May 16, 2013

Nutrition Promotion Logic Model

Situation: The context for providing nutrition services has changed over the past century and the challenges related to promoting healthy eating are numerous.

Goal: To improve the nutritional health of the WHR (Winnipeg Health Region) population by partnering with others to influence conditions that support and encourage healthy food choices.

Inputs

Financial and Human Resources

- Public Health Dietitians
- Public Health Nurses
- Team Managers/ Community Area Directors'
- Volunteers
- Director PPH
- MOHs
- PHILs
- PPH Surveillance Team
- WRHA Communications

Outputs

Activities

Collaboration & Partnerships
- Support others to promote healthy eating

Health Communication
- Define a set of key nutrition messages
- Make nutrition info available and accessible to everyone

Health Equity Promotion
- Support action to address/support food security issues
- Consider the concept of health equity in nutrition promotion planning and services

Healthy Built Environments
- Identify built environment improvements or modifications that support healthy eating

Healthy Public Policy
- Support the development of healthy eating policies within the Winnipeg Region.
- Increase capacity among other service providers to positively influence healthy public policy.

Program Evaluation
- Develop a nutrition services evaluation framework

Program Monitoring
- Develop a nutrition services program monitoring framework and reporting schedule

Public Health Clinical Practice
- Continue to develop the competencies of the dietitians as nutrition promotion subject matter experts
- Work collaboratively across teams to increase the understanding of the role of the dietitian
- Create efficiencies and reduce duplication within Public Health Nutrition Services

Surveillance
- Develop a nutrition surveillance framework

Participation

- Individuals
- Families
- Groups
- Communities
- Children
- Parents
- Organizations

Outcomes

Short

Learning - Awareness, Knowledge, Attitude

- Increased public knowledge about healthy food choices
- Increased awareness of the role healthy built environments play in promoting nutritional health
- Increased understanding of the role policies play in encouraging and supporting healthy food choices
- Increased understanding of the role of the dietitian in general and in relation to food security
- Increased awareness of the concepts of health equity and social justice in nutrition promotion planning and services
- Increased understanding of how to integrate program monitoring, evaluation and surveillance data into practice

Medium

Action- Behaviours, Practice, Policies

- Increase in consumption of fruits and vegetables
- Decrease in sodium intake
- Decease in trans fat consumption
- WRHA policies encourage healthy food choices
- Social Justice and equity impact assessment tools are used in planning and service delivery activities
- Effective use of dietitian resources
- Program monitoring, evaluation and surveillance data informs practice.

Long

Conditions- Social, Economic, Environmental

- Built and social environments support healthy food choices