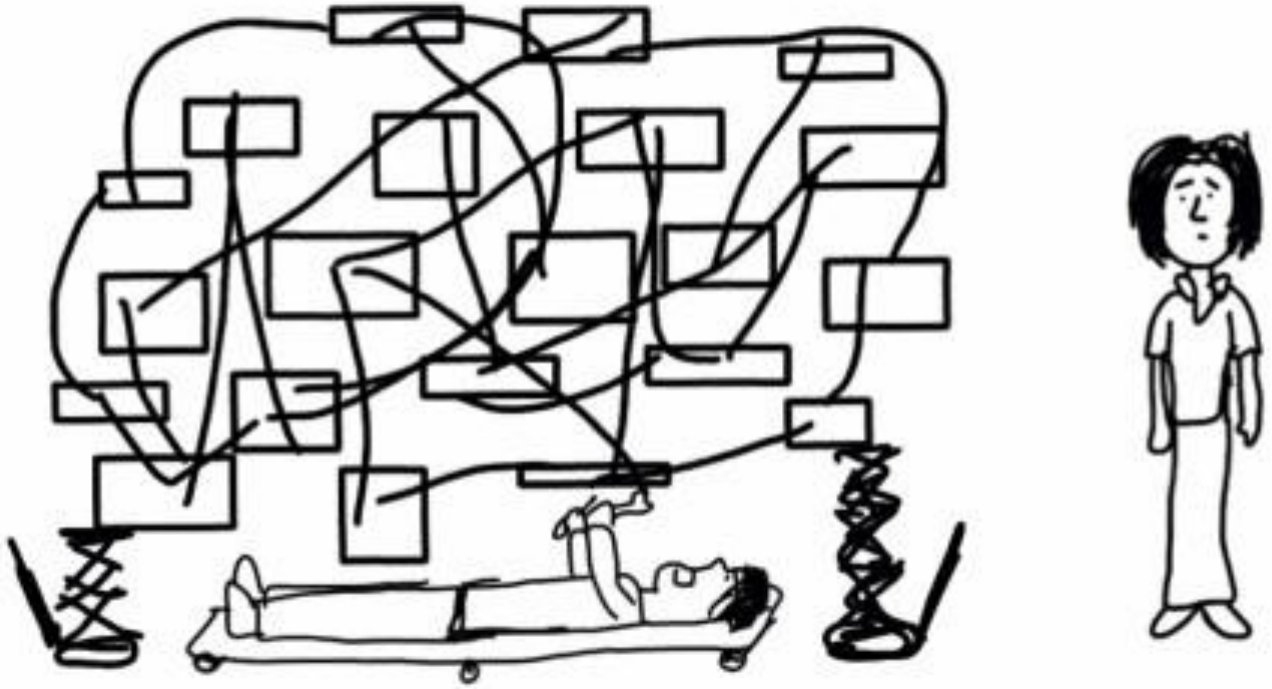
Logic Models

At the logic model repair shop ...



