Logic Model for Teen Initiative

Goal 1: Prevent Youth Initiation of Tobacco Use

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

**ACTIVITIES**
- **TRU Group activities**
  - Activities conducted by/with youth
  - Recruit and coordinate TRU groups
  - Ensure reach to priority populations
  - Develop and provide trainings
  - Connect with and inform parents
  - Develop and coordinate activities to promote empowerment, awareness, and policy change

- **Coordinator activities**
  - Activities conducted without youth
  - Develop coalitions (stakeholders, parents, students, school staff) to support all areas of Initiatives
  - Participate in local coalitions (SHAC, Healthy Carolinians, etc.)
  - Identify what approved curricula are being used in schools
  - Statewide TRU media campaign

**OUTPUTS**
- **TRU Group Participation**
  - # of TRU groups
  - # of TRU members
  - # of TRU group meetings

- **TRU reach to priority pops.**
  - # trainings/participants
  - # educational presentations/parents
  - # of activities/messages promoting
    - Anti-tobacco attitudes
    - Policy advocacy/change
    - Compliance w/ existing policies
    - Compliance w/FDA regulations
    - Parental discussion of harms
    - Awareness price/initiation relationship
  - Degree of TRU integration with community/school efforts

- **Statewide TRU media campaign**
  - # active community coalitions
  - # ongoing coalition memberships
  - # meetings with LEA, school staff for
    - Curriculum support, adoption, or NC STEP adoption
    - # LEAs considering adoption
  - Reach and frequency of media ads
  - # and reach of social networking media campaigns

**OUTCOMES**

**SHORT-TERM**
- Increase TRU member knowledge about harms of tobacco use
- Increase youth empowerment
  - Skills
  - Action
- Reduce youth access to tobacco products
- Reduce youth reach to priority populations
- Reduce youth exposure to tobacco advertising
- Increase youth compliance
  - TF Schools
  - See SHS Logic Model
- Stronger anti-tobacco attitudes

**INTERMEDIATE**
- Decrease susceptibility to tobacco use (YTS)
- Increase proportion of youth in middle and high school that have never smoked (YTS)
- Statewide increase in % of parents discussing tobacco harms w/youth (CHAMP)
- Formal policy on adoption of evidence-based tobacco-prevention curriculum
- Increase public and policy maker knowledge of benefits of increased tobacco prices (BRFSS)
- Increase cost of tobacco products

**LONG-TERM**
- Decrease use of tobacco products among teens (YTS)
- Reduce tobacco use in teens from priority populations: African American, disabled, Latino, Lesbian/Gay/Bisexual/Transgender (LGBT), low SES, Native American, Pregnant women