**Vermont Tobacco Control Program**

**Point of Sale Evaluation Logic Model**

**INPUTS**
- VDH
  - Central office staff
  - District offices
  - Commissioner’s office
- VTERB
  - DLC
  - AOE
  - AGO
  - Media
- Community Groups
  - Coalition
  - OVX&VKAT
- Other stakeholders
  - CAI (training)
  - Policy Center
  - Counter Tools

**ACTIVITIES**
- Training and Technical Assistance
- Media
- Education and Outreach
- Surveillance (audits and mapping)

**SHORT-TERM OUTCOMES**
- Increased parent knowledge
- Changes in KAB among community members regarding the influence of POS marketing on youth initiation
- Increased community support for policies to address POS marketing on youth tobacco use initiation
- Increased receptivity and support for POS policies among policy makers
- Opinion leaders’ opinions changed

**INTERMEDIATE OUTCOMES**
- Increased number of local or state policies and ordinances introduced
- Increased adoption, implementation, and enforcement of local and state POS policies
- Changes in retail environment re: POS
- Decreased exposure to tobacco products and advertising
- Decreased susceptibility to tobacco use among youth
- Increase intentions to quit among tobacco users

**LONG-TERM OUTCOMES**
- Decreased youth initiation
- Increased cessation
- Reduced tobacco prevalence and consumption
- Reduced tobacco- and SHS-related morbidity/mortality

**== Outcome originally listed as long-term outcome in VDHlogic model**