Partners commit to network pledges

Development of Conservative Party public health policy

Coalition Government is formed

Plenary Group is formed

First wave of pledges are proposed

Partners commit to core pledges and supporting pledges

Boards/Senior management of partners agree to commit to pledges

Partners are aware of the first wave of pledges

There is a sound business case for the partner to commit

Partners are aware that competition law requirements will be met

Availability of alternative policy interventions

Public health benefit

Favourable publicity

Impact on profit

Impact on market share

Potential for substitution or compensatory actions

Potential impact of competitor free-riding

RD has credibility

RD has press coverage

Awareness of NGO involvement

Spin-off effects on reputation

Implementation plans are developed

Compliance costs

Monitoring and evaluation plans are developed

Pledge is implemented

Compliance monitoring is undertaken

Pledge requires partner to undertake additional action

Implementation of pledge results in a change in environment

Individual has awareness of impact of pledge implementation

Sufficient penetration

Behaviour change of individual

Individual substitutes adverse behaviour

Improved individual level health outcome

Population level impact

Evidence of impact on behaviour

Evidence of behaviour change on health

Contribution and challenge of NGOs and academics

Behaviour Change Network

Providing access to wider evidence base

Securing research resource

Development of ground rules for the researcher led approach

Encouraging and proposing innovation

Attitude change of individual

Adherence over time

Key to Logic model

Actions

Influencing factors

Key evaluation tasks