

ASH KICKERS LOGIC MODEL

Situation
<ul style="list-style-type: none"> • Smoking is responsible for 87% of all lung cancer cases and 30% of all cancer deaths. • Lung cancer kills more people each year than breast, prostate, colon, and pancreatic cancers combined. <ul style="list-style-type: none"> • 1 out of every 5 deaths in the US is the result of a tobacco-related illness. • 80% of adult smokers want to quit.

Inputs/Resources	Activities	Outputs	Process Outcomes
<ul style="list-style-type: none"> • Staff <ul style="list-style-type: none"> - Qualified Program Manager & trainer of the program facilitators - Qualified & trained facilitators • Materials <ul style="list-style-type: none"> - Facilitator Manual - Individual participant manual with handouts - Quit Kit - Nicotine replacement therapy (free patches) • Facility <ul style="list-style-type: none"> - Local Breathe Office - Partner Medical & Health centers - Community Partners • Registration online, by phone, by fax or on site • Partnerships with clinics, hospitals & community Health organizations 	<ul style="list-style-type: none"> • A unique free workshop for anyone over 18 living, working or going to school in San Mateo County • A Triangulated Approach <ul style="list-style-type: none"> - Behavior modification model - Group Support - Nicotine replacement therapies • Interactive and Individual Work-process Focused; Small Groups • Curriculum aims to: <ul style="list-style-type: none"> - Deal with TTM - Stages of Change - in depth at each session - Discuss about tobacco use & consequences - Identify reasons to quit smoking and identify smoking triggers - Set personal plan & strategy to quit - Learn about tools and tips to cope with physical, emotional and psychological changes - Share ideas, feelings and observations - Offer referrals for further support - Provide information about Breathe California, its mission & programs 	<ul style="list-style-type: none"> • 20 to 25 classes per year • A 6-sessions course implemented within 5 weeks • 1-1.5 hour sessions • 150+ participants complete class annually • Over 50% of enrolled participant will complete at least 4 sessions • Over 75% of participants will report their smoking status 1 month and 3 months after program • 1 facilitator training per year 	<p>Upon completion of the workshop Participants will develop knowledge, skills and confidence needed to:</p> <ul style="list-style-type: none"> • Identify tobacco risks and consequences • Create an individualized plan and develop a personal strategy to quit • Modify their behavior to quit & maintain quitting • Build healthy habits • Reproduce strategic plan later if relapse occurs <p>Impact on the community</p> <ul style="list-style-type: none"> • Decrease number of smokers and diseases related to tobacco • Improve general public health knowledge & behavior • Information about second-hand smoke and its prevention methods are widely disseminated into the community • Breathe California serves as a leader in Tobacco cessation & Prevention