So, I'm guessing this is for a comprehensive program-level intervention

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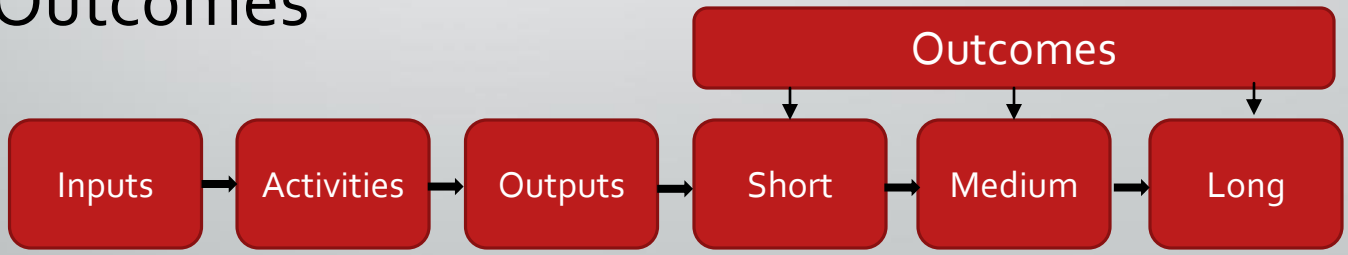
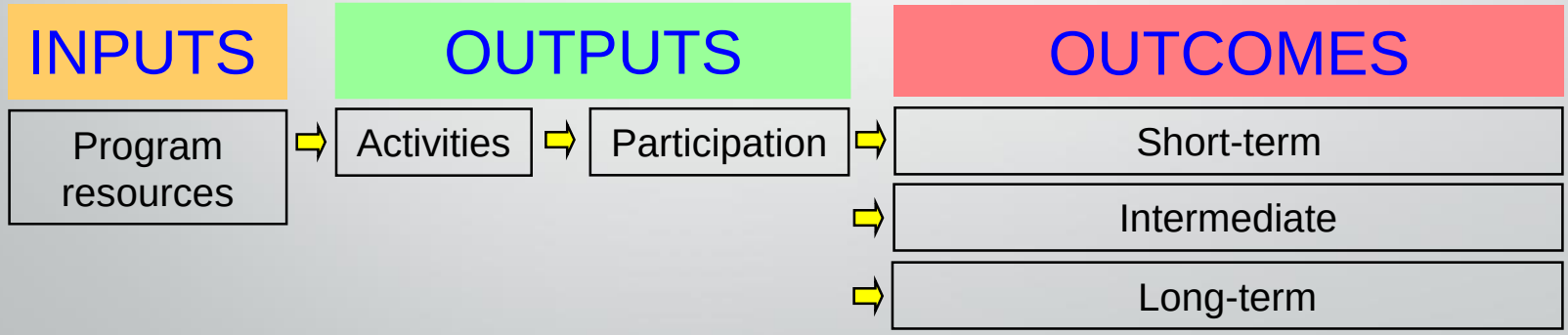
What is a logic model

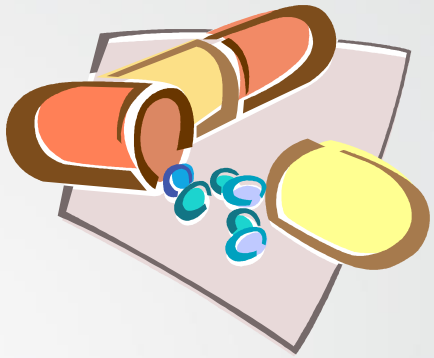
- A visual representation of the relationships between program:
  - Inputs or Resources
  - Activities
  - Outputs
  - Outcomes



Logic Model Overview

- Remember: Should be a logical chain of connections showing what the program is trying to accomplish.





Everyday example

HEADACHE

Situation

Get pills

INPUTS

Take pills

OUTPUTS

Feel better

OUTCOMES

Family Vacation

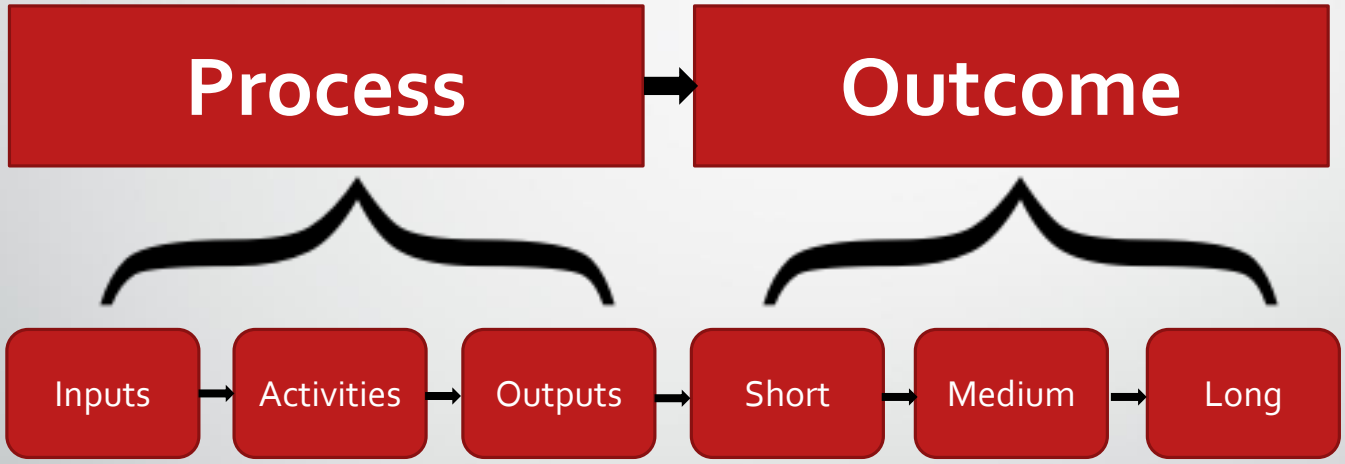
INPUTS	OUTPUTS	OUTCOMES
Family Members Budget Car Camping Equipment	Drive to state park Set up camp Cook, play, talk, laugh, hike	Family members learn about each other; family bonds; family has a good time

