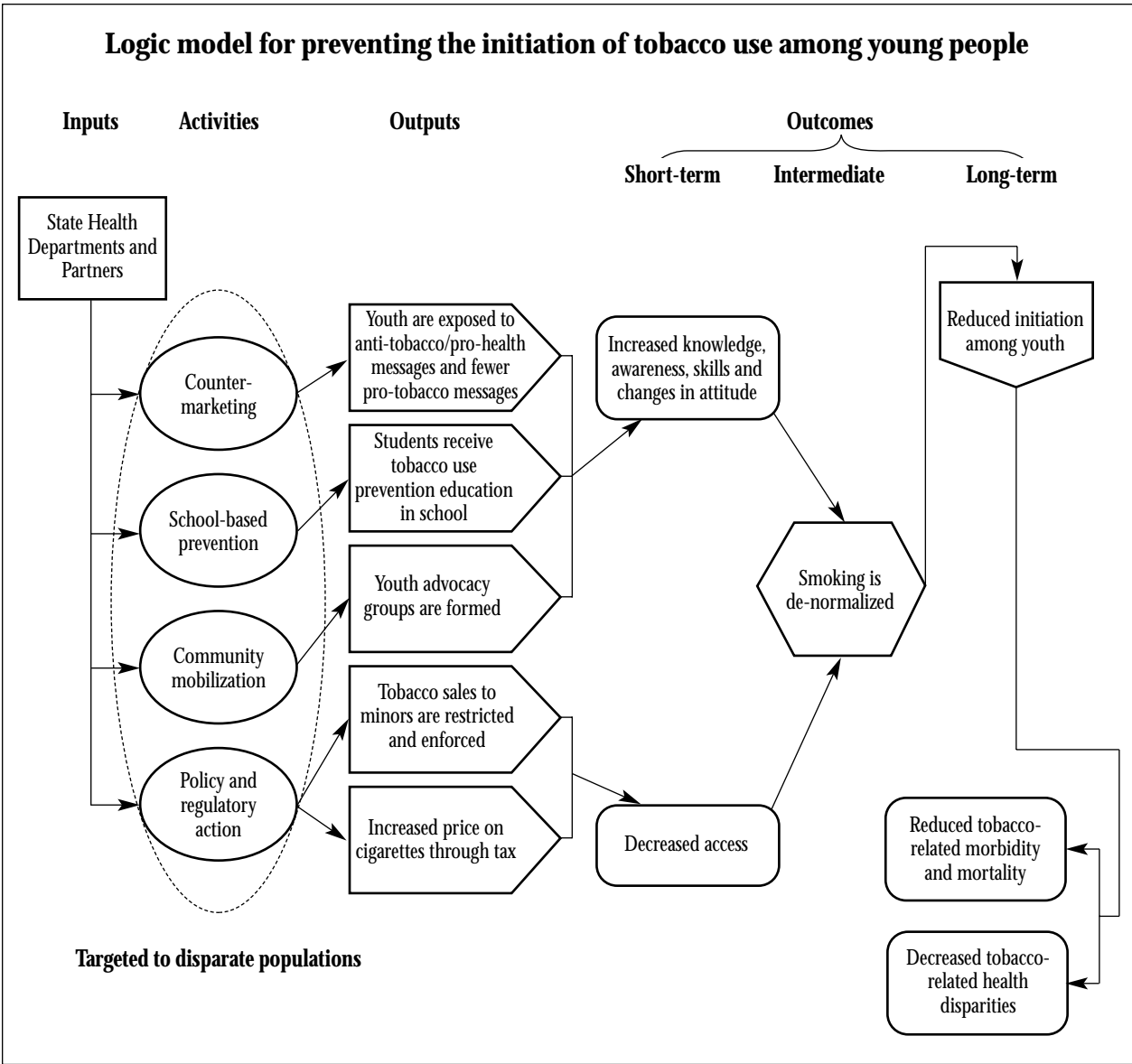


Appendix B

Preventing the Initiation of Tobacco Use Among Young People

- Example of Logic Model
- Examples of Outcome and Process Objectives
- Example Outcomes, Outputs, Indicators, and Data Sources

Preventing the Initiation of Tobacco Use Among Young People



Program goal: prevent tobacco initiation among young people

Examples of outcome objectives

Examples of long-term objectives

- Reduce the proportion of young people in grades 9 through 12 who have used any tobacco product in the previous month from X% in 2001 to Y% in 2005.
- Increase by at least 1 year the average age of first use of cigarettes by adolescents aged 12–17 by 2005.
- Increase the proportion of young people in grades 9 through 12 who report having never tried a cigarette from X% in 2001 to Y% in 2005.

