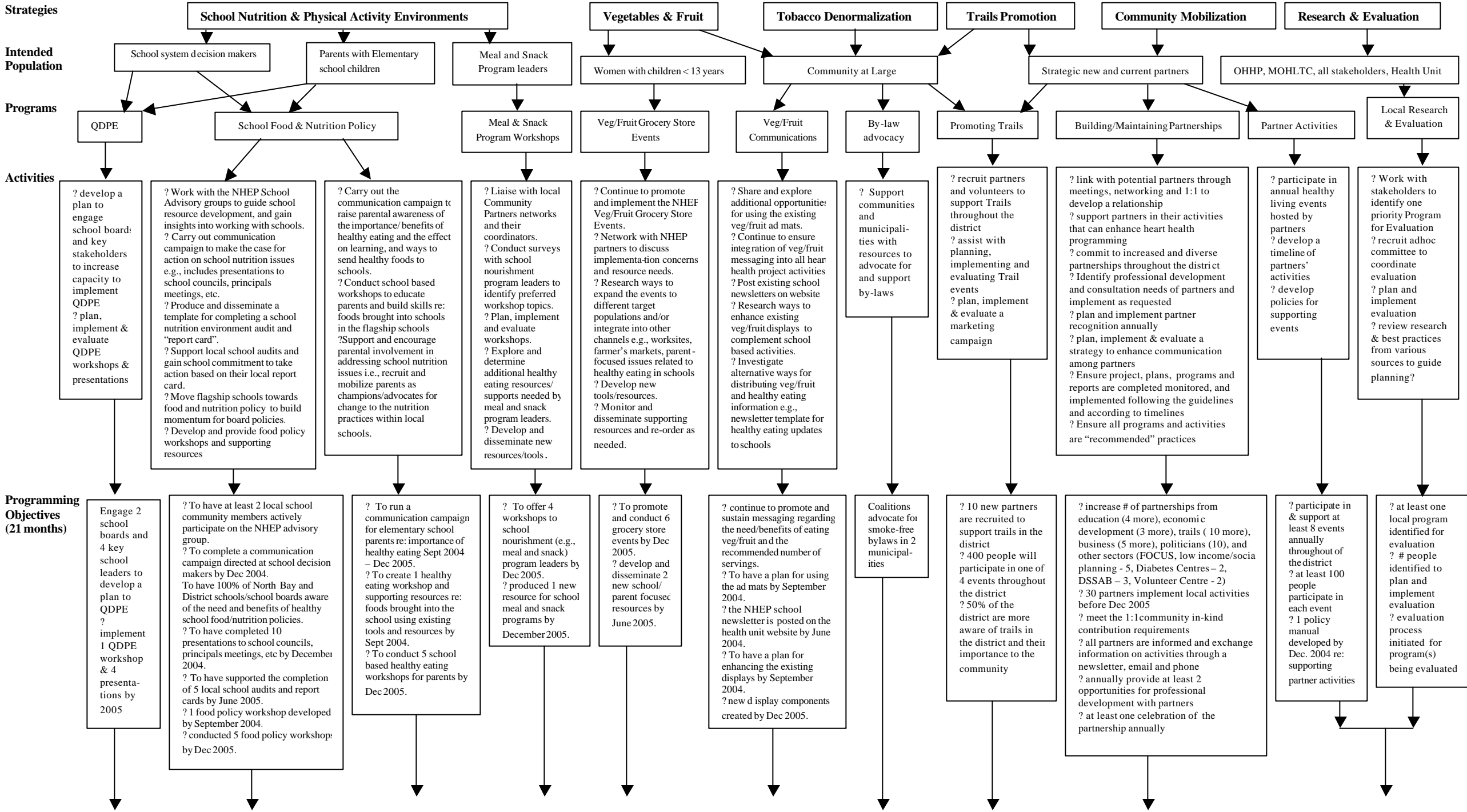


Take Heart for North Bay & District - Logic Model Apr. 2004-Dec. 2007



Environmental Objectives

To increase physical activity to 30 minutes daily in 5 elementary schools by end of 2005

? Schools are hosting & supporting food policy workshops
? Foods served in school settings are consistent with classroom teaching & healthy eating messages.
? schools support the development & sustainability of school nourishment programs
? school staff model healthy behaviours
? 15 schools create school specific food & nutrition policies by 2007
? 1 school board creates food & nutrition policies by 2007

? schools host & support healthy eating workshops for parents
? foods from home(eg. bag lunches) are healthier & more consistent with Canada's Food Guide to Healthy Eating

? more schools support development of school nourishment programs
? school meal & snack programs offer healthier food choices (eg more veg & fruit)

? grocery stores host & support veg/fruit events

? greater community exposure to veg/fruit messaging

To increase the # of communities with 100% smoke free by-laws by 2

To increase the # of trails by 2 in the district by the end of 2005.

Organizational Capacity Objectives

? increased participation & commitment by school decision makers to take action on healthy eating & physical activity
? increased parental interest & involvement in addressing healthy eating & physical activity issues in their schools
? strengthened school decision makers' skills in addressing nutrition issues and creating school food, nutrition & physical activity policies
? heart health projects & their community partners report greater confidence in working with school communities to address food, nutrition & physical activity issues
? collaborative partnerships to support & create healthy environments have developed with education, parents & community members

? increase the # of active, collaborative partnerships developed across the district with a variety of partners in education, business, health and social service sectors, as well as with community members and local politicians from municipal, provincial & federal governments
? increase the # of healthy living programs and activities of community partners that are supported and implemented throughout the district
? increase the # of healthy policies in the community
? increase the partners' abilities to plan, implement & evaluate project activities

Population Objectives

?? decreasing the percentage of teens who are current cigarette smokers
?? decreasing the percent of adults who are current cigarette smokers (ages 18 and older)
?? increasing the percent of daily smokers who will make at least one attempt to quit smoking per year
?? increasing the percent of Ontarians who consume five or more servings of vegetables and fruits daily
?? increasing the percent of Ontarians who participate in moderate to vigorous activity on most days of the week
?? decreasing the percent of Ontarians who are obese, as measured by a Body Mass Index greater to or over 30

Mission

In order to prevent chronic diseases, we will enhance existing healthy living initiatives that will increase the awareness, skills and supportive environments for healthy eating, smoke free living and physical activity. Partnerships will be customized, unique and reciprocal to increase community capacity. New and innovative programs will be supported where needed, relevant and practical.

Vision

North Bay and District communities are great places to live!

OHHP-TAFL Goal

To prevent cardiovascular disease (CVD) and other chronic diseases such as Type-II diabetes, stroke, and some forms of cancer