# 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.

## 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.

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Color scheme: Clinical initiatives

Support groups

Social Marketing

For more information: [www.readnplay.org](http://www.readnplay.org)

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