## The Community Nutrition Education (CNE) Logic Model

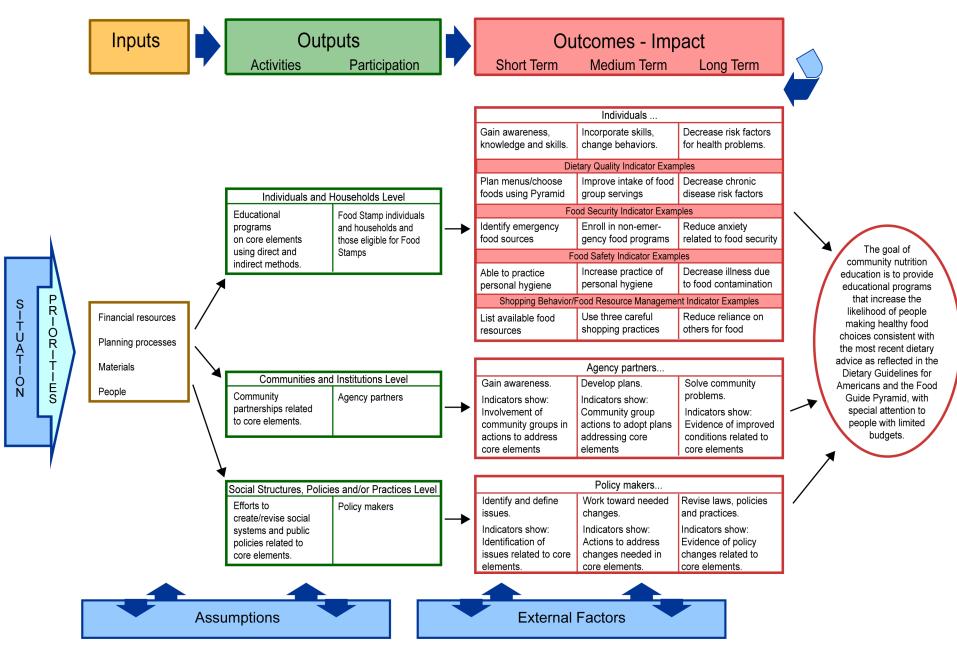
The Community Nutrition Education Logic Model depicts a broad continuum of intervention strategies at the individual/household, community/institution, and social structures/policy levels. The model links these intervention strategies to specific short, medium and long term outcomes.

The committee responsible for developing the Community Nutrition Education Logic Model represented persons involved in a variety of nutrition education programming and funding efforts at the federal, state and local levels. It is hoped that this model will enhance the communication and evaluation efforts of those responsible for delivering nutrition education to our nation's limited income audiences and communities.

The Food Stamp Program, along with other funding agencies, provides significant resources for community-based nutrition education efforts. The Community Nutrition Education Logic Model identifies activities and initiatives that, in some instances, go beyond the intended scope of the Food Stamp Program Nutrition Education (FSNE) grants. The reader should be aware that costs for all of the activities shown on the model are not necessarily allowable as charges to the Food Stamp Program. For more information on State Nutrition Education Plans and FSNE, contact the Food and Nutrition Service (FNS) regional office serving your respective state. Also State Plan Guidance with sets forth specific information on allowable, reasonable and necessary costs can be found at:

