

Colorado Department of Public Health and Environment
 Center for Health Promotion and Chronic Disease Prevention + BRFSS Integrated Workplan

PROGRAM LOGIC MODEL: POLICY AND ENVIRONMENTAL CHANGE

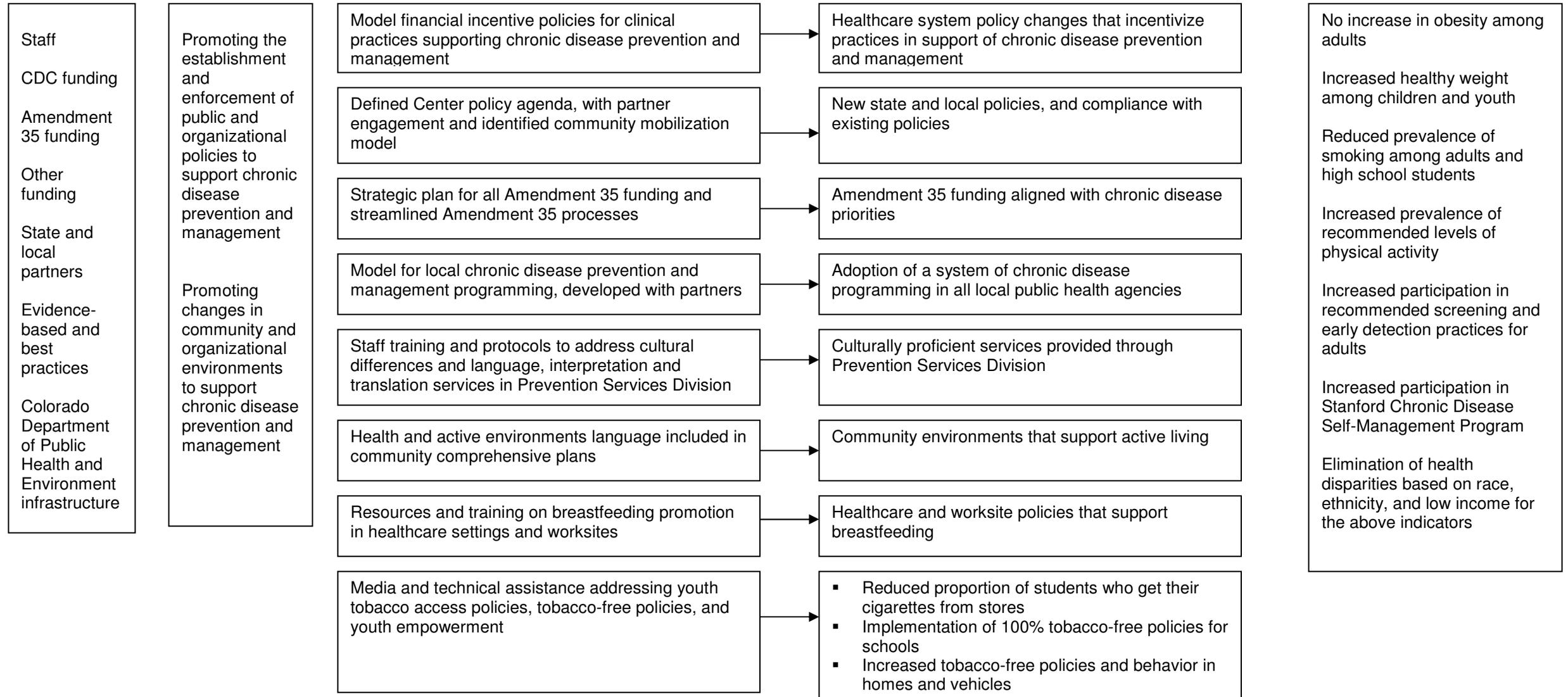
USING THESE
INPUTS

WE WILL ENGAGE
IN THESE ACTIVITIES

TO PRODUCE
THESE OUTPUTS

WHICH WILL YIELD
THESE OUTCOMES

WITH THIS
ULTIMATE IMPACT



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PROGRAM LOGIC MODEL: HEALTH COMMUNICATIONS

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Staff
CDC funding
Amendment
35 funding
Other
funding
State and
local
partners
Evidence-
based and
best
practices
Colorado
Department
of Public
Health and
Environment
infrastructure

