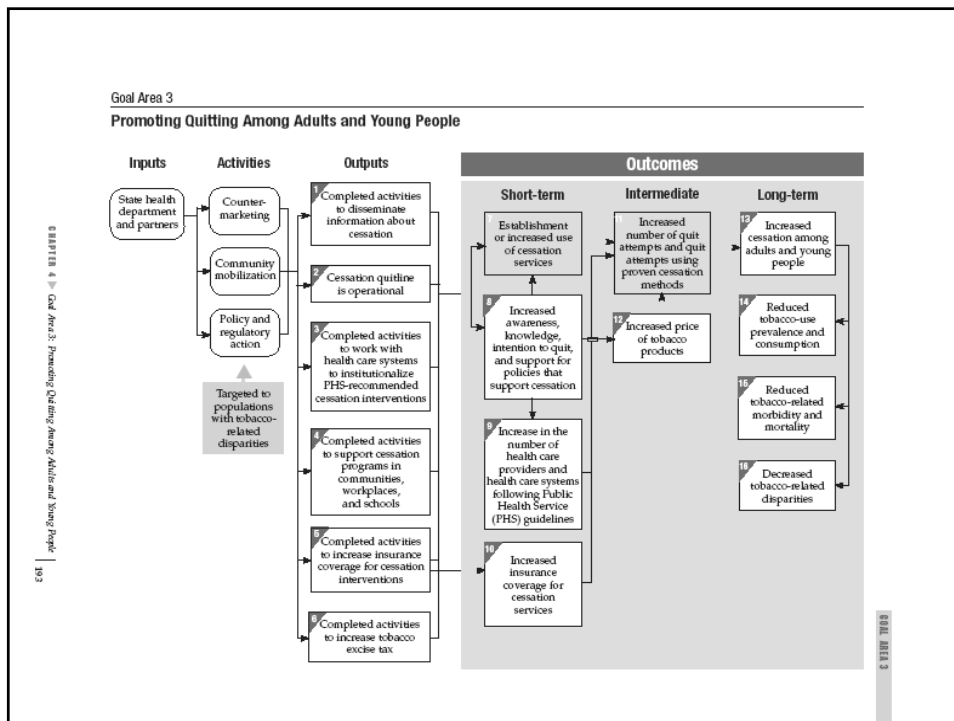


Goal Area 3: Promoting Quitting Among Adults and Young People



Outputs

- Completed activities to disseminate information about cessation
- Cessation Quitline operational
- Completed activities to work with health care systems to institutionalize Public Health Service (PHS)-recommended cessation interventions
- Completed activities to support cessation programs in communities, workplaces, and schools
- Completed activities to increase insurance coverage for cessation interventions
- Completed activities to increase tobacco excise tax

Short-term Outcomes

- Establishment or increased use of cessation services (6 = # of Indicators)
- Increase awareness, knowledge, intention to quit, and support for policies that support cessation (9)
- Increase in the number of health care providers and health care systems following PHS guidelines (8)
- Increased insurance coverage for cessation services (1)

Intermediate Outcomes

- Increased number of quit attempts and quit attempts using proven cessation methods (3)
- Increase price of tobacco products (1)

Long-term Outcomes

- Increased cessation among adults and young people (2)
- Reduced tobacco-use prevalence and consumption (4)
- Reduced tobacco-related morbidity and mortality
- Decreased tobacco-related disparities

Group Discussion

- How does this logic model directly impact your organization?
- How does this logic model indirectly impact your organization?
- Do you currently collect information related to any outputs or outcomes?
- What vital information is missing with regards to tobacco use prevention?