HEALTHY HALIFAX

creating a healthy town through regeneration, inclusion & fun

Logic Model

1 Start here

ULTIMATE GOAL / Final Outcome

Obesity (and associated burdens)

2 HIGH-LEVEL Programme Design

A. Principal target groups + engaging them
- wards
- clusters

B. Focus/emphasis:
- PA
- HE
- environmental / spatial / healthy regen basis

Evidence base re: high-impact
- national
- local

4 INTERVENTIONS (delivering outcomes + ultimate goal)

JOC | OSS

PA Workstream
- e.g. walking
- e.g. active play

WH

Connected Joined-up Flt

HE Workstream
- e.g. growing
- e.g. Healthy Choice Award

VCS Commissioning Project

effectiveness of existing service contacts

Healthy Regen Strand

Consumer insight + social marketing (underpins / supports all interventions)

Project-by-project logic model

See table 3.6

Commissioning Approach
- new / creative and developing existing
- commissioning priorities
- test market – provider creativity; realistic delivery
- breadth v depth

3 OUTCOME MEASURES to impact, in target groups:

PA
- 3 x 30 (adults)
- active travel to school (children)
- active travel to work (adult)
- Participation in clubs / progs

HE
- 5-A-Day

HW
- O + O NCMP –Y6 reverse trend (children)
- 5% weight loss (adults)

to specify as targets

also process measures

to specify assumptions re. reach / engagement / hit rate needed to realistically meet outcomes

Commissioning WORKSHOPS 12/3/09

baselines issue

5 EVALUATION
- local / national
- effectiveness + cost-effectiveness

6 LEARNING LESSONS
- for local application
- inc mainstream commissioning processes
- for wider levels

Sustainability

4