

Scenario 3: Attract new grocery stores to build in underserved neighborhoods (Individual-, community-, and society-level change):

Underserved neighborhoods provide a great potential market for new grocery store locations. Building a new grocery store in a community that lacks access to fresh food is a substantial undertaking, but can also have a large, multifaceted impact on the community's health and local economy. In constructing the logic model for changing the behaviors of **individuals**, the **community**, and the **broader societal context**, consider what personnel and resources will be required, what activities and resulting outputs will be needed to attract new grocery stores to build in underserved neighborhoods, 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

Green = Societal Level

Inputs	Activities	Outputs	Short-term outcomes	Intermediate Outcomes	Long-term Outcomes
Societal Level: Project manager	Select and secure land; Secure required permits; Secure commitment of grocery store to operate in the community	Land acquired for grocery store construction; Contracts forged in order to build and operate grocery store in the community	Increased perception that the community is worth investing in	Improved advocacy by community members for policies that facilitate access to health-promoting resources	Increased number of policies that facilitate access to health-promoting resources
Individual Level: Construction Workers	Build grocery store	Grocery store built in the community	Increased number of community members shopping in a local store that sell fresh food	Increased purchase and consumption of fresh foods	Improved health of community members
Participating grocery store	Community Level: Hire local employees	Increased number of community members employed	Increased proportion of employees are from local community	Improved financial security of employed community members	Improved sense of connection to the grocery store

	Societal Level: Partner with appropriate government agencies to create systems and policies to accept alternate forms of payment (e.g. food stamps)	Policy created to facilitate purchase of healthy, fresh food by low-income community members	Increased perception of access to fresh food using alternate forms of payment; Decreased perception of stigma for being of lower socio-economic status	Increased number of community members buying fresh food with alternate forms of payment; Number of community members shopping at the store; Increased purchase and consumption of fresh food within the community	Improved health of community members
	Societal Level: Partner with appropriate government agencies to create systems and policies to stock fresh produce in grocery stores of underserved neighborhoods	Policy created to facilitate stock fresh produce in grocery stores of underserved neighborhoods	Number of community members exposed to fresh produce when shopping;	Increased amount of fresh food sold; Amount of fresh food consumed by community members	
Available land on which to build					
Financial support					