



Staying on Track!

Creating a Roadmap to Guide Program Planning & Evaluation

Presented by:

The CA-NV
Public Health Training Center

Funded by:





Provider pending approval by the California Board of Registered Nursing, Provider No. CEP 5694 for 3.5 Contact Hours

CHES/MCHES Contact Hours: 3.5

Date of Training:

March 29, 2012

Trainer:

Joshua Yang, PhD

Assistant Professor

CSU Fullerton, Health Science Dept.

jsyang@fullerton.edu

California-Nevada Public Health Training Center

- **Collaboration of:**
 - California State University Fullerton, Dept. of Health Science
 - Loma Linda U., School of Public Health
 - San Diego State U., Grad. School of Public Health (lead)
 - U. of Nevada Las Vegas, School of Community Health Sciences
- **Goal:**
 - Strengthen performance in the core functions and delivery of essential services among public health workers in CA and NV
- **Website:**
 - <http://www.ca-nvpublichealthtraining.org/>

Future Trainings

- ***Making it Work!*** Using evaluation to plan, manage, & improve health programs
- ***Where Are We Going?*** Health reform today and tomorrow
- ***Theory in a Thumbnail!*** Using theory to improve health programs
- ***Getting Social!*** Incorporating social media in your health programs

Future Trainings

- **Public Health 101:**
 - ***What Have I Gotten Myself Into?*** How to Understand and Market Your Profession
 - ***Where Does Better Health Begin?*** Levels of prevention and intervention
 - ***Mixing It Up!*** Politics and Public Health

Objectives

- **This training will help you...**
 - Explain how logic models can be used to guide program design
 - Explain how logic models can be used to guide program evaluation
 - Create your own Logic Models for health programs

Training Overview

- I. Logic Model Basics
- II. Case Study Examples
- III. Creating Your Own Logic Model
- IV. You Try It!
- V. Summary and Discussion

Questions

- *How many of you have never worked with Logic Models?*
- *How many have used Logic Models in your programs?*

Questions

- *What do you hope to gain from this workshop?*
- *How are you planning to use what you learn today?*

I. LOGIC MODEL BASICS

I. Logic Model Basics

What?

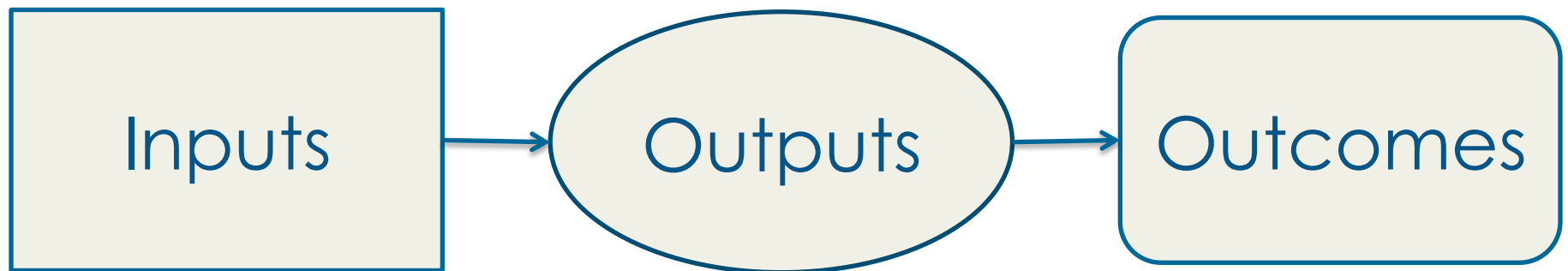
“A logic model is a systematic and visual way to present and share your understanding of the relationships among the resources you have to operate your program, the activities you plan, and the changes or results you hope to achieve.”

— W.K. Kellogg Foundation, 2004

I. Logic Model Basics

What?

- Graphical representation of the relationship among what is invested, what will occur, and what will result in a program.



- Not a theory, reflection of reality, or type of evaluation.