http://www.nal.usda.gov/foodstamp/program\_facts.html#guidance

## The Community Nutrition Education (CNE) Logic Model – Overview



## The Community Nutrition Education (CNE) Logic Model – Detail

Inputs	Outputs		
inputs	Activities Participation		
	Individuals and Households Level		
	Conduct education and deliver targeted messages on core elements using the following strategies:	Food Stamp individuals/households and those eligible for the Food Stamp Program	
<ul> <li>Financial Resources</li> <li>FSNEP Contract (Budget Categories)</li> <li>Match funds (Public In-Kind and Private Funds)</li> <li>Non-Match (Private In-Kind)</li> <li>Planning Processes</li> <li>Program Planning</li> </ul>	Direct Methods <ul> <li>Individual/One on One</li> <li>Small Group</li> <li>Large Group</li> </ul> <li>Indirect Methods <ul> <li>Newsletters</li> <li>News Releases</li> <li>Kiosks</li> <li>Internet</li> </ul> </li> <li>Media Campaign</li>	<ul> <li>Direct Methods (# and %)</li> <li>Counted: Gender, Ethnicity, Adult or Youth</li> <li>Estimated</li> <li>Indirect Methods</li> <li>Counted</li> <li>Estimated</li> <li>Media Circulation</li> <li>Evidence that participants represent Food Stamp households or those eligible for the Food Stamp Program</li> </ul>	
Social Marketing			
Materials <ul> <li>Curriculum</li> <li>Educational Media</li> <li>Campaign</li> </ul> People <ul> <li>Expertise (funded, matched, other)</li> <li>Accountability: Elected/Appointed</li> </ul>	Communities and Develop/expand community partnerships to identify opportunities and eliminate barriers related to core elements using the following strategies: Community Assessment Community Awareness Campaigns Community Organizing Community Integration of Services	Agencies/organizations addressing dietary quality concerns which target the Food Stamp population         • Number of Partnerships by Type, Sector and Level (local, regional, statewide)         • Number of Inter-Organization Agreements/MOUs         • Number and Description of Community-Based Efforts         • Number and Description of Integrated Service Plans	
Officials			
Intra-Institutional Commitment:	Social Structures, Policies and/or Practices Level		
Membership: Networks, Coalitions, Consortia, etc.	<ul> <li>Create/revise social systems and public policies related to core elements using the following strategies:</li> <li>Expert review/ comment on federal, state, and/or local public policies</li> <li>Public Forums</li> <li>Impact Seminars</li> <li>Efforts to inform elected officials, food industry leaders (processors and retailers), farmers, educators, and other influential leaders</li> </ul>	<ul> <li>Systems and policies related to core elements having an impact on the Food Stamp population</li> <li>Number and description of multi-sector efforts that include universities, government agencies, private sector, non-profit agencies and governing/licensing boards</li> <li>Description of systems and policy change efforts</li> </ul>	

