Uprise Social Branding Logic Model 2013-2020

Input

Funding

Human Resources
- PHU staff/Work Groups
- RSCG Consultant
- Uprise Brand Manager&
- Street Team volunteers
- OTRU

Alternative Music Event opportunities & Social Media Platforms
- Facebook
- Instagram
- YouTube

Sub culture Research & Project Evaluation

Complementary Tobacco Control Activities & Policies

Activities

Manage Event Street Team

Attend Events: promote Uprise brand

Recruit bands and produce videos to promote Uprise brand

Develop Message Packages for social media promotion & engagement:

Use Social Media: To promote Uprise brand and engage alternative youth

Maintain the website fueltheuprise.ca

Output (REACH)

Volunteers/Influencers recruited -and trained for event Street Teams (1)

Uprise promoted at alternative music events - # of contact cards completed & event reach (2)

Bands recruited to support Uprise (3)

of Band videos (3)

Reach of Message Packages disseminated via social media (4)

Social media engagement:
- Instagram pictures posted (5a)
- Facebook posts posted (5b)
- YouTube videos uploaded (5c)

Google analytics (5d)
- # visits
- Average time
- Bounce rate

Outcomes (IMPACT)

Short-term 2015-2019

Among alternative youth: Increase **Uprise brand exposure** through social media + events (40%-50%)

Increase **Uprise brand engagement** through social media + events) among those exposed to Uprise (50%-60%)

Among alternative youth exposed to Uprise: Increase ability to accurately describe Uprise brand (50%-60%)

Mid-term 2018-2019

Among alternative youth exposed to Uprise brand Increased proportion who like Uprise (50%-60%)

Increased proportion who would tell their friends about Uprise (40%-50%)

Increased proportion who support Uprise key messaging (50%-60%)

Among alternative youth (exposed vs. not exposed)

Increased support for action against the tobacco industry (50%-60%)

Increased negative attitudes towards smoking **(target pending)**

Long-term 2019

Among alternative youth (exposed vs. not exposed)

Decreased smoking susceptibility (5-10 percentage pts.)

Increased lifetime smoking abstinence (never tried a cigarette)- 5-10 percentage pts.

Decreased current smoking (7.5 percentage pts.)

Among alternative youth exposed to Uprise
Increased intentions to quit in the future
Increased 30 day quitting (secondary outcomes)
Note: it is not possible to advise on targets because there is no information from published Rescue campaigns with regards to quitting. Further, trends in time in quit intentions/quit rates in youth

Goal by 2020

Overall Goal:

Decrease smoking rates among the CW/SW Alt youth peer crowd by creating a smoke-free scene

INTERNAL

Partnership building and knowledge Exchange

Knowledge Exchange:
- CW/SW event,
- TCAN meetings,
- Presentations,
- Consultations

- Meeting minutes
- PowerPoint slides
- Logic model
- Reports
- Abstract videos (Link to YouTube)

Partners (including TCANs) are knowledgeable about Uprise

Partners (including TCANs) implement Uprise in their communities

Alternative youth across Ontario are exposed to Uprise to increase reach & impact