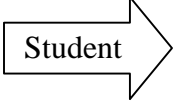
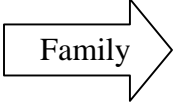



	Input	Activities	Outputs	Immediate Change	Intermediate Change	Long-term Changes	Community/School/Family Impact
 <p>Student</p>	<ul style="list-style-type: none"> ◆ Switch's materials motivate, build awareness, set baseline and goals, and measure progress. ● Reinforcements for maintenance and alternative activities. ● On-going support from NIMF. 	<ul style="list-style-type: none"> ◆ Kick-off event builds awareness ◆ Log and calendar set goals and track progress. ◆ Pedometer measure activity. ◆ Trading cards, recipes, and activities build prize points. ◆ Support over 8 months 	<ul style="list-style-type: none"> ◆ Develops individual baseline and goals for increasing activity and intake of fruits & vegetables. ◆ Tracks progress over 4 phases in 8 months. ◆ Builds reinforcements. 	<ul style="list-style-type: none"> ◆ Influences family's healthier food buying. ◆ Increases activity level. ◆ Makes more conscious choice of media. ◆ Increased awareness of connection between choices and health. 	<ul style="list-style-type: none"> ◆ Increase intake of fruits/vegetables up to 5/day. ◆ Increase physical activity up to 1 hour/day. ◆ Decrease screen time towards 2 hours/day. 	<ul style="list-style-type: none"> ◆ Healthier food choices. ◆ Physical activity part of every day. ◆ Screen time at recommended level. ◆ Physical weight within healthy guidelines. ◆ Increase involvement in community. 	<ul style="list-style-type: none"> ◆ Decreased health care costs. ◆ Increased civility in community, school, family. ◆ Greater student achievement. ◆ Schools and neighborhoods are safer and more connected.
 <p>Family</p>	<ul style="list-style-type: none"> ◆ Switch's materials motivate, build awareness, set baseline and goals, measure and reinforce progress. ● Support tools. ● On-going support from NIMF. 	<ul style="list-style-type: none"> ◆ Parent information strategies build awareness. ◆ Provide materials to set and track individual family goals and progress. ◆ Provide support over 8 months. 	<ul style="list-style-type: none"> ◆ Develops family support goal for increasing activity and intake of fruit & vegetables. ◆ Limits screen time. ◆ Tracks progress. ◆ Builds reinforcements. 	<ul style="list-style-type: none"> ◆ Increased awareness of connection between choices and health. ◆ Awareness of family's food consumption, media habits, and activity level. 	<ul style="list-style-type: none"> ◆ Food buying, meals, and snacks include more fruits and vegetables. ◆ Increased control over media use. ◆ Building in more physical activity to family time. 	<ul style="list-style-type: none"> ◆ Healthier food choices. ◆ Physical activity part of every day. ◆ Screen time at recommended level. ◆ Healthy weight. ◆ Increase community involvement. 	<ul style="list-style-type: none"> ◆ Decreased health care costs. ◆ Healthier families. ◆ Increase in community involvement. ◆ Increased civility at home, school, community.
 <p>Community</p>	<ul style="list-style-type: none"> ◆ Public Service Announcements. ◆ Switch's news columns. ◆ School materials ◆ Posters & brochures distributed community-wide. ◆ Media interviews. ◆ Public Information sessions. 	<ul style="list-style-type: none"> ◆ Community-wide kick-off event builds awareness. ◆ Presentations to schools, community & business groups. ◆ Grand-round presentations for health care providers. 	<ul style="list-style-type: none"> ◆ Community supports and promotes campaign. ◆ School acts as supportive nexus ◆ Provides incentives for families. ◆ Provides in-kind donations. ◆ Provides channels for information distribution. 	<ul style="list-style-type: none"> ◆ Awareness of issue builds. ◆ Support for campaign builds. ◆ Classroom support builds. ◆ Communication , support, and networking channels open. 	<ul style="list-style-type: none"> ◆ Health and fitness goals widely supported. ◆ Strategic health and fitness partners more connected. 	<ul style="list-style-type: none"> ◆ Health and fitness activities widely promoted and available to families. ◆ Strategic health and fitness partners actively supporting. 	<ul style="list-style-type: none"> ◆ Decreased health care costs. ◆ Healthier families. ◆ Less absenteeism ◆ Involved & aware school and community ◆ Increased civility in schools, neighborhoods , and community.