Short Term	Outcomes and Indicators Medium Term	Long Term
	Individuals and Households Level	
	Dietary Quality, Physical Activity Core Element Outcomes	
Individuals gain awareness, knowledge and skills related to:	Individuals incorporate skills; change behaviors related to:	Individuals experience:
<ul> <li>Improved attitudes about healthy eating</li> <li>Increased knowledge of healthy food choices</li> <li>Improved skill in selection of healthy foods</li> <li>Improved skill in preparation of healthy foods</li> <li>Increased awareness/knowledge of benefits of physical activity (burn calories &amp; control weight, increased stamina, cardiovascular health, reduce risk of cancer, diabetes, improved personal appearance, etc.)</li> <li>Increased awareness/knowledge physical activity recommendations for health</li> </ul>	<ul> <li>Increased adoption of healthy food practices</li> <li>On-going use of healthy weight management practices</li> <li>Adoption of recommended diet-related practices for disease prevention and management</li> <li>Participation in regular physical activity</li> <li>Family/individual participation in physically active community events.</li> </ul>	<ul> <li>Decreased risk factors for nutrition-related health problems &amp; chronic diseases that are affected by diet and physical activity</li> <li>Decreased incidence of complications of chronic diseases that are affected by diet and physical activity</li> </ul>
	Indicators	
% of (x) Individuals who demonstrate ability to: <ul> <li>Plan menus and choose foods around Food Guide Pyramid (FGP) and Dietary Guidelines (DG) [DQ1]</li> <li>Adjust recipes and/or menus to achieve certain goals (reduced calories, fat, sodium, etc., or increased nutrients &amp; fiber) [DQ2]</li> <li>Select/use preparation and storage techniques to conserve nutrients or reduce fat, salt, or to improve taste[DQ3]</li> <li>Classify foods based on original source (plant or animal) [DQ4]</li> <li>Write a personal plan to adjust physical activity for health, fitness, weight control, etc. [DQ5]</li> <li>% of (x) Individuals who indicate an intent to adopt one or more healthy food/nutrition practices [DQ6]</li> <li>_% of (x) Individuals who indicate an intent to begin or increase physical activity [DQ7]</li> </ul>	% of (x) Individuals demonstrate adoption of healthy eating practices by: Improved life style practices based on the food Guide Pyramid & Dietary Guidelines, such as • Improved intake of food group servings [DQ8] • Improve intake of selected nutrients and [DQ9] • Improve behavior change related to decreased salt, fat, sugar and calories, or increased servings/variety of vegetables, fruits, whole grains, and low-fat milk [DQ10] • Increased frequency of eating breakfast [DQ11] • Increased frequency of eating breakfast [DQ11] • Implementation of a personal plan for regular physical activity, such as increased time/frequency engaged in daily activity; beginning a specific activity such as walking, hiking, bicycling [DQ12] • Increased participation of individual/family in games and play that involve physical activity [DQ13] • Reduction in time spent in sedentary activities (such as watching TV and playing video games) [DQ14]	<ul> <li>Individuals show:</li> <li>Decreased # of chronic disease risk factors [DQ15]</li> <li>Decreased # of chronic disease complications [DQ16]</li> <li># (%) of food stamp recipients who achieved/maintained healthy weight or lost as much as 5% of body weight (if needed) [DQ17]</li> <li>Note: Studies show that a loss of only 5% of body weight in obese people can bring about beneficial changes in chronic disease risks and/or complications.</li> </ul>

Short Term	Outcomes and Indicators Medium Term	Long Term	
	Individuals and Households Level		
	Food Security Core Element <sup>1</sup>		
	Outcomes		
Individuals gain awareness, knowledge and skills related to	Individuals incorporate skills; change behaviors related to:	Individuals and households experience:	
• Knowing what to do when the individual or family has no	<ul> <li>Increasing availability of food with reduced hunger</li> </ul>	-	
food and is hungry		• A reliable food supply without experiencing hunger	
	Indicators		
<ul> <li>_% of (x) Individuals who demonstrate ability to:</li> <li>Identify emergency food programs (food pantries, soup kitchens, and food banks) and where/how to apply for food assistance [SC01]</li> <li>Obtain food from emergency food assistance programs to allay hunger [SC02]</li> <li>Describe non-emergency food assistance community food resources and assistance programs such as food stamps, child nutrition programs and WIC [SC03]</li> <li>Describe how/where to apply for non-emergency food assistance [SC04]</li> <li>_% of (x) Individuals indicate an intent to adopt one or</li> </ul>	<ul> <li>_% of (x) Individuals demonstrate adoption of practice by:</li> <li>Enrolling in non-emergency food assistance programs (child nutrition, food stamp programs WIC) [SC06]</li> <li>Relying less on emergency food sources (Food pantries, food banks, soup kitchens) [SC07]</li> <li>Having fewer hungry days[SC08]</li> </ul>	<ul> <li>Individuals and households show:</li> <li>Reduced anxiety related to food security [SC09]</li> <li>Developed the economic means for food security [SC10]</li> <li>Families maintain food security over time (based on USDA ERS food security question) [SC11]</li> </ul>	
more beneficial food security practices [SC05]			
	Food Safety Core Element		
	Outcomes		
Individuals gain awareness, knowledge and skills related to:	Individuals incorporate skills; change behaviors related to:	Individuals experience:	
Practicing personal hygiene	Practicing personal hygiene		
Cooking foods adequately	Cooking foods adequately	• Decreased incidence of disease associated with	
Avoiding cross-contamination	Avoiding cross-contamination	contamination of food resulting from household food handling practices	
• Keeping foods at safe temperatures	• Keeping foods at safe temperatures	practices	
Avoiding foods from unsafe sources	Avoiding foods from unsafe sources		
Indicators			
% of (x) Individuals who demonstrate ability to:	% of (x) Individuals demonstrate adoption of practice by increasing the number of times they used desirable food	Individuals show decrease in:	
Practice personal hygiene [FS01]     Dractice history descriptions [FS02]	handling behaviors associated with:	• # of illnesses caused by biological contamination of food	
Practice kitchen cleanliness [FS02]     Could South and the test of the IEEO01	Practicing personal hygiene [FS08]	(such as bacterial, viruses, parasites) <b>[FS14]</b>	
• Cook foods adequately [FS03]	Practice kitchen cleanliness [FS09]	<ul> <li># of illnesses caused by chemical contamination of food</li> </ul>	
• Avoid cross-contamination [FS04]	Cooking foods adequately [FS10]	(such as household cleaners, pesticides) <b>[FS15]</b>	
<ul> <li>Keep foods at safe temperatures [FS05]</li> <li>Avoid foods from unsafe sources [FS06]</li> </ul>	Avoiding cross-contamination [FS11]	•# of illnesses caused by physical contamination of food	
<ul> <li>Avoid foods from unsafe sources [FS06]</li> <li>% of (x) Individuals who indicate an intent to adopt one or more safe food handling practices [FS07]</li> </ul>	<ul> <li>Keeping foods at safe temperatures [FS12]</li> <li>Avoiding foods from unsafe sources [FS13]</li> </ul>	(such as lead contamination, insects) [FS16]	

