations for Year 2

- ☐ Increase funding - consistent with CDC's estimated minimum of \$42 million for effective tobacco use prevention.
  - \$5 million more/year moves state 23rd nationally (KUDOS!)
- ☐ Expand community-based efforts in counties without coalitions
- ☐ Encourage all grantees to focus more on policy change
  - Establish 100% TFS policies in all counties
- ☐ Encourage Priority Population grantees to increase policy activities and increase collaboration with Community/Schools
- ☐ Focus Media campaign on TV and grassroots support with rigorous evaluation
- ☐ Consider expanding the program to colleges (older teens and college students with highest rates)





## Teen Tobacco Use Evaluation

### Tobacco Prevention and Evaluation Program

UNC-Chapel Hill Department of Family Medicine

#### HWTF Evaluation

[Abstract](#)  
[Executive Summary](#)  
[Data Sources](#)  
[Evaluation Logic Models](#)

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TPEP is evaluating the North Carolina Teen Tobacco Use Prevention Evaluation Project funded by the Health and Wellness Trust Fund commission.

TPEP is responsible for evaluating the following five components of the program:

- ◆ [Communities and Schools Grantees](#)
- ◆ [Priority Populations Grantees](#)
- ◆ [Pregnant Teens](#)
- ◆ [American Lung Association NOT on Tobacco Youth Prevention Program](#)
- ◆ [Tobacco.Reality.Unfiltered Media Campaign](#)

### [2003-04 Annual Report](#)



# Data Sources

## Tobacco Prevention and Evaluation Program

UNC-Chapel Hill Department of Family Medicine

### HWTF Evaluation

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## Data Sources

### Progress Tracking System (PTS)

- [Description of PTS](#)
- [PTS Manual](#) (pdf)

### Youth Tobacco Survey (YTS)

- [Description of YTS](#)
- [Survey Instrument](#) (pdf)

### Media Survey

- [Survey Instrument](#) (pdf)



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# Six Month Reports

## Tobacco Prevention and Evaluation Program

UNC-Chapel Hill Department of Family Medicine

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## Six Month Reports

In the monthly Progress Tracking System (PTS) reports, Health and Wellness Trust Fund (HWTF) grantees document their activities and accomplishments in relation to their objectives. Each October and April, grantees complete a Six Month Report, in which they provide a self-assessment of their individual programs (in 10 individual program assessment questions) and the linkage and support they are getting from other grantee agencies such as NOT and SAVE (in 9 statewide HWTF program assessment questions). They can also write narratives describing any significant accomplishments, and make suggestions for improvements to statewide HWTF programs.

- [October 2003](#)
- [April 2004](#)



# Special Reports

## Tobacco Prevention and Evaluation Program

*UNC-Chapel Hill Department of Family Medicine*

### HWTF Evaluation

- [Abstract](#)
- [Executive Summary](#)
- [Data Sources](#)
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## Special Reports

In the fall of 2003, TPEP conducted a special study on behalf of the Health and Wellness Trust Fund to describe the best practice, scientific data for youth-focused tobacco counter-marketing advertisements utilized in media campaigns. The major intended use of this report was to assist the media vendor and other interested parties in North Carolina to create a successful 2004 statewide media campaign. The report includes the results of a literature review and of interviews with national and state experts and local stakeholders, and includes recommendations based on these data.

- ◆ [Recommendations for 2004 North Carolina Youth Tobacco Use Prevention Media Campaign](#)



# Following up Annual Recommendations

## Recommended Actions for TPCB

### General Program

Continue to expand community-based efforts in existing and new coalitions to maximize program impact. Focus new efforts in counties without established tobacco control initiatives to achieve more active presence of tobacco prevention activities in all of the state's counties.

- TPCB and Question Why will develop and share one-page plan for building capacity and work in gap counties.

Discuss how tobacco industry counter-marketing program activities are integrated into the TTPI comprehensive tobacco control program in NC. Industry counter-marketing is one of nine CDC Best Practices, yet few activities are seen in grantee logic models or TTPI initiatives. Counter-marketing activities could occur in the TTPI's statewide media campaign and through TTPI grantee activities, and they can address all of the TTPI Priority Goals (e.g., preventing initiation, reducing youth secondhand smoke exposure, promoting cessation, and reducing disparities).

- TPCB will develop one-page, recommendation sheet on counter-marketing strategies that local coalitions can effectively implement with youth.



# Following up Annual Recommendations

## Recommended Actions for UNC-TPEP

### General Program

Encourage Community/School and Priority Population coalitions to educate their constituencies about the benefits of raising the state tobacco excise tax, currently the third lowest rate in the US. This recommendation is consistent with the CDC's evidence-based best practices, NC's Vision 2010 document, and the TTPI's youth tobacco prevention logic model, and offers the most efficient and effective strategy for achieving TTPI's long term health goals.

- **TPEP will recommend that NC Alliance for Health develop Fact Sheet about state tobacco excise tax increase for use with youth, parents, policy makers, etc.**

### Community/School Grantees

Question Why, NC Statewide Games, and SAVE be evaluated separately from Community/School coalitions, and their Progress Tracking System (PTS) reporting forms be modified to take into account their unique programs.

