

## Community Grants Strategy 2009 Evaluation Findings

### Introduction

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This report is part of a series developed to provide updates on the progress of the Missouri Foundation for Health's Tobacco Prevention and Cessation Initiative (TPCI). The report provides an overview of the activities and short-term outcomes that occurred in 2009 as part of the Community Grants Strategy. Data for this report are taken from the Tobacco Initiative Evaluation System (TIES), a web-based database for grantees to enter data required for the Initiative evaluation. This and previous evaluation reports are available at <http://ctpr.wustl.edu/tpciproducts>.

### Changes to TPCI in 2009

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TPCI has evolved over the past several years. Changes to the structure of TPCI in 2009 included:

- The end of the regional and community grantee structure.
- The integration of School and Worksite Strategies into one Community Grants Strategy.

Due to the changes in TPCI, funding in 2009 was primarily focused on community-based grants. Two programs, Campus-Community Alliances for Smokefree Environments (CASE) and Smokebusters, still received broader, regionally focused grants. However, community grantees had more autonomy and could implement additional programs beyond Smokebusters and CASE.

During 2009, the TPCI Community Grants Strategy included: **41** grantees who worked at **318** workplace, school and community sites in **58** Missouri counties, and were involved in **26** policy changes.

### Community Grants Strategy Overview

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In 2009, five different programs were implemented as part of the TPCI Community Grants Strategy. This section provides a summary of who received grants and where they targeted their efforts.

#### Campus-Community Alliances for Smokefree Environments (CASE)

- College and community leaders worked together to change policies to increase smokefree workplaces and access to cessation resources.
- 7 community grantees
- 38 sites

## Community Grants Strategy Overview (continued)

### Teens Against Tobacco Use (TATU)

- Teens learned about the effects of tobacco use and developed skills to teach younger children about tobacco use.
- 10 community grantees
- 101 sites

### Smokebusters

- Teens learned about the effects of smoking, how to communicate this knowledge to the public, and how to advocate for policy change.
- 5 community grantees
- 58 sites

### Freedom from Smoking (FFS)

- Community members and employees learned strategies to help quit smoking and remain smokefree.
- 16 community grantees
- 111 sites

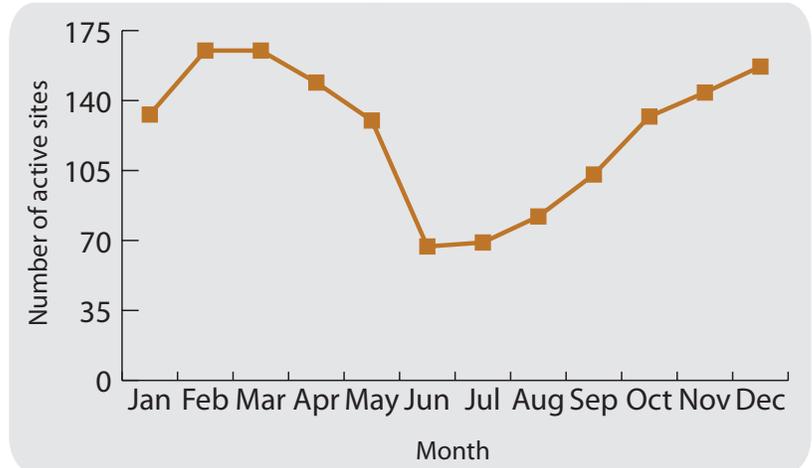
### Community-Based Cessation

- A new set of grants that worked towards one of the following goals: change systems and networks to encourage or support individuals to make healthy behavior choices related to tobacco use; promote existing cessation services in communities; or increase access to cessation services in communities.
- 3 community grantees
- 10 sites

## How many community grant sites were involved in TPCI in 2009?

A total of 318 community grant sites were active during at least one month in 2009. A site was considered active during any given month if it was involved in at least one programmatic/policy activity. On average, sites were active for five months during the year. A total of 154 new sites joined the Community Grants Strategy efforts during 2009, with an average of 13 new sites every month. The line graph to the right shows the number of active sites per month during 2009. At the beginning of the year, there were 133 active Community Grants Strategy sites. The number of active sites markedly decreased in June, which is attributable to inactivity in school sites because of summer break. The year ended with 158 active sites in December.