Why Bother?

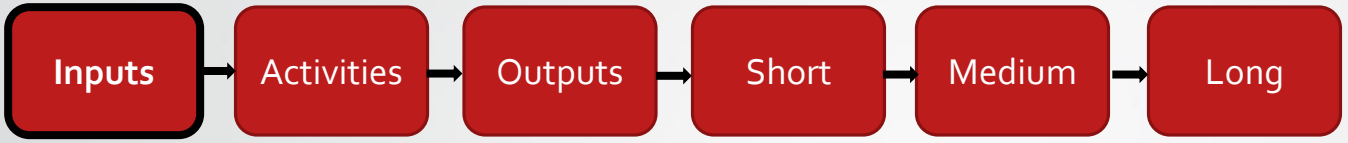
- Support program planning and improvement
- Helps identify performance measures
  - Focus on/be accountable for what matters
- Provides common language
- Makes assumptions EXPLICIT

Logic Model Elements

Two sides of a logic model

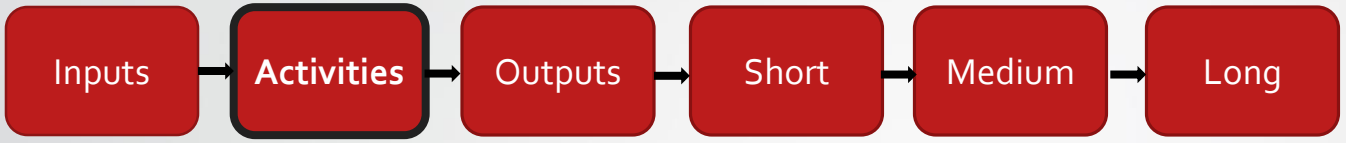


Inputs (aka resources)



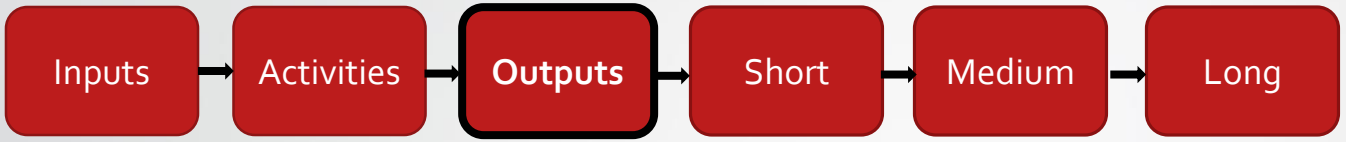
- The human, financial, organizational, or community resources available for carrying out a program's activities, such as:
  - Funding
  - Program staff
  - AmeriCorps members
  - Volunteers

