

Fundamentals of Logic Models

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Capacity for Health

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Capacity for Health (C4H) is a capacity building assistance program at APIAHF. C4H is funded by the CDC to provide free trainings and one-on-one technical assistance to community-based organizations and health departments.

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Community Based Orgs	Health Departments
<ul style="list-style-type: none">• Organizational Development and Management• Prevention with Positives• HIV Testing	<ul style="list-style-type: none">• Organizational Development and Management• Prevention with Positives• HIV Policy & Planning

Introductions

1. Your Name
2. Your Agency
3. Your Experience with Grant Writing
4. Expectations for this training
5. Big Plans for Summer?

Group Agreements

Commit to attend

Manage time and tasks

Respect all opinions

Observe confidentiality

Cell phones on silent

One speaker at a time

Logic Model

A systemic 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.

Why use a Logic Model?

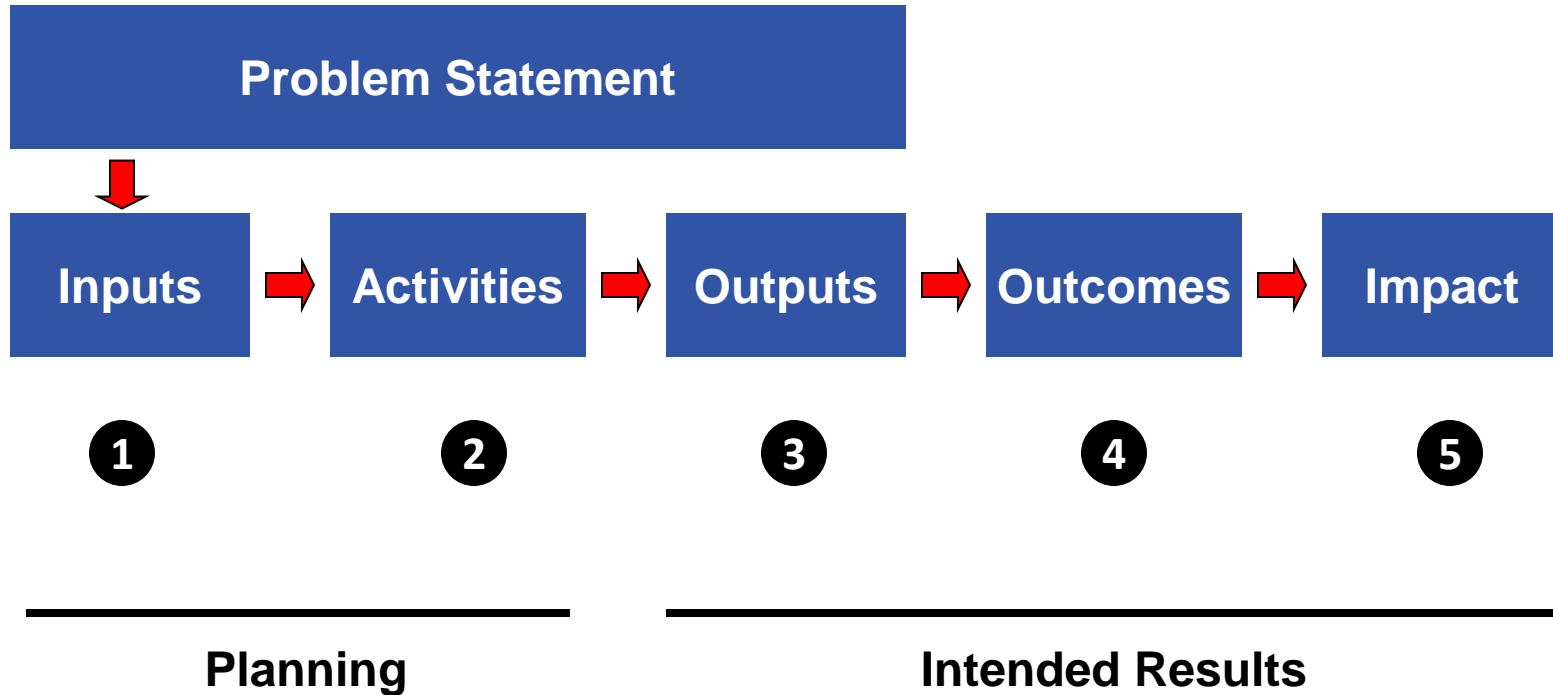


- ✓ Provides a “road map,” a diagram
- ✓ Snapshot of your program
- ✓ A way to link the needs of the people you serve to the results you get
- ✓ Helps focus on what areas will be evaluated
- ✓ A major tool for grant writing: helps define the program goal, objectives, and outcomes

