

# Program: Healthy Eating and Physical Activity/Obesity Prevention Logic Model

**Situation:** Obesity, poor nutrition and lack of physical activity are significant health concerns for many children and adults living in the states of the North Central Region. Illnesses related to overweight and lack of exercise, such as diabetes, cancer and heart disease, are ultimately shortening the lives of thousands and driving up the cost of health care. Diet-linked diseases account for an estimated \$250 billion each year in increased medical costs and lost productivity, according to the Center for Nutrition Policy and Promotion Strategic Plan. As documented in the national objectives of *Healthy People 2010*, improving the American diet and boosting physical activity could reduce cardiovascular disease, diabetes and cancer. The importance of education to improve nutrition and physical activity behaviors is further documented by reports from the U.S. Centers of Disease Control and Prevention that state: *“Poor diet and physical inactivity are associated with 300,000 deaths each year, second only to tobacco use.”*

Inputs	Outputs		Outcomes -- Impact		
	Activities	Participation	Learning	Action-Behavior Change	Condition Change
<p>Collaborators:</p> <ul style="list-style-type: none"> <li>Nutrition and Physical Activity Specialists and other related faculty (ie. Kinesiology, Nutrition, Public Health, Medicine, 4-H/Youth Development) from NC Region</li> <li>State and local health related agencies</li> </ul> <p>Financial Resources</p> <ul style="list-style-type: none"> <li>Local, state and federal funding</li> <li>Includes funding for SNAP-Ed and EFNEP</li> <li>Grant funding, ie AFRI</li> </ul> <p>Needs Assessments</p>	<ul style="list-style-type: none"> <li>EFNEP</li> <li>SNAP-Ed</li> <li>Walking/Physical Activity Programs</li> <li>Other nutrition and/or health education programs, such as: Strong Women, Dining with Diabetes, chronic disease prevention programs</li> </ul>	<ul style="list-style-type: none"> <li>Children</li> <li>Youth</li> <li>Adults</li> <li>Schools</li> <li>Parents</li> <li>Child care professionals</li> <li>People with temporary or chronic disease</li> <li>Families at risk</li> </ul>	<p>Gain awareness, knowledge and skills related to planning menus/choosing foods using the Food Guidance System.</p> <p>Gain awareness, knowledge and skills related to health benefits of increased physical activity.</p> <p>Gain awareness, knowledge and skills related to how to save money on food.</p> <p>Gain awareness, knowledge and skills related to food access, food security, and eating locally grown food.</p>	<p>Increased consumption of healthy food, including the following:</p> <ul style="list-style-type: none"> <li>Increased fruit and vegetables</li> <li>Increased whole grains and fiber</li> <li>Decreased fat</li> <li>Healthier beverages</li> <li>Appropriate serving sizes</li> </ul> <p>Increased amount of time spent in physical activity</p> <p>Increased use of a food budget. Increased home meal preparation.</p> <p>Increased consumption of locally grown food.</p>	<p>Decreased risk factors for chronic disease</p> <p>Decreased future health care costs</p> <p>More productive workforce</p> <p>Policy changes made at the state and local level related to healthy eating and physical activity</p> <p>Increase financial stability in families that spend less on food or have enough money to buy food for the whole month.</p> <p>More economically sustainable, viable communities.</p>

**Assumptions**

- Evidence of condition changes can be documented through published research and/or government agency sources. Examples of these conditions are:
  - Decreased risk factors for chronic disease
  - Decreased future health care costs
  - Policy changes made at the state and local level related to healthy eating and physical activity
  - Better attendance at work and/or school
  - Decreased amount of money spent on food
  - Increased percent who have enough money for food for the whole month

**External Factors**

Unforeseen changes in national political and/or economic climate.

## Evaluation and Impact Indicators

**Learning Indicators:**

- Number of participants reporting increased knowledge of healthy food choices  
(May include increased fruit and vegetables, increased whole grains, increased fiber, decreased fat, choosing healthier beverages, consuming appropriate serving sizes, etc.)
- Number of participants reporting increased knowledge of the health benefits of daily physical activity
- Number of participants reporting increased skills in saving money on food
- Number of participants reporting increased knowledge of food access, food security and locally grown food

**Behavior Change Indicators:**

- Number of participants making healthier food choices  
(May include increased fruit and vegetables, increased whole grains, increased fiber, decreased fat, choosing healthier beverages, consuming appropriate serving sizes, etc.)
- Number of participants increasing the amount of time spent daily in physical activity
- Number of participants developing a food budget
- Number of participants preparing food at home more frequently
- Number of participants eating more locally grown foods

**Condition Change Indicators:** (Documented in collaboration with state departments of health, labor, education, social services etc...see assumptions)