	Outcomes and Indicators	
Short Term	Medium Term	Long Term
	Individuals and Households Level	-
	Shopping Behavior/Food Resource Management Core Element	j1
	Outcomes	
<ul> <li>Individuals gain awareness, knowledge and skills related to:</li> <li>Identifying personal, family and community resources</li> <li>Determining the best resource strategies for stretching food resources for self and family</li> <li>Stretching their food resources</li> <li>Planning a healthy diet, using low-cost, nutrient dense foods</li> </ul>	<ul> <li>Individuals incorporate skills; change behaviors related to:</li> <li>Using a variety of food resources to reduce food costs</li> <li>Increasing personal/family food availability</li> <li>Providing culturally acceptable meals that are balanced for cost as well as for nutritional value</li> <li>Making safe, nutritious, economical food choices away from</li> </ul>	<i>Individuals experience:</i> • Eating nutritiously on a limited budget using resources appropriately
	home	
	Indicators	
<ul> <li>_% of (x) Individuals who demonstrate ability to:</li> <li>List all available food resources (time, money, kitchen equipment, food preparation skills, gardening skills, family and social network supports) [FR01]</li> <li>Use some careful shopping techniques (shopping plan, shopping list, food price comparisons, coupons, etc.) [FR02]</li> <li>Compare food costs at different food outlets (grocery stores, farmers markets, restaurants, vending machines, fast food chains, school environment, etc.) [FR03]</li> <li>Try new low-cost foods/new recipes FR04]</li> <li>Evaluate use of convenience foods and prepare some foods from basic ingredients [FR05]</li> <li>Reduce food waste through proper storage techniques [FR06]</li> <li>Use the food guide pyramid as a basis for selecting foods [FR07]</li> <li>Demonstrate the ability to use resources correctly to prepare food (measure food correctly, follow a recipe, use kitchen equipment safely, etc.) [FR08]</li> <li>_% of (x) Individuals indicate an intent to adopt one or more beneficial shopping behavior/food resource management practices [FR09]</li> </ul>	<ul> <li>_% of (x) Individuals demonstrate adoption of practice by:</li> <li>Using at least three careful shopping techniques (shopping list, shopping plan, comparing food prices, using coupons, etc.) [FR10]</li> <li>Using hunting, fishing, gardening, etc. to increase food options [FR11]</li> <li>Making some foods from basic ingredients [FR12]</li> <li>Preparing and storing or preserving food for later use [FR13]</li> <li>Food or food resources lasts to the end of the "month" [FR14]</li> <li>Using different types of food sources to get nutritional value at best price [FR15]</li> <li>Consuming more low cost foods [FR16]</li> <li>Practicing appropriate use of resources in preparing food (measure food correctly, follow a recipe, use kitchen equipment safely, etc.) [FR17]</li> </ul>	<ul> <li>Individuals show:</li> <li>Reduce reliance on family, friends, and social support networks for food [FR18]</li> <li>Ability to stock up on some foods [FR19]</li> <li>Build and use a food storage system [FR20]</li> </ul>

