

**HWTf TEEN TOBACCO USE PREVENTION & CESSATION INITIATIVE
GRANT AWARDS**

The Teen Tobacco Use Prevention and Cessation Initiative includes 70 grants (47 community-based grants, 7 statewide grants and 16 tobacco free school mini-grants) to a total of 55 organizations funded by the NC Health and Wellness Trust Fund at \$14.5 million, as well as the *TRU Tobacco.Reality.Unfiltered.* television campaign which is designed to: educate young people about the dangers of tobacco, prevent tobacco use,

Teen Tobacco Use Prevention & Cessation Initiative -- Program Components		
Local and Statewide Grants	\$ 14,481,259	Details provided below
Technical Support for Grantees	\$ 1,401,600	
Outcomes Analysis	\$ 1,450,000	
Paid Media	\$ 7,422,450	
100% Tobacco Free Schools	\$ 329,581	\$75,419 for TFS mini-grants is included in the Total Grant Awards
Statewide Youth Leadership Forum (Feb 2004)	\$ 240,000	
Statewide Youth Tobacco Survey	\$ 45,400	
Enforcement of Tobacco Sales Law	\$ 1,500,000	
Pregnant Teens Cessation Program	\$ 300,000	
N-O-T Cessation Program	\$ 600,000	
Minority Outreach Program Support	\$ 220,000	
Central Media Fund	\$ 4,000	
Program Support Funds (i.e., legal fees, PSCs,	\$ 5,710	
Total Investment in Teen Tobacco Use P & C Initiative	\$ 28,000,000	

LOCAL & STATEWIDE GRANTS		COUNTIES TO BE SERVED	PHASE I FUNDING	PHASE II FUNDING	TOTAL FUNDING	PROJECT SUMMARY
1	Alcohol and Drug Services of Guilford, Inc.	Guilford		\$ 5,000	\$ 5,000	Grantee received a 100% Tobacco Free Schools mini-grant.
2	Alamance-Caswell Area MH/DD/SA Authority	Alamance, Caswell	\$ 200,000		\$ 200,000	Grantee will focus services on the local adoption of tobacco free schools policy, smoke free restaurants and social norms marketing.

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3	Alleghany County Schools	Alleghany		\$ 155,243	\$ 155,243	Grantee is a rural school system that has 4 schools and approximately 1,500 students, but lacks tobacco education programs. This county ranks among the most economically depressed in North Carolina with an average median family income 30% below the state average, and higher than average tobacco use rates and number of Latino students. Grantee will hire a tobacco education coordinator to initiate tobacco education and prevention strategies as well as youth programs.
4	American Cancer Society	Edgecombe, Halifax, Warren, Hertford, Northampton, Bertie		\$ 271,026	\$ 271,026	Grantee is a nationwide, community-based, voluntary, health organization dedicated to eliminating cancer. Grantee will offer a pilot project that demonstrates the effectiveness of a youth quit line targeting African-American youth in 6 underserved, high-need counties in northeastern North Carolina. A prominent African American owned and operated public relations firm will design and implement outreach efforts that are vital to the success of this project.
5	Ashe County Schools/Ashe County Health Council	Ashe	\$ 199,641		\$ 199,641	Grantee is a school district that provides early intervention strategies in middle and high schools, and the church community to increase youth involvement. Grantee has implemented the Teens Against Tobacco Use (TATU) program, which enhances those activities.
6	Blue Ridge HealthCare Systems	Burke		\$ 97,400	\$ 97,400	Grantee will extend and expand its existing strong tobacco education program that was recently started by grant funds from Duke Foundation Tobacco Education.

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7	Buncombe County Safe and Drug Free Schools	Buncombe	\$ 299,727	\$ 5,000	\$ 299,727 \$ 5,000	Grantee received a 100% Tobacco Free Schools mini-grant. Grantee is a school district that builds capacity and provides cessation programs in the schools among other strategies. This school system has a strong track record of tobacco prevention efforts and works collaboratively with the local ASSIST project.
8	Butler High School DREAM TEAM	Charlotte-Mecklenburg		\$ 5,000	\$ 5,000	Grantee received a 100% Tobacco Free Schools mini-grant.
9	Cancer Services of Gaston County, Inc.	Gaston	\$ 170,000	\$ 5,000 \$ 100,000	\$ 5,000 \$ 270,000	Grantee received a 100% Tobacco Free Schools mini-grant. Grantee serves Gaston County through the implementation of SWAT (Students Working Against Tobacco), NOT and TATU in the 9th standard. It also advocates for a 100% tobacco free school policy and has partnered with Gaston County schools, the health department, local hospital and various health care organizations, and 3 area Boys and Girls Clubs to implement after-school tobacco prevention programs that reach minority community. Additional funding has allowed the grantee to expand services to all high schools.
10	Carteret County Health Foundation/Beacon Health Partners	Carteret		\$ 5,000	\$ 5,000	Grantee received a 100% Tobacco Free Schools mini-grant.
11	Catawba County Public Health Department	Catawba	\$ 294,000	\$ -	\$ 294,000	Grantee is a health department that serves Catawba County, an area with a higher than average Latino student population. It has strong partnerships and media connections and a "Totally Teen Health Center".
12	Catawba County Schools	Catawba	\$ -	\$ 5,000	\$ 5,000	Grantee received a 100% Tobacco Free Schools mini-grant
13	Chatham County Health Department	Chatham	\$ 264,596		\$ 264,596	Grantee is a health department with strong strategies to address the goals of this initiative. Because of the high Latino population in this county, grantee will target Latino youth.
14	Cherokee County Schools	Cherokee		\$ 5,000	\$ 5,000	Grantee received a 100% Tobacco Free Schools mini-grant.