I. Logic Model Basics

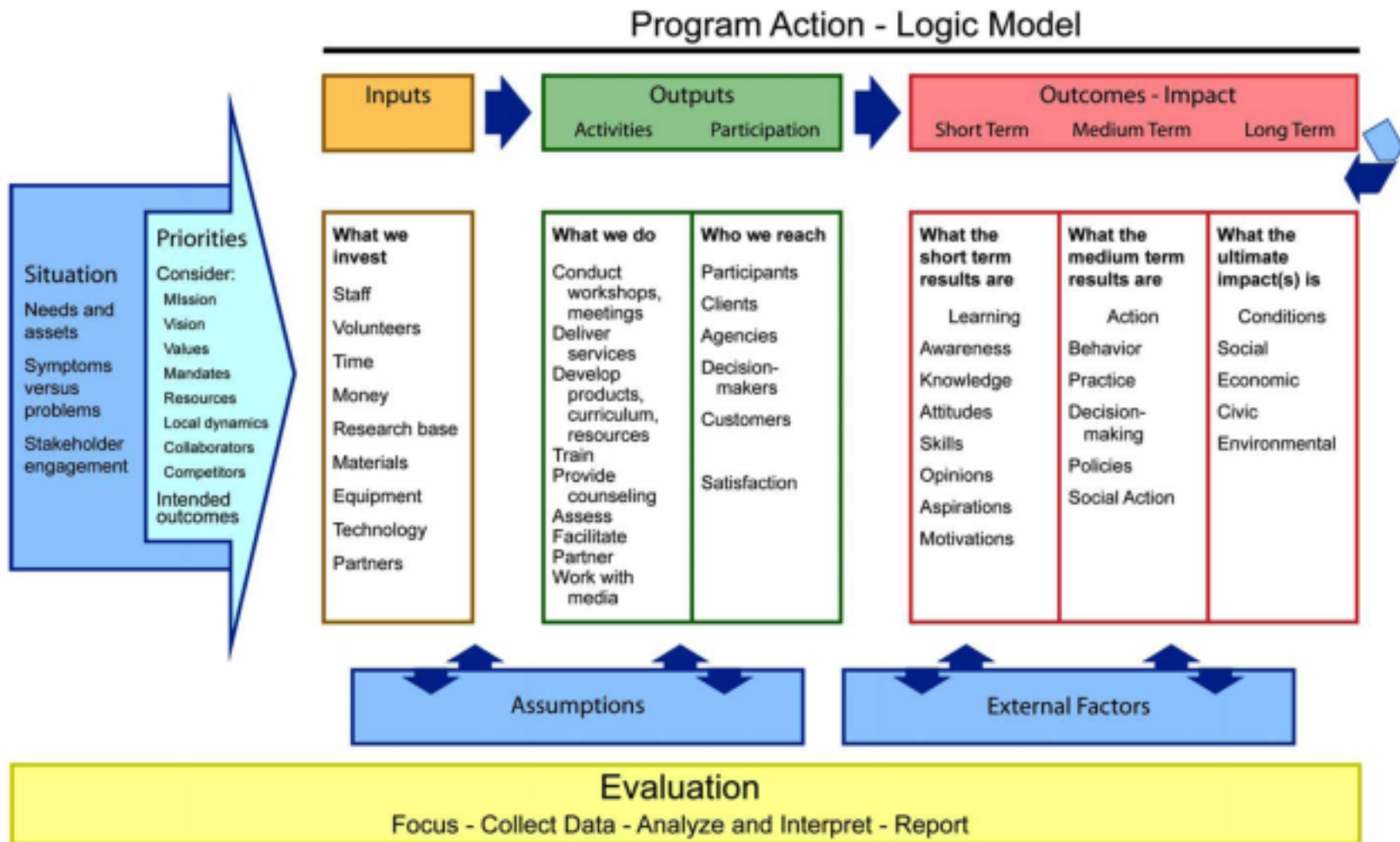
What?

- Provide the bridge between your program activities and your program goals
- What you hope the activities will achieve
- Desired outcomes of the program

PROGRAM DEVELOPMENT

Planning – Implementation – Evaluation

I. Logic Model Basics - Example



I. Logic Model Basics

What?

- **Outcomes:** Specific changes in program participants' behavior, knowledge, skills, status and level of functioning
- **Impact:** The fundamental intended or unintended change occurring in organizations, communities or systems as a result of program activities

I. Logic Model Basics

What?

- **Components:**
 - **Situation:** Contextual factors that facilitate or inhibit the success of the program
 - **Inputs:** The human, financial, organizational, and community resources a program has available to direct toward doing the work
 - **Outputs:** The direct products of program activities; used to create specific process objectives

I. Logic Model Basics

What?

- **Components:**
 - **Activities:** The processes, tools, events, technology, and actions that are an intended part of program implementation
 - **Participation:** Individuals and groups engaged in program activities

I. Logic Model Basics

When?

- Program design
- Program implementation
- Evaluation design
- Evaluation implementation
- Summary reporting

I. Logic Model Basics

When?

