

Figure 1

# ULTIMATE OUTCOME

OFFICE OF TOBACCO CONTROL

THEORY OF CHANGE MAP

A vibrant, health-conscious community free from tobacco-related diseases

In year 2020, the cigarette use rate among high school students has been reduced by 1%

## PRIMARY TARGET

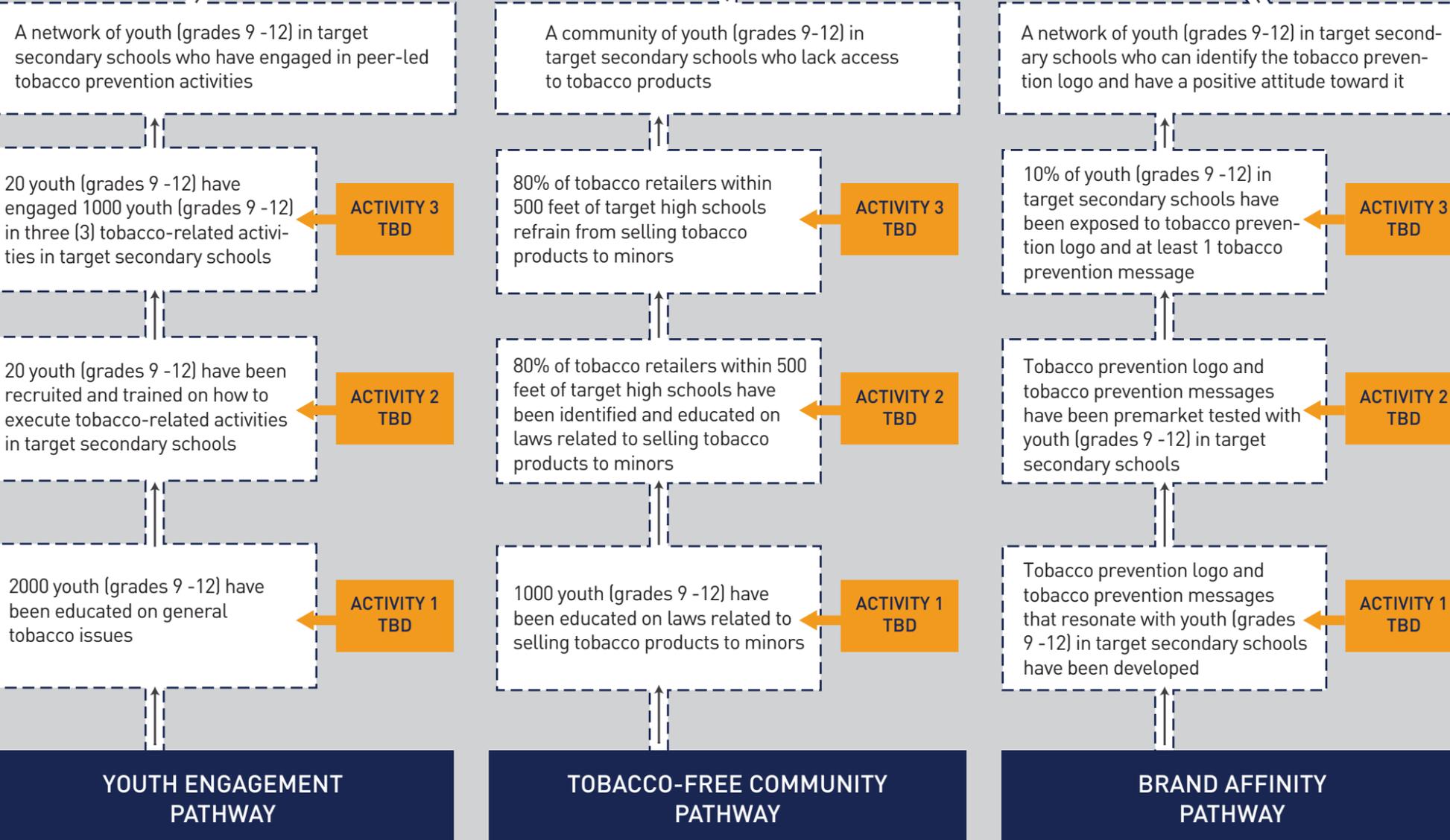
This tobacco prevention program will target secondary schools that meet one or more of the following criteria:

- 80% of student population receives free or reduced price lunch
- 50% of student population consist of rural Caucasians
- 50% of student population consist of African-Americans
- High percentage of students who are experiencing homelessness or who have ever experienced homelessness (greater than 10%)

## GOALS

Mississippi State Department of Health (MSDH) Office of Tobacco Control aims to achieve the following goals by June 30, 2020:

- Engage 1000 youth (grades 9 -12) in three (3) tobacco-related activities
- Educate 80% of tobacco retailers within 500 feet of target secondary schools on tobacco laws related to selling tobacco products to minors
- Increase youth's (grades 9 -12) affinity toward the statewide tobacco prevention brand by 20%
- Reduce the cigarette use rate among high school students by 1%



**Legend**

MSDH Office of Tobacco will work with its community grantee to develop effective, innovative activities that will produce the outcomes outlined in this theory of change.

Activity (represented by an orange box)    Condition (represented by a dashed box)    Pathway (represented by a dark blue box)

