



## Successes in North Carolina

### Investments of Master Settlement Agreement Funds in Tobacco Use Prevention and Cessation

North Carolina successes include the components outlined by the CDC for effective programs: state and community grant interventions, statewide media campaigns, services to help smokers who want to quit, and collecting data to track and evaluate progress.

The Tobacco Initiatives address four goals for tobacco prevention outlined by the CDC as they relate to youth and young adults:

- ◆ Prevent youth and young adult initiation of tobacco use;
- ◆ Eliminate youth and young adult exposure to secondhand smoke;
- ◆ Promote cessation among youth and adults; and,
- ◆ Reduce health disparities attributable to tobacco use among youth and young adults.

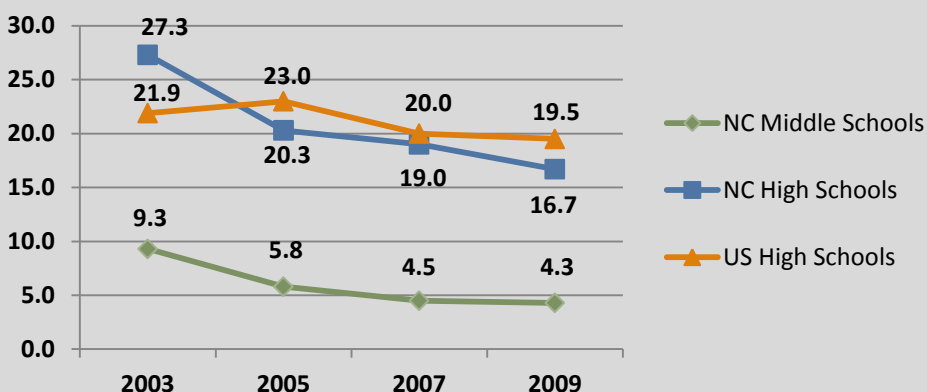
The total funding allocated for the HWTF tobacco initiatives for July 2009 through June 2010 was \$18.3 million.

Funds supported 46 community grants and seven training, technical assistance and service providers that covered all 100 counties. Funding also included 4 regional college grantees and tobacco cessation pilot projects to reach pregnant women and individuals with mental illness.

The North Carolina General Assembly dedicated 25 percent of the state's share of the Tobacco Master Settlement Agreement to invest in programs and establish partnerships to address access, prevention, education and research that help improve the health of all North Carolinians. As a result, there have been successes in tobacco use prevention, especially among young people.

Data from the 2009 NC Youth Tobacco Survey (NCYTS) shows that since 2003, the state has at least **53,000** fewer students who smoke cigarettes.

**Cigarette Use in NC Middle & High Schools and Comparison to National High School Rates**

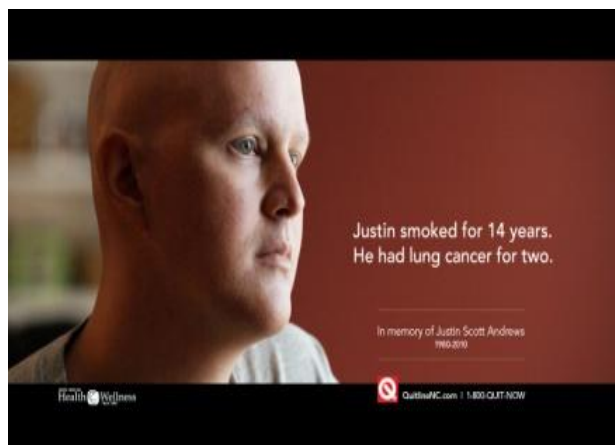


## Tobacco.Reality.Unfiltered (TRU)

### Media Campaign

Evidence shows that community-based programs combined with mass media campaigns are effective in preventing youth tobacco use. HWTF provided the community-based funding combined with its mass media campaign known as TRU from 2003-2011, with powerful results.

Most of the TRU ads have been based on personal testimonials, which have been demonstrated to be effective in preventing tobacco use and encouraging tobacco use cessation.