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15	Chowan Regional Health Care Foundation	Bertie, Chowan, Perquimans, Tyrrell, Washington	\$ 300,000		\$ 300,000	Grantee is a health care foundation that serves Chowan, Perquimans, Bertie, Washington and Tyrell Counties. These areas have high minority populations and significant need. Grantee offers significant youth involvement as well as adult role models to influence youth.
16	Clay County School System	Clay		\$ 4,000	\$ 4,000	Grantee received a 100% Tobacco Free Schools mini-grant.
17	Coastal Horizons Center, Inc.	New Hanover, Pender, Brunswick		\$ 199,076	\$ 199,076	Grantee is committed to promoting choices for healthier lives through prevention, outreach and education services, and has partnered with organizations to provide services to the Latino community in New Hanover, Brunswick and Pender Counties. The grantee will integrate the collaborative efforts of the healthcare and Latino communities and existing tobacco education services in the region to bring appropriate interventions to the Latino teen population. Grant funding allows a bilingual prevention specialist to be hired and education and outreach services to be provided.
18	Durham County Health Department	Durham	\$ 287,156	\$ 5,000	\$ 287,156	Grantee received a 100% Tobacco Free Schools mini-grant. Grantee is a health department that has evidence-based strategies that addresses all four goal areas. Grantee serves Durham County which has a large high-risk, African-American teen population. One of the key strengths is the integration of youth in the project.
19	El Pueblo, Inc.	Statewide	\$ 465,000	\$ 248,100	\$ 713,100	Grantee provides tobacco education services to Latino youth and technical assistance to tobacco education programs statewide. Due to the increase in the number of local programs requesting support from El Pueblo to deliver strategies targeting Latino teens and the increase in awareness of tobacco education programs, additional funding expands services and develops bilingual training materials.

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20	FirstHealth of the Carolinas	Richmond, Hoke	\$ 280,613		\$ 280,613	Grantee is the premier hospital system in Richmond and Hoke Counties both of which have a large high-risk, Native American population. Grantee has a strong infrastructure, partnerships and in-kind contributions. There is a strong TATU leadership element.
21	Forsyth County Department of Public Health	Forsyth		\$ 142,839	\$ 142,839	Grantee is the lead organization in the Forsyth County 100% Tobacco Free Schools Task Force, a consortium of county and community agencies working to develop a comprehensive tobacco prevention program. Currently, tobacco education programs are nonexistent in the county, which has a high percentage of Latino and African American students. Through grant funding, the grantee will add program activities and coordinated services that address teen tobacco use concerns.
22	General Baptist State Convention	Statewide	\$ 475,000		\$ 475,000	Grantee is an African-American controlled non-profit organization with an extensive history in providing health and human services to African-Americans throughout North Carolina. It is a pioneer in church-based approaches to health promotion and disease prevention. Grantee uses the PhotoVoice methodology as a tool in tobacco use prevention.
23	Guilford County Project ASSIST	Guilford	\$ 210,000	\$ -	\$ 210,000	Grantee is an ASSIST project funded by the state Tobacco Prevention and Control Branch that expanded its current program through an innovative approach focusing on building institutional capacity in Guilford County.
24	Halifax County Schools	Halifax	\$ 292,080	\$ -	\$ 292,080	Grantee serves Halifax County, which has an extremely high risk population with higher than average percentage of African-American and Native American students. Grantee employs 2 full time health educators that reach parents and the larger community through strong local partnerships.

