The Healthy Food Partnership Implementation and Evaluation Working Group has developed an overarching “Master” Program Logic which incorporates all Healthy Food Partnership activities. This document is a work in progress and will be updated as required.

A program logic model is a tool used to evaluate the effectiveness of a program. They can also be used to support planning and implementation. In simple terms, a program logic model is a ‘picture’ of what a project or program will do, and what this is expected to lead to. The logic model links short-, medium- and long-term program outcomes with program outputs and inputs, while articulating the assumptions of the program.

# Overall Logic Model for the Healthy Food Partnership

The Australian Government, food industry bodies and public health groups have agreed to cooperatively tackle obesity, encourage healthy eating and empower food manufacturers to make positive changes to their product portfolios. The Healthy Food Partnership aims to improve the dietary habits of all Australians by making healthier food choices easier and more accessible and by raising awareness of better food choices and portion sizes.

## Key Resources

* Funding from the Commonwealth
* Oversight from the Executive Committee
* Relevant expertise and appropriate engagement from public health, academia, food industry, government and non-government organisations
* Collaboration and contribution by all working groups
* Evidence checks, feasibility studies and policy analyses
* Advice from the community of interest and stakeholders
* Communications WG promoting relevant policies and the HFP

### Core Activities for Government

For the Core activities and outputs there are arrows from the core activities which show that the core activities are expected to lead to the intended outputs.

* Communicate and promote Australian Dietary Guidelines, Australian Guide to Healthy Eating, Health Star Rating to consumers to drive demand for healthy food
* Review self-and co-regulatory options for effectiveness and efficiency to drive healthy food
* Lead baseline data collection to review and update nutrition policies

### Outputs for Government

* Multifaceted communication programs with key partners
* Updated nutrition policies based on collection of current baseline nutrition data

### Core Activities for Food Supply and Industry

* Review the research and current initiatives and consider applicability to Australia
* Understand complexity of the food service sector and identify best intervention points
* Identify opportunities for reformulation and develop tools for use across the food industry, including retail and food service
* Develop reformulation goals for key food categories based on latest nutrition survey, consumption data modelling of impact
* Develop and disseminate on-pack recipe guidelines for the food industry
* Develop a pledge scheme and support strategies for the food service sector
* Define and recommend consistent terminology for portion size
* Develop strategies for increasing availability and accessibility of healthier food and drinks served in appropriate portion sizes

### Outputs for Food Supply and Industry

* Evidence-based and appropriate strategies for retail and food service
* Reformulation program and associated tools for uptake by whole of food industry, including retail and food service
* On-pack recipe and food service guidelines for voluntary use by food industry
* Strategies for food service, packaged food industry and retail to increase availability and accessibility of healthier, appropriately-portioned food and drinks

### Core Activities for Key influencers and stakeholders

* Identify and engage with key stakeholders
* Consult with stakeholders and agree on goals, definitions, targets, tools and timelines
* Invite stakeholders to commit to implementing agreed messages and activities
* Develop scheme to recognise participating companies in the HFP
* Develop a communication strategy and resources for stakeholders to support healthy eating
* Communicate and promote changes made to the food environment to consumers

### Outputs for Key influencers and Stakeholders

* Strategies in partnership with stakeholders and decision makers
* Stakeholder education around available resources, leading to increased awareness available resources leading to consumer education and awareness of changes made in their food

## Short term impacts (1-2 years)

* Increased availability and promotion of healthier food and drinks in food service and retail
* Increased availability and accessibility of food and drinks served in appropriate portion sizes in food service and retail
* Increased support and implementation of reformulation goals, targets, timelines, and on-pack and food service guidelines by retailers and manufacturers
* Increased proportion of stakeholders promoting healthy food and drinks and key messages around healthy eating including the Australian Dietary Guidelines
* Funding approved and implementation of a national multifaceted consumer campaign promoting healthy diets
* Increased advocacy and promotion around healthier food and drink choices by key stakeholders
* Increased recognition and recall of key messages around healthy eating by consumers
* Increased awareness of and motivation to change purchasing behaviours in consumers

## Medium term impacts (3-4 years)

* Increased number of consumers purchasing appropriate portion sizes
* Increased purchasing and consumption of core foods and decreased purchasing and consumption of discretionary foods by consumers
* Increased purchasing and consumption of healthier food and drinks and decreased purchasing and consumption of less healthy food and drinks by consumers
* Continued funding and implementation of a national multifaceted consumer campaign promoting healthy eating

The short and medium term impacts are expected to continue to these longer term outcomes below

## Long term outcomes (5+years)

* Enabling environment for consumers to make healthier choices
* Australian diets more aligned to the Australian Dietary Guidelines

There is then a broken arrow leading to

* Reduction in the prevalence of overweight and obesity
* Prevention of diet-related chronic conditions such as heart disease and diabetes