

Ingham County 2011-2012 Tobacco Logic Model: Connecting Priority Need to Strategies and Evaluation Measures

Substance-Related Consequences / Problem Area & Supporting Data	Consumption Patterns Data	Intervening Variables	Contributing Factors & Supporting Data (i.e. Risk and Protective Factors)	Strategies	Process Measures (products)	Evaluation Measures (Immediate, Intermediate, & Long-term behaviors)		
<p>Locally, unacceptable rates of tobacco use by Adults and Youth, and second-hand smoke (ETS) exposure contribute to tobacco-related deaths in Ingham County . In Ingham County, 21.8% of county residents report being current smokers, with the city of Lansing having a higher rate (25.4%). Adults in the northwest section of the City of Lansing have the highest prevalence of current smokers (30.3%) compared to other areas of the city. ¹</p>	<p>21 percent of adults in Ingham County report being current smokers in 2010. In Ingham County, three quarters of adults to not allow smoking in their homes at all (74%) The remaining 26% allow smoking in their home with or without restriction.¹ Ingham County 7th grade youth report the average age of initiation for their first cigarette, even a puff, as age 10.2. By the 11th grade 10.8% of county youth surveyed report cigarette use in the past 30 days and 29.7% report ever having smoked in their lifetime².</p>	Laws and Policy	<p>Too many Ingham County youth perceive ease of access to tobacco products. In Ingham County, 36.4% of 7th graders report it is "easy" or "sort of easy" to get cigarettes, as do 61.1% of County High School students. 16.5 % of Ingham County 7th grade youth, 15.6% of 9th grade youth, and 12.9% of 11th grade youth accessed cigarettes by giving someone money to purchase for them in the past 30 days. ²</p>	<p>Provide Vendor Education and tobacco compliance checks in Ingham County</p>	<p>Action plan for vendor ed and compliance checks developed, reported to ISAP and MSSAC</p>	<p>100% of vendors in Ingham County receive vendor education and are checked for compliance</p>	<p>Fewer vendors in Ingham County fail compliance checks as measured by SYNAR and Ingham County Compliance Checks</p>	<p>Fewer youth report easy access to tobacco and other drugs as measured on the MiPHY</p>
			<p>Despite licensing of tobacco vendors in Ingham county, the sales rate to minors in 2010 was 9.05%. This rate is lower than the State rate (18.8%), but Ingham County's sales rate to minors has consistently fluxuated in the past ten years, dipping to as low as 9.05% in 2010 to as high as 19% in 2001.</p>	<p>Provide quarterly clerk training in Ingham county at no cost to clerks or vendors in lieu of their first \$50 fine, or for vendors wishing to increase staff proficiency in avoiding sales to minors.</p>	<p>Action Plan for clerk training developed, Training agenda and manual developed</p>	<p>Increased vendor knowledge of penalties for selling tobacco to minors countywide.</p>	<p>Increase in the number of clerks in Ingham County complete clerk trainings</p>	<p>Decrease in sales rate of vendors selling to minors in Ingham County</p>
			<p>According to 2006 CDC data, although there are other factors involved, comparing trends in cigarette prices and overall US cigarette consumption from 1970 to 2006 shows a strong correlation between increasing tobacco prices and decreasing consumption.³</p>	<p>Educate and advocate lawmakers for tobacco tax increase</p>	<p>Action Plan developed for advocacy</p>	<p>Legislation introduced to increase tobacco tax</p>	<p>Tobacco tax increase in Michigan</p>	<p>Reduction in use rates statewide</p>

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¹ Mid-Michigan Behavioral Risk Factor Survey (2008-2010), Ingham County Health Department

² 2010 Michigan Profile for Health Youth
3CDC Cigarette Smoking and Adults, 2007 Morbidity and Mortality