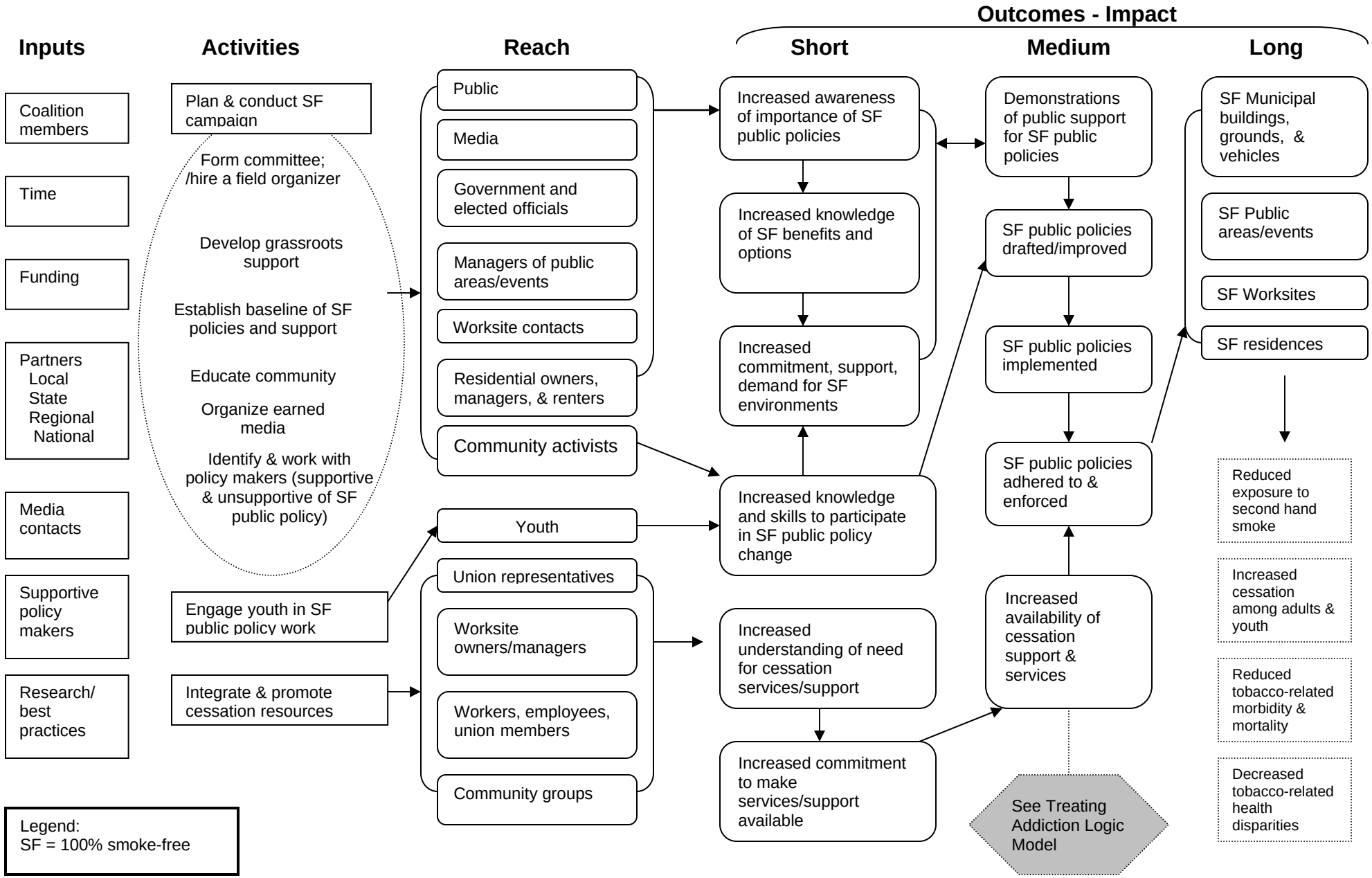
Overarching Logic Model: Smoke-Free (SF) Environments



Narrative: Smokefree (SF) Environments Logic Model

This logic model shows the interconnections of inputs, outputs (activities and reach) and outcomes in public policy to achieve smoke-free environments (goal). Smoke-free environments refer to municipal buildings, grounds and vehicles, public areas/events, worksites (including restaurants) and residences. A coalition may be working on any one or several of these SF environments.

