**LiveWell Greenville**

**Park Hop Logic Model**

**Inputs**
- Staff Time
- Dollars/Sponsors
- Communications
- Partnerships

**Activities**
- Development of park clues
- Deployment of passport
- Advertisement of incentives
- Development of mobile app
- Communication Plan including messages for general community
- Communication Plan including messages for disparate health communities

**Immediate Actions**
- Number of Park Hop participants
- Number of Park Hop participants from disparate health communities
- Number of females Park Hop participants
- Number of park visits
- Number of minutes per park visit
- Number of minutes in physical activity per park visit
- Number of communication messages

**Short Term Outcomes**
- Discovery of parks
- Increased time in parks
- Increased frequency of park visits
- Change in attitudes toward park enjoyment, quality and safety

**Intermediate Outcomes**
- Increased physical activity

**Long-Term Outcomes**
- Improved weight status
- Decreased blood pressure and chronic disease

**Impact**