Three Phases in Programs

1. Program Design and Planning
2. Program Implementation and Management
3. Program Evaluation and Strategic Reporting

Logic Models



Why do you think developing your problem statement is the first step to creating your program or proposed logic model?

Problem Statements: Rules of Thumb

- Focuses on one problem
- No more than one or two sentences in length
- Does not suggest a solution

What Could be Wrong?

Many people in El Paso lack access to good health care, healthy food, and safe places to exercise and need public transportation and community-supported farms to buy healthy fruits and vegetables.

Helpful Questions

- Who does the problem affect?
- What are the outcomes if the problem is not addressed?
- Where is the problem taking place?
- When does the problem need to be fixed?
- Why is it important that the problem be fixed?

Logic Models

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Planning

- ✓ Human
- ✓ Financial
- ✓ Organizational
- ✓ Community
- ✓ ...etc.

Logic Models

2

Activities

Planning

✓ Proposed Service Structure

Ex. Group level-HIV prevention, individual counseling, case management, referrals, housing, etc.

✓ Proposed Intervention

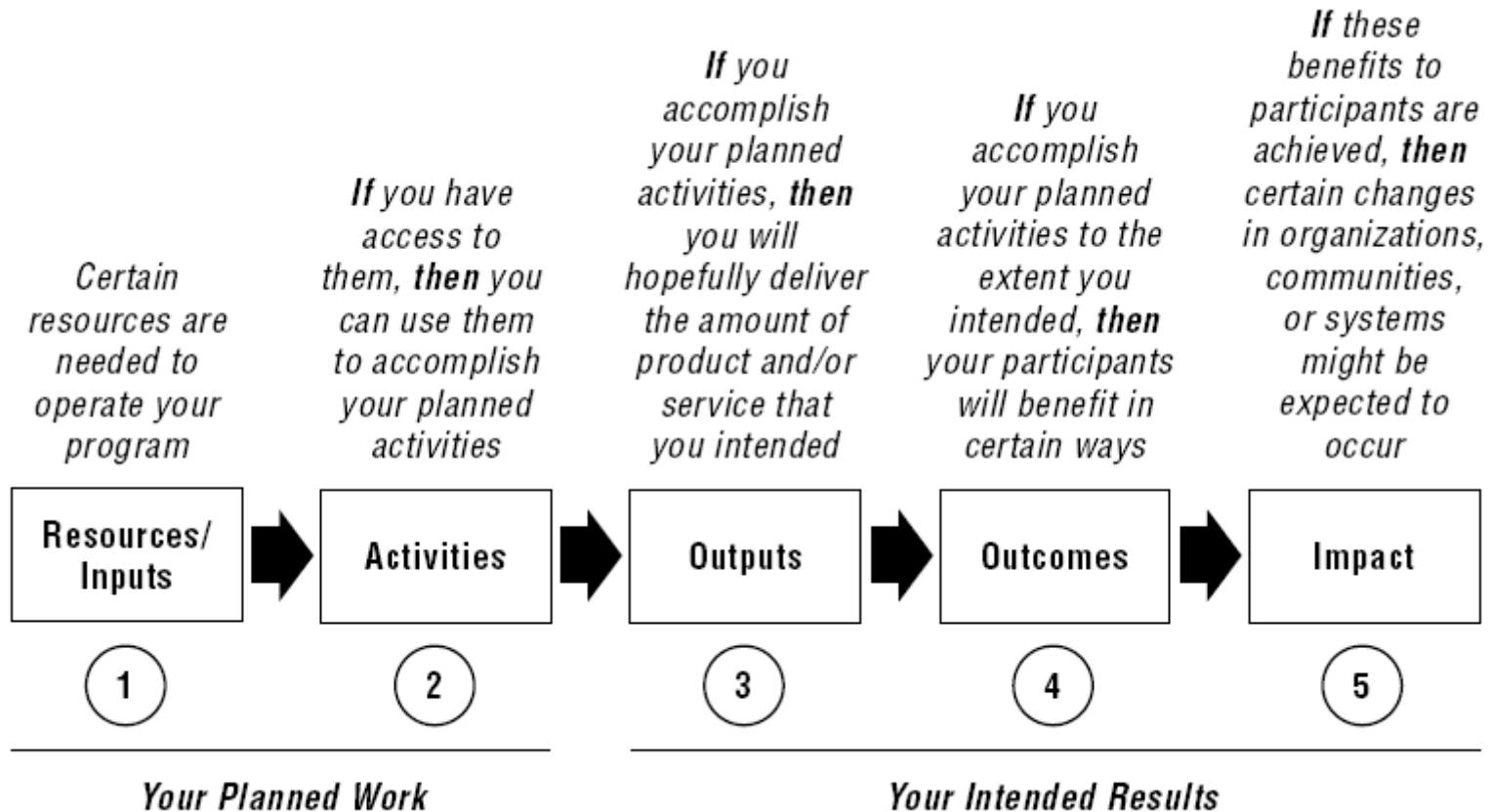
Ex. Core elements of an evidence based intervention, adapted intervention or combination of several EBIs.

