Heart Health Strategic Logic Model

AUDIENCE	Youth (15-19)	Women (18-64)	Men (18-64)	Children
SETTINGS				
STRATEGIES / PROGRAMS				
BEHAVIOURAL INDICATORS	18% of F smoke 15% of M smoke 41% of F active 58% of M active	22% of F smoke 21% of F active 34% of total calories from fat More BMI 20-27	25% of M smoke 30% of M active 34% of total calories from fat More BMI 20-27	
KNOWLEDGE INDICATORS	_____ % will know about RF	___ % will be aware of actions	___ % will know about program & services	
OUTCOME OBJECTIVES	To increase the level of knowledge of the risk factors associated with CVD & their consequences. To increase the level of awareness of the appropriate actions to be taken to reduce the risks associated with CVD. To increase the level of knowledge of programs & services that address CVD risk factors.	To reduce the proportion of youth, women & men who smoke daily. To increase the proportion of adults, children & youth who include at least 30 minutes of accumulated, moderate physical activity on most if not all days of the week. To reduce the dietary fat intake among people aged 18 & older. To slow the decrease in the proportion of adults (20-64) with a BMI between 20-27.		
PROJECT GOALS	To increase the level & number of multi-risk factor heart health programs using a combination of approaches & key channels.			
LONG TERM GOAL	To reduce the prevalence of the modifiable risk factors associated with cardiovascular disease.			
MISSION	The Community Heart Health Coalition will …			
VISION	We see a community that …			

Ages for Activity outcomes = 12-19

N. Dubois, July 1998 Draft 1