Example Logic Model: HAPPY Project

Need

Rates of childhood overweight and obesity in the BSB area are higher than both national and district averages.

Around ¼ of children have excess weight in Reception increasing to more than 40% by the time they leave primary school.

Risk factors for childhood excess weight include:

- maternal overweight or obesity
- parenting styles low in warmth or high in hostility
- indulgent feeding styles
- inappropriate feeding practices

Parents need support to develop family lifestyles that promote healthy weight

Inputs

0.8 FTE Co-ordinator

Course facilitator time

Training materials

Marketing and Promotion materials

Engagement and recruitment materials

IT Equipment

Venue & crèche hire

Office premises overheads

60 Parent resource packs

Protocols for contacts with families and signposting

Activities

Facilitator training

Referrals via Perinatal Project Coordinators, other professionals, and self-referrals

Initial telephone call to invite referrals to join the programme

Home or virtual enrolment visit

Delivery of HAPPY 6 courses:

- 8 week programme (1 session/week)
- WK1 Brain science and bonding
- WK2 A celebration of birth
- WK3 Personal power and self-esteem
- WK4 Healthy choices, boundaries, beliefs and values
- WK5 Feelings and how we communicate
- WK6 Communicating with adults and babies
- WK7 Beyond labour day
- WK8 Baby shower celebration

Outputs

No of facilitators trained

No women referred

No of women contacted

No of women receiving enrolment visit

No of women enrolled

No of women participating

No of courses delivered

No of women completing a course

Project Level Outcomes

Short Term Outcomes:

Parents report making healthy food choices at the end of the programme

Parents report increased physical activity at the end of the programme

Parents report reduced screen time at the end of the programme

Parents indicate an intention to breastfeed their child at the end of the programme

Medium term Outcomes:

Parents continue to make healthy food choices for themselves

Parents continue to be active and engage in less sedentary behaviour

Parents demonstrate appropriate and responsive feeding practices

Parents make healthy food choices for their child

Parents facilitate their child's physical activity and limit screen time

Impact

Short Term:

More babies will be breastfed at birth and on discharge.

More babies will be fully or partially breastfed up to the age of 6 months

Medium Term:

Fewer children have excess weight or obesity at 2 years

Fewer children have excess weight or obesity on entry to reception

Long Term:

Fewer children have excess weight or obesity on leaving primary school