The Health Bucks Logic Model: A Tool for Planning and Evaluation of Ongoing Activities

**CONTEXT**
- Barriers to accessing nutritious foods:
  - Geography
  - Cost
- Existing access initiatives (local and national):
  - SNAP = wireless EBT
  - WIC Farmers’ Market Nutrition Program
  - USDA Senior Farmers’ Market Nutrition Program
  - NYC Healthy Bodegas
  - NYC Green Carts
  - FRESH Program
  - Healthy Foods/Healthy Communities
  - Stellar Markets
- Inadequate nutritional knowledge
- Poor dietary quality
- Income and racial/ethnic disparities in obesity and nutrition
- High prevalence of childhood and adult obesity

**INPUTS**
- Funding:
  - NYC DOHMH
  - Human Resources Administration
- Program staff:
  - NYC DOHMH
  - DPHOs – Brooklyn, Bronx, Harlem
- Implementation contractor: Farmers’ Market Federation of New York
- Individual farmers’ market managers, vendors
- Wireless EBT terminals
- Local community organizations:
  - Hospitals/health clinics
  - Schools
  - Advocacy groups
  - Faith-based organizations
  - Food assistance programs

**ACTIVITIES**
- Recruit farmers’ markets:
  - To distribute Health Bucks
  - To accept Health Bucks
- Recruit local community organizations to distribute Health Bucks
- Allocate Health Bucks to farmers’ markets and community organizations
- Community outreach/media/promotional activities
- Collect/reimburse farmers’ markets for redeemed Health Bucks
- Tracking/monitoring Health Bucks distribution and redemption
- Program evaluation activities (surveys, analysis)
- Accept Health Bucks as payment for FFV
- Distribute Health Bucks as EBT incentives
- Distribute Health Bucks at community organizations
- Nutrition education for Health Bucks recipients

**OUTPUTS**
- # and location of farmers’ markets/vendors
- # and type of local community organizations distributing Health Bucks
- # of Health Bucks allocated to farmers’ markets and community orgs
- # of brochures, posters, press releases, recipes, demonstrations, etc.
- # of Health Bucks redeemed/reimbursed
- Summary data on Health Bucks distributed/redeemed
- Information on barriers/facilitators to distribution and redemption; policy recommendations
- # of Health Bucks distributed/redeemed; # of individuals receiving/redeeming Health Bucks
  - by distribution source
  - by redemption location
- # and type of nutrition education activities; # of recipients/participants

**OUTCOMES**

**SHORT-TERM**
- Increased number of farmers’ markets/vendors accepting Health Bucks and SNAP benefits
  - using wireless EBT
- Increased variety and quality of foods offered by farmers’ markets/vendors
- Increased awareness of Health Bucks program, farmers’ markets, wireless EBT program among SNAP participants and other low-income groups

**LONG-TERM**
- Improved overall dietary quality among SNAP participants and other low-income groups
- Improved nutritional knowledge & attitudes among Health Bucks recipients
- Improved prevalence of childhood and adult obesity
- Reduced income and racial/ethnic disparities in obesity and nutrition
- Reduced prevalence of childhood and adult obesity

**COMMUNITY/SYSTEMS**
- Increased number of farmers’ markets/vendors operating in target communities
- Increased variety and quality of foods offered by farmers’ markets/vendors

**INDIVIDUAL**
- Improved overall dietary quality among SNAP participants and other low-income groups
- Increased awareness of locally-grown fresh fruits and vegetables at farmers’ markets by SNAP participants and other low-income groups
- Reduced income and racial/ethnic disparities in obesity and nutrition
- Reduced prevalence of childhood and adult obesity