

THE PROJECT THEORY DIAGRAM FOR PROJECT: Community Mobilization with Education on Price Strategies

Core Problem

Tobacco is a social justice issue and certain populations in our community are disparately affected by tobacco use. Tobacco price strategies influence tobacco use. Other longer-term benefits of price strategies include: 1) reducing initiation of tobacco use among youth; 2) reducing the total amount of tobacco consumed; 3) reducing the number of people who use tobacco; and 4) increasing the number of tobacco users who quit. Our agency plans to conduct community mobilization and education efforts to build awareness about tobacco disparities and the positive public health impact of tobacco price increases.

Community needs

Because over 59% of Colorado smokers are low-income and because they are more price sensitive, they receive a greater health benefit from a tobacco price increase. Colorado has one of the lowest cigarette taxes in the US, currently ranked 39th. It is also one of 19 states that has not increased its cigarette tax in 10 or more years. E-cigarettes are not included in the Colorado tobacco excise tax.

Influential Factors

Barriers include perceptions among community members about a regressive nature of a tobacco tax on low-income populations, potential tobacco industry discounting and predatory industry marketing tactics, and the challenge of controlling for out-of-state sales.



Evidence-based Intervention Strategy(ies)

Lead community mobilization efforts to build a sustainable, strong and broad coalition of tobacco control advocates.

Provide education on the importance and effectiveness of population-based policies (especially price strategies) that influence tobacco use, especially among youth and groups that bear a disproportionate burden of the tobacco problem.



Desired Results

Short term (3-12 months):
Community and local tobacco champions to gain understanding of and awareness around policies and best practices that influence tobacco use and reduce tobacco related health disparities.

Intermediate term (12-24 months):
Gain community and tobacco champion support for a local policy initiative that influences tobacco use and mitigates health disparities.

Long term (24+ months):
1. Reduce tobacco prevalence. 2. Reduce tobacco related disparities. 3. Colorado is among the top 10 states with the highest price for tobacco products.