GTUPP Logic Model- Component 2

Strategies / Activities

Support state quitline capacity

Increase public-private partnerships to reimburse and/or pay for evidence-based cessation treatment and support quitline sustainability

Implement and expand delivery of tobacco use and dependence treatment services, including quitline and digital-based technologies, such as text and/or web services

Implement culturally appropriate, evidence-based strategies to reduce tobacco-related disparities and increase utilization of quit support services

Expand and leverage CDC's Tips Campaign and other media campaigns to promote cessation, including use of the quitline

Short-Term Outcomes

Optimized guitline intake

Increased quitline funding from diverse sources for tobacco use and dependence treatment resources

Increased availability of culturally appropriate evidence- based quit support services, such as the quitline and the use of digital-based technologies, such as texting, apps, web. and chat

Increased awareness of quit support services among people who use tobacco

Increased number of tobacco users receiving counseling and/or cessation medication via quitline

Increased health communication interventions and messages to reach the general population and populations experiencing tobaccorelated disparities

Intermediate Outcomes

Long-Term Outcomes

Increase use and reach of evidencebased quit support services, including the quitline, and use of digital technologies, such as texting, apps, and chat

Decreased disparities in the use of quit support services/treatments among populations experiencing tobaccorelated disparities Decreased tobacco use and dependence among adults and youth

Decreased tobacco related disparities

Decreased disparities in tobacco cessation and tobacco use and dependence

Funding, Partnerships, Staff