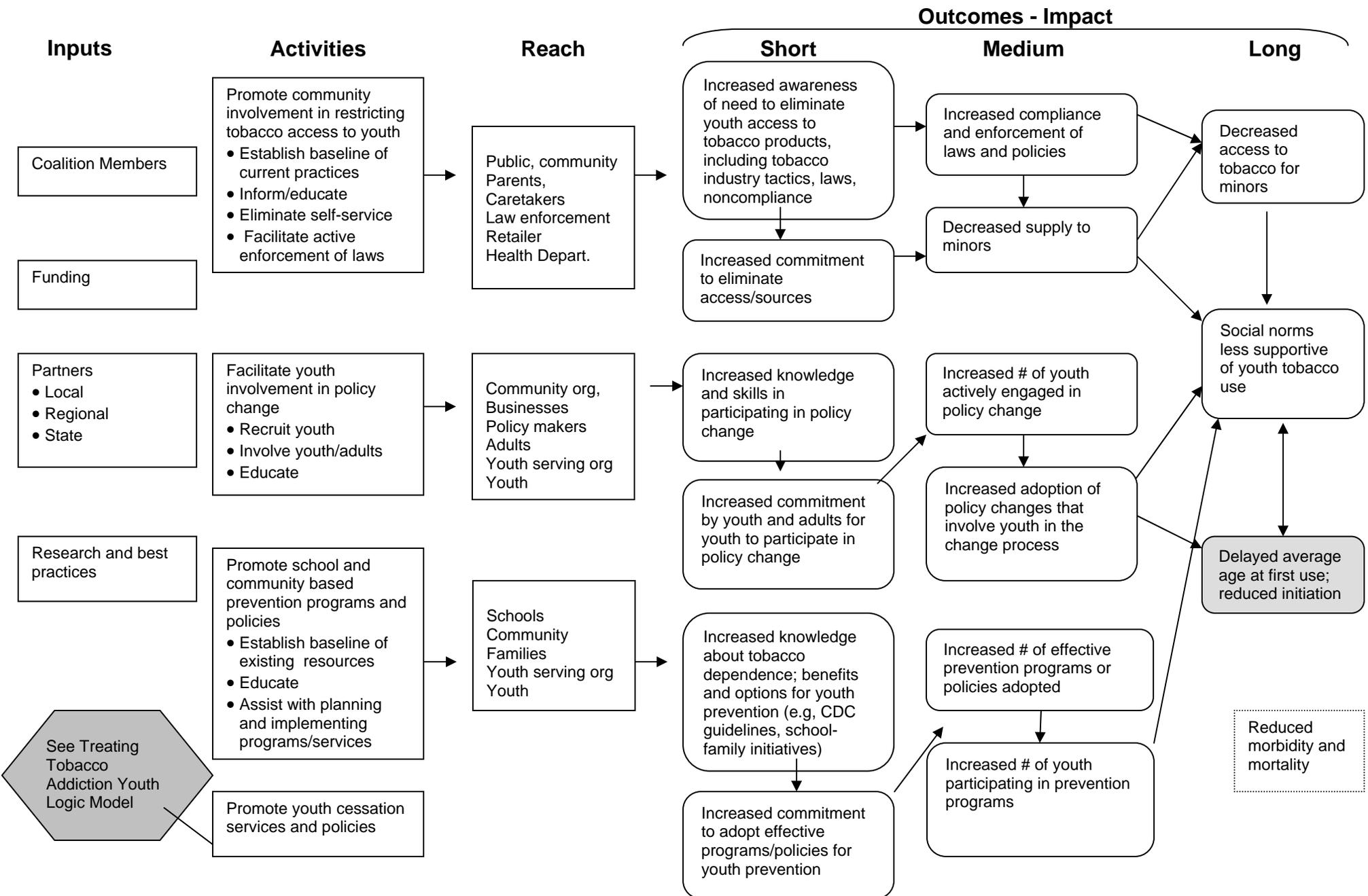


Overarching logic model: Reducing and Preventing Youth Tobacco Use



Narrative: Reducing and Preventing Youth Tobacco Use Logic Model

This logic model depicts the interconnections of inputs, outputs (activities and reach) and outcomes. It indicates how the community goal – reductions in tobacco use by youth – is expected to be achieved.