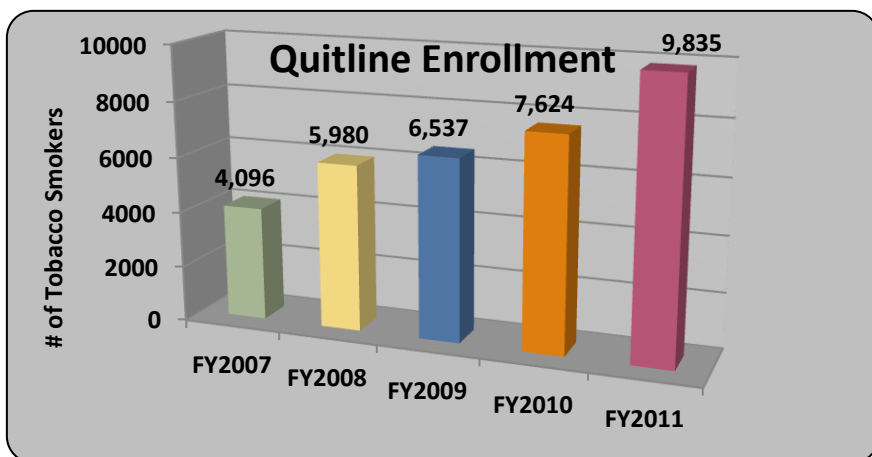
In September 2010, HWTF launched a new series of six ads based on painful personal stories of the consequences of tobacco use. Three ads featured Destini, a high school senior from Winston-Salem, who shared the story of her father's death from lung cancer. The other three ads featured Justin, a 30-year-old father from Raleigh, who shared the story of his fight with lung cancer, diagnosed a few months after quitting smoking at age 28. Following Justin's death in November, 2010, memorial text was added to the end of his ads.

TRU has reached record levels of campaign awareness and is reaching those North Carolina youth at highest risk for future tobacco use. Here are more facts about TRU:

- ✓ Between 2004 and 2011, youth awareness of TRU increased from 48 percent to 80 percent, and more than 680,000 youth ages 11-17 in North Carolina are aware of the campaign.
- ✓ Youth awareness of the **Tobacco.Reality.Unfiltered** slogan has increased from 31 percent in 2004 to 48 percent in 2011.
- ✓ Youth awareness of the TRU brand surpassed awareness of the national truth campaign brand in 2011.
- ✓ **More than 90 percent of youth who had seen the new TRU ads reported they were convincing and attention-grabbing and more than 95percent said the ads gave them good reasons not to smoke.**
- ✓ Youth who were susceptible to smoking are significantly more likely to be aware of the TRU brand.

## QuitlineNC

**QuitlineNC** is a confidential telephone tobacco treatment service available for free to anyone who calls 1-800-Quit-Now or (1-800-784-8669) from a North Carolina phone number. It is available from 7 a.m. – 3 a.m., 7 days a week. **QuitlineNC** is an evidence-based service that, when combined with FDA approved tobacco treatment medications, triple a tobacco user's chances of quitting successfully over quitting without assistance.



Since its inception in November 2005, **QuitlineNC** has enrolled over 37,000 North Carolina tobacco users into its programs. For every dollar spent, **QuitlineNC** has provided \$1.38 return on investment. From November 2005 to May 2010, **QuitlineNC** saved the state of North Carolina more than \$6 million in medical cost avoidance. Callers who have used **QuitlineNC** over the last six years have a satisfaction rate of 92 percent. **QuitlineNC** callers are not its only advocates. Each year, an increasing number of physicians are referring their tobacco-using patients to **QuitlineNC** by faxing in referrals. In fiscal year 2007, the first year of the "Fax Referral Program", only 390 patients were referred. In fiscal year 2011, 3,900 were referred to **QuitlineNC** by a healthcare provider.