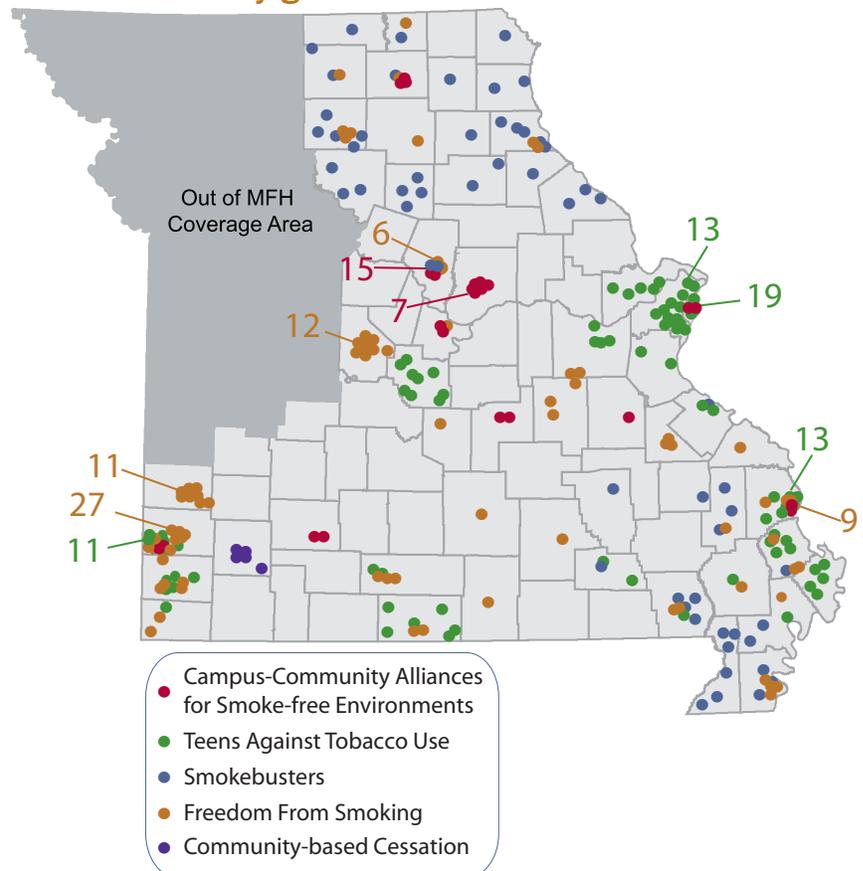
Number of active sites per month during 2009



## Where were the community grant sites in 2009 located?

The St. Louis City/County region and Jasper County both had more than 30 active sites. Other counties with a high concentration of sites included Boone County and Cape Girardeau. Between 2008 and 2009, five counties ceased to have any active sites. At the same time, eight counties without active sites in 2008 gained sites by the end of 2009.

TPCI community grant sites active in 2009



## Activities and Outputs

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### What activities were community grant sites involved with in 2009?

