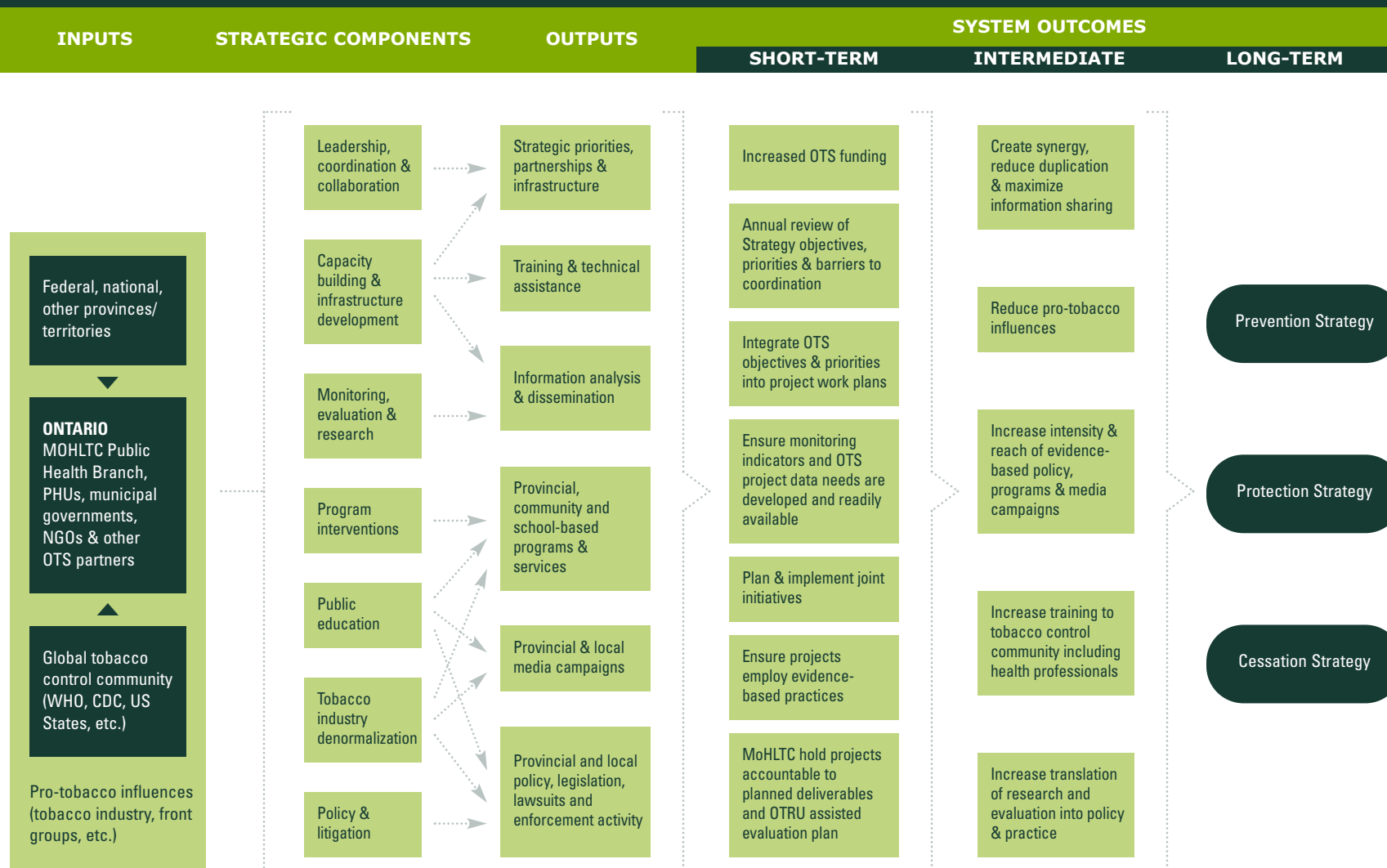


# OVERALL SYSTEM LOGIC MODEL OF THE ONTARIO TOBACCO STRATEGY

Strategy goal: To eliminate tobacco-related illness and death



## PREVENTION LOGIC MODEL OF THE ONTARIO TOBACCO STRATEGY

Goal: To prevent smoking initiation and habitual use among Ontario's children, youth, & young adults in order to eliminate tobacco-related illness and death

