

Appendix B

# Virginia

## Tobacco Use Control Project

Grantee Project Funding Requirements and  
Application for  
Local Coalitions and Partners

2006-2007 Mini-Grant Year

July 1, 2006-June 30, 2007

2006-2007 TUCP Grantee Application Form - Cover Page

Coalition/ Partner Name: Longwood University

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Which funding level are you requesting?

1 (Less than \$5000)

2 (\$5001-\$12,000)

Total Budget Amount Requested: \$4,000.00

Signature:

Please fill out completely. Incomplete forms will not be reviewed.

1. **How long has the coalition been in existence?**

Longwood University has addressed the area of tobacco prevention for over 5 years.

2. **How many members are in the coalition?**

Longwood University is a coeducational, comprehensive state institution offering programs leading to bachelors and masters degrees in various fields of study. The current enrollment is 3,700 undergraduate students.

3. **Has the grantee previously been funded by TUCP and at what funding level?**

Yes, we have been previously funded at both Level I and II.

4. **What geographical area does or will the grantee cover? (List counties and cities.)**

The focus of this grant is the students of Longwood University.

5. **Please describe any previous grant experience.**

- American Cancer Society Mini-grant for Tobacco Prevention (\$1000.00). Establishment of a campus-wide smoking cessation challenge.
- American Cancer Society Mini-grant for Tobacco Prevention (\$1000.00). Establishment of a "Sister-to-Sister" smoking cessation and education program to target members of Longwood's Sorority population.
- Virginia Department of Health (\$1000.00). Sexual Violence Prevention Program to educate the new students on sexual assault, implementation of a White Ribbon campaign, and educate the campus community on the new policy related to sexual misconduct.
- Virginia Department of Health (VDH) for approximately \$4000.00/year. Grant focused on increasing the tobacco prevention efforts of the campus community. This was a contracted grant from the Centers for Disease Control and Prevention grant received by VDH.
- Virginia Alcohol and Beverage Control. Grant focused on increased enforcement on campus and community during peak party hours and days. Also utilized to develop the *First Round* and *Last Call* programs.
- NCAA Choices Grant (\$10,000.00). Grant focused on increased alcohol-free programming and increased attendance at University athletic events.
- National Inter-agency Task Force on Alcohol (\$1000.00). Grant focused on providing substance-free programming for new-student residence hall. This grant utilized an environmental management approach to observe normative and social influence among new students. This grant also aimed to establish a group of peer mentors for new students.

6. **Please describe any experience working toward policy changes whether they relate to tobacco use control or not.**

Longwood has been addressing policy changes regarding tobacco use on campus for the past 5 years. The Fall of 2002 began phase one of a smoke-free residence hall and academic building program. In addition, "no smoking" areas were established for a 20-foot perimeter from all building entrances and exits. Residence halls went smoke-free in the Fall of 2003. Brock Commons, the outdoor main walking area on campus, went smoke-free in the Fall of 2004. The success of these endeavors provides the momentum for the policy changes propose in this grant application.

7. **Describe the policy change(s) that the grantee will pursue for this grant year.**

Longwood University is working toward establishing a Smoke Free Campus (includes outdoor areas). Policy changes for this grant year include the establishment of additional smoke-free areas on campus. In working with the student group, *Citizen Action Coalition*, we will work to designate another smoke-free area on campus (the area surrounding the Lancaster fountain).

8. **Provide a detailed work plan (including timeline) describing the steps the grantee will take to create policy change(s).**

See Appendix F.

9. **Justify the need in your community for this policy change(s).**

Grantee can use survey or other data to demonstrate need. The smoking rate (all rates are within a 30-day period) for Longwood University students is 37% with 11% identifying themselves as daily smokers (National College Health Association, 2003). Sixty-one percent of Longwood students indicated receiving information on tobacco use and prevention (National College Health Association, 2003). However, with the Brock Commons area established as smoke-free, awareness of smoking on other areas of campus has increased. Establishing these areas as smoke-free is the next step in the evolution on continual tobacco policy change at Longwood University.

10. **Which (if any) disparate populations are being targeted and why?**

The target population for this grant period is the Longwood University campus community.

11. **List the target organizations to be contacted (provide name and location).**

Stakeholders include: the President of the University, the Vice President for Student Affairs, Residential and Commuter Life staff, the Director of Honor and Judicial Programs, Student Health and Wellness Center staff; the Assistant Director for Fraternity and Sorority Life; Members of the Alcohol, Tobacco, and Other Drugs Committee; Faculty from the Department of Health, Recreation, and Kinesiology; the Student Government Association, the student-based Citizen Action Coalition, Peer Educators, Fraternities and Sororities, Residential Hall Councils, and Community Standards Board.

12. **Estimate how many target organizations will implement policy changes by the end of the grant period.** Longwood University will be the primary organization making policy changes by the conclusion of this grant period.

13. **List Partners and their roles in accomplishing policy change.** The entire campus community (students, faculty, and staff) will need to collaborate to continue forward progress in successful policy changes.

