

**Health Priority: Social and Economic Factors that Influence Health
Objective 3: Literacy (Logic Model)**

Long-term (2010) Subcommittee Outcome Objective:

3a: Between 2000 and 2010, attain a literacy rate in Wisconsin of 91 percent.

3b: Between 2000 and 2010, attain an overall high school graduation rate for Wisconsin students of 95 percent.

3c: Between 2000 and 2010, attain a high school graduation rate for Wisconsin African American students of 50 percent* and a rate of 66 percent for Wisconsin Hispanic students.

Long-term outcome objective updated as of: Sept 2004

Inputs	Outputs		Outcomes		
	Activities	Participation/ Reach	Short-term 2002-2004	Medium-term 2005-2007	Long-term 2008-2010
<p>Engage governmental and nongovernmental agencies involved in literacy efforts and request representation in planning and collaboration efforts--</p> <ul style="list-style-type: none"> • Provide funding for collaborative planning and coordination efforts (below) • Provide funding for identified system changes • Provide funding for a media campaign directed at target populations and the general public <p>Lead agency and collaborators continue to provide staff support.</p> <p>Assure continuation funding for system changes and media efforts.</p>	<p><i>Governor's Council on Literacy convenes a call to action at the State Cabinet level.</i></p> <ul style="list-style-type: none"> • <i>Convene Literacy Summit of literacy actors and policymakers to:</i> <ul style="list-style-type: none"> • Identify a lead agency in a new, collaborative state literacy effort. • Recharge major actors. • Jumpstart new initiatives. • Identify collaborations. • Minimize redundancies. • Identify need for new resources. • Develop baseline data set for literacy in Wisconsin. • Plan and budget for media campaign (below). • <i>Lead agency (identified above) provides:</i> <ul style="list-style-type: none"> • Guidance for action. • Oversight. 		<p>Identify and initiate system changes needed to increase and improve adult literacy efforts in Wisconsin.</p> <p>Working with appropriate educational staff and others, identify changes needed to retain African American students in Wisconsin high schools through graduation.</p> <p>Identify and obtain resources needed to support system changes directed at improvement of adult literacy efforts.</p> <p>Increase public knowledge about the link between literacy and health.</p>	<p>Implement system changes; adjust and modify strategies and methods to reach target populations of literacy efforts, after a mid course review of effects.</p>	<p>Determine if literacy objective of 91 percent has been achieved. Measure impact of efforts and re-set plans for continuing literacy efforts.</p>

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<p>Lead agency and collaborators continue to provide staff support.</p> <p>Assure funding is adequate to ongoing tasks.</p>	<ul style="list-style-type: none"> • Data collection and evaluation. • <i>Media campaign directed by a public relations is directed at:</i> <ul style="list-style-type: none"> • Parents who cannot read. • New arrivals who cannot read/speak English. • Workers in low skill jobs. • The general public to obtain community support for efforts. • <i>Community-based literacy efforts will:</i> <ul style="list-style-type: none"> • Identify new strategies and methods for literacy education. • Identify new sites for literacy education (including work places, cooperatives, community centers, schools (after hours), and direct-to-targets (television)). • Incorporate health related issues into literacy education. • Establish/adopt best practices for literacy education. • Provide allied services to support access to literacy services (e.g., outreach, meals, childcare). <p>Continue efforts (work plan identified above).</p> <p>Evaluate progress and hold a mid-course review for collaborators in the literacy effort.</p>				

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	<p>Modify work plans.</p> <p>Evaluate progress and make additional modifications.</p> <p>Develop and disseminate a 2010 literacy report to be folded into a summative Turning Point evaluation.</p> <p>Celebrate improved literacy in Wisconsin.</p>				