ReadNPlay for a Bright Future: Logic Model

Resources

- Grant funding
- ETSU Depts. Of Pediatrics, Psychology, Storytelling, and Education
- Niswonger CH
- Carter/Washington
 County pediatricians &
 early childhood
 education providers
- ReadNPlay Baby Book packets, posters (English & Spanish)
- Local breastfeeding support groups
- •Farmers markets
- Community centers
- Local health departments
- Public libraries
- •Storyteller (Cathy Jo Janssen)
- •Spanish CMI (Jose Zepeda)
- Social media (Facebook/Twitter)

Activities

- •2000-5000 Baby Book packets & posters (w/Niswonger) in ETSU and other practices
- •Train health care providers in clinical counseling using the Baby Book
- Mobile device app
- Community forums (Y1 examples)
- •Fuel to Play Forum
- Provider forum
- Community events (Y1)
- Tricities Tea
- Daddy Day Camp
- •Film series
- AAEYC Conference and Family Event
- Prince & Princess Run
- Build upon existing monthly support groups
- •Social media promotion
- Children's book series
- •10 min. video
- Market vouchers, exercise program vouchers as incentives (use in all types of activities)

Outputs

- Baby Book packet & poster distribution #
- •# of providers using materials (x frequency of use)
- •# of app downloads
- Participation # at events and forums
- Event/forum reports
- Participation in and feedback on support groups
- Social media reach
- •# of video/website views
- •Children's books distribution # and feedback
- •Use of incentive vouchers

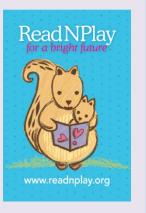
Outcomes

- Decrease rates of sedentary lifestyle, consumption of sugary beverages, screen time, and accidental injury/death in families with young children and expectant parents.
- •Increase rates of breastfeeding, consumption of fruits/vegetables, access/acceptability of healthy foods, active living, and use of safe practices to prevent injuries.
- •Increase health and early childhood education provider knowledge and competence in healthy active living.
- Increase community opportunities for supporting healthy active living among families with young children.

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Impact

- Decrease prevalence/incidence of childhood diabetes, obesity, sedentary lifestyle.
- Decrease prevalence/incidence of associated chronic disease.
- •Decrease health system burden of chronic disease.
- •Increase quality of life and life expectancy.
- •Increase community capacity for supporting health and well-being.



Support groups

For more information: www.readnplay.org

Color scheme: Clinical initiatives