- **Logic Models for Planning**
 - Program planning with the end in mind
 - Make explicit desired outcomes
 - Identify outputs needed to achieve outcomes
 - Allocate scarce resources (or, inputs) to produce desired outputs
 - Provides big picture for detailed planning

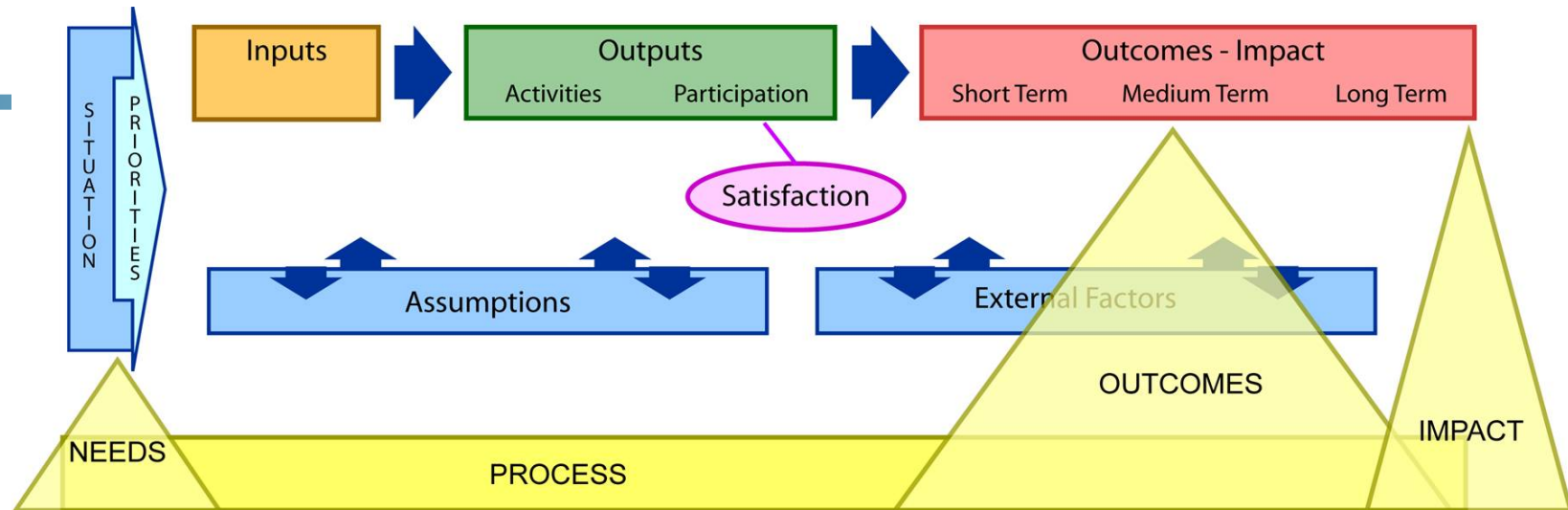
I. Logic Model Basics

When?

- **Logic Models for Evaluation**

- Check and verify what occurred
- Identify areas for measurement and when evaluation data need to be collected
- Prioritize evaluation areas
- Process v. outcome v. impact evaluation

I. Logic Model Basics – Example



Types of evaluation

Needs/asset assessment:

What are the characteristics, needs, priorities of target population?

What are potential barriers/facilitators?

What is most appropriate to do?

Process evaluation:

How is program implemented?

Are activities delivered as intended? Fidelity of implementation?

Are participants being reached as intended?

What are participant reactions?

Outcome evaluation:

To what extent are desired changes occurring? Goals met?

Who is benefiting/not benefiting? How?

What seems to work? Not work?

What are unintended outcomes?

Impact evaluation:

To what extent can changes be attributed to the program?

What are the net effects?

What are final consequences?

Is program worth resources it costs?

I. Logic Model Basics

Why?

