4.5A ALDP M&E LOGIC MODEL

LOGIC MODEL: ANTE LA DUDA – PREGUNTA CAMPAIGN

INPUTS
- Women of reproductive age
- Existing health care system/resources
  - Private Health Clinics
  - Community Health Centers
  - Health care providers, including physicians and clinic staff
- Funding

Formative Research
- Community Focus Groups
- Existing data and surveillance systems

Campaign Contractors
- MarketVision and TruMC
- Karna

Technical Assistance Partners
- CDC Foundation
- Centers for Disease Control and Prevention surveillance

Collaborating Partners
- Puerto Rico Department of Health
- Puerto Rico Primary Care Association
- The National Campaign to Prevent Teen and Unplanned Pregnancy
- Beyond the Pill

ACTIVITIES
Creative Development & Dissemination
- Campaign materials
  - Educational materials
  - Novelty items and gift bags

Digital Media
- Website development and maintenance
- Clinic search finder
- Digital ad buys

Radio Media
- Live mentions
- 60 second ads
- PSAs
- Radio Spots
- Live interviews

Social Media
- Facebook page content (e.g., posts, videos, etc.)
- Facebook buys

Partner/Community Engagement
- Community events
- Materials distribution
- Influencer engagement
- Inquiry response

Clinic Engagement
- Materials distribution (Patient Toolkits, posters etc.)
- Promotional items for providers (pins, postcards, etc.)

OUTPUTS
- Total # of educational materials distributed
- Total # of promotional items distributed

- # of website views
- # of homepage views
- # of clinic searches
- Monetary value of digital media buys
- # of media impressions through digital buys

- # of live mentions
- # of ads
- # of PSAs
- # of interviews
- Amount of air time

- # of Facebook posts
- # of Facebook likes
- # of Facebook video views
- # of engaged users
- Reach – organic vs. paid
- # of inquiries through Facebook

- # of community events
- # of educational materials distributed through community events
- # of promotional items distributed at community engagement events
- # of influencers engaged
- # of social media posts/blogs by influencers
- Total reach of influencers’ posts
- Total # of inquiry responses through Facebook

- # of posters distributed to Z-CAN clinics
- # of patient toolkits distributed to Z-CAN clinics
- # of promotional items distributed to providers

SHORT-TERM OUTCOMES
- Women of reproductive age at risk of unintended pregnancy in Puerto Rico
  - Exposed to the ALDP campaign
  - Aware of Zika Contraception Access Network (Z-CAN)

INTERMEDIATE OUTCOMES
- Women of reproductive age at risk of unintended pregnancy in Puerto Rico accessing and receiving contraceptive counseling and the contraceptive method of her choice through Z-CAN

LONG-TERM OUTCOMES
- Women of reproductive age at risk of unintended pregnancy in Puerto Rico using effective contraceptive, including long acting reversible contraceptive methods