A coalition has a number of human and physical resources that it invests to effect community change. These INPUTS include its membership, funding, partners (public health, CTRI, etc), and existing research and best practices. With these resources, the coalition is able to engage in the activities (ACTIVITIES) shown in the logic model that REACH certain individuals and groups who then can be expected to achieve certain changes (OUTCOMES).

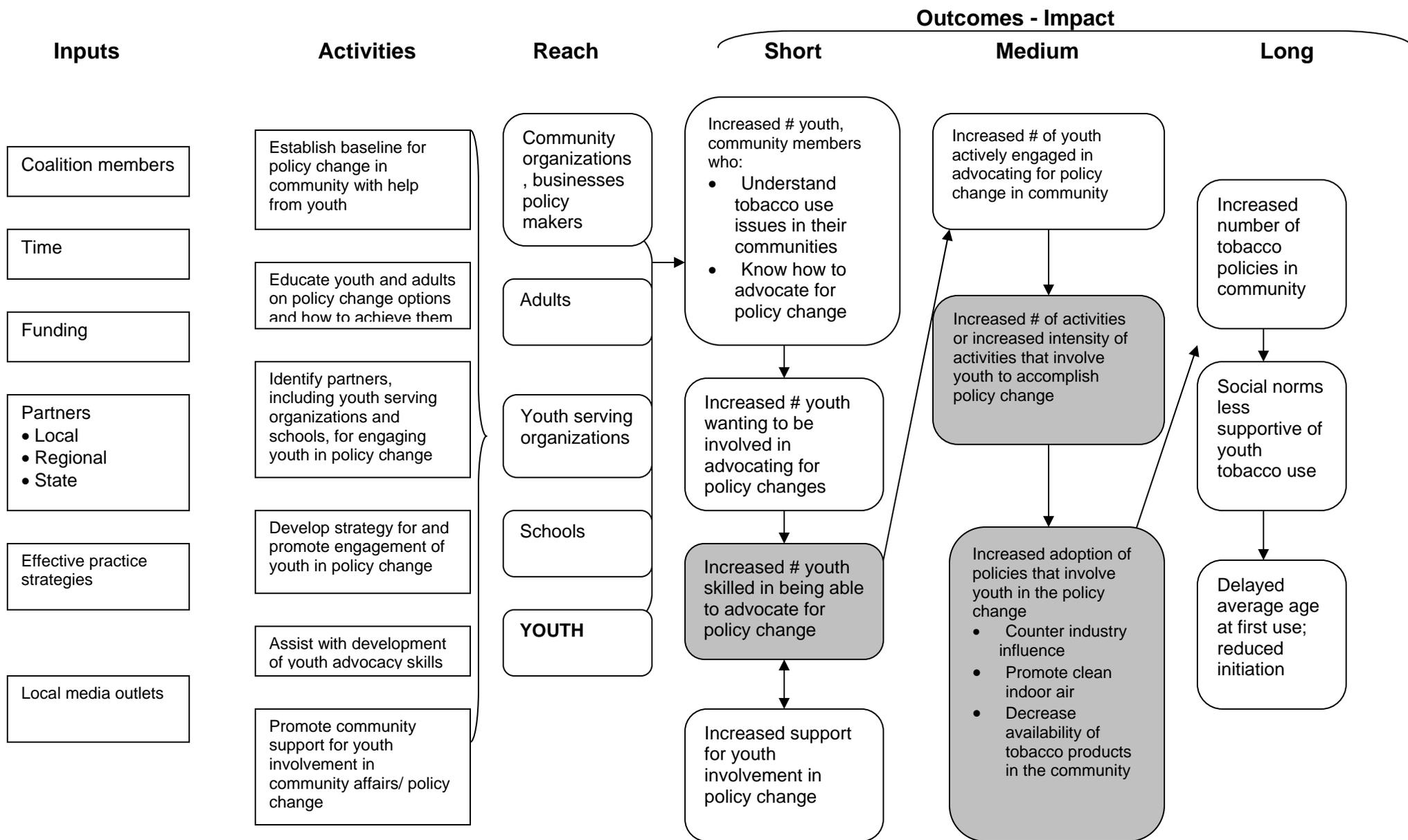
This logic model depicts four main areas for preventing and reducing tobacco use by youth: 1) access to tobacco products by youth; 2) youth advocacy in public policy change; 3) school and community-based anti-tobacco programs for youth; and 4) cessation services and policies. The fourth area – cessation services and policies – is not developed here but can be found in the Treating Tobacco Addiction section of this manual. A coalition may be working on any one or several of these areas. In general, however, these areas work together and interact in achieving community change.