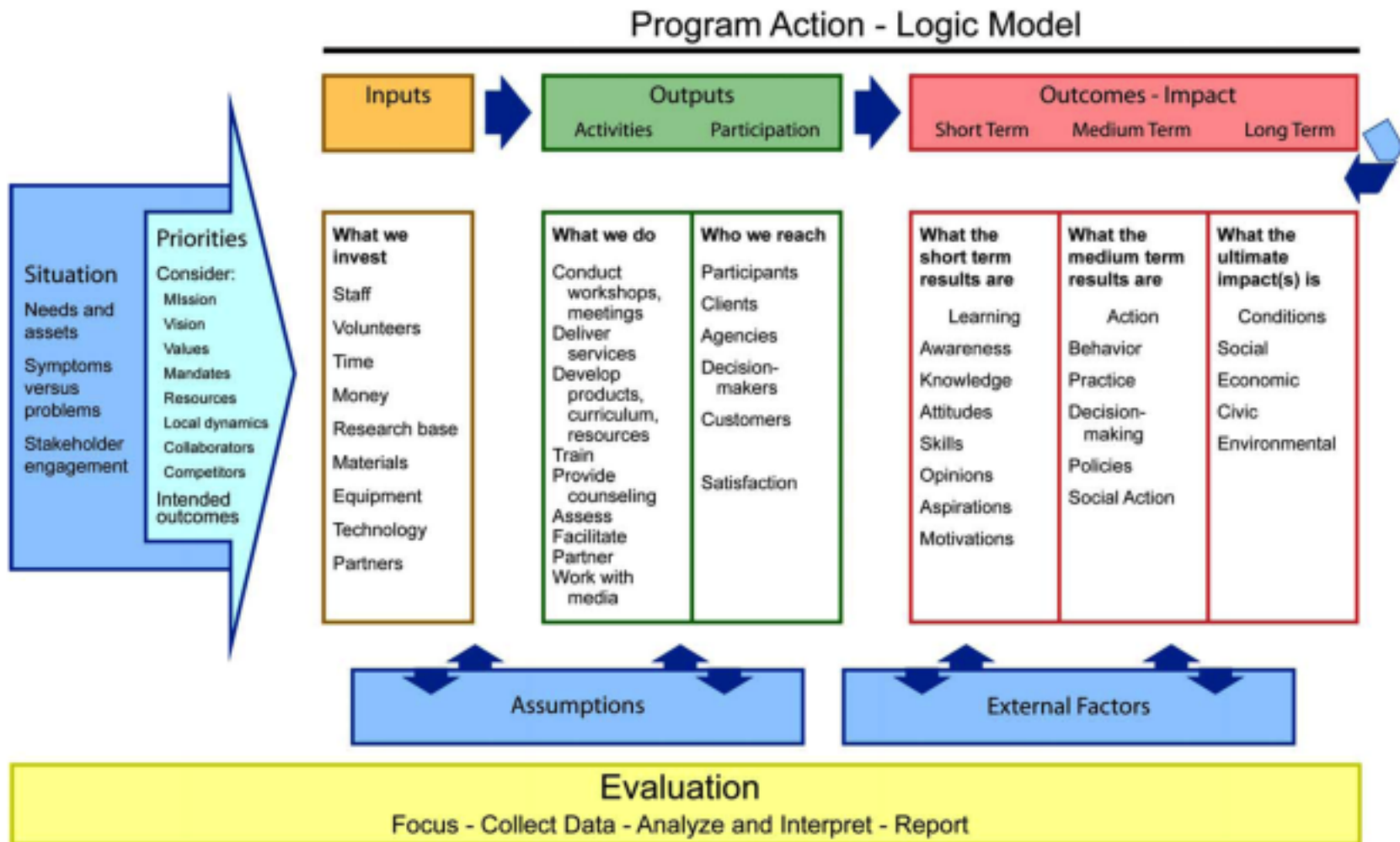
- Link activities to results
- Reflect shared understanding
 - Make assumptions explicit
- Provide coherence among activities (i.e., the big picture, road map, “nutshell”)
- Allow greater accountability
- Integrate planning, implementation, and evaluation

