

## Logic Model – ECD Community Awareness Project (Revised – Oct 9, 2014)

Mandate What is the mandate of this group/project?	Goals What are the overarching goals?	Objectives What objectives will help us to meet our goals?	Inputs What we will invest (staff, in-kind contributions, financial, teams/committees, etc.)	Outputs During this project:		Outcomes After this project:		
				Activities What we will do (also strategies)	Participation Who we will reach	Knowledge What will people know?	Action What will people do?	Conditions What conditions will have changed?
<p>To address the areas of greatest vulnerability identified in the HPE <a href="#">2009 and 2011 Early Childhood Development Instrument (EDI) scores</a>:</p> <ul style="list-style-type: none"> <li>physical health and well-being</li> <li>emotional maturity, and</li> <li>communication skills/general knowledge</li> </ul> <p>The ECD Working Group will begin with the physical health and well-being (gross and fine motor skills) domain because it shows the largest % of children below developmental expectations</p> <p>The ECD Working Group recognizes that the three domains are not mutually exclusive</p>	<p><b><u>To increase EDI scores related to physical health and well-being</u></b></p>	<p>1) to increase parents knowledge of the importance of active play and physical literacy development</p> <p>2) To increase awareness of the opportunities for families to be active with their children at home and in the community.</p> <p>3) To engage key stakeholders to support our campaign and promote opportunities</p>	<p>ECD Working Group</p> <p>Data Analysis Coordinator</p> <p>CYSN Coordinator</p> <p>CYSN website and social media platform</p> <p>CYSN Communication Team</p> <p>CYSN member organizations – frontline staff, social media pages, TV monitors, etc.</p> <p>Healthy Kids Community Challenge – PENDING</p> <p><b>RESOURCES:</b></p> <p><a href="#">ParticipACTION – Bring Back Play</a></p> <p><a href="#">How Does Learning Happen?</a></p> <p><a href="#">Public Health Physical Activity Directory</a></p>	<p>Develop a communication strategy that combines <i>ParticipACTION</i> messages &amp; resources with local physical activity opportunities &amp; resources</p> <p>Learn about existing efforts in HPE and beyond to improve the physical health and well-being of young children – to collaborate and prevent duplication; i.e., Healthy Habits Start Early, Raising the Bar, etc.</p>	<p><b>TARGET AUDIENCE:</b></p> <p>Families of children 0-6 years</p> <p><b>MESSENGERS:</b></p> <p>CYSN Member Organizations</p> <p>Early Childhood Educators and Teachers</p> <p>Primary Health Care Providers</p>	<p>What the EDI is and why HPE scores are low</p> <p>That physical literacy can help children reach their full potential</p> <p>What programs and play spaces are available in their own neighbourhoods</p>	<p>Build physical activity into their daily routines</p> <p>Spend more time engaged with their children in physical activities and less time in sedentary activities</p> <p>Use informal play spaces such as back yards, parks</p> <p>Use programs and recreational facilities in their neighbourhoods</p>	<p>Local parents of children 0-6 will be aware of the importance of physical literacy.</p> <p>Local parents will know where they can go to find more information about opportunities to be active at home and in the community (where they can find resources and information about programs)</p> <p>Better EDI scores indicating lower vulnerability in physical health and well-being</p> <p>Higher participation rates at existing programs, play spaces and recreational facilities</p>

**PHE Canada definition: "Individuals who are physically literate move with competence and confidence in a wide variety of physical activities in multiple environments that benefit the healthy development of the whole person"**