

NC Tobacco Prevention and Control Branch

Progress Report

Submitted to the Health and Wellness Trust Fund Commission

October 2003

The North Carolina Tobacco Prevention and Control Branch (TPCB) entered an agreement with the Health and Wellness Trust Commission (HWTFC) to plan and implement an evidence-based training and technical assistance plan for the 26 Community/School Grants funded as part of the Teen Tobacco Use Prevention and Cessation Initiative. The Branch's plan is based on supporting community/school grants to implement evidenced-based policies and programs in schools and community settings.

The Branch's training and technical assistance infrastructure, priorities and process are described below.

Training and Technical Assistance Infrastructure. The 26 HWTFC School and Community grants have provided a powerful infusion of excitement, funding and human resources into the youth tobacco-use prevention movement in North Carolina. TPCB is using established infrastructure to ensure that each grant is provided tailored, high quality training, support and assistance as grant personnel develop community coalitions and youth groups and implement activities. The established support infrastructure includes: 1) an assigned expert to serve as a Primary Contact person for each grant, 2) access to local ASSIST Coalition Coordinators to provide practical advice and serve as peer counselors, 3) the Question Why Youth Centers to provide specific training centered around working with youth and adults, and 4) specialized program staff to provide expertise and training in specific program areas (such as Tobacco Free Schools). To ensure consistency and communication among all of these consultants working with the grants, TPCB developed Training and Technical Assistance Guidelines.

Training and Technical Assistance Priorities. During the first months of the School and Community grants, TPCB worked with them to provide program orientation as well as problem solve regarding hiring staff and setting up office operations. Then TPCB training and technical assistance focused on educating and training the grants to get the community infrastructure and plans in place to implement the priorities established by HWTFC/Vision 2010. Training on infrastructure focused on identifying and recruiting appropriate and diverse school and community partners and champions. TPCB also worked with the grantees on strategic planning: to help them understand what they wanted to achieve; how to operate effectively in school and community settings; and how to plan effective strategies with realistic deadlines and outcomes.

Since all grants are focusing on Tobacco Free Schools, training and technical assistance focused on activities to support the adoption of tobacco-free schools policies or enforcement of existing policies. TPCB trained grantees in developing school survey tools, implementing youth groups needs assessments, forming Teens Against Tobacco Use (TATU) and Students Working Against Tobacco (SWAT) clubs or groups, establishing Alternative to Suspension programs, coordinating Not On Tobacco youth cessation training, and developing strategies regarding approaching and working with School Boards. In addition TPCB helped provide trainers for Project TNT and Lifeskills school curricula workshops. Since promoting tobacco-free policies in public places where youth spend leisure time or work is another priority, some grants focused on youth working with restaurants to persuade them to go smoke-free. Utilizing the Working SmokeFree website and special secondhand smoke educational materials, TPCB trained adults and youth regarding reducing youth exposure to secondhand smoke and effective advocacy techniques. Youth learned to develop and implement surveys with restaurant patrons and to deliver factual and persuasive messages regarding strengthening policy to restaurant owners and managers.

Dynamic Training Process. After the Health and Wellness Trust Fund Kickoff event (described below), training occurred primarily through site visits and one on one training opportunities. Now that grants are fully operational and have developed some infrastructure, training can focus on skill building for grant staff and volunteers and information sharing among grants through regional workshops. Upcoming regional training workshops will focus on building stronger and more diverse coalitions; youth leadership skills; and effectively managing youth and adult groups to implement multiple priority activities. Grantees will also be trained to develop, write and implement more sophisticated, effective action plans that involve priority populations and successfully influence tobacco policies that impact youth on the local level. Providing training for School and Community grants has been a dynamic and fluid process and the future training opportunities must reflect that process.

The Branch's **key accomplishments** on this year's training and technical assistance interventions are as follows.