II. CASE STUDY EXAMPLES

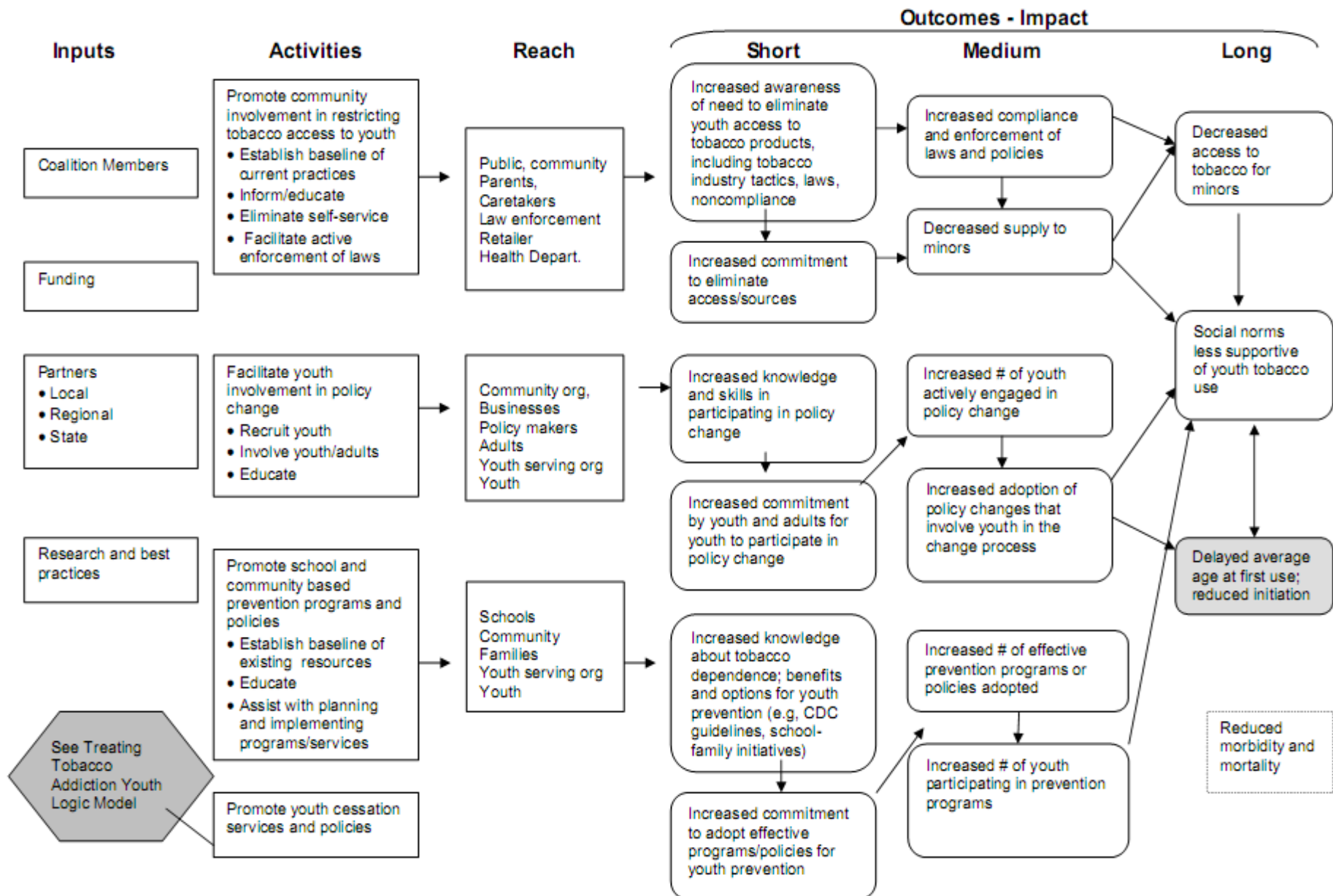
II. Logic Model Example

PROGRAM DEVELOPMENT

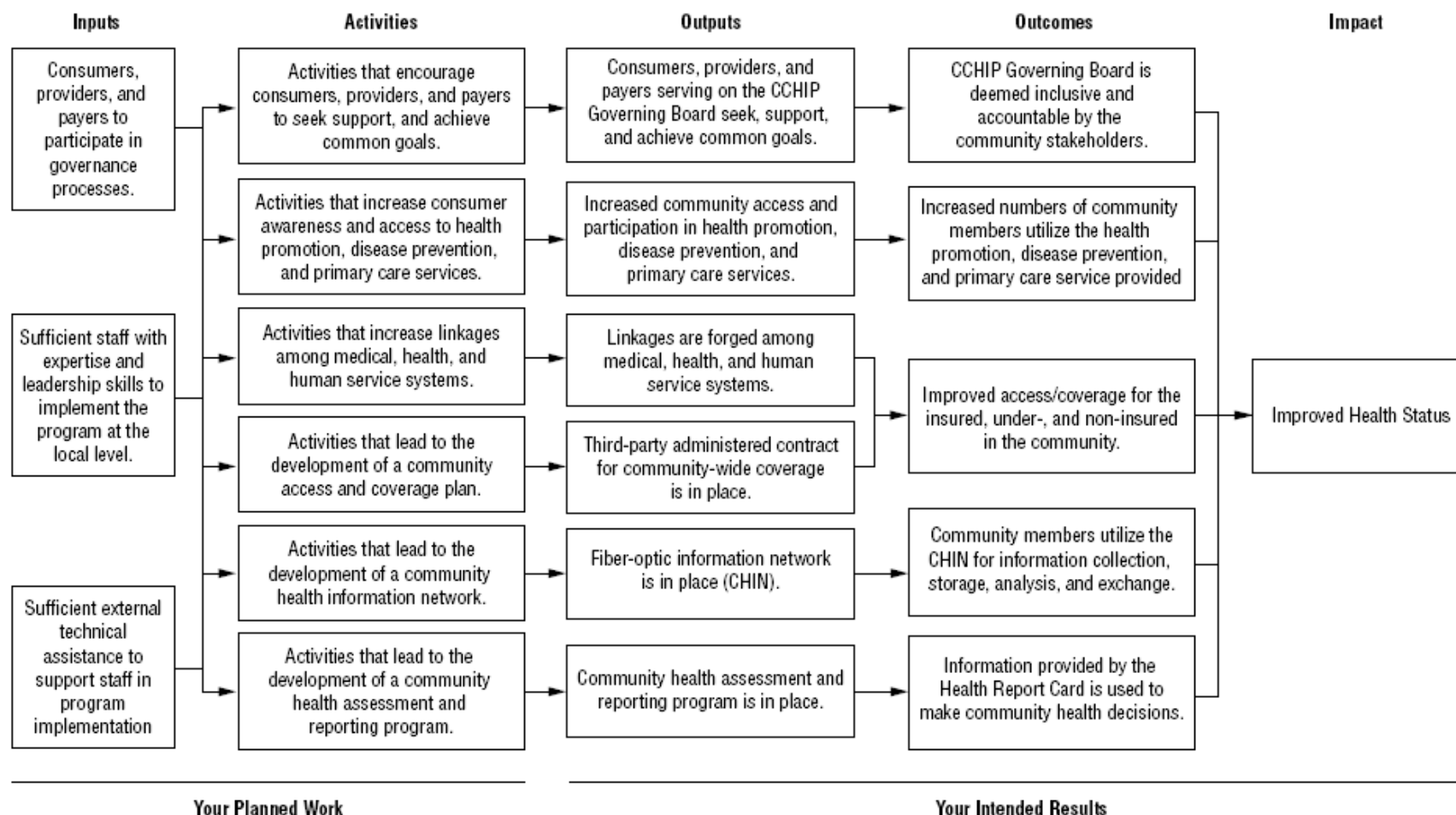
Planning – Implementation – Evaluation



Overarching logic model: Reducing and Preventing Youth Tobacco Use II. Logic Model Example

