Reducing Early Childhood Obesity in LA County: Logic Model

The primary objective of First 5 LA’s investments in nutrition and physical activity is to reduce the rate of obesity in Los Angeles County among children and their families.

**Inputs**
- Staff
- Financial resources
- Stakeholders
- Target populations
- Community resources
- Partners
- Policy makers

**Strategies**

**Knowledge, Attitude & Behaviors**
- Educate parents, families, providers, and stakeholders about nutrition and physical activity through:
  - Media Campaigns
  - Community Events (i.e. health fairs, family events)
  - Provider Training
  - Support Groups

**Environments**
- Change menu options of targeted restaurants
- Promote health options & practices in child care settings
- Create supportive settings for healthier habits & practices (i.e. Baby-Friendly hospitals)
- Safe environments for physical activity

**Policy, Systems, & Sustainability**
- Practices & protocols that assess/track obesity in various settings (i.e. child care, medical, DCFS)
- Change Food marketing policies to children
- State level policy reform
- Provide technical assistance to various providers (i.e. child care, hospital)
- Leverage other investments for sustainability

**Access**
- Inform community about resources

**Learning**
- Increase knowledge about:
  - Children’s recommended food/drink consumption,
  - Recommended physical activity
  - Importance of breastfeeding
  - Appropriate screen time
  - Availability of support groups
- Increase partnerships among stakeholders

**Behaviors**
- Increase:
  - Consumption of healthier food & beverages
  - Access to healthy food options & safe environments
  - Physical activity
  - Breastfeeding rates (i.e. initiation, exclusivity, duration)
  - Access to safe environments
- Reduce:
  - Screen time
  - Unhealthy options
  - Increase measurement and tracking of obesity related indicators in various settings
  - Implement policies and procedures regarding nutrition and physical activity in various settings (i.e. child care, foster care, work place)
  - Community and stakeholder engagement for sustainability options

**Outcomes**
- Legislation change regarding food marketing to children
- Reduces costs (i.e. health care) associated with obesity

**Impact**
- Reduce the rate of obesity in Los Angeles County among children, 0 to 5, and their families.

**Short-term**

**Intermediate**

**Long-term**