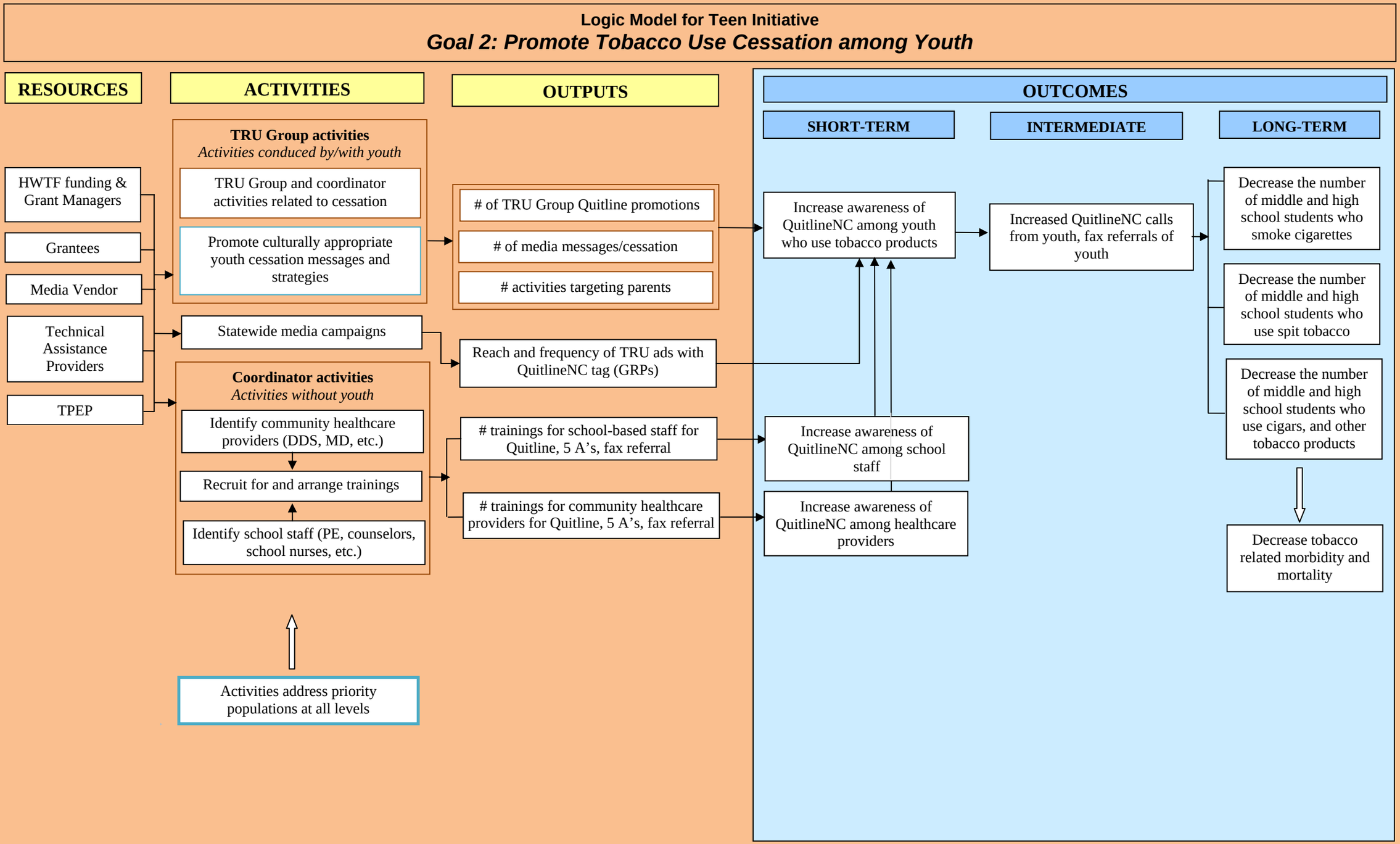
Logic Model for Teen Initiative
Goal 2: Promote Tobacco Use Cessation among Youth
RESOURCES
ACTIVITIES
OUTPUTS
OUTCOMES
SHORT-TERM
INTERMEDIATE
LONG-TERM
HWTF funding & Grant Managers
Grantees
Media Vendor
Technical Assistance Providers
TPEP
TRU Group activities
Activities conduced by/with youth
TRU Group and coordinator activities related to cessation
Promote culturally appropriate youth cessation messages and strategies
Statewide media campaigns
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.)
Activities address priority populations at all levels
# 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
Increase awareness of QuitlineNC among youth who use tobacco products
Increase awareness of QuitlineNC among school staff
Increase awareness of QuitlineNC among healthcare providers
Increased QuitlineNC calls from youth, fax referrals of youth
Decrease the number of middle and high school students who smoke cigarettes
Decrease the number of middle and high school students who use spit tobacco
Decrease the number of middle and high school students who use cigars, and other tobacco products
Decrease tobacco related morbidity and mortality