

Be Heart Smart Logic Model

Heart disease is the leading cause of death among men and women in Indiana. Heart disease is caused by a variety of factors, but most are controllable.

Be Heart Smart provides the education necessary to help people make positive lifestyle changes that can reduce their risk for heart disease.

INPUTS	OUTPUTS		OUTCOMES – IMPACT		
	Activities	Participation	Short	Medium	Longer term
<p><i>What we invest</i></p> <p>IBAT Team:</p> <ul style="list-style-type: none"> • Health & Wellness Specialist: Stephanie Woodcox • Team Members: Jennifer Cannon, Jan Dougan, Peg Ehlers, Molly Hoag, Megihann Leiningner, Susan Plassmeier, Ashley Roberts, Janet Steffens, Brooke Wilkinson <p>Partnerships:</p> <ul style="list-style-type: none"> • HHS Extension Educators • School of Nursing Faculty • Ag Communications • Department of Nutrition Science <p>Resources:</p> <ul style="list-style-type: none"> • American Heart Association • Centers for Disease Control and Prevention • Indiana State Department of Health • National Heart, Lung, and Blood Institute 	<p><i>What we do</i></p> <ul style="list-style-type: none"> • Conduct focus groups to engage target audience and inform curriculum development • Determine delivery method of curriculum • Author Be Heart Smart curriculum • Create marketing materials • Evaluate program effectiveness • Leverage funds for sustainability 	<p><i>Who is reached</i></p> <p>Target audience for curriculum is men and women aged 30-55.</p> <p>Secondary audiences reached by curriculum include:</p> <ul style="list-style-type: none"> • Individuals interested in heart health • Spouses/ support system/care givers for those with heart disease • Community members • Local organizations and agencies • Media 	<p><i>What do we think participants will know, feel, or be able to do after participating in the program?</i></p> <ul style="list-style-type: none"> • Increased awareness and knowledge of heart health risk factors. • How to plan menus, choose recipes, and choose heart healthy ingredients. • Identify ways to increase daily physical activity. • Identify ways to manage and reduce stress. 	<p><i>How do we think the participants will behave or act differently after participating in the program?</i></p> <ul style="list-style-type: none"> • Monitor their controllable risk factors for heart disease • Follow the Dietary Approaches to Stop Hypertension (DASH) Eating Plan. • Engage in physical activity at least 60 minutes a day, 4-6 days a week. • Incorporate at least one stress management technique into their lifestyle. 	<p><i>What kind of impact can result if the participants behave or act differently after participating in the program?</i></p> <ul style="list-style-type: none"> • Decreased incidence of heart disease in Indiana. • Decreased health care costs associated with heart disease and its complications (direct & indirect). • Improve the quality of life for residents in Indiana. • Purdue Extension will be seen as a provider of heart health education across the state.