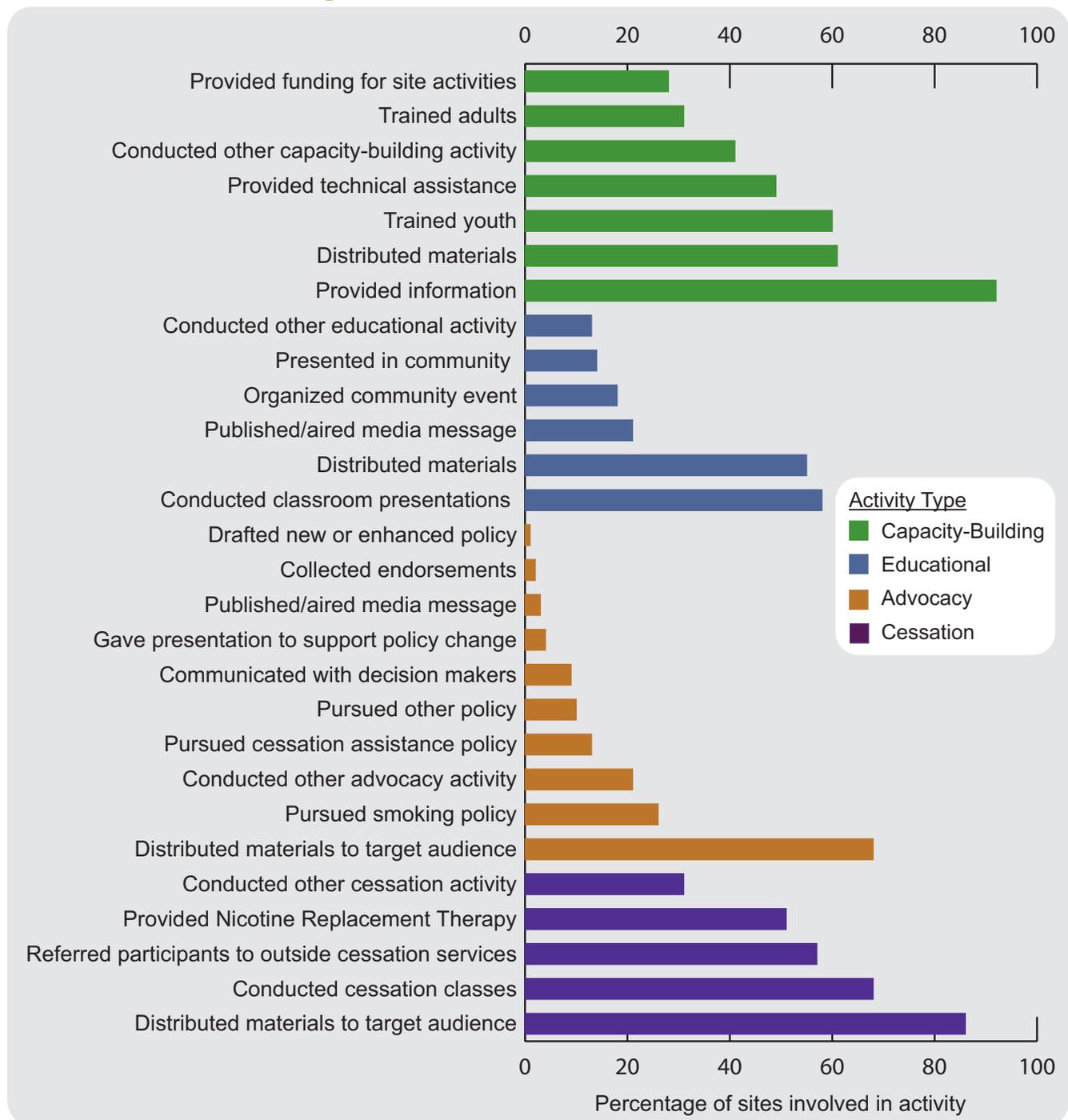
The goal of the Community Grants Strategy is to reduce tobacco use and secondhand smoke exposure within communities served by MFH. To achieve this goal, community grantees engaged in various capacity-building, educational, cessation, and advocacy activities within their local communities. Activities fell into four categories, described below:

- Capacity-Building: conducted by grantees to prepare sites for implementing their programs
- Education: conducted to increase knowledge or skills to prevent tobacco use
- Advocacy: argued for, recommended, or defended policy change regarding tobacco issues (e.g., policies to reduce exposure to secondhand smoke)
- Cessation: implemented at a worksite or in a community to increase cessation

These four categories encompass a wide range of activities, from training youth (capacity-building) to pursuing a smoking cessation policy (advocacy). The graphic on the next page shows the percentage of sites involved in specific activities within the four categories. Note that not all sites were funded to implement each of these activities. Therefore, the percentages reflect the number of sites involved in each activity out of the total number of sites that could have possibly implemented the activity.

Most sites provided capacity-building information, while the smallest number of sites were involved in advocacy activities, particularly drafting a policy or collecting endorsements. Even with MFH's increased focus on policy change activities, TPCI grantees implemented fewer advocacy activities compared to capacity-building, educational, and cessation activities. This trend is consistent with past years. It should be noted, however, that some intermediate advocacy activities (e.g., holding a coalition meeting) may not have been captured by the version of TIES used to collect data during this time period. Therefore, numbers of advocacy activities conducted may be higher than evidenced by current available data.

