**SITUATION**

* High smoking rates in the community
* Increased incidence of tobacco-related diseases and healthcare costs
* Limited awareness of smoking cessation resources and support

**PRIORITIES**

* Reduce smoking rates
* Improve community health
* Increase awareness of and access to smoking cessation resources

**INPUT**

* Funding from government and private sources
* Public health professionals and educators
* Collaboration with local healthcare providers and community organizations
* Educational materials and media resources
* Access to smoking cessation products and services

ACTIVITIES

* Develop and implement a comprehensive public awareness campaign
* Provide education on the health risks of smoking and the benefits of quitting
* Offer smoking cessation programs and resources (e.g., support groups, nicotine replacement therapy)
* Collaborate with local organizations to disseminate information and support services
* Advocate for stronger tobacco control policies at the local and regional level

**OUTPUT**

PARTICIPATION

* Number of people reached by the awareness campaign
* Number of educational materials distributed
* Number of smoking cessation programs offered and participants enrolled
* Number of partnerships with local healthcare providers and organizations
* Policy changes proposed and enacted

SHORT-TERM

* Increased awareness of the health risks associated with smoking
* Improved knowledge of the benefits of quitting and available cessation resources
* Increased participation in smoking cessation programs
* Enhanced community engagement and support for tobacco control efforts

**OUTCOME**

MEDIUM-TERM

* Reduced smoking rates among community members
* Increased number of successful quit attempts
* Decreased exposure to secondhand smoke
* Improved air quality and reduced tobacco-related litter in public spaces
* Enhanced local capacity to address tobacco-related health issues

LONG-TERM

* Decreased incidence of tobacco-related diseases (e.g., lung cancer, heart disease)
* Improved overall community health and well-being
* Reduced healthcare costs associated with smoking-related illnesses
* Increased life expectancy and quality of life among former smokers

**ASSUMPTIONS**

* Community members are receptive to information about the dangers of smoking and the benefits of quitting
* A well-coordinated public awareness campaign and smoking cessation programs will lead to behavior change

**EXTERNAL FACTORS**

* Economic conditions and employment rates may affect stress levels and smoking habits
* Tobacco industry marketing strategies and pricing can impact smoking rates and quitting attempts



**LOGIC MODEL PUBLIC HEALTH**