14. How will the grantee spend the award? Please complete the budget summary below.

Category	In-Kind Budget Amount	TUCP Budget Amount
Materials	\$0.00	\$572.07
Office Supplies <i>(not to exceed 5% of total TUCP budget amount)</i>	\$52.16	\$0.00
Media	\$0.00	\$3010.93
Travel <i>(This does include two required Coalition for Smoke-free Virginia meetings for two grantee representatives).</i>  <i>Mileage = Miles X .325 (Mileage rate)</i> <i>Lodging = 2 (people) X \$96.00</i> <i>Per Diem = up to \$25/day</i> <i>Tolls are also reimbursed; keep all receipts</i>	\$0.00	\$117.00
Partner Fees <i>(not to exceed 10% of total TUCP budget amount requested)</i>	\$0.00	\$0.00
Printing	\$0.00	\$100.00
Other	\$1000.00	\$200.00
<b>Total</b>	<b>\$4252.16</b>	<b>\$4000.00</b>

15. Budget Narrative: (Break down each category above to explain how you arrived at the budget amount.)

Materials: Items utilized to implement, reinforce, and raise awareness of the smoke-free area designations and educational outreach on campus policies. Materials for The Great American Smokeout include quit kits with educational brochures, incentive items advertising campus policies "Brock Commons is Smoke-Free R U?" and social norms such as "7 out of 10 Longwood Students Don't Smoke" as well as cessation efforts.

**Quit Kit Materials:** \$527.07

- Storage bags \$23.76
- Gum \$9.84
- Hard Candy \$13.92
- Coffee stirrers \$19.05
- Pumpkin seeds \$32.24
- Sunflower seeds \$28.28
- Educational brochures \$444.98

**Office Supplies:** \$52.16 (In-Kind)

- \$27.58 – Color printer cartridge
- \$24.58 – Black printer cartridge

**Media:** \$3010.93

- \$1292.68 - Water bottles (with Longwood University logo and policy message "Brock Commons is Smoke Free R U?") These are given to new incoming students at Orientation.
- \$829.03 - "Mood Dudes" stress balls in the shape of a human face that appears extremely stressed out. These were chosen by our peer educators and student advisory board.
- \$889.22 - Breathe Strong bands

**Travel:** \$117.00

- Travel to Richmond for two required Coalition for Smoke-free Virginia meetings for grantee representative(s). Mileage = (90 miles X .325/mile) = \$58.50 x 2 times/year = \$117.00.

**Printing:** \$100.00

- Cost of printing fliers announcing programs and other materials needed for the implementation of the events associated with the grant.

**Other:** \$200.00

- National College Health Assessment to analyze current tobacco use of Longwood University students. (In-kind \$700.00)

**In-Kind:** \$3,500.00

- Wellness Coordinator time to implement educational and outreach programs regarding tobacco policy and to co-chair the Alcohol, Tobacco, and Other Drug committee – 10% of salary [\$35,000.00]= \$3,500.00.

**Total Budget:** \$8252.16

- \$4000.00 - From TUCP Grant
- \$4252.16 - In-Kind

**Appendix F**  
**Longwood University Coalition Work Plan 2006-2007**

<b>Goal:</b> Reduce exposure to secondhand smoke on Longwood Campus.		
<b>Objective (policy change):</b> Implement a smoke-free area 20 feet surrounding Lancaster Fountain.	<b>Measure of Success:</b> Policy in student handbook will state that a 20-foot area around Lancaster Fountain is smoke free.	
<b>Activity/Step(s)</b>	<b>Data</b>	<b>Timeframe</b>
1. Citizen Action Coalition will develop plan to address smoke-free area around Lancaster Fountain	Completed Plan.	Fall 2006
2. Determine who has the power to make Lancaster Fountain smoke-free	Name of official who has responsibility to make areas of campus smoke-free	Fall 2006
3. Citizen Action Coalition will meet with officials to discuss Lancaster Fountain going smoke-free.	Meeting set.	Fall 2006
4. Analyze data gathered from student surveys on current tobacco policy knowledge and enforcement. Utilize survey data on student input and needs for a more smoke-free campus.	Data gathered in the Spring and Fall 2006 Student surveys.	Fall 2006
5. Develop advocacy presentations to present to administration.	Compile survey data.	Fall 2006 – Spring 2007
6. To utilize the National College Health Assessment (NCHA) as a tool to assess the current tobacco use of Longwood students.	Data gathered in the 2006-2007 administration.	Fall 2006 – Spring 2007
7. Compare previous NCHA data to determine trends in tobacco use.	Previous assessments include 2001-2002 and 2003-2004.	Late Spring 2007
8. Provide outreach to residence halls on smoke-free policies and areas of tobacco awareness.	Number of program requests and students reached.	Ongoing

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9. Provide outreach to fraternities and sororities on smoke-free policies and areas of tobacco awareness.	Number of program requests and students reached.	Ongoing
10. Provide outreach to athletics on smoke-free policies and areas of tobacco awareness.	Number of program requests and students reached.	Ongoing
11. Serve as a resource for faculty and administration on tobacco-related issues for academic integration.	Number of program requests and students reached.	Ongoing
12. Provide information to students on tobacco use and Longwood policy at Orientation.	Number of students who receive policy and tobacco use information.	August 2006 January 2007
13. Provide both clinical and health education visits for students who wish to quit smoking.	Number of students seeking services.	Ongoing