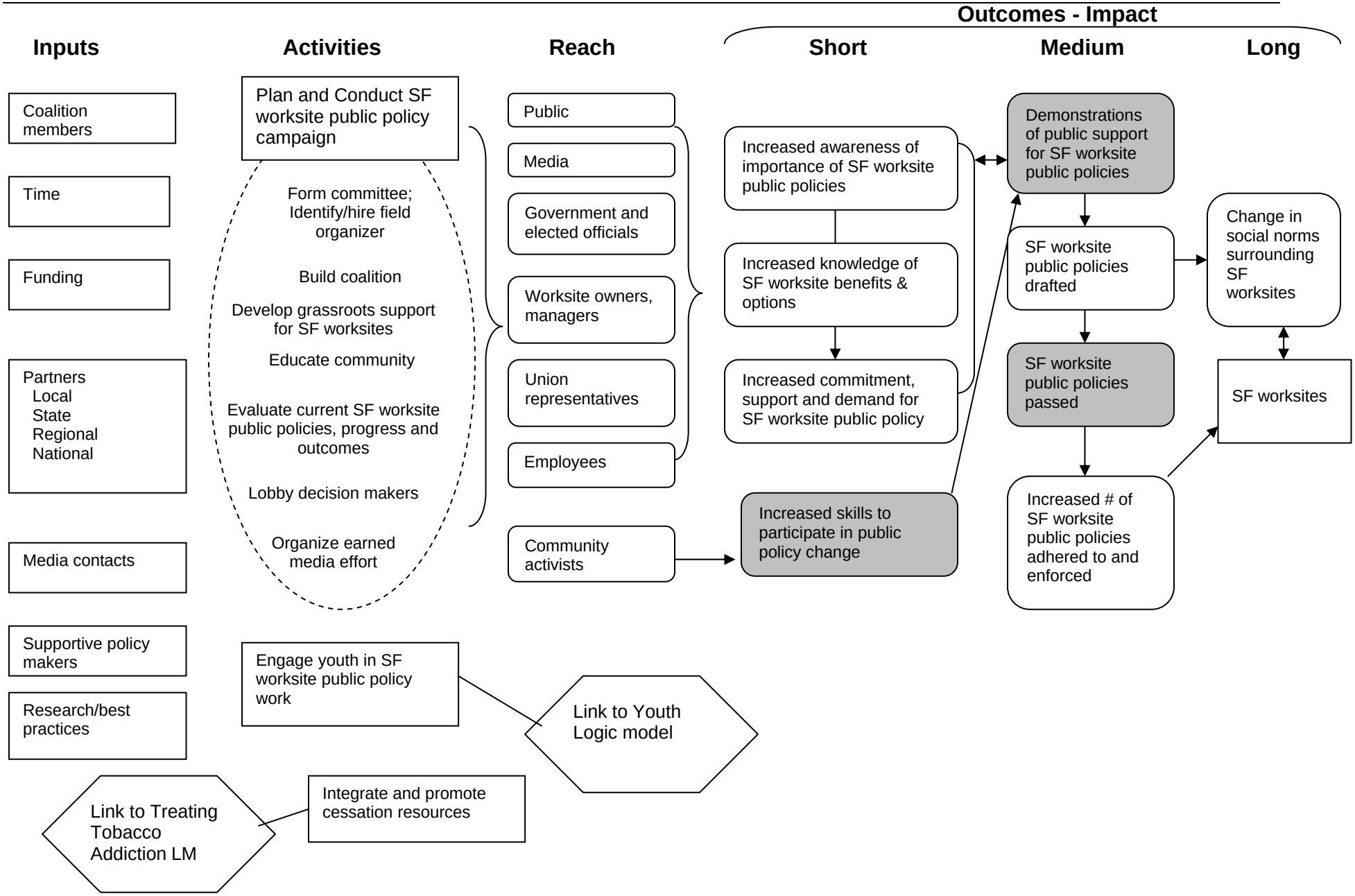
Starting at the left side, this logic model shows that a variety of human and materials resources (INPUTS) are invested. These include coalition members, funding, partners, the media, existing research and best practices, and supportive policy makers. These INPUTS link to three interconnected chains of events.