Examples of intermediate objectives

Strategy: Decrease the social acceptability of tobacco use.

- Decrease the proportion of young people who believe that people who smoke have more friends from X% in 2001 to Y% in 2003.
- Decrease the proportion of young people in grades 6 through 8 who definitely feel that smoking cigarettes makes young people look cool or fit in from X% in 2001 to Y% in 2003.
- Decrease the proportion of young people in grades 9 through 12 who definitely feel that smoking cigarettes makes young people look cool or fit in from X% in 2001 to Y% in 2003.
- Decrease the proportion of young people in grades 6 through 8 who would ever use or wear something that has a tobacco company name or picture on it from X% in 2001 to Y% in 2003.
- Decrease the proportion of young people in grades 9 through 12 who would ever use or wear something that has a tobacco company name or picture on it from X% in 2001 to Y% in 2003.
- Increase the number of communities with local ordinances restricting tobacco advertising within 1,000 feet of schools, parks, and playgrounds from X in 2001 to Y in 2003.

Strategy: Decrease young people's access to tobacco.

- Increase the proportion of retailers who refuse to sell to minors from X% in 2001 to Y% in 2003.
- Increase the proportion of young people in grades 9 through 12 who were refused sales of cigarettes during the prior 30 days from X% in 2001 to Y% in 2003.

Examples of short-term objectives

Strategy: Increase young people's awareness and knowledge about the risks of tobacco use; improve their attitudes toward nonsmoking and their skills in resisting tobacco use.

- Increase the proportion of young people in grades 6 through 8 who have seen messages on television, radio, billboards, or other media about not smoking from X% in 2001 to Y% in 2002.
- Increase the proportion of targeted young people in grades 6 through 8 who have seen messages on television, radio, billboards, or other media about not smoking from X% in 2001 to Y% in 2002.
- Increase the proportion of young people in grades 6 through 8 who believe people can get addicted to tobacco from X% in 2001 to Y% in 2002.
- Increase the proportion of young people in grades 6 through 8 who have practiced ways to say "no" to tobacco during the previous school year from X% in 2001 to Y% in 2002.
- Increase the proportion of targeted young people in grades 6 through 8 who have practiced ways to say "no" to tobacco during the past school year from X% in 2001 to Y% in 2002.
- Increase the proportion of young people in grades 9 through 12 who have seen messages on television, radio, billboards, or other media about not smoking from X% in 2001 to Y% in 2002.
- Increase the proportion of young people in grades 9 through 12 who believe people can get addicted to tobacco from X% in 2001 to Y% in 2002.
- Increase the proportion of young people in grades 9 through 12 who have practiced ways to say "no" to tobacco during the previous school year from X% in 2001 to Y% in 2002.
- Increase the proportion of young people in various population groups in grades 9 through 12 who have practiced ways to say "no" to tobacco during the previous school year from X% in 2001 to Y% in 2002.

Strategy: Restrict tobacco sales to minors and enforce laws related to restricting such sales.

- Increase the proportion of smokers in grades 9 through 12 who were asked to show proof of age the last time they attempted to purchase cigarettes from X% in 2001 to Y% in 2002.

- Increase the proportion of smokers in grades 9 through 12 who have ever had a retailer refuse to sell them cigarettes from X% in 2001 to Y% in 2002.

Examples of process objectives

Strategy: Promote school programs to prevent tobacco use.

- By December 2002, conduct teacher training on a tobacco-use-prevention curriculum that is consistent with the CDC recommended guidelines in at least 25% of school districts.
- By September 2003, increase the percentage of school districts that are implementing a tobacco-use-prevention curriculum that meets the CDC recommended guidelines to at least 15%.

Strategy: Promote youth advocacy to empower young people to live a smoke-free lifestyle.

- By June 2002, fund at least five community organizations that primarily serve particular populations of people (e.g. African Americans, blue-collar workers) to develop youth advocacy groups to promote nonsmoking norms.

Strategy: Decrease young people's access to tobacco products.

- By December 2002, conduct tobacco retail compliance checks in at least 10 municipalities in collaboration with youth advocacy groups and police departments.