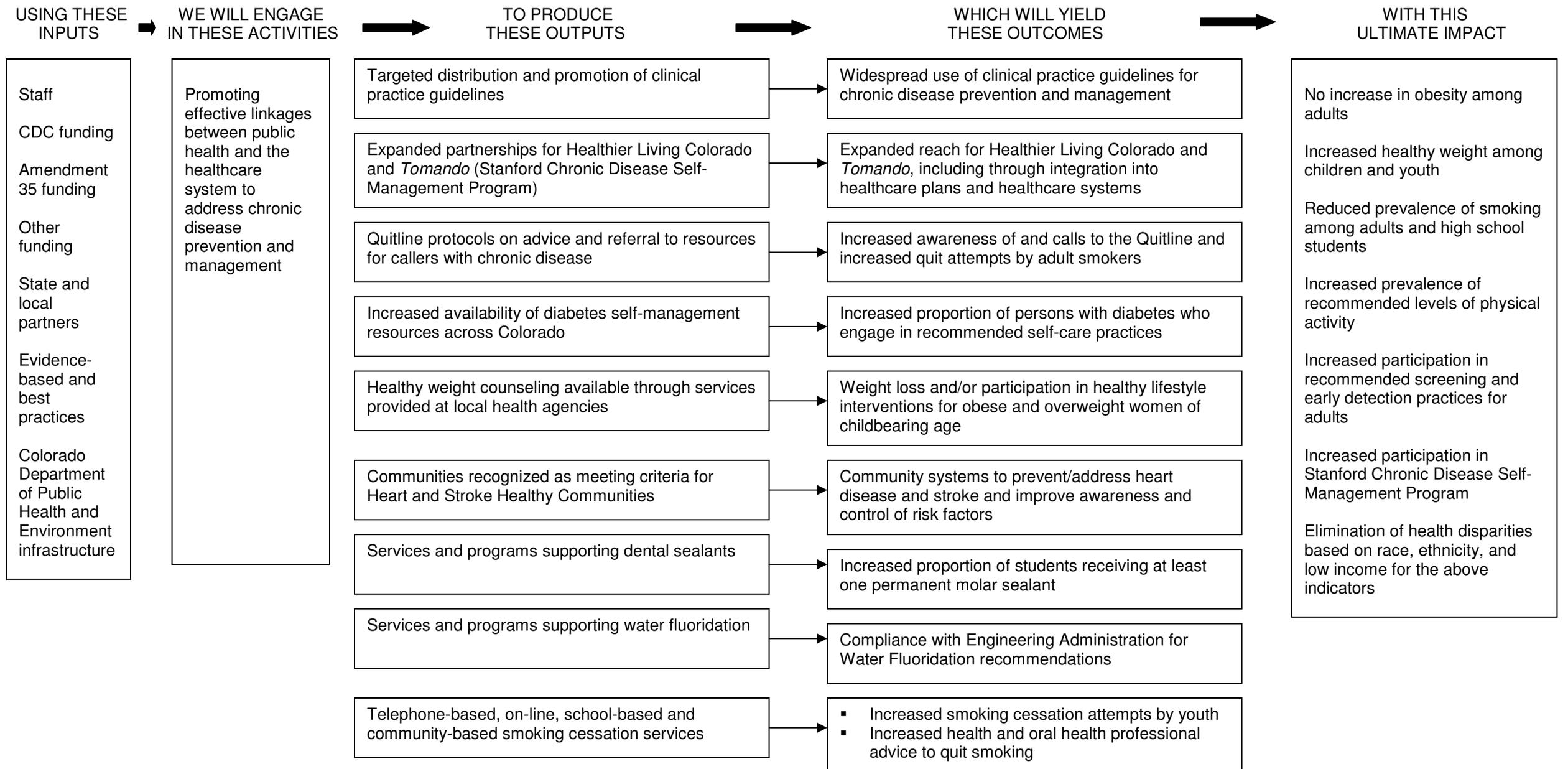
Implementing a
coordinated
health
communications
plan that
includes
strategic
marketing
campaigns for
healthcare
providers and
consumers
addressing
chronic disease,
risk factors and
recommended
screenings

Media and marketing campaigns addressing
multiple diseases or risk factors
Information on decision-making around chronic
diseases and risk factors provided to
consumers through targeted methods
Key information on assisting patients with
chronic disease prevention and management
provided to health and oral health
professionals through targeted methods

Enhanced assistance for patients on chronic disease
prevention and management from health and oral
health professionals
Increased healthcare provider participation in Screen
the Screener programs for colorectal cancer
Increased consumer awareness of chronic disease
risk factors, recommended screenings, and
availability of screening and early detection services
Increased number of adolescents engaging with *Own
Your C* campaign
Increased identification and selection of healthy foods
in restaurants and food establishments

