

Vermont Tobacco Control Program Logic Model: 2015 – 2020

Inputs	Strategies & Key Activities	Select Outputs	Outcomes - Impact		
			Short	Intermediate	Long
<ul style="list-style-type: none"> • CDC Funding & TA • MSA Funds • VT General Funds • Tobacco Control Evidence Base • VTCP <ul style="list-style-type: none"> – Staff – Surveillance – 802Quits • Quitline contractor - National Jewish Health (NJH) • Evaluation contractors- JSI • Communication Contractors – RSCG & HMC • Training Contractor- CAI Global • VTERB • Strategic Partners: <ul style="list-style-type: none"> – Vermont Department of Health – Vermont Agency of Education – Department of Vermont Health Access – Vermont Department of Mental Health – Vermont WIC – Vermont Office of Local Health – Vermont Blueprint for Health – Coalition for a Tobacco-Free Vermont – Community Coalitions – Pride Center 	<p><u>Infrastructure</u></p> <ul style="list-style-type: none"> • Establish & maintain state & community strategic partners • Collect, analyze, & share engaged data w/ staff, partners, and decision-makers • Provide training & TA to strategic partners to build capacity for tobacco control activities • Coordinate tobacco control efforts across state chronic disease programs <p><u>State & Community</u></p> <ul style="list-style-type: none"> • Provide funding, training & TA to community coalitions & organizations throughout VT to strengthen capacity to inform social norms on tobacco use; promote tobacco control, point of sale (POS) policies, & tobacco enforcement • Educate state leaders, policy-makers & communities on tobacco burden, other tobacco product use, pro-tobacco influences, & strategies to reduce use & burden • Promote smoke-free environments in outdoor locations, health care settings, college campuses & housing • Implement state & local policies to restrict access to tobacco at the POS <p><u>Media & Communication</u></p> <ul style="list-style-type: none"> • Implement health media, 	<p><u>Infrastructure</u></p> <ul style="list-style-type: none"> • VTCP strategic partner network • Public Health Stat • Data briefs on target populations & related chronic diseases • Certified Tobacco Treatment Specialists • State Tobacco Control Plan <p><u>State & Community</u></p> <ul style="list-style-type: none"> • 16 community tobacco grantees • POS interventions & policies • Smoke-free policies • Master Policy document <p><u>Media & Communication</u></p> <ul style="list-style-type: none"> • Strategic communications plan • Media campaigns & communication products • 802Quits TV, digital, social media & promotional materials • Earned media 	<ul style="list-style-type: none"> • Increased public, state leader, & policy-maker knowledge of the dangers of tobacco use, SHS, & tobacco-disparities • Increased public & decision-maker awareness of effective tobacco control strategies & social norm change • Increased partnerships w/community organizations & state programs to address tobacco control & tobacco-disparities • Increased implementation & enforcement of strategies to support quitting, reduce SHS exposure & access to tobacco products • Increased media & 	<ul style="list-style-type: none"> • Decreased youth exposure to pro-tobacco messages & access to tobacco products • Increased awareness of pro-tobacco influence among communities, parents & youth • Decreased youth susceptibility to experimentation with tobacco products • Increased public & policy-maker support for smoke-free & POS policies • Increased public compliance with tobacco control policies • Increased coverage & utilization of comprehensive insurance coverage for evidence-based tobacco cessation treatments • Increased quit attempts among 	<ul style="list-style-type: none"> • Decreased initiation of tobacco use among youth and young adults in VT <ul style="list-style-type: none"> – 16% among youth, by 2020 – 4% of youth smoke a whole cigarette before age 13, by 2020 • Decreased exposure to SHS among Vermonters <ul style="list-style-type: none"> – 35% among non-smoking Vermonters, by 2020 • Decreased tobacco use in VT among adults and youth <ul style="list-style-type: none"> – 12% cigarette use among adults, by 2020 – 12% e-cigarette use among adults, by 2020 – 2% smokeless tobacco use among adults, by 2020 – 12% e-cigarette use among youth, by 2020

<ul style="list-style-type: none"> - Vermont Refugee Resettlement Program - Vermont Office of Minority Health 	<p>communication, & counter-marketing campaigns across a broad range of channels</p> <ul style="list-style-type: none"> • Disseminate CDC media campaigns & Surgeon General Reports to raise awareness on the harms of tobacco use and SHS exposure <p><u>Cessation</u></p> <ul style="list-style-type: none"> • Maintain 802Quits & quitline • Collaborate w/ health systems & providers to integrate tobacco screening & referral into systems of care • Collaborate w/ ADAP to implement tobacco-free campus policy in state-funded MH/SA treatment centers & integrate tobacco into treatment plans • Collaborate w/health insurers to expand coverage for comprehensive tobacco cessation services • Promote comprehensive tobacco benefits and care standards in state health reform initiatives <p><u>Surveillance & Evaluation</u></p> <ul style="list-style-type: none"> • Maintain tobacco surveillance system • Collect, analyze, and disseminate state & community level tobacco data • Monitor & use data to guide program strategies & activities; inform continuous program improvement; identify target populations • Conduct ongoing Program & strategy evaluation to inform program improvement & outcomes 	<p><u>Cessation</u></p> <ul style="list-style-type: none"> • Enhanced 802Quits Website • Quitline cost-sharing agreements w/insurers • State funded MH/SA treatment facilities have tobacco-free policy & cessation treatment plans • Tobacco cessation & referral trainings for health & human service providers • Data reports to ACOs; ACO tobacco performance measures <p><u>Surveillance & Evaluation</u></p> <ul style="list-style-type: none"> • Surveillance data briefs & reports • Strategic evaluation plan • Evaluation of Medicaid tobacco benefit initiative • Evaluation of MH/SA tobacco-free policy initiative 	<p>communication interventions that reach populations w/ disparate tobacco burden</p> <ul style="list-style-type: none"> • Increased health system changes to support cessation • Increased use of quitline, especially among target populations • Increased public awareness of & support for increased access to & utilization of evidence-based cessation treatments • Increased capacity to collect, analyze, & disseminate data on tobacco disparities & health equity 	<p>tobacco users</p> <ul style="list-style-type: none"> • Increased cessation among tobacco users • Increased interventions that target vulnerable populations • Increased cost-sharing for quitline services by insurers 	<ul style="list-style-type: none"> - 10% cigarette use among youth, by 2020 - 8% cigar, cigarillo, or little cigar use among youth, by 2020 - 5% smokeless tobacco use among youth, by 2020 <ul style="list-style-type: none"> • Reduced cigarette smoking-related morbidity and mortality in VT • Decreased tobacco-related disparities, especially among target populations - 22% cigarette use among adults <25% FPL, by 2020
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