- **TPEP will develop plan for evaluating Question Why, Special Statewide programs (i.e., ALA, Pregnant Teens Project, etc.), and TPCB**

### Media Campaign

All ads utilized in the Tobacco.Reality.Unfiltered (TRU) media campaign adhere to guidelines from best practices research developed in North Carolina (see section 5A) and from the CDC.



# Changes to Program 2004-05

## North Carolina

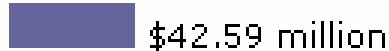
Updated: December 2, 2004

	FY2005	FY2004
Spending on Tobacco Prevention	\$15.00 million	\$10.90 million
% of CDC Recommended Minimum	35.22%	25.59%
Rank Among States (1-51)	21	30

### Tobacco Generated Revenue (FY2004)



### CDC Recommended Minimum Spending on Tobacco Prevention



### Actual Spending on Tobacco Prevention (FY2004)





# Changes to Program 2004-05



Contact:  
Alison K. McLaurin  
NC Health and Wellness Trust Fund  
919-733-4009 (w); 919-649-8002 (c)

FOR IMMEDIATE RELEASE

JAN. 6, 2005

## NC's TEEN TOBACCO PREVENTION EFFORTS MAKING GREAT STRIDES

### A STATEMENT FROM LT. GOV. BEVERLY PERDUE

**Raleigh, NC** – North Carolina has made tremendous strides in its efforts to prevent young people from using tobacco products and is on the right track to build on its successes, says Lt. Gov. Beverly Perdue.

The NC Health and Wellness Trust Fund (HWTF), which funds our state's teen tobacco prevention initiative, has experts on hand to answer any questions about its efforts or a report issued today by the American Lung Association (ALA). ALA's evaluation categories are broad and in many cases beyond the scope of HWTF's work.

To clarify NC's efforts and successes, Lt. Gov. Perdue, chair of HWTF, issued a statement this morning:

*The NC Health and Wellness Trust Fund's teen tobacco prevention efforts have found the resolve and resources to win admirers and, most importantly, to save lives. Our mission is to prevent teens from using tobacco products, and on that score, we are making great strides.*

*HWTF has increased funding for its teen tobacco prevention initiative, moving from #30 in the nation to #21 today, according to the national Campaign for Tobacco-Free Kids. We've gone from \$6 million per year in 2002 to \$15 million per year starting in 2005. Our funding decisions are based on recommendations from experts at UNC Family Medicine.*







# Changes to Program 2004-05



**Contact:**  
Alison K. McLaurin  
NC Health and Wellness Trust Fund  
919-733-4009 (work)

**FOR IMMEDIATE RELEASE  
FEBRUARY 21, 2005**

## **NC Health and Wellness Trust Fund announces \$4.5 million available for grants to combat teen tobacco use in NC**

**(Raleigh, NC)** – The NC Health and Wellness Trust Fund (HWTF) announces the availability of \$4.5 million annually in grant funding to enhance its efforts to prevent and reduce teen tobacco use around the state. Funding for HWTF's Teen Tobacco Use Prevention and Cessation Initiative has increased from \$6.4 million to \$15 million annually since the initiative was started in 2002.

Starting today, HWTF will accept applications from eligible organizations who seek to do the following: prevent youth initiation of tobacco use; eliminate youth exposure to secondhand tobacco smoke; promote tobacco use cessation among youth; and eliminate health disparities among minority youth or other youth populations identified with tobacco-related health disparities.





# Changes to Program 2004-05



**Contact:**  
Alison K. McLaurin  
NC Health and Wellness Trust Fund  
919-733-4009

**FOR IMMEDIATE RELEASE  
MARCH 29, 2005**

## **NC Health and Wellness Trust Fund announces availability of grants to reduce tobacco use among NC college students**

**(Raleigh, NC)** – The NC Health and Wellness Trust Fund (HWTF) announces the availability of \$ 1.7 million over two years in grant funding to combat tobacco use among students in the state's colleges, universities and community colleges. The awarding of these college grants represents the expansion of HWTF's teen tobacco prevention and cessation efforts and will be the first statewide effort to prevent and reduce tobacco use among college students. In North Carolina, almost 28% of 18-24 year olds smoke. The American Cancer Society reports that this is the only age group in which smoking rates are rising rather than falling.

Starting today, HWTF will accept applications from eligible organizations who seek to work on college and university campuses to prevent initiation of tobacco use, promote tobacco use cessation, and eliminate tobacco-related health disparities among college students ages 18-24. In addition, funds may be used to eliminate exposure to second hand tobacco smoke on college and community colleges campuses.





# Thank You!

For questions or more information, Contact:

Tobacco Prevention and Evaluation Program

Adam Goldstein, MD, MPH

Program Director

919-966-4090

[www.tpep.org](http://www.tpep.org)

[tpep@med.unc.edu](mailto:tpep@med.unc.edu)