



# Program Logic

*Food from Home aims to deliver a social marketing campaign to increase awareness and promote attitudinal and behavior change to facilitate climate and health co-benefits in Melbourne's South East.*

<b>Problem statements</b>	<b>Inputs</b>	<b>Activities</b>	<b>Short-term outcomes</b>	<b>Medium-term outcomes</b>	<b>Long-term outcomes</b>
Communities in Melbourne's South East are vulnerable to poor health and health outcomes (that may be exacerbated by climate change inaction)	In-kind contributions	<ul style="list-style-type: none"> <li>• Consumer insight survey</li> </ul>	Reach of campaign	Increased awareness and recall of key campaign messages (benefits of edible gardening on climate and health)	Increase in individual and community adherence to norms around edible gardening
Communities in Melbourne's South East face barriers to edible gardening at home such as a lack of knowledge, time, space, and affordability.	Partnerships Project Advisory Group Knowledge and research Existing prevention structures Volunteers Creative Digital Agency	<ul style="list-style-type: none"> <li>• Community co-design workshop</li> <li>• Literature review</li> <li>• Digital communication strategy</li> <li>• Stakeholder toolkit</li> <li>• Campaign website</li> <li>• Resource development</li> <li>• Social media executions</li> <li>• Free Seeds initiative</li> </ul>	Engagement with campaign  Earned media opportunities  Increased knowledge, intent and self-efficacy to engage in edible gardening  Community participation in online Facebook group	Increased motivation to engage in edible gardening at home and/or community gardens  Increased participation edible gardening at home and/or community gardens	Individuals will be resourced and engaged in edible gardening which promotes climate and health co-benefits

**Assumptions:** Ongoing commitment and engagement from partner agencies (adaptive capacity), community will have positive engagement with campaign, campaign will have broad reach and successfully influence intended audience

**External Factors:** Changing political climate, funding, changes in planning cycles for IHP funded partners, staff turnover, PCP funding uncertainty