

# Go For Health! Logic Model 2015-2020

Decrease obesity by 10%

## PARTNERS

## GOAL AREAS

## ACTIVITIES

## SHORT-TERM

## MID-TERM

## LONG-TERM

- Local businesses/employers
- Fitness community (gyms, clubs, activities)
- Government
  - o Parks & Rec departments
  - o Public Works
  - o Planning
  - o Elected officials
  - o Health Services Department
  - o Human Services Department
- Law enforcement
- Marketing experts/social media
- Health care providers
  - o Doctors
  - o Alternative health care practitioners
  - o Hospitals/health care institutions
  - o School based/Community based clinics
- Health focused organizations
- Schools
  - o Administration/Boards
  - o School wellness committees
  - o School food professionals
  - o Teachers
  - o After school programs
- Colleges
- Child care and early child development
- Youth leaders
- Thought leaders/community leaders
- Parents

### Policy

**1. Policy & Environment**  
 Implementing policies to create a healthy community

- Built Environment
- Healthy Eating
- Active Living
- School Wellness

### Education

**2. Education**  
 Marketing & social media campaign to increase community awareness of "5210+" (Numbers to Live By) & related behaviors

### Leadership

**3. Leadership**  
 Building community leadership to help shape and drive the community's health goals

**1. Policy & Environment**

- Enlist champions (electeds, community leaders, school admin, businesses)
- Scan/review existing food and activity-related policies and their current implementation
- Meet with elected officials and educate them in Health in All Policies (HiAP) principles
- Set up a media watch to scan for topics board/council agendas that affect access to healthy eating and active living (HEAL)
- Advocate for adoption of new policies

**2. Education**

- Launch "5210+" website
- Staff to coordinate "5210+" activities/education in elementary & preschool settings
- Social marketing campaign
- Support providers talking to patients about weight through motivational interviewing
- Identify and disseminate local resources for physical activity, healthy eating, breastfeeding and sleep

**3. Leadership Development**

- Host a 'Youth Leadership for a Healthy Community' Summit
- Partner on community health events
- Partner with Watsonville Film Festival on a healthy film screening event
- Engagement in "5210+" promotional activities
- Highlight & support peer to peer engagement

**1. Policy & Environment**

- Increase, maintain, or fully implement existing HEAL policies
- Implement Health in All Policies Framework
- Health Impact Assessment Training
- Increase access to water in schools with hydration stations and expand school wellness policies
- Sugar Sweetened Beverage Initiatives
- Joint Use Agreements
- Impact zoning/planning laws & plans
- Safe Routes to Schools
- Support policy work of Jovenes SANOS

**2. Education**

- Increase community awareness of "5210+"
- Integration of "5210+" and messaging into all Go for Health activities & partners
- Target interventions toward prevention (young children, prenatal mothers, etc.)
- Increased access to health education
- Maintain and improve youth and families participation in "5210+"
- Improve primary care physician referrals to supportive county health-related resources
- Increase education of physicians/staff

**3. Leadership Development**

- Increase leadership skills
- Increase knowledge about living a healthy lifestyle for youth
- Build peer support and relationships with role models
- Influence healthy choices at markets, restaurants & schools across the county
- Increase community engagement in Go for Health activities & policy efforts

- Increase in community members eating 5 or more fruits and vegetables/day
- Reduction in community members who drink sugary beverages
- Reduction in leisure screen time
- Increase in community members who exercise one or more hours each day
- Increase in mothers who start & continue to breastfeed
- Increase in community members who sleep at least 8 hours a night
- Increase access to healthy foods in low income neighborhoods
- By 2020, 4 jurisdictions have adopted and implemented HEAL city polices

-Overall consumption of 5 or more servings of fruits and vegetables as reported in the CAP will go from 54% to 59% by 2020

-Percentage of CAP survey respondents engaging in 30 minutes or more of physical activity 3 or more times per week will increase from 48% to 53% by 2020

-Overall adult and childhood obesity as reported in CAP will be reduced by 10% by 2020.