* is what the program does with the resources

Describing Resources & Activities

- List the specific activities that you plan to do
- Activities must:
 - ✓ Be clearly connected to the specified program theory
 - ✓ Have sufficient and appropriate resources
- Determine the resources needed to support the solutions your program proposes

Reading a Logic Model



Logic Models

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Outputs

Intended Results

- ✓ Types
- ✓ Services
- ✓ Targets
- ✓ etc...

* Services and/or products that the program offers

Describing Results: Outputs

- For each activity planned, what outputs do you hope to reach?
- Outputs: data/ direct results of program activities.
- Outputs are usually described in terms of size and scope of the services or products delivered or produced by the program.

Logic Models

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Outcome

- ✓ Behavior
- ✓ Skills
- ✓ Knowledge

Intended Results

* Short term: 1 – 3 years

* Long term: 4 – 6 years

* Specific changes obtained

Describing Results: Outcomes

- For each activity planned, what short-term and long-term outcomes do you expect to achieve?
- Short-term outcomes: results that you expect to achieve one to three years after a program activity is under way.
- Long-term outcomes: results that you expect to achieve in four to six years.

Logic Models

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Impact

- ✓ Fundamental intended or unintended change occurring as a result of program activities

Describing Results: Impact

- For each of the activities planned, what impact do you expect to achieve?
- Impact: the results expected seven to ten years after an activity is under way- the future social change your program is working to create
- The impact should not go beyond the scope of the program to be achieved

SMART Objectives

Specific

Measurable

Achievable

Relevant

Time-Based

What are Objectives?

- **Objectives:** the action steps you take towards the goal; a specific, measurable outcome achieved in a definite timeframe.
 - **Example 1:** By 11/23/17, the program will decrease cholesterol levels among 15% of the patients.
 - **Example 2:** To help patients manage their cholesterol levels.
- Consider using words, such as “increase,” “demonstrate,” and “identify.”



The Formula...



Keep objectives simple and clear. This is a general formula for writing objectives:

By (when), (who), (where), will do (what),
by (how much)

By 12/24/14, I will buy a total of 25 presents for my family and friends at the Lenox shopping center.

3 Types of Objectives

- **Process** – short-term, stated in terms of what you or your organization will do to implement the program.
 - By 12/31/14, staff from the Health Clinic will train 2 members to assist in facilitation of the intervention groups.



