### Go For Health! Logic Model 2015-2020

**Decrease obesity by 10%**

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

#### Goal Areas
1. **Policy & Environment**
   - Implementing policies to create a healthy community
   - Built Environment
   - Healthy Eating
   - Active Living
   - School Wellness

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

#### Activities
1. **Policy & Environment**
   - Enlist champions (elected, 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**
   - 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 support 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

#### Short-term
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

#### Mid-term
1. **Policy & Environment**
   - 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

#### Long-term
- 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.