CDC-RFA-20-2001 Logic Model: National and State Tobacco Control Program.

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	Intermediate Outcomes	Long-Term Outcomes
Components 1: National Tobacco Control Program (State Based)			
State and Community Interventions Engage communities, partners, and coalitions, and community-based organizations to strengthen capacity, and to coordinate and collaborate across programs, agencies, and stakeholder groups Inform and educate leaders, decision makers and the public Implement evidence-based, culturally appropriate state/ community interventions to prevent tobacco use, reduce SHS exposure, promote quitting, and reduce tobacco related disparities _____ Mass-Reach Health Communications Interventions Plan, implement, and evaluate communications interventions, and support media engagement efforts Expand, leverage, and localize CDC media campaigns and resources _____	Increased public-private partnerships addressing tobacco control, tobacco-related disparities, and health equity Increased public and decision-maker awareness and knowledge of the dangers of tobacco use, effective tobacco control interventions, and social norm change Increased evidence-based strategies and activities to decrease access to tobacco products, reduce exposure to SHS, promote quitting, and reduce tobacco-related disparities **Increased health communication interventions and messages to reach general and populations experiencing tobacco-related disparities**** **Increased health care system changes to promote and support tobacco use and dependence treatment****	**Decreased exposure to tobacco marketing and access to tobacco products**** Decreased youth susceptibility to experimentation with tobacco products, including e-cigarettes and other emerging tobacco products **Increased implementation of tobacco control policies, including comprehensive smokefree policies*** Increased price of tobacco products Increased use of evidence-based quit support services Increased quit attempts and attempts using evidence-based tobacco use and dependence treatment services Increased successful cessation among people who use tobacco	**Decreased initiation of tobacco use among youth and young adults** **Decreased exposure to SHS** **Decreased tobacco use and dependence among adults and youth** **Decreased tobacco-related disparities**

Tobacco Use and Dependence Treatment Interventions Promote health systems change, including referrals to state quitlines Educate private and public insurers and employers on the benefits of barrier-free coverage and treatments Promote use of covered tobacco use dependence treatments to increase use _____ Surveillance and Evaluation Maintain and enhance systems to collect, evaluate, analyze, and disseminate state and community-specific data Use surveillance and evaluation data to inform public health action, and evaluate progress in reducing tobacco use and tobacco-related disparities _____ Infrastructure, Administration and Management Develop and maintain an infrastructure aligned with the five core components of the Component Model of Infrastructure Award and monitor sub recipient contracts and grants, and provide training and technical assistance Develop and maintain a fiscal management system	**Increased access to and awareness of barrier-free coverage of evidence-based tobacco use and dependence treatments**** Increased capacity to collect, analyze, and disseminate data related to tobacco-related disparities and health equity Increased or maintained infrastructure and capacity to support a state-based tobacco control program	**Increased implementation and reach of evidence-based, culturally appropriate strategies and activities to reduce tobacco-related disparities*** Increased development of innovative and/or promising practices that contribute to the tobacco control evidence-base	

Component 2: Commercial Tobacco Use and Dependence Treatment Support System			
Evidence-Based Strategies and Activities	**Short-Term Outcomes**	**Intermediate Outcomes**	**Long-Term Outcomes**
Improve quitline infrastructure to streamline intake, enhance services, absorb increases in demand, and accept e-referrals _____ Enhance quitline sustainability by increasing partnerships to diversify funding and working with private/public insurers and employers to provide or reimburse the cost of barrier-free quit support services _____ Expand implementation and reach of evidence-based tobacco use dependence treatment services, including quitline services _____ Conduct assessments of tobacco use and dependence disparities and develop an action plan to address identified disparities; transfer calls to culturally appropriate quitlines (Asian Smokers' Quitline, 1-855-DEJELO-YA, 1-855-QUIT-VET) _____ Conduct strategic efforts to increase awareness of quit support services to providers, tobacco users, and populations experiencing tobacco-related disparities (e.g., Medicaid) using culturally-	**Optimized quitline intake**** Increased public and private partnerships to ensure availability of high quality quit support services, including the quitline Increased quitline funding from diverse sources for tobacco use and dependence treatment resources Increased availability of culturally appropriate evidence-based quit support services, such as the quitline and the use of digital-based technologies, such as texting, apps, web, and chat **Increased awareness of quit support services among people who use tobacco **** Increased quitline referrals from health systems that serve populations experiencing tobacco use and dependence disparities (i.e., Medicaid)	**Increased number of insurers and employers that provide or reimburse for tobacco use and dependence treatment services, including the quitline**** **Increase use and reach of evidence-based quit support services, including the quitline, and use of digital technologies, such as texting, apps, and chat.*** Increased quit attempts and attempts using evidence-based tobacco use and dependence treatment services Increased successful cessation among people who use tobacco **Decreased disparities in use of quit support services/treatments among populations experiencing tobacco-related disparities***	**Decreased tobacco use and dependence among adults and youth** **Decreased disparities in tobacco cessation and tobacco use and dependence**

appropriate protocols, channels, and messages to increase quitlines use and referrals _____ Evaluate quit support services and monitor the reach of services delivered, including digital-based technologies, and submit data to the National Quitline Data Warehouse	Increased intention to quit		

Bold indicates period of performance outcome.

*The recipient is required to report on all Tier 1 performance outcomes.

** For Tier 2 performance outcomes, the recipient will report only on the performance outcomes for strategies and activities implemented by the recipient that are intended to achieve the related outcome.