

CCR's logic model 2010-2013				
Goal	Tanzania achieves its aspirations for development			
Indicators	Increased equity in the distribution of household income An increase in voter turnout in ward, council and national elections Increase in completion of primary education, continuation to secondary education and increased enrolment in tertiary education Increased GDP, tax revenues and access to high quality basic social services <specify>			
Final outcome	Government policies and programs endeavour to nurture human capabilities and adaptive systems that promote healthy development and functioning			
Indicators	Program goals incorporate the promotion of competence as well as the prevention or amelioration of symptoms and problems. Policies and programs are designed to foster competence and human capital. Asset-building interventions are implemented that add resources to people's lives and counter-balance the negative effects of high adversity. Risk-activated services, such as new crisis services, focus on changing impact of vulnerability on people.			
Immediate outcome	A legal, financial and personal investment made in keeping children safe			
Indicators	Policy and lawmakers demonstrate understanding of the positive macro-social effect on national development of protecting children. Coherent and effective child protection systems established, resourced and operational nationally. Violence towards children considered socially and legally unacceptable. Ministry of Finance establishes a budget vote and guidelines for child protection. Child protection budgets flow down to LGAs. Examples of good child protection practice within LGAs shared.			
Overall objective	To understand the relationship between intra-personal mental models, inter-personal intervention and the act of taking collective action among Tanzanians who act to protect children.	To promote individual capacities and behaviour that are associated with positive outcomes for children, amongst Tanzanians.	To develop with the Arusha LGA integrated and quality child protection services that benefit children who have witnessed or been victims of violence or neglect and those who have come into contact with the law.	To catalyse a movement whereby parents, youth, professionals and politicians speak a shared message about the importance of investing in child protection.
Indicators	<ul style="list-style-type: none"> Understanding of the interplay of structures and agency on people's capacity to act. Individual capacities, behaviour & processes that are associated with positive outcomes identified. Processes identified that underlie inter-personal interventions. Clarity about the structure of social network ties between individuals and organisations. The nature of institutional arrangements that enhance self organisation and spark the human capacity to act collectively understood. 	<ul style="list-style-type: none"> Number of individuals who experience 50% messaging. Number of individuals taking high impact, low cost actions to protect their children. Number & distribution of people who experience 50% media as giving them information that helps them make informed judgements about their children's needs. Number & distribution of people who experience 50% media as provoking positive emotions that help them expand their repertoire of possible actions. 	<ul style="list-style-type: none"> Increased number of child safe organisations in Arusha with explicit child protection policies and mechanisms. Number of active users of the 'Kesho Cafe' (online and face to face) from within Arusha LGA and Civil Society. Number of demands made on Social Welfare, magistrates and the LGA to enforce the Law of the Child Act when it has been violated. Existence & functioning of a cross-sectoral task force with the mandate to develop minimum standards for agencies working with children. Agreement with elected representatives for the modalities of a child protection system. Child protection budgets within Ward Development plans and voted upon by the Council. Police, legal practitioners and judiciary take up training opportunities on how to uphold the Law of the Child Act. Existence of an inter-disciplinary network that acts on children's cases. 	<ul style="list-style-type: none"> Rules and Regulations for the enforcement of the Law of the Child Act promulgated. Number of individuals who have talked about 50% to others. Number of individuals who have joined the 50% movement. Number of individuals who are recognised and celebrated for the actions they have taken to protect children. Number of Councillors & MPs who promote a child protection agenda. Number of 'connectors' who use their networks to advance a child protection agenda.