

PROJECT EXPORT Outreach Core Logic Model

Vision Statement Outreach Core

In collaboration with the other EXPORT Cores and the Advisory Committee, design and implement a comprehensive outreach program that engages communities to manage health changes and to promote lifestyles that reduce health disparities associated with the metabolic syndrome

| Objective 1: To encourage greater community and individual involvement with minority Health issues, specifically the metabolic syndrome, through community-directed, culturally sensitive programming. | | | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|
| Strategies | Indicator | Activities | Responsible Persons |
| Conduct Four Community Leadership Institutes. | Number of community leadership institutes conducted | <ul style="list-style-type: none"> • Identify Communities • Identify Participants • Develop curriculum • Select Institute “Faculty” | D. Rivers, MUSC J. Walker, SCSU D. Bryant, MUSC R. DuBose, MUSC |
| Provide outreach health educational delivery mechanism in the areas of diabetes, cholesterol, abdominal obesity, and hypertension | Focus Group assessments | <ul style="list-style-type: none"> • Identify Communities to Conduct Focus Groups • Select Focus Group Members • Conduct Focus Groups | J. Walker, SCSU |
| Identify key issues and topics for discussion in conjunction with SCSU’s 1890 program and other community-level and institutional resource groups in SC | Advisory Group summaries | <ul style="list-style-type: none"> • Recruit and convene “Advisory Group” for input on issues, panelists, program promotion and program distribution. | D. Rivers, MUSC J. Walker, SCSU R. Jablonksi, MUSC R. DuBose, MUSC D. Bryant, MUSC |
| Finalize the Metabolic Syndrome Curriculum and develop the training as a model for expanding community outreach delivery. | Completed curriculum and training model | <ul style="list-style-type: none"> • Finalize MS Curriculum • Develop Training • Implement Training | J. Walker, SCSU J. Stukes W. Robinson |

| Objective 2: Develop novel methods for communicating credible, relevant health information to under-served audiences, and to foster new audiences. | | | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|
| Strategies | Indicator | Activities | Responsible Persons |
| Assess the health science curriculum in school districts along the I-95 corridor and develop a pilot project to provide in-service and summer enrichment programs for teachers in targeted districts. | Curriculum and in-service programs | <ul style="list-style-type: none"> Identify Schools for Assessment Secure Participants Develop In-Service Programs for Teachers Conduct In-Service Programs. | J. Walker, SCSU J. Stukes W. Robinson |
| Identify appropriate media, promotional and distribution strategies to reach minority viewers. | Focus Group Summaries | <ul style="list-style-type: none"> Conduct focus groups to identify methods to reach the target audience | D. Rivers, MUSC J. Walker, SCSU R. Jablonksi, MUSC R. DuBose, MUSC D. Bryant, MUSC |
| Identify key community members to serve on the Community Advisory Committee | Community members serve on the Committee and program agenda for meeting | <ul style="list-style-type: none"> Conduct two meetings per year with the CAC Provide program advice Provide feedback to the Center on program activities | D. Rivers, MUSC J. Walker, SCSU |
| Use internet website, Hands-on-Health to expand access to health information | <ul style="list-style-type: none"> 15 middle/high school students trained each year. Curriculum implemented Number of committee members trained on internet use Program evaluation results | <ul style="list-style-type: none"> College youth train middle/high school students Develop and implement curriculum on web-based health information. Explore distance learning. Staff and volunteers at SCSU train community members to use internet Evaluate this program | L. Trettin, MUSC |

| Objective 3: To promote more effective community decision making today and healthier generations tomorrow by involving youth and community leaders in leadership programs, institutes, and community service through outreach and risk reduction efforts. | | | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|
| Strategies | Indicator | Activities | Responsible Persons |
| Conduct training institutes for young African Americans and their mentors. (year 1-4) | 40 young African Americans trained each year. | <ul style="list-style-type: none"> • Convene steering committee • Establish criteria for selecting participants • Identify topics to be addressed (community input) • Select Faculty and Students • Plan Meetings • Conduct Meetings | D. Rivers, MUSC J. Walker, SCSU D. Bryant, MUSC R. DuBose, MUSC |
| Use participants in Youth Leadership Institute to develop focus of "Our Health/Youth Leadership Institute" (year 2) | <ul style="list-style-type: none"> • Youth Leadership Institute report • Videotape developed based on the Hilton Head model | <ul style="list-style-type: none"> • Convene Youth Leadership Institute • Identify Issues • Identify focus for video • Develop video tape using youngsters at Institute | D. Rivers, MUSC J. Walker, SCSU D. Bryant, MUSC R. DuBose, MUSC |
| Distribute VHS copies of the program through various agencies and groups including 1890 Program Extension Centers | Number of video tapes distributed. | <ul style="list-style-type: none"> • Use input from Advisory Group to identify agencies and groups to distribute the video | D. Rivers, MUSC J. Walker, SCSU R. Jablonski, MUSC R. DuBose,, MUSC D. Bryant, MUSC |