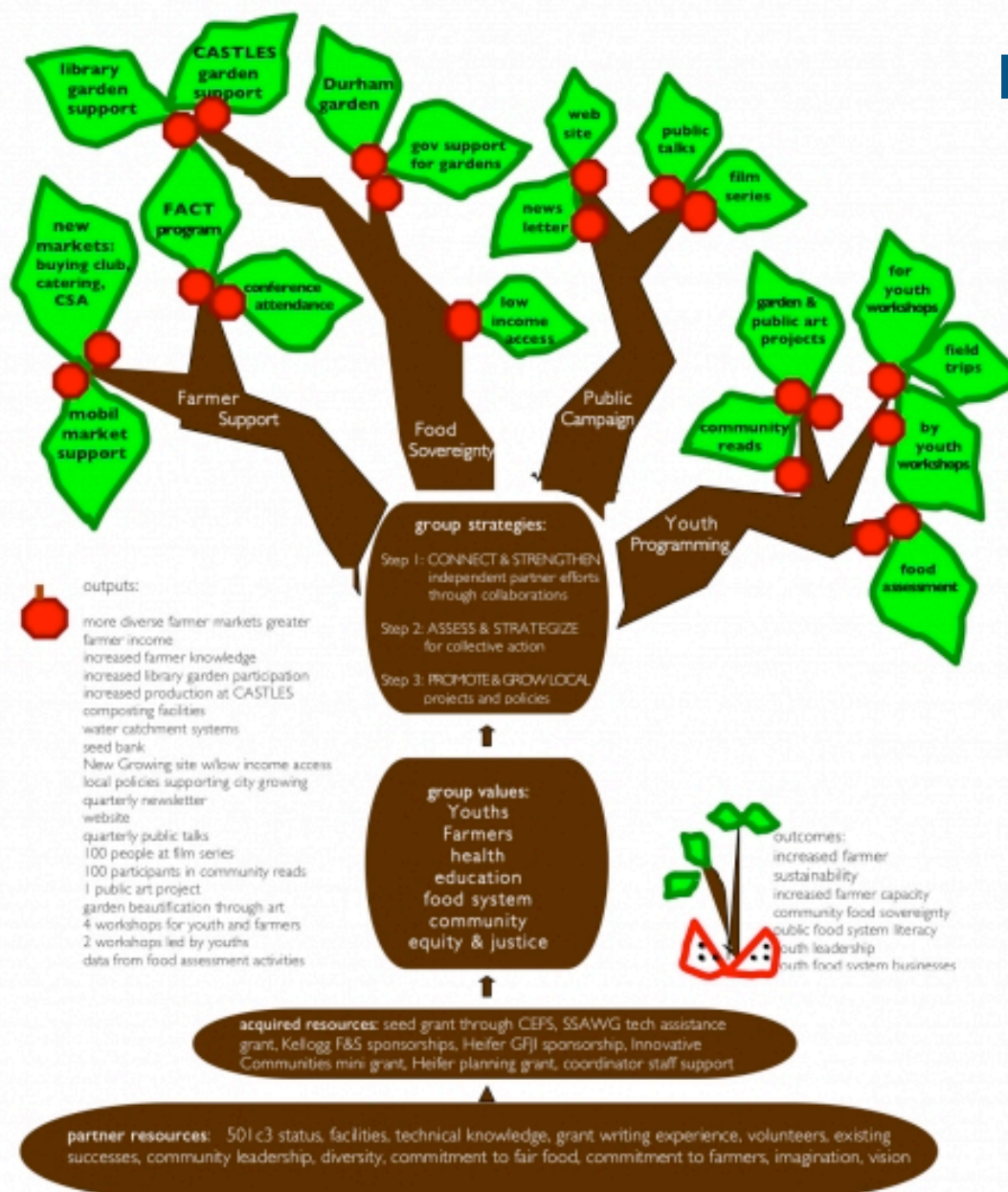


II. Logic Model Example



Example of an Outcome Approach model (example drawn from the Calhoun County Health Improvement Program, funded under the Comprehensive Community Health Models of Michigan initiative).