Example Outcomes, Outputs, Indicators, and Data Sources for the Program Goal of Reducing Tobacco Initiation Among Young People.		
Long-Term Outcomes	Long-Term Indicators	Data Sources*
Decreased prevalence of tobacco use among young people.	<ul style="list-style-type: none"> ■ Proportion of young people who report smoking a cigarette in the prior 30 days. 	<ul style="list-style-type: none"> ■ Youth Tobacco Survey. ■ Youth Risk Behavior Survey.
Delayed average age at first use.	<ul style="list-style-type: none"> ■ Average age at which young people smoke a whole cigarette for the first time. 	<ul style="list-style-type: none"> ■ Youth Tobacco Survey.
Increased prevalence of young people who have never tried a cigarette.	<ul style="list-style-type: none"> ■ Proportion of young people who report they have never tried a cigarette. 	<ul style="list-style-type: none"> ■ Youth Tobacco Survey.
Intermediate Outcomes	Intermediate Indicators	Data Sources*
Decreased social acceptance of tobacco use.	<ul style="list-style-type: none"> ■ Proportion of young people who believe smoking does not make them look cool or fit in. ■ Proportion of young people who report they would not wear something that has a tobacco company name or picture on it. ■ Proportion of young people who do not think people who smoke cigarettes have more friends. ■ Number of communities with ordinances restricting tobacco advertising near schools, parks, and playgrounds. 	<ul style="list-style-type: none"> ■ Youth Tobacco Survey. ■ DASH School Profile. ■ Copies of ordinances.
Decreased access to tobacco for young people.	<ul style="list-style-type: none"> ■ Proportion of retailers who refuse to sell cigarettes to minors. ■ Proportion of young people who report buying a pack of cigarettes within the prior 30 days. 	<ul style="list-style-type: none"> ■ Retailer Survey. ■ Youth Tobacco Survey.
Improved attitudes about smoking among young people.	<ul style="list-style-type: none"> ■ Proportion of young people who report they would not wear or use something with a tobacco name or picture on it. ■ Proportion of young people who believe they can resist peer pressure to smoke. ■ Proportion of young people with a firm intention to never smoke. 	<ul style="list-style-type: none"> ■ Youth Tobacco Survey.
Short-Term Outcomes	Short-Term Indicators	Data Sources*
Increased knowledge and awareness about the dangers of smoking.	<ul style="list-style-type: none"> ■ Proportion of young people who believe people can get addicted to tobacco. ■ Proportion of people who recall content of anti-smoking, youth-focused counter-advertisements, brochures, posters, or presentations. ■ Proportion of young people who remember seeing counter-advertisements, brochures, posters, or presentations. 	<ul style="list-style-type: none"> ■ Youth Tobacco Survey. ■ State Survey.
Increased skills to reduce tobacco use.	<ul style="list-style-type: none"> ■ Proportion of young people who have been taught during the previous school year to practice ways to say “no” to tobacco. 	<ul style="list-style-type: none"> ■ Youth Tobacco Survey.
Increased adoption and enforcement of tobacco-free school policies.	<ul style="list-style-type: none"> ■ Proportion of schools that have implemented school-based tobacco prevention programs. ■ Proportion of young people who report smoking on school property within the prior 30 days. 	<ul style="list-style-type: none"> ■ DASH School Profile. ■ Youth Tobacco Survey.
Increased restriction and enforcement of tobacco sales to minors.	<ul style="list-style-type: none"> ■ Proportion of young people who report retailers refused to sell cigarettes to them. ■ Proportion of young people who report being asked for proof of age by retailers when purchasing cigarettes. 	<ul style="list-style-type: none"> ■ Youth Tobacco Survey.

Abbreviations: DASH = CDC's Division of Adolescent and School Health.

Example Outcomes, Outputs, Indicators, and Data Sources for the Program Goal of Reducing Tobacco Initiation Among Young People		
Process Outcomes	Process Indicators	Data Sources*
Increased number of schools with programs to prevent tobacco use.	<ul style="list-style-type: none"> ■ Percentage of school districts that have conducted teacher training on a CDC-recommended tobacco-use-prevention curriculum. ■ Percentage of school districts that have implemented a CDC-recommended tobacco-use-prevention curriculum. 	<ul style="list-style-type: none"> ■ Site-specific survey of school districts. ■ DASH School Profile
Increased number of youth advocacy groups whose purpose is to empower young people to say “no” to tobacco.	<ul style="list-style-type: none"> ■ Number of contracts with ethnic-minority community organizations to develop youth advocacy groups for the purpose of helping young people not to smoke. 	<ul style="list-style-type: none"> ■ Copies of contracts. ■ NTCP-Chronicle Progress Report.
Decreased access of young people to tobacco products.	<ul style="list-style-type: none"> ■ Number of communities in which tobacco retail compliance checks were completed. 	<ul style="list-style-type: none"> ■ State or local progress reports.

Abbreviations: DASH = CDC’s Division of Adolescent and School Health; NTCP = CDC’s National Tobacco Control Program