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25	Haywood County Health Department--Hi-Top ASSIST	Haywood, Jackson, Madison, Swain, Transylvania		\$ 200,000	\$ 200,000	Grantee is the administrative agency for the Hi-Top ASSIST Consortium, a program which supports the promotion of tobacco use education and prevention services. In the 9-county area served by the consortium, 5 counties do not currently receive local HWTF grant funds: Haywood, Jackson, Madison, Swain and Transylvania. Through grant funding, this program will provide comprehensive tobacco education services in these counties. This area has a significant Native American student population, with Swain County having the second-highest percentage in the state.
26	Haywood County Health Department--NC Spit Tobacco Education Program	Statewide	\$ -	\$ 304,500	\$ 304,500	Grantee will provide expertise, leadership, information and training to other community health and tobacco education programs regarding spit tobacco.
27	Healthy Caldwellians	Caldwell	\$ -	\$ 183,568	\$ 183,568	Grantee will build on existing, individual tobacco prevention and control efforts by expanding youth services to middle schools; providing training; and fortifying and coordinating current programs.
28	Hertford County Public Health Authority	Hertford, Gates	\$ 198,307		\$ 198,307	Grantee is a health agency that serves the high-risk populations in Hertford and Gates County. Grantee has established an African-American youth program and involves African-American churches using the "Healthy Heart and Soul" program.
29	Jones County Health Department	Jones		\$ 3,492	\$ 3,492	Grantee received a 100% Tobacco Free Schools mini-grant.

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30	Lumbee Tribal Nation Programs, Inc.	Robeson		\$ 200,000	\$ 200,000	Grantee is representing the Lumbee Tribe of Native Americans in Robeson, Hoke and Scotland Counties. The project will increase the awareness of Lumbee youth on the dangers of smoking and exposure to smoke, through establishment of a tobacco education program. Through grant funding, the grantee will hire a cessation and prevention coordinator to work with youth to develop materials, provide peer training and presentations, and assist with advocacy efforts.
31	Macon County Public Health Center	Macon	\$ 135,366		\$ 135,366	Grantee is a public health center that serves Macon County, which has very limited tobacco prevention resources. Grantee has implemented TATU and NOT (Not-on-Tobacco) programs in the schools and continue the TAR Wars education programs in 3 county schools.
32	McDowell County Schools	McDowell	\$ 285,000		\$ 285,000	Grantee is a local school district serving McDowell County, which has a large high-risk population. Grantee has implemented the NOT program and a comprehensive tobacco prevention education program in middle schools.
33	Mecklenburg County Health Department	Mecklenburg	\$ 300,000	\$ -	\$ 300,000	Grantee is a county health department serving Mecklenburg County. It has strong partners including the local ASSIST coalitions, schools with higher than average African-American and Latino student populations and the Charlotte Reach coalition. Grantee uses TATU, media advocacy and focus on the 100% tobacco free schools policy.

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34	Mitchell County Schools	Mitchell	\$ 278,750	\$ 5,000	\$ 278,750	Grantee received a 100% Tobacco Free Schools mini-grant. Grantee is a school district that provides innovative approaches and has good media relationships. Grantee serves Mitchell County, which has a large high-risk population.
35	Moses Cone Wesley Long Community Health Foundation	Guilford		\$ 200,000	\$ 200,000	Grantee has established a partnership with the Guilford County Department of Public Health (Project ASSIST), a current HWTF grantee. With additional grant funding, this collaborative effort conducts a pilot program targeting tobacco intervention efforts in 12 alternative high schools and college campuses, including Historically Black Colleges and Universities (HBCUs) in Guilford County, not served by current school-based tobacco education programs. This initiative will reach a population of 41,000 diverse students.
36	N.C. Amateur Sports/State Games of North Carolina	Statewide	\$ 285,000		\$ 285,000	Grantee organizes the State Games of NC and provides a statewide prevention program with a valid approach for integrating tobacco use prevention message, i.e. incorporating tobacco use prevention into a broader "healthy lifestyle" approach.
37	NC Commission of Indian Affairs	Statewide	\$ 475,000		\$ 475,000	Grantee is a state agency with a mission to serve the state's American Indian population. Grantee has a history of providing substance abuse prevention services and will expand its commitment to substance abuse prevention by addressing tobacco use prevention through this initiative. Grantee works with all the state-recognized American Indian tribes and urban American Indian organization as well as with other tobacco use prevention efforts in the state to implement the proposed interventions.