Short Term	Outcomes and Indicators Medium Term	Long Term
Short renn	Communities and Institutions Level	
	Dietary Quality, Physical Activity Core Element	
	Outcomes	
Communities/Institutions gain:	Communities/Institutions:	Improved dietary quality status:
• Increased awareness among private and public sector leaders	• Identify barriers and enhancements to improved community	• Leaders/citizens are empowered to solve community
about nutrition-related challenges of low-income households/	diet quality	food/nutrition challenges
individuals	• Develop and implement plans to improve diet quality	• Decreased community barriers to adoption of healthy
• Increased involvement of community groups to address	Increased community activities/facilities that encourage	nutrition practices
nutrition challenges/issues of low-income households	physical activity	
	Indicators	
Communities/Institutions demonstrate increased:	Communities/Institutions exhibit:	Communities/Institutions reflect improvements such as:
<ul> <li>Composition and # of community groups reporting</li> </ul>	• Increased # of referrals of low-income individuals between	<ul> <li>More nutritious foods offered in schools or restaurants</li> </ul>
discussions held on dietary quality challenges of low-income	agencies to facilitate provision of nutrition education [DQ22]	[DQ26]
people in that locality [DQ18]	• Adoption of a feasible written plan to address challenges and	• Increased availability of certain foods in grocery stores or
• Composition and # of community groups who report a	barriers to dietary quality and physical activity by community	farmer's markets [DQ27]
commitment to collaborate on strategies to address dietary quality and physical activity challenges <b>[DQ19]</b>	groups/agencies <b>[DQ23]</b> • Evidence of concrete actions on implementing plan for	• Reduced challenges related to transportation of low-income individuals to grocory store, or food storm and WIC offices
• Composition and # of community groups involved in needs	improving dietary quality [ <b>DQ24</b> ]	individuals to grocery store, or food stamp and WIC offices <b>[DQ28]</b>
assessment & program planning [DQ20]	Evidence of concrete actions on implementing plan for	• Larger number (percent) of food stamp and low-income
• Composition and # of community coalitions formed to	encouraging physical activity in a community (such as planned	individuals who report regular participation in physical activit
address dietary quality and physical activity issues of low-	community games and competitions) or development of safe	[DQ29]
income families or individuals [DQ21]	walking/bicycling trails [DQ25]	
	Food Security Core Element <sup>1</sup>	
	Outcomes	
Communities/Institutions gain:	Communities/Institutions:	Communities are food secure:
• Assess level of food insecurity and factors that limit food	• Develop and implement plans to improve food security	• Communities establish an on-going monitoring system to
security in the community	• Communities organize to address food security and economic	address changes in food security levels in the community
• Increase awareness of food insecurity in the community	issues that impact food security	<ul> <li>Prevalence of food insecurity decreases</li> </ul>
• Increase involvement of community groups to address food		
security issues in the community		
	Indicators	
<i>Communities/Institutions demonstrate increased:</i>	Communities/Institutions exhibit:	Communities/Institutions reflect improvements such as:
• Knowledge of levels of food insecurity in the community (based upon the ERS USDA instrument) [SC12]	• Adoption of a feasible written plan to address challenges and barriers of food security <b>[SC15]</b>	• Fewer families in the community report food insecurity or there are fewer people at the most severe levels of food
• Composition and number of community groups involved in	Composition and number of organized community efforts to	security [SC21]
needs assessment [SC13]	address food security [SC16]	• Economic indicators improve increased education,
• Composition and number of community organizations	• Evidence of actions taken to implement plan [SC17]	increased employment, and household income [SC22]
formed to address food security [SC14]	• People in the community donate food, money or volunteer	
	time to emergency food programs and develop a growing	
	support for community anti-hunger programs [SC18]	
	• Emergency food programs have increased quantity and	
	quality of nutritious food [SC19]	
	• Efforts to assess economic conditions such as available	
	employment, housing that impact food security [SC20] d Food Security. For this logic model. Food Resource Management has been	