Health and Wellness Trust Fund Statewide Kick-Off Event for Teen Tobacco Prevention and Cessation Initiative

This event, attended by 135 participants served as the Health and Wellness Trust Fund Commission's program launch and orientation for the 32 newly funded Community/School Grantees and the 4 Priority Population Initiatives in North Carolina. Local initiatives sent 1-4 representatives for training on: Youth tobacco prevention in NC, reporting requirements to the Health Trust, program evaluation overview, and an orientation to youth resources in NC. This event led into an evening session and a subsequent 2-Day statewide tobacco prevention conference on April 9th and 10th. The evening banquet highlighted Lieutenant Governor Beverly E. Perdue who pledged support to the teen tobacco use prevention and cessation initiative and unveiled the new developed youth radio campaign ads--entitled *Tobacco. Reality. Unfiltered.* Also featured was Dr. Tom Houston, Director of Smokeless States Project at the American

Medical Association who provided a broad teen tobacco use prevention perspective, which set the stage for the 2-Day "best practices" conference that followed. Over 280 tobacco prevention educators attended this event and over 300 participated in the 2-Day Vision 2010 Conference.

Video Capture and Internet-based Archive of Conference Events

The Health and Wellness Trust Fund Kick-Off Event and the Vision 2010 Conference provided an excellent showcase and baseline for all tobacco prevention and control advocates and educators. The need for redistribution of the valuable information was anticipated due to the ongoing issue of public health educator turnover and the hiring of new staff for the new Health and Wellness Trust Fund grants program. With assistance from our state Agency for Public Telecommunication we captured video and audio of all the general sessions and breakouts. Six out of eight "key issue" sessions were also captured. The video was converted to Real Player format and hosted on the Information Technology Services' (another state agency) Real Player Server. A simple word document with embedded links to the server was used for distribution of the web-cast sessions - along with e-mailed instructions for successful use. The sessions will be available on-line through January, 2004 at significant savings over private sector costs - since state agencies were used as the production vendors.

Regional Training for Grantees

The Branch partnered with Question Why (?Y) Youth Empowerment Center to host a one-day workshop for adult leaders in the central region on Youth Empowerment and Advocacy. There were 60 adult participants, 23 individuals that are from HWTFC funded agencies (either school and community or priority population). There were 3 national speakers and 3 statewide HWTFC speakers (NC SAVE, NC Amateur Sports, Health Action Council) Topics covered included: Understanding Youth, ?Y Youth Empowerment Model, Local Activity Development (lessons from the field), Resource Development and Usage and a Youth Panel on effective adult leadership.

The TPCB partnered with Question Why (?Y) Youth Empowerment Center to conduct adult leader training "Successfully Running Youth Tobacco Use Prevention Groups" on Friday, October 17, 2003. Twenty-eight adult leaders attended from 16 different counties representing the western region. The training agenda included a session by Paul Turner of NC STEP on spit tobacco and youth, an adult leader panel on tips and hints for creating successful youth groups, and ?Y adult and youth leader-led sessions on the ?Y model of youth empowerment, youth cessation, and assessment techniques. The training received high evaluation marks--with highlights of the training including the spit tobacco information, the networking, the ideas and resources shared, and the wisdom from the adult leader panel.

Web-based Technical Assistance

TPCB staff and Web Design Subcontractor has continued to update the Branch's teen tobacco prevention website: www.StepUpNC.com. Two recent additions are a downloadable teen cessation booklet provided by the CDC Office on Smoking and Health and an updated list of school systems that have developed 100% tobacco-free policies. The Web

Design subcontractor has developed two test sites (still under development) for additional sites to serve as resources for those doing teen tobacco prevention and cessation programs in North Carolina. The first will be a website for the Question Why Youth Empowerment program, which will contain a training calendar, links to teen tobacco prevention groups around the state, and how-to program descriptions for many youth activities, including a smoke-free teen hangout initiative. The second site will be a comprehensive site on school tobacco policies in North Carolina, filled with how-to descriptions on developing and enforcing 100% tobacco-free school policies.

