Logic Model for the Effectiveness of an IMB-Based Intervention for Reducing Sweetened Beverage Consumption in Preschool Children

**Situation**

1. **Prevalence**
   - POW: intervention needs
   - SBC + 100% juice consumption

2. **Need to provide nutrition education to families at preschools**
   - Develop and implement additional interactive nutrition education focusing on SBC + 100% juice consumption

3. **Need to provide practical community experience to future nutrition education professionals (i.e. undergraduate nutrition students)**
   - Train students and allow them to get hands-on nutrition education experiences while serving the community

**Priorities**

1) **Personnel**
   - Student coordinator & assistant
   - Site coordinator & assistant
   - Behavior change model expert
   - Statistics expert
   - Office manager
   - Budget organizer
   - Principal Investigator

2) **Student Interns/Educators**
   - Previous research background and curriculum development experience
   - Equipment: computers
   - Partners in the community (see letters of collaboration)

3) **Interactive display boards and Education Curriculum**

**Activities**

Data collection at baseline +1w+6m f/u
Nutrition education intervention focusing on SBC + 100% juice consumption based on IMB model using interactive display boards

**Participation**

Individuals & Households
Nutrition education intervention (see above)

Communities & Institutions
1) Strengthen already established partnerships
2) Establish new partnerships with additional preschools and day care centers in CT
3) Other agencies/institutions/organizations

**Activities**

Community preschools
Active agency participation in programming implementation/parent recruitment
Package materials at low or no cost to agencies; provide training for agency personnel to implement education/outreach

**Outcomes - Impact**

**Short Term**

†Parental IMB related to SBC
†SB + 100% FJ intake and household availability
†BMI% for at-risk and overweight children

Maintain reduction in caloric intake and household availability of SB and 100% FJ

**Medium Term**

†Parental IMB related to SBC
†SB + 100% FJ intake and household availability
†BMI% for at-risk and overweight children

**Long Term**

†Leadership skills and cultural competence
†Culturally competent nutrition professionals active in community education

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**Research**

**Extension**

**Education**

**Participation**

Parents/Families of preschoolers in Hartford and Willimantic, CT area (primarily low-income, food stamp eligible, and multi-cultural)

**Research Participants**

Parents/Families of 3-5 yr old children

**Participation**

Individuals & Households
Nutrition education intervention (see above)

Communities & Institutions
1) Strengthen already established partnerships
2) Establish new partnerships with additional preschools and day care centers in CT
3) Other agencies/institutions/organizations

**Activities**

Students enrolled in Husky Nutrition Program, Level III

Hands-on nutrition education experiences with low-income, culturally diverse families of preschoolers

**Activities**

†Leadership skills and cultural competence
†Culturally competent nutrition professionals active in community education

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**Assumptions**

**External Forces**