

EXAMPLE: PROBLEM TO POLICY LOGIC MODEL

EXAMPLE: From Problem to Policy Change

| IDENTIFY | LINK | GOALS | DECISION-MAKERS | ALLIES/OPPONENTS | MESSAGING | EVALUATION |
|---|--|--|--|--|---|--|
| <p>Define Problem(s): TOBACCO USE Background: Tobacco use is the single most preventable cause of death and disability in the United States. While many gains have been made in reducing the rate of tobacco use among adults and youth, the national average hovers at 15% - representing _____ people who still smoke or use some other form of tobacco. There is a clear causal relationship between sustained tobacco use and heart disease, cancer, hypertension, stroke, and COPD. Even lowered use of tobacco still costs our nation multiple billions of dollars in health care costs and lost productivity.</p> | <p>Issue #1: Youth access to tobacco and alternative tobacco products.</p> <p>Issue #2: Tobacco use as a causal factor in the major causes of death.</p> | <p>Short-term Goals: STG 1. Raise the State cigarette excise tax to \$1.00. STG 2. Pass a comprehensive state smoke-free policy/law. STG 3. Raise the minimum age of tobacco use to 21.</p> | <p>Local: Mayors Council Members School Boards Local Business Owners</p> <p>State: Legislators Agency Heads Statewide Organizations</p> | <p>Allies:</p> <ul style="list-style-type: none"> ▪ Former smokers ▪ Community Groups ▪ Parents & Teachers ▪ Faith ▪ Community Health Care Professionals ▪ Business owners ▪ Restaurants ▪ Fitness Clubs ▪ Health-related non-profits ▪ ACS/ALA/AHA <p>Opponents:</p> <ul style="list-style-type: none"> ▪ The Tobacco Industry ▪ Tobacco Farmers ▪ Tobacco Retailers ▪ Bars/Clubs ▪ Smokers (however research shows that over 70% of people favor smoke-free laws) | <p>Messaging outlets to be used:</p> <ul style="list-style-type: none"> ▪ Social media ▪ Local & state media ▪ News outlets ▪ Television & Radio ▪ Town meetings ▪ Statewide venues ▪ Local outlets where people congregate (convenience stores, grocery stores, movie theaters, shopping malls) | <p>Analysis/Evaluation of Short-term Goals:</p> <p>Process indicators:</p> <ul style="list-style-type: none"> ▪ Price of cigarettes & other tobacco products ▪ Status of statewide smoke-free law ▪ Status of youth access law <p>Analysis/Evaluation of Long-term Goals:</p> <p>Outcome data gathered from national health behavior surveys:</p> <ul style="list-style-type: none"> ▪ BRFSS ▪ ATS ▪ YTS ▪ YRBS <p>Data reported in the MMWR and by federal agencies:</p> <ul style="list-style-type: none"> ▪ Rate of decrease in major chronic illnesses |

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|--------------------|-----------|-------------------|-----------------|---|-------------------------------|--|
| Define Problem(s): | Issue #1: | Short-term Goals: | Local: | Allies: | Messaging outlets to be used: | Analysis/Evaluation of Short-term Goals: |
| | Issue #2: | State: | Federal: | | | |
| | Issue #3: | Long-term Goals: | Other: | Analysis/Evaluation of Long-term Goals: | | |
| | Issue #4: | | | | | |