SAMPLE LOGIC MODEL

Safe Kids Worldwide
Buckle-Up Program Logic Model

INPUTS

- GM funding
- Program staff
- Project partners
- Social media
- Education materials

ACTIVITIES

- Conduct 3,500 car seat checkup events
- Conduct 2,570 events - 2,500 outreach and education events, 70 in and around vehicle events
- Develop/implement a teen driver strategy pilot program
- Advocacy – work to improve federal and state vehicle & road safety laws
- Launch and promote

OUTPUTS

- 100,000 car seats checked
- # of outreach and education events, # of in and around vehicle events
- # of teens enrolled in pilot program
- # of laws changed
- # of safety app downloads

SOCIAL OUTCOMES

Short-term

- Increase in number of children safely riding in cars
- Reduction in child car deaths due to improper seat buckling
- Increase in safe driving education
- Increase in teen driver education
- Reduction in teen deaths due to distracted driving
- Increase in laws passed concerning vehicle & road safety

Long-term

- # increase in seat belt and restraint usage
- # decrease in distracted driving
- # increase in awareness, knowledge and skills of vehicle & road safety issues

PERFORMANCE MEASURES/EVALUATIONS

- Funding spent
- Program data collected
- Education materials developed
- Social media campaigns
- Project partners

- # of standardized car seat/safety checklists filled out from events
- Use of child passenger safety management tool to monitor number of events held
- Pre/post surveys for teen driver pilot program to gauge behavior/knowledge changes over time
- Compilation report showing # of laws changed to improve vehicle & road safety
- # of safety app downloads