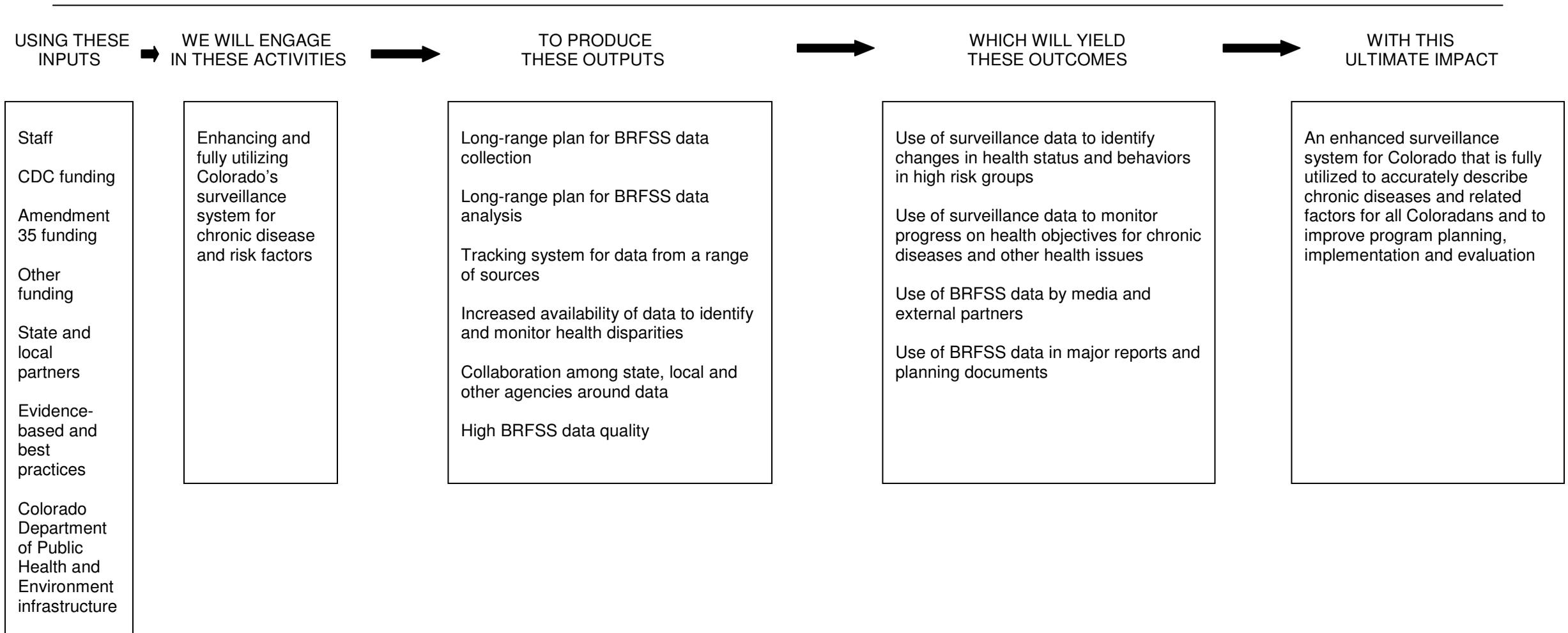
No increase in obesity among
adults
Increased healthy weight
among children and youth
Reduced prevalence of
smoking among adults and
high school students
Increased prevalence of
recommended levels of
physical activity
Increased participation in
recommended screening and
early detection practices for
adults
Increased participation in
Stanford Chronic Disease Self-
Management Program
Elimination of health disparities
based on race, ethnicity, and
low income for the above
indicators

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 PROGRAM LOGIC MODEL: PUBLIC HEALTH LINKAGES WITH HEALTHCARE SYSTEMS



