Using Logic Models in Public Health Programs

Presented by:

The California-Nevada
Public Health Training Center

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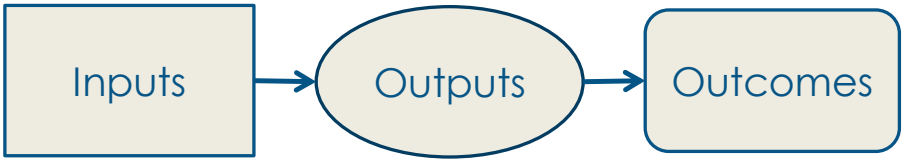
Objectives

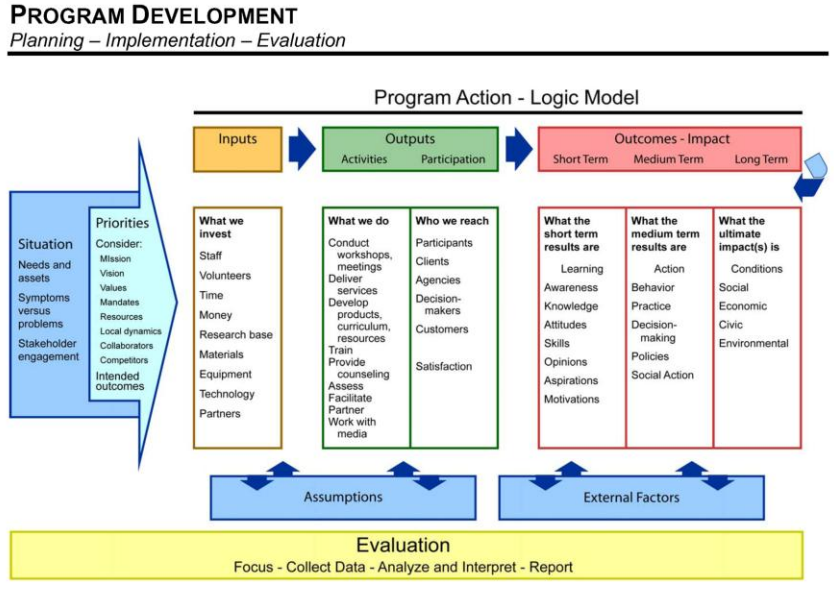
- This tutorial will help you…
  - Define a logic model
  - Understand the role of logic model in program planning
  - Utilize logic models in program planning
  - Construct a logic model

What Is A Logic Model?

- 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.



Taylor-Powell, n.d.

Why Logic Models?

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

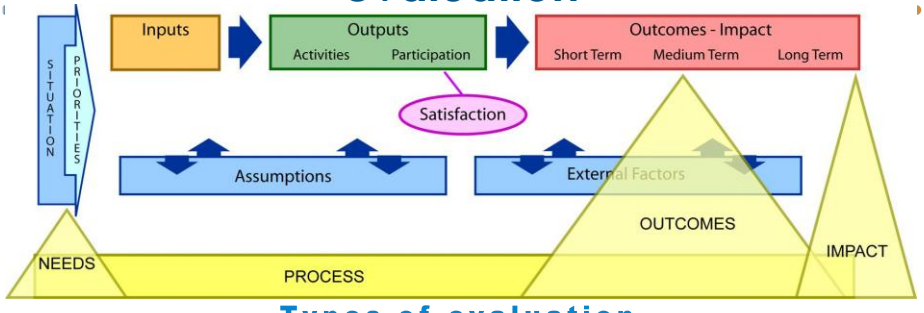
Logic Models For Planning

- 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.

Logic Models For Evaluation

- Check and verify what occurred.
- Identify areas for measurement and when evaluation data need to be collected
- Prioritize evaluation areas
- Types of evaluations
  - Process
  - Outcome
  - Impact

Logic model and common types of evaluation



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?

Division of Cooperative Extension of the University of Wisconsin-Extension, http://www.uwex.edu/ces/pdande/evaluation/evallogicmodel.html

Constructing Logic Models: Background

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

Constructing Logic Models: Components

- ***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.

W.K. Kellogg Foundation, 2004

Constructing Logic Models: 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.

W.K. Kellogg Foundation, 2004

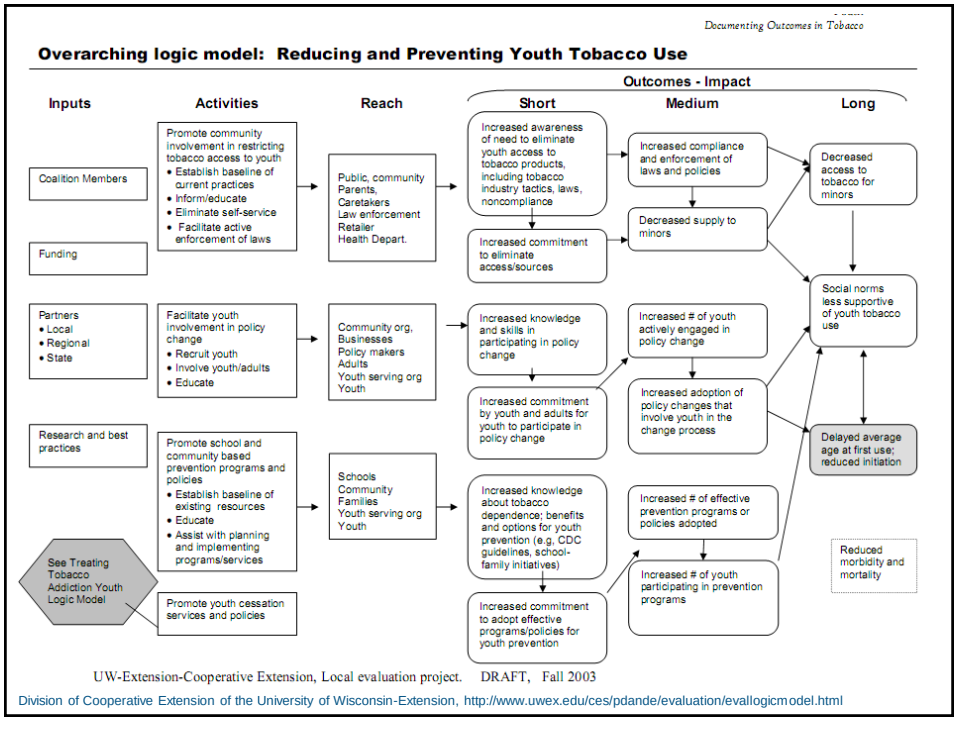
Constructing Logic Models: Components - Outputs

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

W.K. Kellogg Foundation, 2004

Constructing Logic Models: Identifying Relationships

- 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.



Areas For Further Consideration

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

References

- 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. Retreived July 2011 from: http://www.wkkf.org/knowledge-center/resources/2006/02/WK-Kellogg-Foundation-Logic-Model-Development-Guide.aspx.