

Project Theory Diagram Example – Retail Licensing Policy

Core Problem <i>(Describe what is wrong, why it matters and what you plan to do about it)</i>	Evidence-based Intervention Strategies	Desired Results/Outcomes
<p>In our city, retailers are not required to have a license to sell tobacco. We do not know who is selling and do not have funds for regular compliance checks. We want to pass Policy X to hold retailers accountable to all current tobacco laws, and fund retailer education and compliance.</p>	<p>Community mobilization combined with stronger local laws directed at retailers, active enforcement of retailer sales laws, and retailer education with reinforcement is recommended by the Community Guide (CDC).</p>	<p>Short-term (3-12 Months)</p> <p>Recruit additional tobacco champions to support policy initiative</p> <p>Increase City Council members' knowledge of the importance of regular compliance checks</p>
<p>Community Needs <i>(List community data, at least 3 data sources)</i></p>		<p>Intermediate (12-24 Months)</p>
<p>Our youth use rates for electronic cigs and hookah are at x%. This is higher than state average of x%. X% of Colorado youth say it is easy to purchase tobacco illegally. The last date for local tobacco retail compliance checks was two years ago (date) and we had five illegal sales....</p> <p>(1. HKCS; 2. Local retail compliance documentation; 3. www.cohealthmaps.dphe.state.co.us – retailer view)</p>		<p>Successfully pass Policy X.</p>
<p>Influential Factors <i>(Describe potential supports/opportunities and barriers)</i></p>		<p>Long-term (24 Months+)</p>
<p>Our Community Tobacco Coalition has strong representation from local leaders, business people, and youth. Our City Council is very concerned with the health of our youth and is a leader in our region for promoting youth-focused policies. Two neighboring cities recently passed retail licensing policies.</p> <p>One challenge may be that there has been talk of a recall for our city council member X.</p>		<ul style="list-style-type: none"> • Reduce tobacco prevalence and initiation among youth and young adults, with emphasis on low SES population by 50% by 2020. • Reduce exposure to SHS and vapor, with emphasis on low SES populations by 50% by 2020. • Decrease cessation success gap affecting low SES youth and adult smokers by 50%