Activities



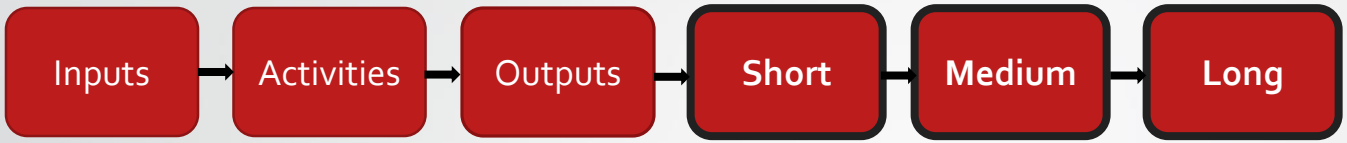
- The processes, tools, events, and actions that are used to bring about a program's intended changes or results
  - Workshops and trainings
  - Referrals to outside resources
  - Counseling sessions

Outputs



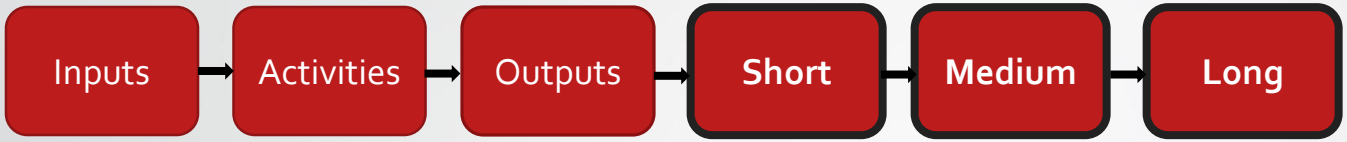
- The direct products of a program's activities; what is produced
- Examples
  - Number of individuals trained
  - Number of individuals receiving services

Outcomes



- The expected changes/benefits that result from the program
- Broken down into short-, medium-, and long-term outcomes

Outcomes



- **Short term – focus on learning**
  - Awareness, knowledge, skills, motivation
- **Medium term – focus on action**
  - Behavior, practice, decision-making, policy
- **Long term – focus on consequences**
  - Social, economic, or environmental impacts

Outputs vs Outcomes

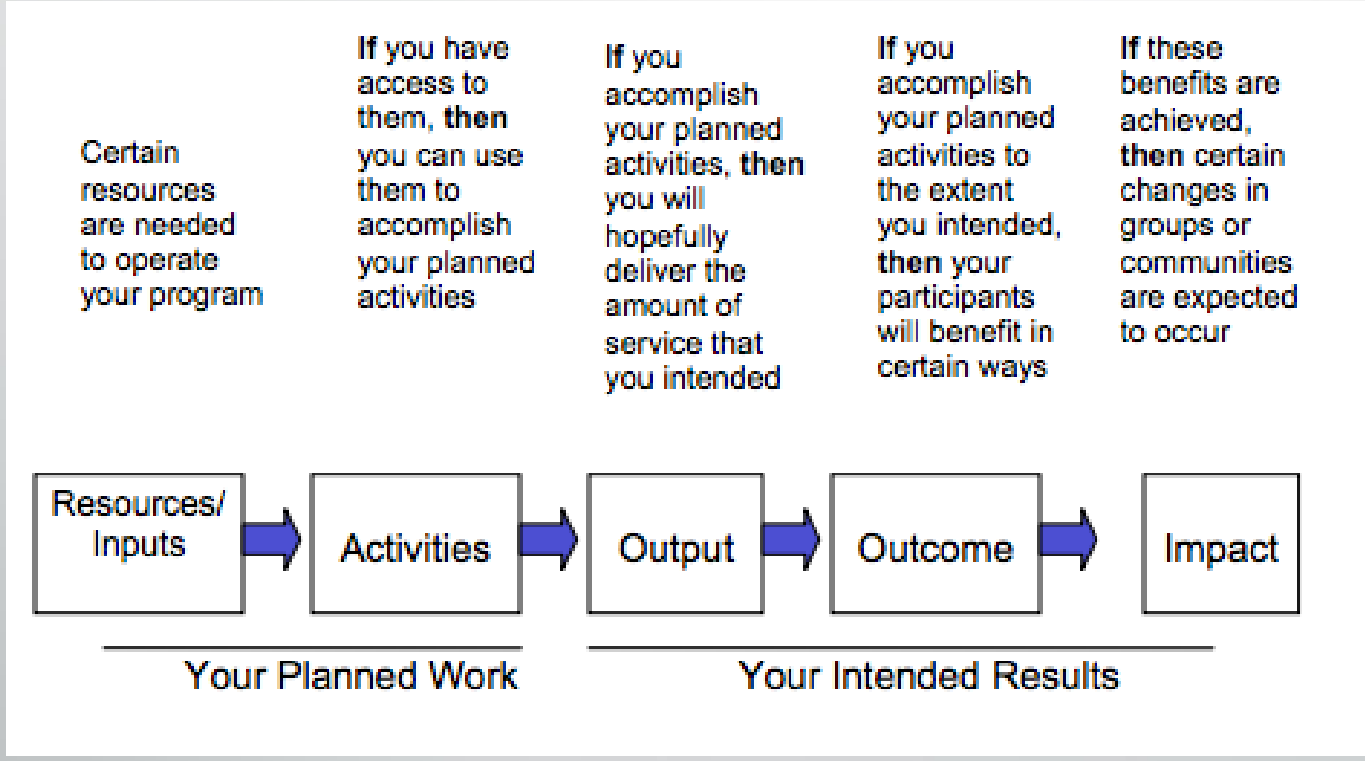
Outputs	Outcomes
• Direct products of a program's activities/services • Often expressed numerically, or quantified in some way • Examples: # attending workshops # receiving services	• Changes resulting from a program's activities/services • Changes in knowledge, attitude, behavior, or condition • Examples: ↑ knowledge ↑ health

