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| **National State-Based Tobacco Control Programs Logic Model** |
| **Inputs: CDC funding, training, technical assistance, and consultation on evidence-based strategies and activities, surveillance and epidemiology, and program evaluation** |
| **Evidence-Based Strategies and Activities** | **Short-Term Outcomes (Years 1 – 2)** | **Intermediate Outcomes (Years 2 – 4)** | **Long Term Outcomes (Year 5)** |
| **State and Community Interventions**- Engage partners, mobilize communities, and develop coalitions- Coordinate and collaborate across programs, agencies, and stakeholder groups- Inform and educate leaders, decision makers and the public- Strengthen community-based organization capacity- Implement/support evidence based, culturally appropriate state/local interventions**Mass-Reach Health Communication Interventions** - Plan, implement, and evaluate health communication and counter-marketing campaigns- Support media engagement efforts- Expand, leverage and localize CDC media campaigns, *Surgeon General Reports*, and other science/evidence-based publications**Cessation Interventions**- Promote health systems change- Educate decision makers about the benefits of comprehensive insurance coverage and evidence-based cessation treatments- Maintain a state quitline/support state quitline capacity**Surveillance and Evaluation** - Develop an evaluation plan- Collect, analyze and disseminate state and community-specific dataUse data to identify disparate populations and inform public health action- Monitor pro-tobacco influences and inform and educate leaders, decision makers and the public- Develop/submit success stories and evaluation reports**Infrastructure, Administration and Management**- Develop and maintain infrastructure aligned with the five core components of the Component Model of Infrastructure (networked partnerships, multilevel leadership, engaged data, managed resources, responsive planning) - Provide ongoing training and technical assistance- Award and monitor subrecipient contracts and grants- Develop and maintain a fiscal management system | Increased public-private partnerships addressing tobacco control, tobacco-related disparities and health equity**Increased public and decision-maker knowledge about the dangers of tobacco use, exposure to SHS, and tobacco-related disparities****Increased public and decision-maker awareness of effective tobacco control interventions, strategies and social norm change****Increased implementation and enforcement of interventions and strategies to support quitting, reduce exposure to SHS, and decrease access and availability of tobacco products****Increased health communication interventions and messages to reach populations disproportionately affected by tobacco use, exposure to SHS, and tobacco-related disparities**Increased health care system changes to promote and support cessationIncreased public awareness/support/awareness of actions to increase access to and utilization of evidence-based cessation treatments**Increased capacity to collect, analyze, and disseminate data related to tobacco-related disparities and health equity****Increased or maintained state health department infrastructure and capacity to support a state-based tobacco control program** | Decreased exposure to pro-tobacco messages and availability of tobacco productsIncreased awareness of pro-tobacco influence**Decreased susceptibility to experimentation with tobacco products****Increased public compliance with tobacco control policies**Increased coverage by and utilization of comprehensive insurance coverage for evidence-based tobacco cessation treatments**Increased quit attempts among current tobacco users**Increased successful cessation among current tobacco usersIncreased development of innovative and/or promising practices that contribute to the tobacco control evidence-base**Increased implementation of evidence-based interventions and strategies that address vulnerable and underserved populations** | **NTCP Goal 1: Decreased initiation of tobacco use among youth and young adults****NTCP Goal 2: Decreased exposure to SHS****NTCP Goal 3: Decreased tobacco use among adults and youth** **NTCP Goal 4: Decreased tobacco-related disparities** |

\*Bolded text indicate outcomes awardees will be held accountable for.