- 1) Youth access: The logic model shows that a combination of involvement and enforcement activities are targeted to the community, parents/caretakers, law enforcement, retailers, and health department. As a result, these individuals and groups can be expected to make certain changes. In the short-term, they can be expected to increase their awareness of the need to eliminate youth tobacco access to tobacco products (including knowledge of industry tactics, existing laws and noncompliance) and increase their commitment to eliminating access to and sources of tobacco. These short-term outcomes link to two main medium-term outcomes: increased compliance and enforcement of laws and policies and decreased supply to minors. These, in turn, link to the long-term outcome of decreased access to tobacco for minors and also lead to changes in social norms in the community.
- 2) Youth advocacy: Activities in youth advocacy are aimed at community organizations, adults, youth serving organizations and youth themselves. As a result, these individuals and groups can be expected to increase their knowledge, skills and commitment that will enhance youth engagement in policy change work. These short-term outcomes lead to medium term outcomes—increased numbers of youth engaged in policy change and more policies having the benefit of youth involvement. These medium term outcomes then link to a long-term change in social norms.
- 3) School and community-based prevention programs and policies. The third main activity area in the logic model features youth prevention programs and policies. The youth prevention activity area includes a variety of recommended activities such as

establishment of a baseline, education and assistance with planning and implementation of programs and services both in the community and in schools. These activities are targeted to reach the schools, community and families, youth serving organizations and youth in the community. As a result, it is expected that these individuals and groups will make changes in their knowledge about and commitment to adopt effective programs/policies or participate in youth prevention (for the targeted youth). In turn, these short-term outcomes link to medium term changes including an increased number of effective programs adopted and increased participation in prevention programs by youth. These outcomes, in turn, link to the desired ultimate goal of a change in social norms and the delayed average age of first use and reduced initiation that eventually can be expected to lead to reduced morbidity and mortality and reduced disparities.

- 4) Cessation services and policies. See section on Treating Tobacco Addiction – Youth for youth cessation services and policies.

Sub-Logic Model Youth: Youth Advocating for Policy Change



Narrative - Youth advocating for policy change Logic model

This logic model shows one component of a comprehensive program to reduce and prevent tobacco use among youth – youth advocating for policy change. It shows the expected interconnections of inputs, outputs (what the coalition does and who it targets), and outcomes (what is expected to be achieved).

To achieve the long-term goal of increased number of tobacco policies, the coalition invests a variety of human and material resources: its membership, time, funding, partners, established media contacts, and the integration of research and best practices. These resources make it possible for the coalition to engage in various activities targeted to community organizations, businesses and policy makers, adults, youth serving organizations, schools, and youth themselves. As a result, certain short-term outcomes are expected. These include changes in understanding and knowledge about tobacco use issues and how to advocate for change. Other short-term outcomes include an increase in the number of youth wanting to be involved in policy work, increased skills among youth and increased support for youth involvement in community policy change. The short-term outcomes link to three major medium term outcomes: (1) increased numbers of youth actively engaged; (2) increased numbers of activities that involve youth and (3) increased adoption of policies that include youth in the policy change. These medium-term outcomes then are depicted as linking to the long-term outcome -- increased number of tobacco policies in the community - that in turn leads to a change in social norms.