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38	Old North State Medical Society	Statewide	\$ 785,000		\$ 785,000	The grantee is an eminent professional society representing the interest of about 800 African-American physicians in North Carolina. The project represents the commitment of African-American health care professionals to take responsibility to address a key health concern facing African-American youth. The ONSMS collaborates with the Paragon Foundation, whose principals include Dr. Sandra Headen, a nationally recognized expert of tobacco use prevention and control in the African-American community.
39	Onslow County Health Department	Onslow		\$ 134,807	\$ 134,807	Grantee is the local health agency offering teen tobacco use prevention activities in Onslow County, a community with a higher-than-average percentage of youth (aged 12 and under) using tobacco and a significant Native American student population.
40	Orange County Health Department	Orange	\$ 232,848	\$ 4,953	\$ 232,848 \$ 4,953	Grantee received a 100% Tobacco Free Schools mini-grant Grantee is a health department, which has a strong partnership with the city/county school system. Grantee addresses three of the four goal areas of teen tobacco prevention.
41	Public Schools of Robeson County	Robeson	\$ 283,500		\$ 283,500	Grantee is a school district, serving Robeson County, which is a very high-need community with a significant Native American population. The project is culturally appropriate for a diverse population. It involves youth significantly in its efforts through the use of incentives and stipends.
42	Question Why Western Region (ARP-Phoenix)	Western NC counties	\$ 199,164	\$ 188,759	\$ 387,923	Grantee will expand services in 7 underserved, high-need counties: Alexander, Avery, Burke, Cleveland, Henderson, Polk and Rutherford. A strength of the program is its ability to develop capacity in areas currently devoid of tobacco prevention resources or basic organization.

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43	Question Why Central Region (Durham AreaCorp)	Central NC counties	\$ 197,778	\$ 327,870	\$ 525,648	Grantee will expand services in the region through the establishment of a satellite office, more centrally located to serve counties in the western part of the central region. A strength of the program is its ability to develop capacity in areas currently devoid of tobacco prevention resources or basic organization.
44	Question Why Eastern Region (Wilmington Health Access for Teens, Inc. - WHAT)	Eastern NC counties	\$ 518,000	\$ 370,372	\$ 888,372	Grantee will increase services in underserved counties in the eastern region, many of which have high poverty and tobacco use rates, low educational attainment and high minority populations. A strength of the program is its ability to develop capacity in areas currently devoid of tobacco prevention resources or basic organization.
45	Robeson County Health Department/Health Education Division	Robeson		\$ 5,000	\$ 5,000	Grantee received a 100% Tobacco Free Schools mini-grant.
46	Rowan County Health Department	Rowan	\$ 228,000	\$ 195,198	\$ 423,198	Grantee will expand services from middle schools to include high schools.
47	SAVE of NC GASP	Statewide	\$ 210,000	\$ 150,000	\$ 360,000	Grantee will expand services as a vital resource for other tobacco education programs to meet the increased need and improve the ability of the organization to provide appropriate trainings.
48	Surry County Health and Nutrition Center	Surry	\$ 272,346		\$ 272,346	Grantee is a health center serving Surry County through intervention based on "Communities of Excellence" document. Grantee has experience conducting tobacco prevention activities in schools and has involved multiple community partners in the program including the tobacco growers.
49	Strike2 (Onslow County Schools)	Onslow		\$ 4,074	\$ 4,074	Grantee received a 100% Tobacco Free Schools mini-grant.
50	Tri County Community Health Partnership	Graham, Cherokee, Clay	\$ 150,000	\$ 184,000	\$ 334,000	Grantee is a health organization, which serving Clay, Graham and Cherokee counties in the Southwestern part of the state. There is a large Native American population in this part of the state as well as high poverty rates.

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51	Tyrrell County Schools	Tyrrell		\$ 5,000	\$ 5,000	Grantee received a 100% Tobacco Free Schools mini-grant
52	UNC--NC Institute for Public Health (on behalf of NENCPPH)	Northeastern NC counties		\$ 845,904	\$ 845,904	Grantee is the administrative agency for the Northeastern North Carolina Institute for Public Health, the lead grantee on behalf of the NC Partnership for Public Health. With grant funding, the grantee will develop a regionally-based public health initiative that addresses the problem of teen smoking in northeastern North Carolina, an area with a high population of African American students. Health education staff provides services through local health agencies.
53	Union County Public Schools	Union	\$ 283,968	\$ 184,234	\$ 468,202	Grantee received a 100% Tobacco Free Schools mini-grant. Grantee is a current HWTF grantee, and the fastest growing school system in North Carolina with a large Latino student population. The grantee will build on the current, strong program by expanding the staff hours to provide a broader spectrum of services to more students in the community.
54	Watauga County Schools	Watauga	\$ 300,000		\$ 300,000	Grantee is a school district in Watauga County that addresses diversity in its target audience and focuses on cessation through a balanced youth-adult involvement.
55	Wilkes County Schools	Wilkes		\$ 167,104	\$ 167,104	The county currently does not have a comprehensive local tobacco education program. The grantee will initiate tobacco education services through an intensive program, staffed by a tobacco education coordinator.
Total Grant Awards			\$ 9,355,840	\$ 5,120,419	\$ 14,481,259	