## Percentage of sites involved in capacity-building, educational, advocacy, and cessation activities during 2009



## What was the reach of the activities implemented by community grant programs in 2009?

The table to the right shows estimates of the number of people reached by or involved in several of the community grant program activities. These numbers are not mutually exclusive. That is, an individual might have attended a community awareness event and also received an educational brochure. Overall, more people were reached by educational and cessation activities than by advocacy activities. Again, note that some intermediate advocacy activities may not have been captured by the version of TIES used to collect data during this time period.

The table also compares the reach in 2009 to 2008. Three activities experienced an increase in reach (trained adults, organized educational community awareness event, and received cessation services/resources). However, reach for the majority of activities was down in 2009 compared to the previous year.

### Reach of TPCI community grant programs in 2009

Capacity-Building	Total*	Compared to 2008**
Trained adults	1,362	↑ 383%
Trained youth <sup>a</sup>	1,354	↓ 25%
Provided funding	\$140,942	↓ 27%
Youth-led Education	Total*	Compared to 2008**
Distributed brochures or other materials <sup>a</sup>	26,013	↓ 12%
Conducted classroom presentations <sup>a</sup>	21,100	↓ 27%
Presented in the community <sup>a</sup>	3,817	↓ 78%
Organized community awareness event <sup>a</sup>	16,937	↑ 35%
Published or aired educational media messages <sup>a</sup>	2,990,725	↓ 65%
Advocacy	Total*	Compared to 2008**
Distributed materials to target audience <sup>b</sup>	12,834	↓ 19%
Presented in the school or community <sup>a</sup>	612	↓ 95%
Published or aired media messages encouraging policy change <sup>a</sup>	3,674	↓ 91%
Collected endorsements <sup>a</sup>	112	↓ 93%
Communicated with decision makers <sup>a</sup>	217	↓ 98%
Cessation	Total*	Compared to 2008**
Distributed materials to target audience <sup>b</sup>	28,433	↓ 42%
Referred participants to outside cessation services, provided nicotine replacement therapy, or conducted cessation classes <sup>b</sup>	2,831 <sup>c</sup>	↑ 10%

\* Unless otherwise specified, totals are an estimate of the number of people reached by or involved in each activity. Note: For numbers related to media messages it is an estimate of the number of "hits" a message may have had (i.e., an individual may have heard the message more than once).

\*\* Change in reach compared to 2008.

<sup>a</sup> Reach for this activity was only collected by school-based programs.

<sup>b</sup> Reach for this activity was only collected by worksite- and community-based programs.

<sup>c</sup> This is the total number of people who received at least one of the cessation services/resources.

## Outcomes

### What were the quit rates of community grant cessation programs during 2009?

Grantees followed-up with program participants at 3, 6, and 12 months after a cessation class. Quit rates were calculated by dividing the number of participants who reported not using tobacco in the last seven days by the number a grantee attempted to contact for follow-up. The table to the right presents quit rates for each follow-up time period. As a comparison, studies have estimated that 6 month quit rates among untreated smokers range from 6% to 12%.

### Quit rates for community grant cessation programs during 2009

Time Since Program Completion	Follow-ups Attempted	Reported Abstinent*	Quit Rate**
3 months	271	73	27%
6 months	263	49	19%
12 months	122	13	11%

\* The number of participants who reported not using tobacco during the 7 days before the survey.