Short Term	Outcomes and Indicators Medium Term	Long Term
	Communities and Institutions Level	
	Food Safety Core Element	
	Outcomes	
Communities/Institutions gain:	Communities/Institutions:	Improved food safety status:
• Increased awareness among private and public sector leaders about food safety related challenges of low-income households/ individuals	• Develop and implement plans based on HAACP to improve food safety	• Community establishes monitoring, evaluation and prevention system to address community food safety
<ul> <li>Increased involvement of community groups to address food safety challenges/issues of low-income households</li> <li>Identify hazards that threaten community food safety</li> </ul>		
	Indicators	
<i>Communities/Institutions gain:</i> • Identify community and institutional barriers and opportunities for improved community food resource	Communities/Institutions exhibit: <ul> <li>Composition and # of organized community efforts to address food safety issues of low-income families or individuals [FS20]</li> <li>Adoption of a feasible written plan to address challenges and barriers to food safety by community groups/agencies [FS21]</li> <li>Evidence of concrete actions taken toward implementing plan [FS22]</li> <li>Increased # of referrals of low-income individuals between agencies to facilitate provision of food safety education [FS23]</li> </ul> Shopping Behavior/Food Resource Management Core Element Outcomes Communities/Institutions: <ul> <li>Develop and implement plans to improve food security</li> <li>Organize to address food resource management</li> </ul>	<i>Improved Food Resource Management status:</i> • Increased community initiated efforts to solve food resource management challenges
<ul> <li>management</li> <li>Increased awareness among private and public sector leaders about food-resource management –related challenges of low- income households/ individuals</li> <li>Increased involvement of community groups to address food resource management challenges opportunities</li> </ul>		• Decreased community barriers to adoption of effective food resource management strategies
Indicators		
<ul> <li>Communities/Institutions demonstrate increased:</li> <li>Composition and number of community groups reporting discussions held on food resource management challenges of low-income people [FR21]</li> <li>Composition and number of people involved in needs assessment [FR22]</li> <li>Composition and number of organizations formed to address food resource management of low income people [FR23]</li> </ul>	<ul> <li><i>Communities/Institutions exhibit:</i></li> <li>Adoption of a feasible written plan to address challenges and barriers to food resource management education [FR24]</li> <li>Evidence of concrete actions taken toward implementing plan [FR25]</li> <li>Organized community efforts to address food resource management issues of low income families [FR26]</li> <li>Increased number of referrals of low-income individuals that receive food resource management education [FR27]</li> </ul>	<ul> <li>Communities/Institutions reflect improvements such as:</li> <li>Nutritious foods are more readily available to low income people [FR28]</li> </ul>

