DRAFT

Maternal, Child and Adolescent Health (MCAH) Program
Built Environment Online Toolkit Logic Model

SITUATION

ASSESSMENT

- 23.1% of California children (5 to <20 years of age) were ≥ 95% for weight/ height (2009 PedNSS)
- 17% of California households with children were food insecure (2009 USDA)
- 25.1% and 20.0% of women were overweight and obese, respectively, before pregnancy (2010 MIHA)
- Exclusive breastfeeding has remained stagnant at 40% (2007 NSP data)
- Only 32.9% of Californians (≥18 years of age) participated in vigorous physical activity at least 3 times per week (2009 BRFSS)

PRIORITY

Develop an online toolkit for MCAH directors to promote built environments that support maternal, child and adolescent health

INPUTS

INVESTMENTS

- Local Health Jurisdiction (LHJ) MCAH Directors
- Local MCAH Programs and staff
- National organizations (e.g., USBC, ASTPHND
- Obesity Prevention Group (OPG)
- WIC
- State and Local Injury Control
- California Obesity Prevention Program
- CA Active Communities
- Health in All Policies

OUTPUTS

WHAT WE DO

- Provide leadership to MCAH Directors on promoting nutrition, physical activity, and breastfeeding
- Foster relationships and partnerships with programs such as OPG to collaborate on reducing chronic disease
- Increase awareness of optimum nutrition, physical activity, and breastfeeding
- Develop and propagate sustainable interventions that promote policies that are conducive to a healthy population, including the built environment

WHO WE REACH

- Women of reproductive age, pregnant and parenting mothers
- Infants, children and adolescents
- Community and state leaders
- LHJ and MCAH Programs and Directors
- Employers, employees and child care
- Food and restaurant industry
- Transportation Industry
- City planners and developers
- Neighborhood and communities

OUTCOMES

SHORT TERM

- Conduct informational interviews with LHJ-MCAH directors and other state leaders to identify built environment resources and recommend role for MCAH directors
- Compile resources and develop a web-based toolkit and related webinar to link them for MCAH Directors and the general public
- Identify key speakers to market and train LHJ-MCAH staff on use of the toolkit
- Post and maintain the webpage and related resources
- Investigate ways to evaluate toolkit and webinar

MEDIUM TERM

- Meet or exceed the Healthy People 2020 nutrition and physical activity goals for women of childbearing age and children
- Increased access to affordable, nutritionally adequate foods
- Decreased food insecurity and food deserts
- Increase lactation accommodations and worksite lactation programs
- Creation of bicycle- and transit-friendly infrastructure to promote active transportation
- Increased connectivity through safe, walkable, transportation-oriented routes
- Improved health - oriented buildings and infrastructure

LONG TERM

- Reduced overweight and obesity
- Reduced or controlled diabetes
- Reduced cancer
- Reduced heart disease
- Reduced maternal morbidity and mortality
- Reduced respiratory problems
- Increased optimal birth weight babies
- Increased mental health
- Improved academic performance
- Healthcare cost savings for California

ULTIMATE GOAL

- Optimum nutrition, including breast milk, and physical activity is the cultural norm

ASSUMPTIONS

- Land use design and the built environment can have a positive effect on nutrition, physical activity, and breastfeeding behaviors
- Most Californians want to be healthy
- Ensuring good nutrition, physical activity, and breastfeeding among childbearing women and children leads to better health throughout life and improved health for future generations
- MCAH directors and other leaders will use the toolkit to promote policy changes

EXTERNAL FACTORS

- California Laws related to nutrition, physical activity, and breastfeeding
- Community values and beliefs
- Financing for programs that support nutrition, physical activity, and breastfeeding
- Financing for infrastructure and land use planning
- Marketing of high calorie and low nutrient foods
- Areas with low walkability and inadequate public transportation systems
- Healthy People 2020 nutrition, physical activity and breastfeeding objectives

Evaluation: •Collect data (web hits and pre- and post-tests) •Analyze and interpret •Report