Program Evaluation and Tracking System Technical Assistance and Training

The Branch's Surveillance and Evaluation staff provided technical writing on the HWTFC's Request for Application (RFA) for the contractor to conduct the overall Outcomes Evaluation for the Teen Tobacco Use Prevention and Cessation Initiative. Branch staff also participated in the review process to select an agency to conduct the overall Outcomes/Evaluation.

The Branch's Surveillance and Evaluation staff worked with a Computer Programming Specialists as a sub-contractor to develop a plan to incorporate TPCB Program Tracking System (PTS) into variable options for HWTFC grantees to report their progress on achieving goals. In March 2003 staff worked with newly awarded HWTFC Outcome Evaluation Contractor at UNC School of Medicine to quickly bring them up to speed regarding aspects of the HWTFC Teen Tobacco Initiative. Staff collaborated on strategic planning sessions to assess status of program goals and objectives. In April 2003, Branch staff presented and UNC staff provided an overview of Program Tracking System during the HWTFC Kickoff Meeting to grantees.

In early spring Branch staff worked with HWTFC and UNC Evaluation Team to modify and adapt PTS for use with HWTFC grantees and work with sub-contractor to implement changes, test the new system and write a PTS users manual. In July and August 2003, the Branch provided hands-on training to more than 60 grantees responsible for program tracking and monitoring at 3 regional training workshops in Greenville, Asheboro and Flat Rock. Following in August and September 2003, the Branch provided follow-up on installation of PTS system within each grantee's office. This included on-site assistance with Office of Minority Health/Health Disparities coordinator and worked with UNC and grantees to correctly enter several months' worth of activities and events. This month the Branch worked with HWTFC Evaluation Team to organize, clean up and generate PTS reports back to grantees. Also, work to develop a meaningful format for the 6-month self-assessment report.

Branch's Surveillance and Evaluation staff will continue to provide consultation as needed with both individual grantees and HWTFC Evaluation Team. Staff will regularly attend and provide suggestions in both small core and large team meetings sponsored by the UNC and HWTFC Evaluation Team.

Youth Summits and Training Events. Since April of 2003 the Branch, in collaboration with the three Question Why Youth Empowerment Centers, have assisted in training and providing resources and technical assistance to more than 20 local HWTFC grantee youth training events/summits on teen tobacco use prevention.

Four recent examples include:

- On October 8, 2003, Question Why provided resource center materials to General Baptist State Convention for an upcoming training they were hosting for youth. Resources included ?Y Manuals and 4 videos from the ?Y Video Library.
- On October 10, 2003, Question Why staff and TPCB Central Region Field Coordinator were asked to present at Public Schools of Robeson County 2-day Teen Empowerment Summit. ?Y Adult led two 1 ½ hours Tobacco 101 trainings. Approximately 100 youth (middle and high school) were served.
- On October 13, 2003 Question Why Adult Director and Youth along with TPCB Field Coordinator met with First Health of the Carolinas grant contact to provide technical assistance and planning for First Health 2-day Youth Retreat scheduled for Nov. 14-15, 2003 for the counties of Moore, Montgomery Richmond and Hoke.
- On October 18, 2003 Question Why and Branch staff provided assistance for the one-day Union County Public School teen tobacco prevention kickoff and training event. The Head of the TPCB provided the keynote address for the event.

Collaboration on Media Campaign. The Branch's Director of Public Education and Communication has devoted a tremendous number of in-kind hours in planning meetings, consultation and the detailed selection process for the media contractor. This Branch staff position works closely with HWTFC staff to play a significant role in the development process and implementation for the HWTFC statewide teen-oriented media campaign--*Tobacco.Reality.Unfiltered*. This position also provides direct training and technical assistance for all of the 26 community/school grantees related to media communications and public education.

In conclusion, the 6-month PTS Grantee Report generated by the UNC Outcome Evaluation Contractor reported from all Community/School grantees and four Priority Population grantees contained one item focused on their satisfaction with the technical assistance and training support that they received. Twenty-five out the twenty-six grantees (96.2%) report "...they are getting very good technical assistance and training support." (Grantee 6 Month Report, UNC Outcome Evaluation Team, October 2003, p3)