### INPUTS

### STRATEGIC COMPONENTS

### OUTPUTS

### SHORT-TERM

### OUTCOMES

### INTERMEDIATE

### LONG-TERM

MOHLTC Public Health Branch, PHUs, municipal governments, NGOs & other OTS partners

Leadership, coordination & collaboration

Capacity building & infrastructure development

Monitoring, evaluation & research

Program interventions

Public education

Tobacco industry denormalization

Policy action

Strategic priorities, partnerships & infrastructure

Training & technical assistance

Information analysis & dissemination

Provincial, community, and school based programs & services

Provincial & local media campaigns

Enactment of youth access, price & tobacco industry marketing policies

Increase local evidence-based smoking prevention programs

Increase awareness of:  
• risks associated with tobacco use  
• determinants of initiation such as tobacco industry marketing practices, price & the social environment

Increase support for regulatory action on smoking determinants

Increase awareness that the TCA prohibits giving or selling tobacco to persons under 19

Increase enforcement of laws that limit youth access to tobacco & prohibit smoking at school

Increase cigarette prices to the average of neighbouring provinces and states

Increase reach of evidence-based prevention programs

Enact policies & laws restricting tobacco industry marketing practices

Increase compliance with the TCA ban on selling or giving tobacco to persons under 19

Increase cigarette prices to match highest province or neighbouring state

Reduce smoking initiation & habituation among children, youth, and young adults

Eliminate tobacco industry marketing targeting children & youth

Reduce tobacco industry marketing targeting young adults aged 18-24

## CESSATION LOGIC MODEL OF THE ONTARIO TOBACCO STRATEGY

Goal: To reduce smoking in Ontario in order to eliminate tobacco-related illness and death

### INPUTS

### STRATEGIC COMPONENTS

### OUTPUTS

### SHORT-TERM

### OUTCOMES

### INTERMEDIATE

### LONG-TERM

MOHLTC Public Health Branch, PHUs, municipal governments, NGOs & other OTS partners

Leadership, coordination & collaboration

Capacity building & infrastructure development

Monitoring, evaluation & research

Program Interventions

Public education

Tobacco industry denormalization

Policy action

Strategic priorities, partnerships & infrastructure

Training & technical assistance

Information analysis & dissemination

Provincial, community, and school based programs & services

Provincial & local media campaigns

Policy (e.g., pharmacotherapy coverage, price increases, ETS bylaws)

Increase awareness of the risks of smoking & the benefits of quitting

Increase awareness of deceptive tobacco industry marketing practices

Increase awareness among all smokers of the availability of evidence-based cessation programs and services

Increase evidence-based cessation initiatives

Increase the proportion of smokers contemplating, preparing & taking action to quit

Increase awareness of policies that promote smoking cessation

Increase number of quit attempts

Reduce cigarette consumption of all smokers

Increase reach of cessation initiatives, with special attention to access for high-risk populations such as low SES

Increase policy incentives to quit smoking (e.g., pharmacotherapy coverage, price increases, ETS bylaws)

Increase proportion of smokers who successfully quit

# PROTECTION LOGIC MODEL OF THE ONTARIO TOBACCO STRATEGY

Goal: To eliminate involuntary exposure to environmental tobacco smoke (ETS) in order to eliminate tobacco-related illness and death

## INPUTS

## STRATEGIC COMPONENTS

## OUTPUTS

## SHORT-TERM

## OUTCOMES

## INTERMEDIATE

## LONG-TERM

MOHLTC Public Health Branch, PHUs, municipal governments, NGOs & other OTS partners

Leadership, coordination & collaboration

Capacity building & infrastructure development

Monitoring, evaluation & research

Program interventions

Public education

Tobacco industry denormalization

Policy action

Strategic priorities, partnerships & infrastructure

Training & technical assistance

Information analysis & dissemination

Provincial, community, and school based programs & services

Provincial & local media campaigns

Enactment of smoke-free policies

Increase public awareness of health risks due to ETS

Increase support for voluntary bans on smoking in homes and private vehicles

Increase support for smoke-free public & work place legislation among the public, opinion leaders & key stakeholders

Increase awareness of deceptive tobacco industry practices (i.e., economic impact, ventilation)

Increase number of municipalities with enforced smoke-free public & work place bylaws

Enact province-wide legislation banning smoking at public & work places

Increase compliance with smoke-free laws, bylaws & regulations

Increase adoption of voluntary bans in homes & private vehicles

Eliminate ETS exposure in public & work places

Reduce ETS exposure in homes

Reduce ETS exposure in vehicles