

# Logical Approaches

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Approaches programs use to achieve their objectives can be...

## Suasive



such as

- Marketing
- Prevention
- Training/ Education
- Advocacy

## Regulatory



such as

- Standards
- Licensing
- Compliance
- Enforcement

## Market-Based



such as

- Grant/Subsidy
- Loan
- Taxation

## Service



such as

- Direct Delivery
- Program/Project Funding

Their logic sequences share certain features...

- Present information
- Increase awareness
- Increase understanding
- Change attitudes
- Change behaviours

- Establish and communicate
- Conduct inspections
- Administer penalties
- Reduce risk/ increase safety

- Provide funding
- Reduce financial barriers\*
- Increase targeted activities

\* or raise financial barriers if added taxes/ user fees

- Create awareness of/access to services
- Deliver services
- Meet/reduce level of need

One program may use more than one approach. For example, a tobacco control program may use presentation of information on the health impacts of smoking, along with the introduction of new regulations (no smoking allowed), coupons for nicotine replacement medicines and counselling services to create strategies for dealing with triggers, etc.