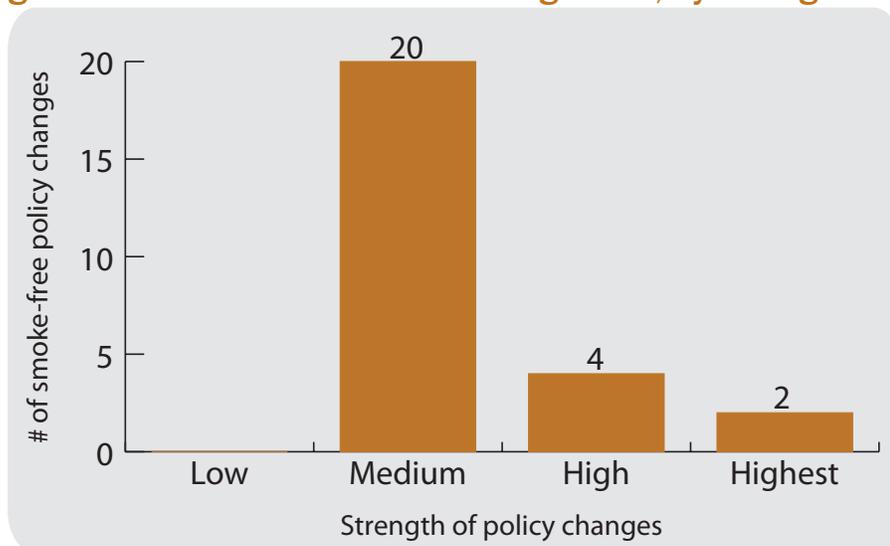
\*\* This is the intent-to-treat quit rate, which assumes those not reached for follow-up are tobacco users. It is a conservative estimate.

Note: One program reported significantly higher quit rates than others. That program's data are not included here. A case study about the program will be developed.

### What policy changes occurred during 2009?

Grantees were involved in helping to pass 26 smokefree policy changes during 2009. Some of these policy changes will go into effect during 2010 or later. Once all of the policy changes are implemented, they will affect more than 1 million people. The graphic below presents the number of smokefree policy changes, categorized by strength. Smokebusters grantees working in the northeast region of Missouri reported 16 of these policy changes. The majority of the smokefree policy changes (89%) were passed at specific worksites or schools. Four of the smokefree policy changes also included provisions for cessation-related assistance from the employer (e.g., allowing employees time during work hours to attend cessation classes). Two of the smokefree policies passed were community-wide, and one policy created smokefree parks in Palmyra during youth baseball games. One worksite policy did not include a smokefree component, but did include provisions for cessation-related assistance from the employer.

### Number of smokefree policy changes TPCI community grantees were involved with during 2009, by strength



#### Levels of Strength for a Policy Change

**Low-** The policy applies to one area of the facility (e.g., offices, breakroom, a section of a restaurant).

**Medium-** The policy applies to all indoor areas of a facility with no exemptions; it applies to all employees, patrons, and visitors. OR It applies to the entire campus of the facility, only some of the time.

**High-** the policy applies to the entire campus of the facility (inside and outside of the property) with no exemptions; it applies to all employees, patrons, and visitors.

**Highest-** the policy is a community-wide smokefree workplace policy.

Below, two policy changes that occurred in 2009 are highlighted in order to provide a more descriptive example of the policy work conducted by TPCI grantees.

### **Policy Profile: Smokefree College Campus**

**Grantee:** Westminster College

**Site:** Westminster College Campus

**Location:** Fulton; Callaway County; Central Missouri

In August 2009, Westminster College approved a comprehensive smokefree campus policy. This policy went into effect July 1, 2010, and built upon the 2008 approval of a “designated areas” smoking policy.

The current policy includes not only a smokefree campus, but financial coverage of cessation services, cessation classes on site, and employee time off to attend cessation classes. This policy was passed with the help of Westminster’s RESPECT Tobacco Strategic Communications Campaign, which utilizes peer educators to educate the campus about tobacco and advocate for policy change. For the full text of this policy, contact Danielle Pauley at [dpauley@wustl.edu](mailto:dpauley@wustl.edu).

### **Policy Profile: Smokefree Youth Sporting Events**

**Grantee:** Smokebusters Northeast

**Site:** Palmyra Parks

**Location:** Palmyra Parks; Marion County; Central/Northeast Missouri

In February 2009, Palmyra Middle School Smokebusters presented to the Palmyra Parks and Recreation Board about the dangers of secondhand smoke, as well as concerns about the example smoking adults were setting for young children at sporting events in the city parks. This advocacy proved effective, as the Board unanimously voted to put smokefree procedures in place during youth baseball games. For the full text of this policy, contact Danielle Pauley at [dpauley@wustl.edu](mailto:dpauley@wustl.edu).

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