	Outcomes and Indicators	
Short Term	Medium Term	Long Term
	Social Structures, Policies and/or Practices Level	
	Dietary Quality, Physical Activity Core Element	
	Outcomes	
Educators, media, other public and private representatives	Educators, media, other public and private representatives	Revision of laws, policies and practices related to dietary
hold discussions re: policies, regulations, and industry	work toward needed changes in laws, policies and practices	quality
practices that are barriers to dietary quality		
	Indicators	
Identification and definition of:	Evidence of action such as:	Evidence such as:
Social/public policy issues/regulations and food industry	• Number of expressed oral or written commitments to work	• Description of change in structure, policy or practice [DQ36]
practices that impact dietary quality and food availability for	toward needed changes [DQ32]	
low-income families/individual [DQ30]	• Letters, memoranda from legislators, agency heads or food	
• Social/public policy issues and that create barriers to	industry leaders that needed changes will be made [DQ33]	
adequate physical activity (example: school policy for children	•Achieved commitment of key citizens, government officials,	
affecting amount of physical activity in school) [DQ31]	and policy makers to work toward needed changes in laws,	
	policies, and practices [DQ34]	
	• Adoption of steps that will be taken by policy makers to	
	achieve change [DQ35]	
	Food Security Core Element <sup>1</sup>	
	Outcomes	
Educators, media, other public and private representatives	Educators, media, other public and private representatives	Revision of laws, policies and practices related to food
hold discussions re: policies, regulations, and industry	work toward needed changes in laws, policies and practices	security
practices that are barriers to food security	related to food security	
	Indicators	
Identification and definition of:	Evidence of action such as:	Evidence such as:
Social/public policy issues/regulations and food industry	• Number of expressed oral or written commitments to work	• Description of change in structure, policy or practice [SC27]
practices that impact food availability for low-income	toward needed changes [SC24]	
families/individuals [SC23]	• Number of barriers eliminated to achieving food security	
	(food programs make program applications easier) [SC25]	
	• Letters, memoranda from legislators, agency heads or food	
	industry leaders that needed changes will be made [SC26]	

	Outcomes and Indicators	
Short Term	Medium Term	Long Term
	Social Structures, Policies and/or Practices Level	
	Food Safety Core Element	
	Outcomes	
Educators, media, other public and private representatives hold discussions re: policies, regulations, and industry practices that are barriers to food safety	Educators, media, other public and private representatives work toward needed changes in laws, policies and practices	Revision of laws, policies and practices related to food safety
	Indicators	
Identification and definition of: • Social/public policy issues/regulations and food industry practices that impact food safety [FS25] Educators, media, other public and private representatives hold discussions re: policies, regulations, and industry	<ul> <li>Evidence of action such as:</li> <li>Number of expressed oral or written commitments to work toward needed changes [FS26]</li> <li>Letters, memoranda from legislators, agency heads or food industry leaders that needed changes will be made [FS27]</li> <li>Achieved commitment of key citizens, government officials, and policy makers to work toward needed changes in laws, policies, and practices [FS28]</li> <li>Adoption of steps that will be taken by policy makers to achieve changes [FS29]</li> <li>Shopping Behavior/Food Resource Management Core Element Outcomes</li> <li>Educators, media, other public and private representatives work toward needed changes in laws, policies and practices</li> </ul>	Evidence such as: <ul> <li>Description of change in structure, policy or practice [FS30]</li> </ul> Plant Revision of laws, policies and practices related to food resource management
practices that are barriers to food resource management		Ŭ
	Indicators	
<i>Identification and definition of:</i> • social/public policy issues/regulations and food industry practices that impact food resource management and food availability for low-income families/individuals [FR29]	<ul> <li>Evidence of action such as:</li> <li>Number of expressed oral or written commitments to work toward needed changes [FR30]</li> <li>Letters, memorandums from legislators, agency heads, or food industry leaders that needed changes will be made [FR31]</li> <li>Achieved commitment of key citizens, government officials, and policy makers to work toward needed changes in laws, policies, and practices [FR32]</li> <li>Adoption of steps that will be taken by policy makers to</li> </ul>	<ul> <li>Evidence such as:</li> <li>Description of change in structure, policy or practice [FR34]</li> </ul>