

Scenario 2: Implement regular farmers' markets (Individual- and community-level change):

Many neighborhoods that lack access to healthy food may not be able to build new grocery stores to correct this. Farmers' markets can be an alternative way to improve availability of fresh food, and also provide a great opportunity for community education about nutrition and how to prepare healthy meals with fresh produce. In constructing the logic model for changing the behaviors of **individuals** and the **community**, consider what personnel and resources will be required, what activities and resulting outputs will be needed to implement regular farmers' markets, and the outcomes of these activities.

Expert Logic Model:

Compare your answers to the suggested logic model below. It is fine if your answers are not worded in exactly the same way. In this example:

Blue = Individual Level

Yellow = Community Level

Inputs	Activities	Outputs	Short-term outcomes	Intermediate Outcomes	Long-term Outcomes
Individual Level: Local Farmers	Set up stands at each market session; Engage with community members about buying locally grown fruits and vegetables	Increased number of fruits and vegetables offered at the market; Increased amount of fruits and vegetables sold	Increased positive attitudes about eating locally grown fruits and vegetables	Increased consumption of locally grown fruits and vegetables	Improved health of community members
Individual Level: Food educators	Hold cooking demonstrations and education sessions	Increased number of cooking demonstrations held	Increased knowledge of how to prepare healthy, fresh food	Increased preparation and consumption of healthy, fresh food	
Community Level: Project manager/ market champion/ coordinator	Secure relevant permits for holding farmers market; Organize regular schedule of	Increased number of vendors at the market; Increased number of markets held	More community members walking by fresh produce; Increased awareness of	More community members going to farmers market to	Improved local economy; Increased sense of community

	markets; Secure commitment of local farmers to participate; Promote the farmers' market within the community	per year; Increased number of people attending the market	farmer's markets in the community	buy fresh produce	
Financial support					
Physical space to hold the market					
Tents, tables, parking					