



PLACE MATTERS

Design Lab 8

Logic Model Presentation

San Joaquin Valley Team

Central California

Community Advocates for Rural Safety (CARS)

Goal: To decrease motor-vehicle accidents (MVAs) in rural areas by addressing inequities in capacity and resources allocated to rural communities in the San Joaquin Valley

Benefits and Challenges of Logic Model Development

Benefits-

- Thorough examination of the initiative and its impact
- Identification of scope of work in detail
- Articulation of process, outputs, and outcomes

Challenges-

- Communication of non-traditional problem as a public health issue
- Succinct communication of a complex, long-term initiative
- Acquisition of partnerships with local stakeholders- decision-makers and community-based organizations
- Identification of social determinants of MVA disparities

How the Logic Model will Change Social Determinants

- Secured funding and personnel, as well as community partnerships
- Implementation of initiatives to increase public awareness and empower community residents to address rural MVA inequities
- Improvements in community advocacy skills and understanding of social determinants of MVA disparities, as well as improved driving behaviors, such as seat-belt use
- More resources to address upstream causes of MVAs and disparities in rural areas
- Reduced MVAs in rural communities and reductions in associated health care costs, morbidity, and mortality

Elements of the Logic Model

- Project focus changed from being research-based to initiative-based
- Goals changed from investigating rural/urban disparities to identifying specific social determinants of rural MVAs and addressing them
- Identification of determinants lead to development of initiatives to address social determinants of inequities in rural areas through community advocacy

Next Steps: Action and Implementation

- Dissemination of findings- ongoing
- Develop regional MVA Inequities Task Force to champion initiatives within the communities to achieve project goals
- Pilot projects in rural communities in two counties
- Use best features and lessons learned from pilot project to implement in multiple rural communities throughout the eight counties to address the social determinants of MVA inequities