Approaches to logic model creation

- Forward logic (left to right)
  - Uses "if then" statements

- Reverse logic (right to left)
  - Asks "but how?" questions

“If-then Statements”

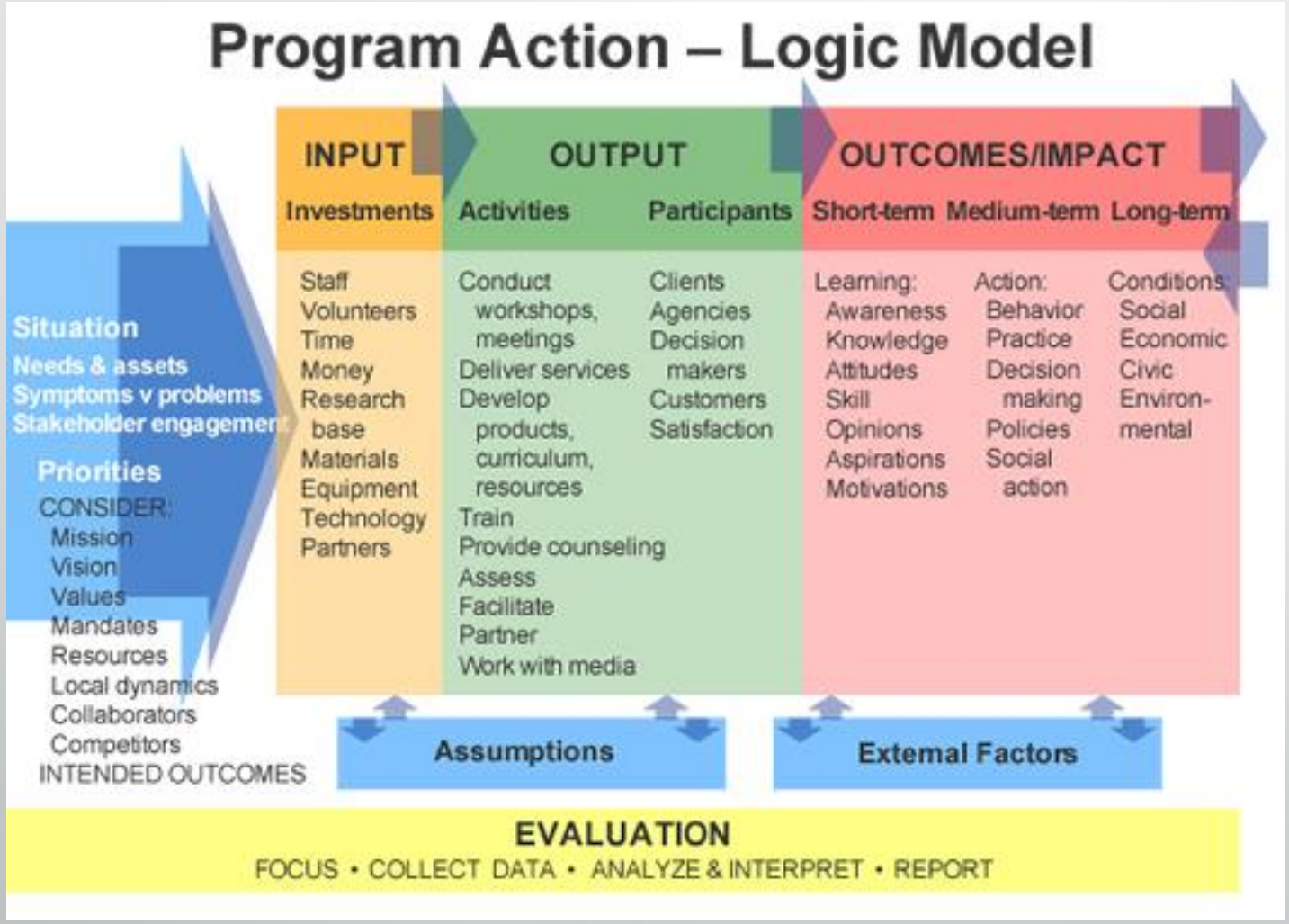


A reverse-logic logic model

- What is the desired long-term outcome?
  - Increase # of healthy families. **But how?**
- What is the desired intermediate outcome?
  - Increase # of families using healthy food practices. **But how?**
- What is the desired short-term outcome?
  - Individuals gain knowledge of healthy food choices. **But how?**
- What outputs are needed to achieve the outcomes?
  - 200 families complete an educational workshop. **But how?**
- What activities are needed to achieve the outcomes?
  - Conduct four educational workshops per month. **But how?**
- What inputs are needed to achieve the outcomes?
  - Funding, program staff, AmeriCorps members, volunteers, research.

Identify Indicators

- How will you know it when you see it?
- What will be the evidence?
- What are the specific indicators that will be measured?
  - Often expressed as #, %
  - Can be quantitative or qualitative


Program Action – Logic Model
INPUT
OUTPUT
OUTCOMES/IMPACT
Investments
Activities
Participants
Short-term
Medium-term
Long-term
Situation
Needs & assets
Symptoms v problems
Stakeholder engagement
Priorities
CONSIDER:
Mission
Vision
Values
Mandates
Resources
Local dynamics
Collaborators
Competitors
