LOGIC MODEL FOR CREATING HEALTHY SCHOOLS AND COMMUNITIES PROJECT

**Input**
- NYSDOH Staff & JSL
- Stony Brook Medicine-Nutrition Division
- Sustainable Long Island
- Western Suffolk BOCES

**Needs Assessment & Baseline Characteristics**
- Target population characteristics: race/ethnicity, primary language
- Target school characteristics: #/size of school buildings, local school wellness policy components (WellSat Score), current practices/consistency with HHFK; practices as per CSPAP components
- Target community characteristics: parks/recreational opportunities, food outlets (information on other townships that passed zoning or licensing regulation on grocery in support of stocking produce, perishable items i.e. Minneapolis), #/size of worksites, #/types of faith based agencies, youth centers, child care centers, small business associations, agencies for disabled people, health care facilities (private physicians, pediatricians in the area Suffolk County Department of Health Clinics, as well as relevant policies/practices in place
  - Specific partnering agencies/institutions

**Intervention Design**
- Based on assessment, design/re-design specific interventions (content and format)

**Activities**
- **Awareness Activities**
  - Health fairs
  - Taste testing
  - Earned media
  - 5K/1 mile community event; bike clinics/donations
- **On-Site Education Activities**
  - Presentations
  - Lunch & Learns at worksites and libraries
  - Academic detailing in Health Care settings and childcare/after school programs

**Placements on Social Media Platforms**
- Multi-media social marketing campaign - informed by marketing and baseline data
  - Webpage
  - Twitter
  - Instagram
  - Facebook
  - YouTube
  - Contests – coordinate with schools/worksites/community agencies

**Policy and/or Environmental Changes**
- Nutrient standards in bid specs
- Town licensing modification
- Children’s menu changes at childcare centers and youth programs
- Signage in parks
- Restaurant menu changes & signage
- Vending machine changes
- Corner store interventions
- Faith-based agencies food offerings/pantries

**Process Evaluation**
- # and success of awareness activities (presentations:
  - #/location/format, attendance/participation/hits, material distributed, participant satisfaction, change in knowledge, attitude, skills
- # of policy and/or environmental changes (development)

**Output**
- **Outcomes Evaluation**
  - Worksites
    - # of new related policies or practices
    - # of new environmental supports of healthy eating and physical activity
    - Changes CDC Worksite Scorecard score
  - Community Institutions
    - Increased opportunities for physical activity (e.g. walking, cycling)
    - # new retail food operations selling healthy affordable food (assess variety and sales volume as indicator of promotion)
    - # new policies, resolutions, laws in townships establishing nutrient standards for vending, concessions/cafeterias in town venues
    - # new community organizations/businesses with new nutrient standard for vending, cafeterias, and meetings
    - # new related zoning or licensing regulations

**5 Year SMART Objectives (to be completed by March 31st, 2020)**
- In Brentwood & C.I.: # of people reached
  - 10% in CI = 3,742
  - 8,719 in Brentwood
  - 3,650 per store/yr x 4 stores
  - 8,811 from other initiatives
  - # sites/organization in Brentwood (35)
  - # sites/organization in Central Islip (15)
- In Wyandanch, Glen Cove, Southampton: # of people reached
  - 10% of population
  - 2,696 in Glen Cove
  - 66 people on Shinnecock Reservation
  - 1,168 people in Wyandanch.

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SMART OBJECTIVES & CONSULTATIONS

- **Objective 5:** (Community)
  - Identify small retailers willing to participate in the project and sign MOU, conduct assessment and survey of customers’ perspectives on food offerings.
  - Identify 1 small food retailer in Glen Cove and Shinnecock communities and work with Shiloh Farmers’ Market (Mount Avenue Mini Mart in Wyandanch accepts SNAP)

- **Objective 6:** (Community)
  - Work with community partners to identify a minimum of 13 sites to work with in year 2 to develop and implement nutrition standards

- **Objective 7:** (Community)
  - Confirm that Town of Islip has passed complete streets resolution.
  - Deliver a minimum of 1 presentation on Complete Streets in Glen Cove and Shinnecock Reservation

- **Objective 8:** (Community)
  - Working with community leaders and local gov’t officials, identify & review identified project in Town of Islip’s Capital Program where Complete Streets elements can be easily incorporated.
  - Select at least 1 roadway project in each community for the first round of CS projects.
  - Select at least 1 Wyandanch project and address policy implementation

- **Objective 1:** (School)
  - By 5/30/16: minimum of 8 meetings with individuals representing bldg. admin, union, faculty & parents
  - Establish 1 diverse wellness team representative of all stakeholders in at least 1 bldg per district
  - Provide presentations to key audiences (faculty, PTA/PTO/SEPTA, department & unions reps)
  - Create logo and branding strategies for each school

- **Objective 2:** (School)
  - By 9/30/16: At least 1 bldg wellness team in each school district will analyze food marketing in prospective schools

- **Objective 3:** (School)
  - By 9/30/16: Each district admin receives overview of Comprehensive School Physical Activity Program (CSPAP)
  - Plan a training in CDC CSPAP
  - Implement CSPAP in bldgs.

- **Objective 4:** (School)
  - By 9/30/16: update and adopt district wide wellness policy for approval by BOE in each school district (using WellSat 2.0)