

Coalition-Based Tobacco Control

Activities

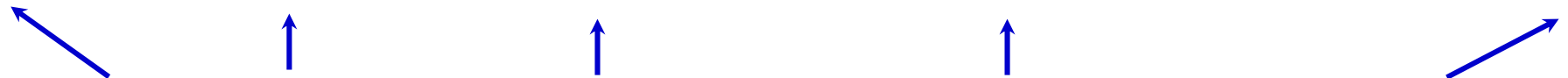
Reach

Short-Term

Intermediate

Long-Term

Conduct Clean Indoor Air Campaigns	Coalition Members Community Policymakers Business Owners Employers Heads of Household Disparately Affected Populations	Increased awareness in coalitions and community of dangers of secondhand smoke and effective strategies for eliminating exposure	Increased public support for clean indoor air Increased policymaker support for clean indoor air	Implementation of clean indoor air ordinances Increased smoke free homes/vehicles
Promote Cessation	General Public Policy Makers Health Care Providers Employers Medicaid Recipients Youth Disparately Affected Populations	Increased awareness of tobacco dependence as a chronic disease Increased number of providers and networks committed to implementing Clinical Practice Guidelines Increased awareness of available cessation resources Increased knowledge of Medicaid cessation benefits among health care providers provider networks and recipients	Increased number of health care providers who routinely screen, counsel and provide referrals (i.e., implement Clinical Practice Guidelines) Increased number of employers who cover tobacco use cessation in their health care plans	Increased use of Quit Line and other cessation services
Prevent Youth Initiation	Youth Parents School Administrators Teachers Disparately Affected Youth	Increased number of youth involved in educating peers and public Increased coordination between coalition, schools and parents on tobacco control activity Increased number of advocacy efforts planned and led by youth	Increase in negative attitudes toward tobacco among youth Increased policy changes due to youth advocacy efforts Increased number of schools implementing appropriate tobacco control curricula and enforcing smoke-free policies Increased number of schools that refer smoking students to Quit Line	Decreased youth intention to smoke Increased number of quit attempts among youth Decreased exposure to secondhand smoke "Denormalization" of tobacco use



Build and Maintain Broad and Effective Coalitions	Coalition Members Community	Formation of broad based coalition with resource sharing Increased knowledge and support of TC strategies among coalition members Creation of long and short-term tobacco control plan	Increased subcommittee and coalition activity on priority TC objectives Increased knowledge and support of TC strategies among community members	Implementation of priority tobacco control policies and interventions (see above)
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