INTENDED OUTCOMES
Staff
Volunteers
Time
Money
Research base
Materials
Equipment
Technology
Partners
Conduct workshops, meetings
Deliver services
Develop products, curriculum, resources
Train
Provide counseling
Assess
Facilitate
Partner
Work with media
Clients
Agencies
Decision makers
Customers
Satisfaction
Learning:
Awareness
Knowledge
Attitudes
Skill
Opinions
Aspirations
Motivations
Action:
Behavior
Practice
Decision making
Policies
Social action
Conditions:
Social
Economic
Civic
Environ-mental
Assumptions
External Factors
EVALUATION
FOCUS • COLLECT DATA • ANALYZE & INTERPRET • REPORT

Practical Tips

- There is no one best logic model
- Logic models take time to develop, and shouldn't be developed alone

Limitations of Logic Models

- Represent intention; are not reality
- Focus on expected outcomes
- The challenge of causal attribution
  - Many factors influence processes and outcomes
- Doesn't address an important question:
  - *"Are we doing the right thing?"*

Cautions:

- Can become too time consuming
- May become too focused on outcomes without adequate attention to inputs and outputs
- Thinking that it has to be “correct”
- Becomes ‘fixed’ rather than flexible and dynamic

Check your logic model

- Review **right to left**
- Is it meaningful?
- Does it make sense?
  - Check for logical gaps
- Is it doable?
  - Can the program achieve the expected outcomes?
- What are the Assumptions?
- Is the Theory of Change clear?