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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 data  Use 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 cessation  Increased 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 products  Increased 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 users  Increased 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.