II. Logic Model Example



III. CREATING YOUR OWN LOGIC MODEL

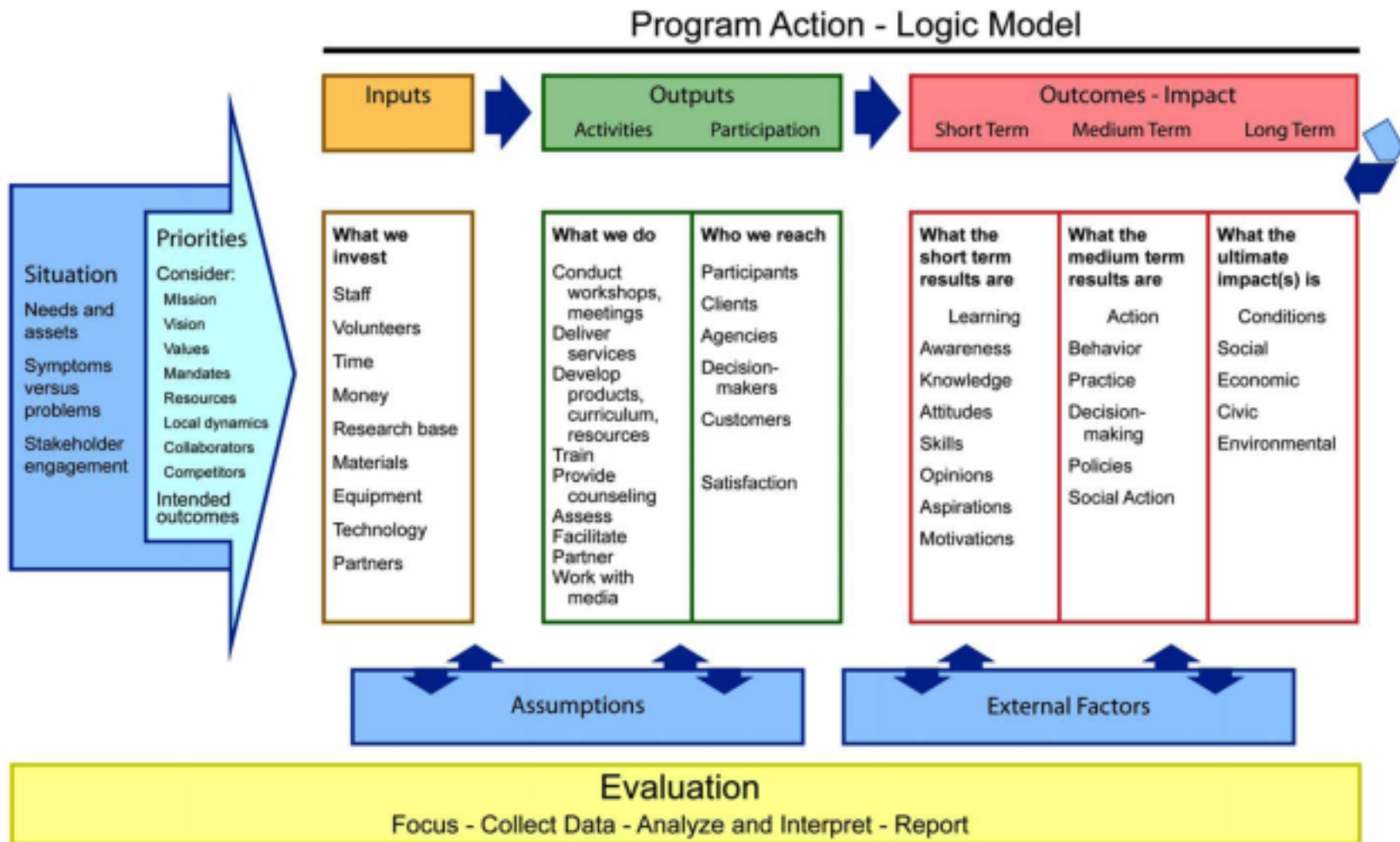
III. Creating Your Own Logic Model – How?