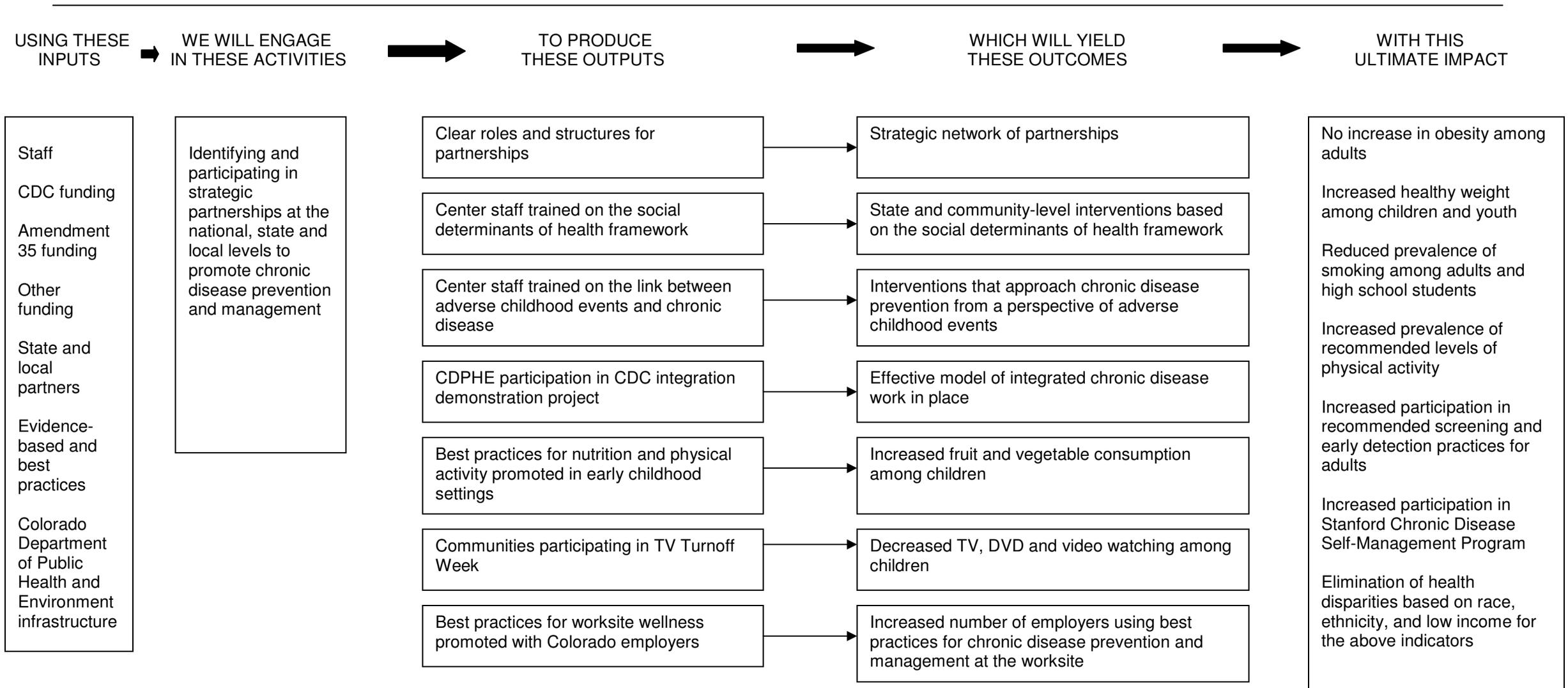
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PROGRAM LOGIC MODEL: DATA AND SURVEILLANCE



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PROGRAM LOGIC MODEL: PARTNERSHIPS



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 Center for Health Promotion and Chronic Disease Prevention + BRFSS Integrated Workplan

PROGRAM LOGIC MODEL: INFRASTRUCTURE

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Staff
 CDC funding
 Amendment 35 funding
 Other funding
 State and local partners
 Evidence-based and best practices
 Colorado Department of Public Health and Environment infrastructure

Creating improvements in Center infrastructure

Coordinated planning process

Center staffing aligned with the integrated workplan

Streamlined Center business practices

Evaluation of chronic disease and risk factor program activities

Diversified funding, with resources aligned to support Center goals

Clear and effective communication protocols and practices

- Center as a 'learning organization'
- Consistently applied expectations on performance and Prevention Services Division core values

Policies, processes and practices that support workforce development

- State plan for chronic disease prevention and management
- 90% of strategies in the state plan and Center integrated workplan are evidence-based

- Shared staff across Center programs
- Center staff are knowledgeable about all Center chronic disease and risk factor programs

Shared goals are supported by standardized and efficient business practices across the Center

- Center staff are knowledgeable or proficient in evaluation strategies
- Evaluation results are used to improve program efficiency and effectiveness

- 80% of Amendment 35 grants support Center chronic disease priorities
- Funding obtained from non-CDC sources

Center staff are informed of activities, events and decisions in the Center and the Department

Work environment reinforces shared expectations and values

- Managers and directors possess competencies for their positions
- Fewer obstacles to recruiting and retaining a diverse, skilled workforce

Center infrastructure that maximizes effectiveness of chronic disease prevention and management efforts

Skilled Center workforce at adequate staffing levels

Center work environment that values respect, shared knowledge, efficiency and effectiveness in reaching goals

Accountability to coworkers, stakeholders and the public

Center staff who are empowered leaders with high job satisfaction

Alignment of current and new public and private, federal, state and local funds to accomplish health outcomes