### QuitlineNC

*"This program works! You all have made my life better. It feels so good to live life again and not give up. I really appreciate what you have done."*

*~ QuitlineNC Caller from Forsyth Co.*

*"Thank you so much! I have been quit for almost 3 months. I can taste food now. I can breathe again! It's affected my whole family as well. My daughter also quit for 3 months now too!"*

*~ Quitline Caller from Wayne Co.*

*"I couldn't have done this without your help. I have not smoked in exactly one year and just having someone to talk to throughout my quit has really helped."*

*~ A. P., Harnett Co.*

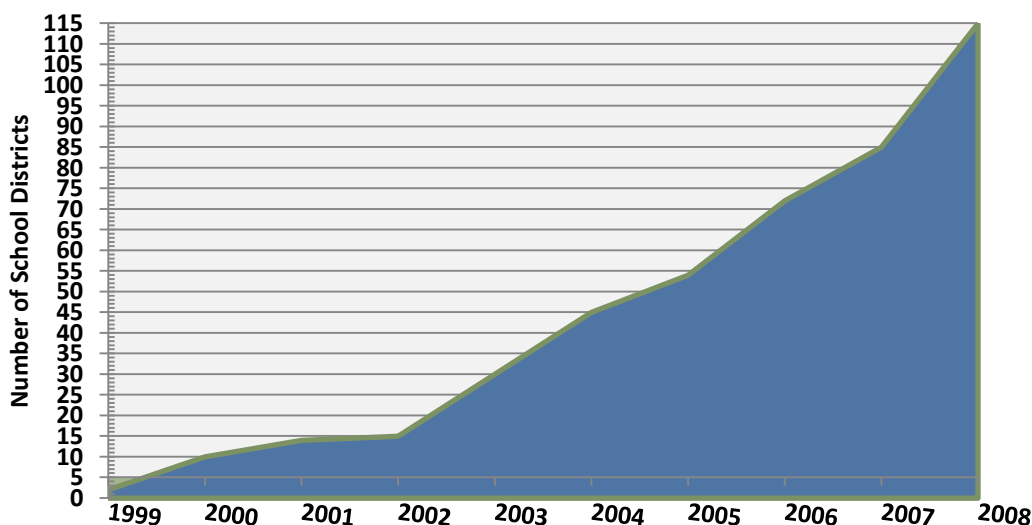
## 100% Tobacco-Free School Policies Adopted Statewide

In 2002, only 15 of North Carolina's 115 school districts had a 100 percent tobacco-free school campus policy.

Yearly increase in the number of schools with 100% tobacco-free school policy – one that prohibits the use of all tobacco products by students, staff and visitors at all times on school property and at school-related or school-organized events.

Beginning in 2003, HWTF grantees worked with the Tobacco Prevention and Control Branch (TPCB) and other state and local partners to adopt 100 percent Tobacco-Free School (TFS) policies. By 2008, most of North Carolina school districts had adopted 100 percent TFS policies. The 2007 NCYTS data indicated that tobacco use on school property had decreased since 2003. Similarly, youth reported seeing fewer adults (teachers, staff, volunteers) using tobacco products at school. In July 2007, the North Carolina General Assembly passed legislation that required all North Carolina public school districts to adopt 100 percent TFS policies by August 2008.

### Cumulative School District Policy Changes



## Tobacco-Free Colleges Initiative

The statewide HWTF Colleges Initiative was launched to prevent and reduce tobacco use among North Carolina young adults through the promotion of tobacco-free policies and cessation services on college campuses and in college communities across the state.

Grantee efforts make the college initiative a national leader in voluntary smoke- and tobacco-free policy adoption on college campuses. To date, 42 smoke-free or tobacco-free college campus policies in NC protect over 175,000 NC college students. Prior to the HWTF Colleges Initiative, only one campus in NC had adopted a 100 percent tobacco-free policy. TPCB is coordinating with HWTF programs to reach community colleges. Currently, 30 of the 58 community colleges have adopted a tobacco-free campus policy.

## Access to Cigarettes Among Youth

The purpose of the federal Synar law is to reduce youth access to tobacco products by requiring that states meet statewide retailer compliance requirements or face penalties (reductions) in millions of dollars in the federal substance abuse prevention and treatment funding. North Carolina has made significant progress in reducing the retailer violation rate from 18 percent in 2003 to 10.3 percent in 2010 to stay in compliance with the federal law. HWTF funded the North Carolina Substance Abuse Services Section and North Carolina Alcohol Law Enforcement to launch statewide education and enforcement of the state youth access to tobacco law. Limiting youth access to tobacco is one factor in a comprehensive effort to prevent youth tobacco use. Over the past 10 years, retailer violations in North Carolina for selling tobacco products to a minor have consistently declined.