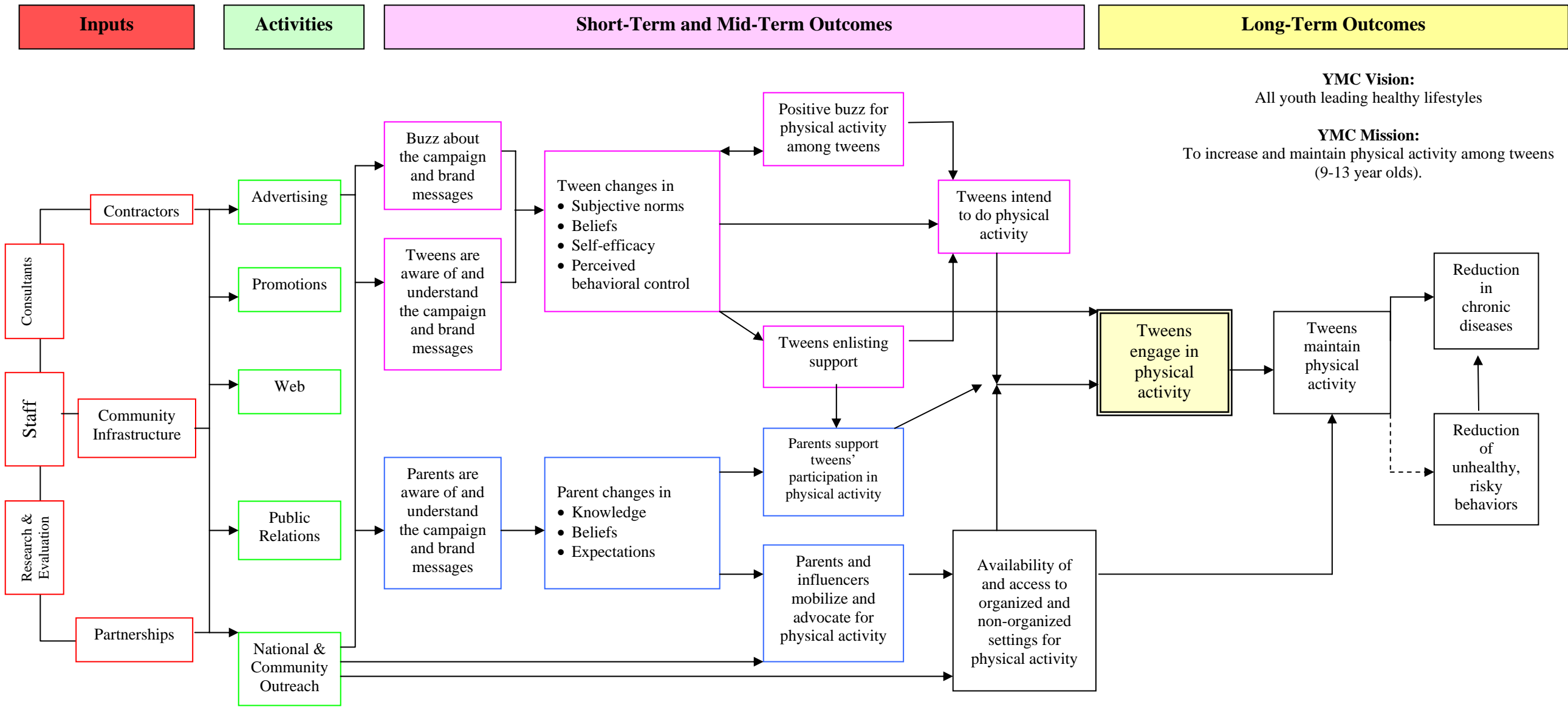


CDC'S YOUTH MEDIA CAMPAIGN, VERB™ LOGIC MODEL



YMC Vision:
All youth leading healthy lifestyles

YMC Mission:
To increase and maintain physical activity among tweens (9-13 year olds).