**Logic Model for Teen Initiative**

**Goal 2: Promote Tobacco Use Cessation among Youth**

### RESOURCES
- HWTF funding & Grant Managers
- Grantees
- Media Vendor
- Technical Assistance Providers
- TPEP

### ACTIVITIES
- **TRU Group activities**
  - Activities conducted by/with youth
  - TRU Group and coordinator activities related to cessation
  - Promote culturally appropriate youth cessation messages and strategies
- **Coordinator activities**
  - Activities without youth
  - Identify community healthcare providers (DDS, MD, etc.)
  - Recruit for and arrange trainings
  - Identify school staff (PE, counselors, school nurses, etc.)

### OUTPUTS
- # of TRU Group Quitline promotions
- # of media messages/cessation
- # activities targeting parents
- Reach and frequency of TRU ads with QuitlineNC tag (GRPs)
- # trainings for school-based staff for Quitline, 5 A’s, fax referral
- # trainings for community healthcare providers for Quitline, 5 A’s, fax referral

### OUTCOMES

#### SHORT-TERM
- Increase awareness of QuitlineNC among youth who use tobacco products
- Increased QuitlineNC calls from youth, fax referrals of youth

#### INTERMEDIATE
- Decrease the number of middle and high school students who smoke cigarettes

#### LONG-TERM
- Decrease the number of middle and high school students who use spit tobacco
- Decrease tobacco related morbidity and mortality

**Activities address priority populations at all levels**