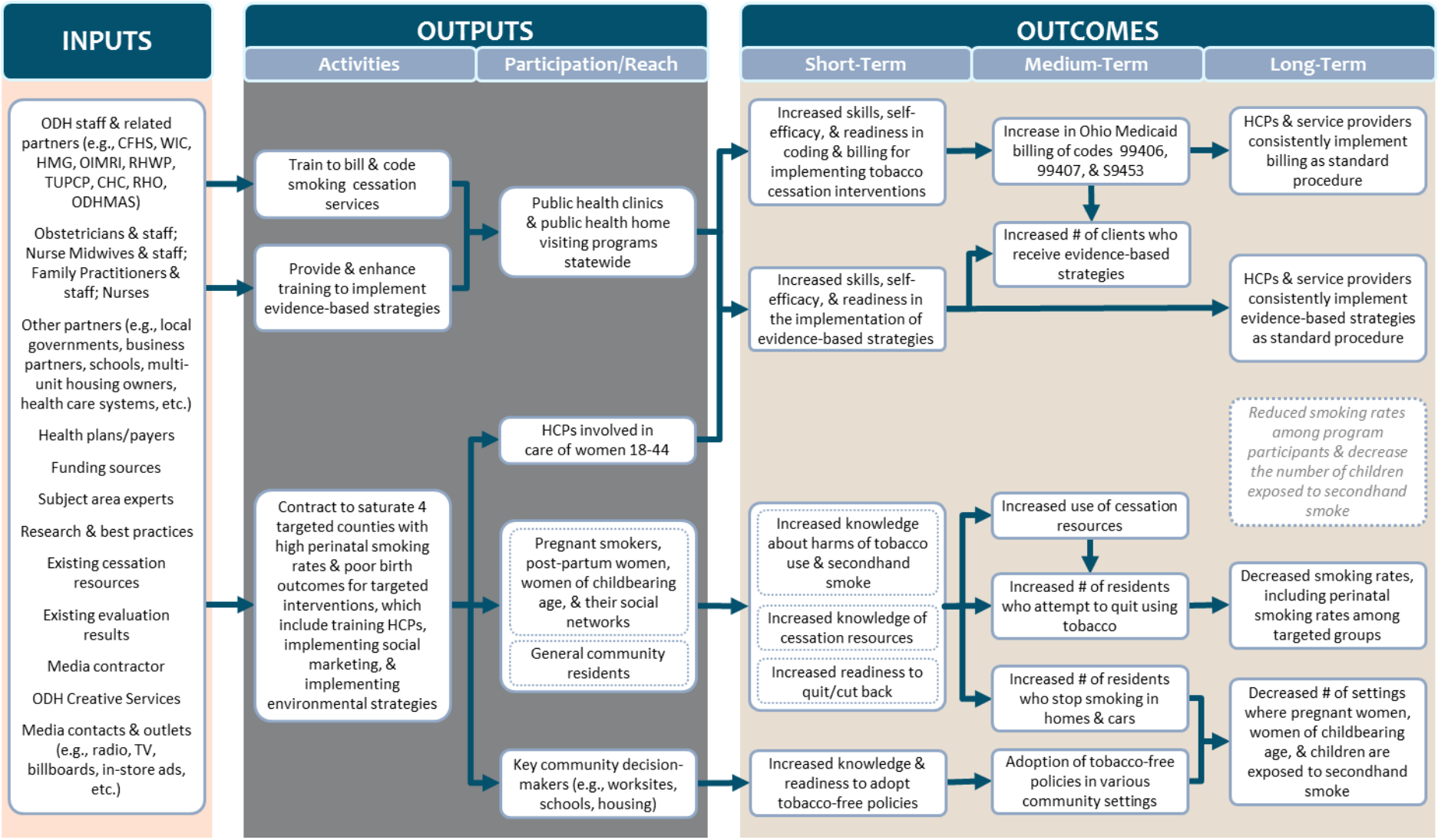
INPUTS
ODH staff & related partners (e.g., CFHS, WIC, HMG, OIMRI, RHWP, TUPCP, CHC, RHO, ODHMAS)
Obstetricians & staff; Nurse Midwives & staff; Family Practitioners & staff; Nurses
Other partners (e.g., local governments, business partners, schools, multi-unit housing owners, health care systems, etc.)
Health plans/payers
Funding sources
Subject area experts
Research & best practices
Existing cessation resources
Existing evaluation results
Media contractor
ODH Creative Services
Media contacts & outlets (e.g., radio, TV, billboards, in-store ads, etc.)
OUTPUTS
Activities
Participation/Reach
Train to bill & code smoking cessation services
Provide & enhance training to implement evidence-based strategies
Contract to saturate 4 targeted counties with high perinatal smoking rates & poor birth outcomes for targeted interventions, which include training HCPs, implementing social marketing, & implementing environmental strategies
Public health clinics & public health home visiting programs statewide
HCPs involved in care of women 18-44
Pregnant smokers, post-partum women, women of childbearing age, & their social networks
General community residents
Key community decision-makers (e.g., worksites, schools, housing)
OUTCOMES
Short-Term
Medium-Term
Long-Term
Increased skills, self-efficacy, & readiness in coding & billing for implementing tobacco cessation interventions
Increase in Ohio Medicaid billing of codes 99406, 99407, & S9453
HCPs & service providers consistently implement billing as standard procedure
Increased # of clients who receive evidence-based strategies
Increased skills, self-efficacy, & readiness in the implementation of evidence-based strategies
HCPs & service providers consistently implement evidence-based strategies as standard procedure
Reduced smoking rates among program participants & decrease the number of children exposed to secondhand smoke
Increased knowledge about harms of tobacco use & secondhand smoke
Increased knowledge of cessation resources
Increased readiness to quit/cut back
Increased use of cessation resources
Increased # of residents who attempt to quit using tobacco
Decreased smoking rates, including perinatal smoking rates among targeted groups
Increased # of residents who stop smoking in homes & cars
Increased knowledge & readiness to adopt tobacco-free policies
Adoption of tobacco-free policies in various community settings
Decreased # of settings where pregnant women, women of childbearing age, & children are exposed to secondhand smoke