The Health Communication Unit Logic Model

Client Groups

- Heart Health and Focus Community Projects
- Public Health Units
- Community Health Centres
- Health-Related NGOs
- Other health and social service organizations

Service Components

- consultation
- networking and referrals
- training
- information and knowledge exchange / diffusion
- system coordination and maintenance
- planning, research evaluation and monitoring

Process/Activity Objectives

- To provide customized consultations based on requests received in a timely, relevant fashion using the most current information available.
- • To develop and maintain strong connections to our sponsoring organization and related partner groups.
  • To stay abreast of developments in the fields related to our mandate.
- To provide relevant and timely training to our clients equitably across the province, such that the needs of the priority populations are addressed.
- To provide relevant, timely and current information to clients in a variety of formats.
- To participate, and provide leadership as required, as an OHPRS member.
- • To create an annual plan of activities that reflects the needs of identified stakeholders and the internal capacity to deliver.
  • To ensure that the most current information is used when developing new products or delivering services.
  • To regularly gather relevant information from clients on the quality of the services and to utilize this in refining future services.

Process/Activity Indicators

- 50–100 "guided process" consultations

  25 advice giving consultations
- 100 individual requests for contacts

  regular participation in Heart Health Partners' and Focus Group advisory committees
- 6 2-day provincial workshops at 40 participants, average 4.3 satisfaction rating
  15 regional workshops at 20 participants, average 4.3 satisfaction rating
- 15 presentations
  10 OHPE Bulletin features
  2 THCU updates
  6 products
  THCU website update
- Participation in P & C group and subcommittees
  Carry out work between meetings as determined by members
- 2 annual planning sessions
  Planning sessions with OHPRS partners
  Annual workplan
  Ongoing evaluation and monitoring of HCU programs and services

Short-term Objectives

- To increase the knowledge, skill and confidence level of THCU client groups in the planning, implementation and evaluation of health promoting initiatives
- To increase the adoption of 'state of the art' health promotion ideas and resources in Ontario

Long-term Objectives

- To improve the quality of health promotion programming in Ontario

Goal

- To improve the health and well-being of Ontarians through quality health promotion programming