3 Types of Objectives

- **Outcome** – short-term, stated in terms of change among the target population (knowledge, attitudes, beliefs, and behaviors)
 - By 4/1/15, 90% of participants of the intervention group will increase their knowledge by 30%.



3 Types of Objectives

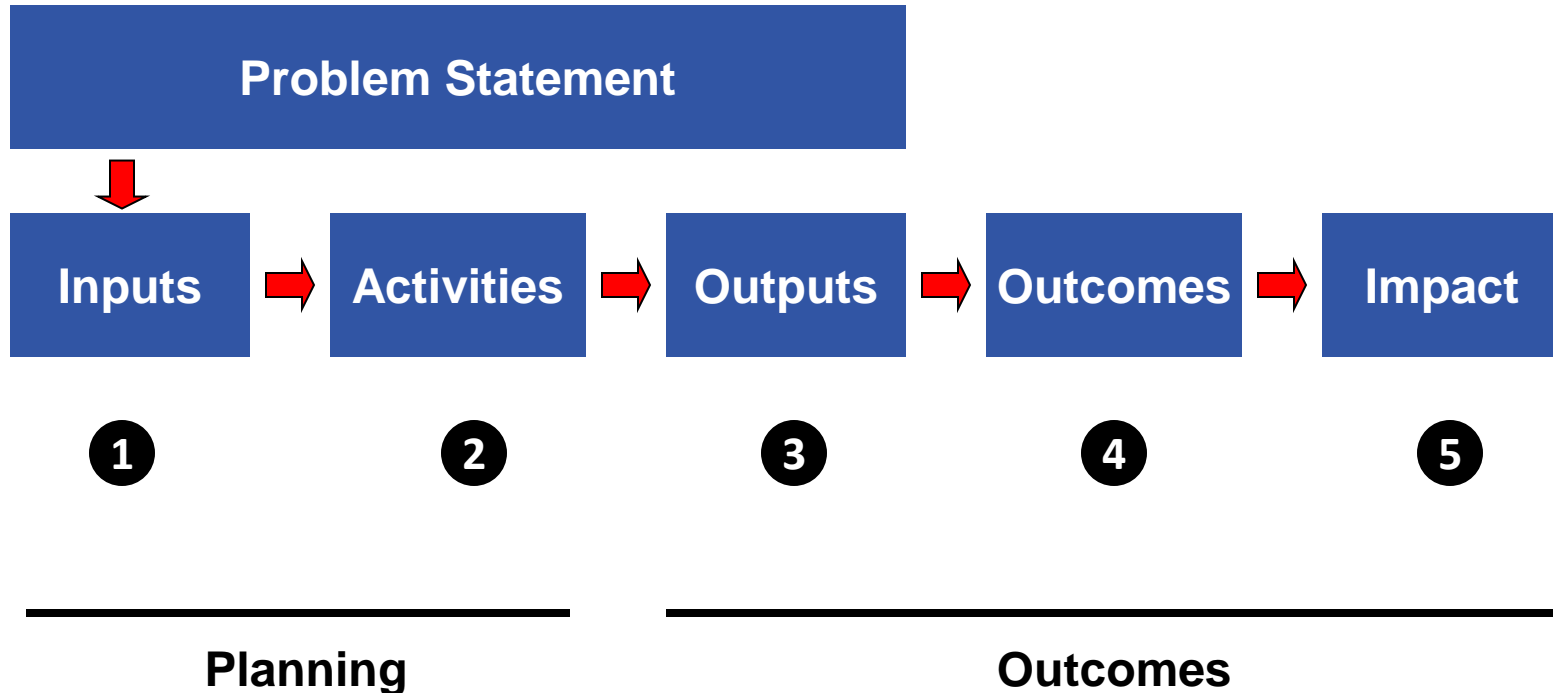
- **Impact** – long term, future-oriented, refers to overall outcome of the program. What will change?
 - By 1/10/20, HIV related deaths will be reduced to no more than 100 per 100,000 in the residents in San Diego.



