

Go For Health Logic Model

Vision: Windsor-Essex County embraces and models healthy living

Mission: Provide leadership for collaborative action towards healthy living, for wellness and the reduction of chronic disease in Windsor-Essex County.

Foundations

Evidence

- The rate of chronic disease is significantly higher in Windsor-Essex County than the national rate.
- High prevalence of risk factors in Windsor-Essex County that attribute to 80% of chronic disease (Four modifiable risk factors: Tobacco use and exposure; excess alcohol consumption; unhealthy eating; physical inactivity).
- In Ontario, roughly 145 people are injured every hour, and about 13 people die from their injuries daily.
- It's estimated that one in five Canadians, close to six million people, will develop a mental illness at some point in their lives.

Theory

Socio-Ecological Model of Health Behaviour

- Behaviors are influenced by intrapersonal, social, cultural, and physical environment variables
- Levels of Influence: Individual, Interpersonal, Organizational, Community, and Public Policy.

Values

Participation
Innovation
Leadership
Diversity
Collaboration
Impact

Governance

- Steering Committee
- Terms of Reference
- Sustainability Strategy
- Documentation Process
- Website
- Evaluation Strategy

Goal: Individual behaviour change through the development, implementation, and monitoring of policies that promote and support healthy living in Windsor-Essex County

Target Population: Key Stakeholders/Decision-Makers

Strategy: Policy Development

- Priority areas:
1. Tobacco use & exposure
 2. Substance & alcohol misuse
 3. Healthy eating
 4. Physical activity
 5. Injury prevention
 6. Mental health

Sectors

Business

Collaborate with business leaders to develop and implement policies that support healthy workplaces and lifestyles.

Education

Promote the development of new policies that support a healthy workplace and learning environment.

Government

Support, develop and implement policies for infrastructure and the built environment to promote active lifestyles and healthy eating.

Health

Support, develop and implement healthy policies relative to health service delivery.

Recreation and Leisure

Support, develop and implement healthy policies in the recreation facilities and service clubs.

Short Term Outcomes 1-3 year(s):

- Increased awareness of the Go For Health Coalition's vision and mission.
- Increased awareness of the positive impacts of Health Policy.
- Increased knowledge of Healthy Policy opportunities in the community.
- Stronger relationships with Key Stakeholders/Decision-Makers.

Intermediate Outcomes 3-5 years:

- Developed or championed Health Policy in all Sectors.
- Developed current and relevant GFH Communications (print, web, audio-visual) to increase awareness, and build capacity.

Long Term Outcome 5+ years:

- Improved availability of healthier options by having Healthy Policies in all sectors that address all six priority areas.

Impact:

Reduced rate of chronic disease, mental illness and injury in Windsor-Essex County.