- Logic Models specify “if-then” relationships that depict how and why activities are expected to lead to change
- Link inputs to outputs, and outputs to outcomes to reflect intended process of change
 - A chain of connections

PROGRAM DEVELOPMENT

Planning – Implementation – Evaluation

III. Creating Your Own Logic Model – How?



III. Creating Your Own Logic Model – How?

- Clarify the purpose of the Logic Model
- Identify and involve key stakeholders
- Contextualize logic model development process
- Understand prior efforts

III. Creating Your Own Logic Model – How?

- **Outcomes:** Specific changes in program participants' behavior, knowledge, skills, status and level of functioning
- **Impact:** The fundamental intended or unintended change occurring in organizations, communities or systems as a result of program activities

III. Creating Your Own Logic Model – How?

- **Components:**

- **Situation:** Contextual factors that facilitate or inhibit the success of the program
- **Inputs:** The human, financial, organizational, and community resources a program has available to direct toward doing the work
- **Outputs:** The direct products of program activities; used to create specific process objectives

III. Creating Your Own Logic Model – How?

- **Components:**
 - **Activities:** The processes, tools, events, technology, and actions that are an intended part of program implementation
 - **Participation:** Individuals and groups engaged in program activities

III. Creating Your Own Logic Model – How?

- **Goal:** Older adults make changes in their homes to reduce the risk for falls
- **Target Population:** Adults over the aged 70+ in Orange County
- **Problem Statement:** More than 70% of falls among older adults are due the lack of bars in bathtubs and the fact that most adults do not understand the need for bars

Inputs	Outputs		Outcomes	
	Activities	Participation	Immediate	Long Term
• Grant money, staff, and educational materials	• Home modification classes for older adults	• Older adults • Families of older adults	• Increase knowledge of risk factors for falls in the home • Self-confidence in ability to make changes	• Home modifications are made • Older adults fall less often • <i>Morbidity is reduced</i>

BREAK

IV. YOU TRY IT!

IV. You Try It!

Fill in the Logic Model - Health & Wellbeing

- **Goal:** Decrease overweight/obesity in Latinas of childbearing age
- **Target Population:** Latinas of childbearing age in Orange County
- **Problem Statement:** Latinas of childbearing age in Orange County face substantial barriers to participating in programs that will help them to reduce overweight and obesity that is impacting their community in epidemic proportions

Inputs	Outputs		Outcomes	
	Activities	Participation	Immediate	Long Term
	• Eight week Health and Well-being class in Orange County			

IV. You Try It!

Fill in the Logic Model - Health & Wellbeing

- **Goal:** Decrease overweight/obesity in Latinas of childbearing age
- **Target Population:** Latinas of childbearing age in Orange County
- **Problem Statement:** Latinas of childbearing age in Orange County face substantial barriers to participating in programs that will help them to reduce overweight and obesity that is impacting their community in epidemic proportions

Inputs	Outputs		Outcomes	
	Activities	Participation	Immediate	Long Term
• Grant money, staff, educational materials	• Eight week Health and Well-being class in Orange County	• Latinas of childbearing age in Orange County	• Participants will improve knowledge related to health and well-being • Participants will feel empowered to make changes in their lives	• Participants will realize meaningful changes in lifestyle habits

IV. You Try It!

Create Your Own Logic Model

- **Goal:**
- **Target Population:**
- **Problem Statement:**

Inputs	Outputs		Outcomes	
	Activities	Participation	Immediate	Long Term

V. SUMMARY AND DISCUSSION

V. Logic Model

Summary and Discussion

- Program logic models will change over time
- Programs are not linear, though logic models are
- Logic models can be simple or complex

V. Logic Model

Summary and Discussion

- *What are you taking away from this workshop?*

References

- Centers for Disease Control and Prevention. (1999). Framework for program evaluation in Public Health. *Morbidity and Mortality Weekly Report: Recommendations and Reports*, 48(RR-11).
- Taylor-Powell (n.d.). Logic models to enhance program performance. Retrieved July 2011, from University of Wisconsin-Extension-Cooperative Extension, Program Development and Evaluation Unit Web site: <http://www.uwex.edu/ces/pdande/evaluation/evallogicmodel.html>
- Division of Cooperative Extension of the University of Wisconsin-Extension, Retrieved July 2011 from: <http://www.uwex.edu/ces/pdande/evaluation/evallogicmodel.html>
- W.K. Kellogg Foundation (2004). Using logic models to bring together planning, evaluation, and action. Battle Creek, MI: W.K. Kellogg Foundation. Retrieved July 2011 from: <http://www.wkkf.org/knowledge-center/resources/2006/02/WK-Kellogg-Foundation-Logic-Model-Development-Guide.aspx>



jsyang@fullerton.edu

THANK YOU!