Sample Objectives: Process, Outcome, & Impact

- By August 31, 2017, 90% of the participants in the Health Clinic nutrition classes will decrease their risk for heart disease.
- By December 31, 2016, 60% of the participants will decrease their intake of unhealthy foods.
- By February 1, 2016, the Health Clinic will enroll a minimum of 20 adults in the nutrition classes.

Logic Models



Activity:

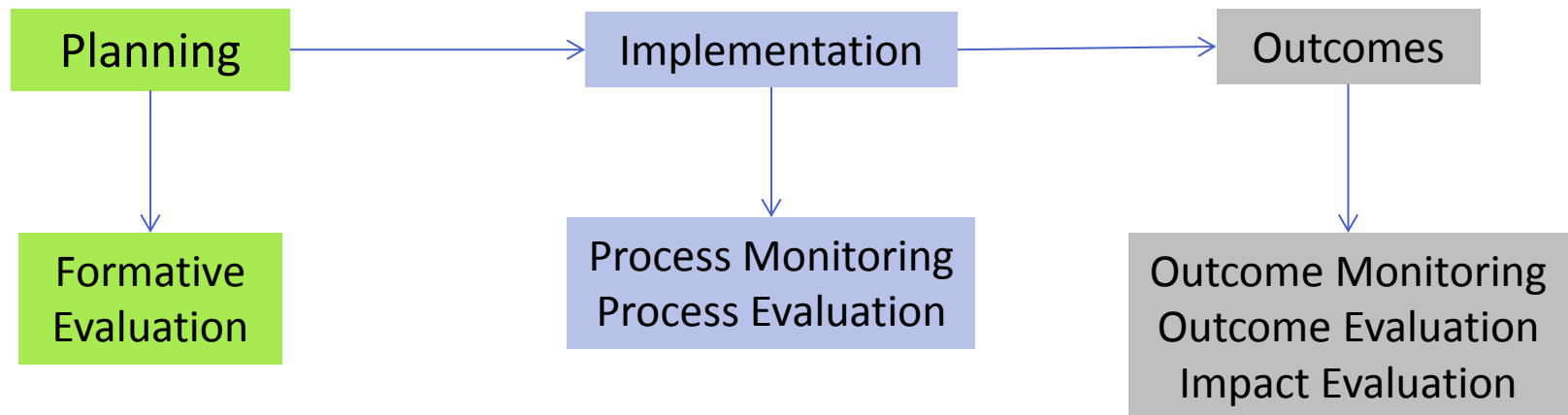
Develop Your Own Logic Model

- Each group will select a recorder and a reporter.
- Use the next 60 minutes to develop a logic model for your program
- Include one process, outcome, and impact objective
- Come back for a large group discussion

Three Phases in Programs

1. Program Design and Planning
2. Program Implementation and Management
3. Program Evaluation and Strategic Reporting

Evaluation Related to Planning, Implementation, and Outcomes



Strategic Plan, Logic Model, and Work plan

Strategic plan describes your program's strengths, weaknesses, opportunities, and threats, and outlines five-year program goals, strategies to achieve the goals, and directions.

National Strategic Plan for HIV

www.cdc.gov/hiv/pdf/policies_dhap__strategic-plan.pdf

Strategic Plan, **Logic Model**, and Work plan

A logic model is a systemic 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.

Strategic Plan, Logic Model, and **Work plan**

A concise easy-to-read overview of your goals, strategies, objectives, measures, activities, timeline, and those responsible for making the program happen.

Relate and Differ

Strategic Plan Components	Logic Model Components	Work plan Components
Not applicable	Overall program goal	Not applicable
Five-year program goals	Long-term outcomes	Five-year program goals
Strategies	Strategies/Activities	Strategies
Rationale for program strategies	Logical links between strategies/activities and intended outcomes	Not applicable
Timeline for implementation of strategies	Outputs and short-term, intermediate, and long-term outcomes	Strategies
Effects of implementing strategies	Short-term and intermediate outcomes	

Logic Models and Grant Writing

1. How do you use this logic model to develop a strategic plan?
2. How do you use a logic model to develop evaluation plan [for your grant proposal]?
3. How do you use a logic model to develop work plans [for your grant]?

Thank you!!