1. Campaign. A whole series of activities make up the smoke-free campaign directed to many individuals and groups (REACH). As a result, certain changes occur in the short term. These immediate (short-term) changes include increased awareness of the importance of public policies, increased knowledge of SF benefits and options; increased commitment, support and demand for SF environments; and for the community activists, increased knowledge and skills in participating in public policy change and increased understanding of the need for cessation services and support. These short-term outcomes link to a number of medium term outcomes that include demonstrations of public support for SF public policies; SF policies drafted; SF policies implemented; SF policies enforced and increased availability of cessation services and support. It is expected that initial demonstrations of public support create additional commitments that in turn lead to further public support (illustrated by two-headed arrow) necessary for public policy change.

2. Youth involvement. Another area of emphasis in SF policy change is youth advocacy (also see Youth Logic Model). Youth are identified as a specific target group and are linked to the chain of outcomes as depicted in the overarching logic model.

3. Integrating cessation. The third main activity area for achieving the long-term outcomes is the integration of cessation resources into policy change efforts. This activity area is directed primarily to worksites and community groups in order to increase their understanding of the need for cessation services/support (Short-term outcome). This, in turn, is expected to lead to the increased availability of such services and support (Medium-term outcome). This theory of change is further detailed in the Cessation Logic Model.

Specific Logic Model: Smoke Free Worksites



Narrative: Smokefree worksite logic model

This logic model shows one component of a smokefree environment initiative – smokefree worksites. It shows the expected interconnections of inputs, outputs (what the coalition does and who it targets) and outcomes (what is expected to be achieved).

To achieve the long-term goal of smokefree worksites, the coalition will invest a variety of human and material resources: its membership, time, funding, partners, established media contacts and the integration of research and best practices. These resources make it possible for the coalition to engage in various activities; the primary one being to plan and conduct a smokefree worksite public policy campaign. Such a campaign is composed of a number of key activities and steps such as creating a committee, hiring an organizer, developing grassroots support, publicity, etc. Additionally, a feature of a smokefree public policy initiative is engaging youth in the policy change work and integrating and promoting cessation resources as part of the worksite policy change. These two activity areas and the chain of outcomes that flows from them are detailed in specific logic models for youth and treating tobacco addiction.

The theory of change as depicted in this logic model shows that the worksite public policy campaign is targeted to the public, media, government and elected officials, worksite owners and managers, union representatives, employees and community activists. Specific messages and targeted activities for these different audiences are part of the campaign. As a result, these individuals and groups can be expected to increase their awareness of the importance of smokefree worksite public policies and increase their knowledge of smokefree worksite benefits and options that will lead to increased commitment, support and demand for smokefree worksite public policy. Community activists, in particular, are expected to increase their skills in public policy work to help create the policy change.

The short-term outcomes link to several medium term outcomes, principally demonstrations of public support for smokefree worksite public policies. These demonstrations are expected to create additional public commitment that lead to further demonstrations (illustrated by the two-headed arrow). Demonstrations of public support link to smokefree public policies being drafted, passed and enforced. These outcomes represent and link to a change in social norms and the desired end outcome of smokefree worksites.