

Ontario's Healthy Kids Community Challenge – Program Logic Model

Program Goal: To reduce the prevalence and prevent childhood overweight and obesity in HKCC communities.

Short Term Long Term Activities Inputs Outputs Outcomes Outcomes Provincial Support Community outcomes **Community outcomes Central Coordination** Coordination and assistance Resources and tools Sustained partnerships to Increased awareness of and Funding, oversight, accountability Evaluation/ Research MOHLTC support the HKCC in the participation in the HKCC Provide capacity knowledge and (e.g., reach) community building and support products (i.e., The Source) Increased community Use of evidence and **Provincial Support** Capacity building **Social marketing** capacity for HKCC program evaluation knowledge to MOHLTC, Communication and support implementation through: inform HKCC program **HKCC Communities Marketing Division** Provincial social implementation Identify themes Effective partnerships Establish local every 9 months marketing campaign Political support Sustained programs, **Training and Capacity Building** steering Access to tools and policies and Healthy Kids Resource Centres committees resources environmental supports (HKRCs) Identify Access to evidence and for healthy eating and community evaluation knowledge Develop **Scientific Advice** physical activity to support HKCC theme-based champions • Scientific Reference Sustained resources to **HKCC Communities** program communication Conduct Committee (SRC)/ support the HKCC in the Local social implementation materials community needs Aboriginal Stream Scientific community marketing activities assessment Sub-Committee (ASSSC) **Individual outcomes** Programs/ Complete and **Individual outcomes** • Increased parent awareness, Activities **Evaluation** Increased parental implement knowledge, and positive Provide scientific Supportive policies Public Health Ontario (PHO) theme-based support for child health attitudes towards child advice Supportive behaviours action plans health behaviours environment Improved child health **HKCC Communities** Increased child awareness, • Establish multibehaviours Staffing knowledge, and positive sectoral partnerships Conduct process and • Improved children's In-kind contribution attitudes towards health (e.g., public private outcome evaluations weight status **Participants** behaviours partnerships) Local funding