

Logic Model and Program Design

Rebecca K. Odor, MSW
 Director of Sexual & Domestic Violence Prevention
 Division of Injury and Violence Prevention
 Virginia Department of Health
 804-864-7740
 Becky.Odor@vdh.virginia.gov
 www.vahealth.org/civp/sexualviolence

Thanks to the University of Wisconsin-Extension and the CDC



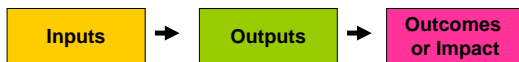
What is a logic model?

- A simplified picture of a program, initiative or intervention that is a response to a given situation.
- Used in planning, program design, managing programs and communicating.



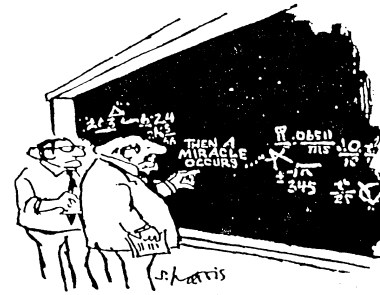
Many people say that a logic model is a roadmap

A Simple Model



This graphic representation shows the logical relationships between the:

- resources that go into a program
- activities the program undertakes
- changes or benefits that result

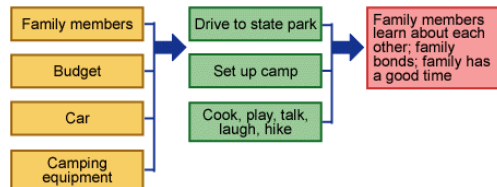


"I think you should be more explicit here in Step Two."

Logic Model for treating a headache



A logic model for a family vacation -



What does a logic model look like?

- Graphic display of boxes and arrows; vertical or horizontal
 - Relationships, linkages
- Any shape possible
 - Circular, dynamic
 - Cultural adaptations; storyboards
- Level of detail
 - Simple
 - Complex
- Multiple models

1 SITUATION

2 Inputs

3 Outputs
Activities Participation

4 Outcomes - Impact
Short Term Medium Term Long Term

5 Assumptions

6 External Factors

Logic Model for a Headache

Get pills

 →

Take pills

 →

Feel better

Assumptions:

- It assumes that you can find or get the needed pills.
- It assumes that you actually take the pills as prescribed.
- It assumes that the result will be similar to your previous experience taking these pills.
- It assumes that there will be no negative side effects.

What other assumptions are embedded in this example?

Simple logic model

SITUATION: High rates of child abuse and neglect in the county. During a county needs assessment, a majority of parents reported that they were having difficulty parenting and felt stressed as a result.

INPUTS

OUTPUTS

OUTCOMES

Why use logic models?

- Helps in planning, evaluation, implementation
- Helps to identify gaps in our program logic and clarifies assumptions so success may be more likely
- Builds understanding and promotes consensus about what the program is and how it will work--builds buy-in and teamwork
- Makes underlying beliefs explicit
- Helps to clarify what is appropriate to evaluate, and when, so that evaluation resources are used wisely
- Summarizes complex programs to communicate with stakeholders, funders, audiences
- Enables effective competition for resources (Many funders request logic models in their grant requests)

Limitations of logic models

- Programs are not really linear
- Can over-simplify a program
- Won't tell you if the right outcome is being identified and measured
- Hard to identify and communicate the assumptions
- Could be based on faulty research data
- Represents reality, is not reality

Identifying Outcomes

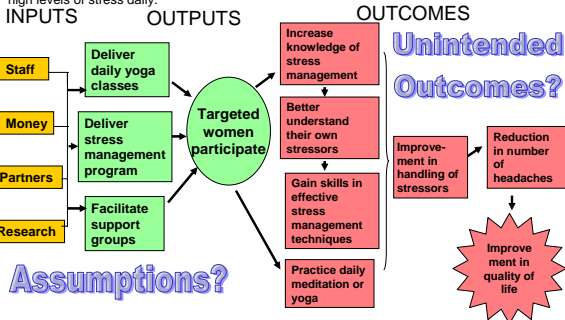
- Ask why. Then ask why again.
- What is/will be different as a result of the initiative?
- What would you want to say to your state legislator about your program?
- Seek ideas and input from others, i.e., current and past participants, funders, local officials, board members and informed outsiders.

Unintended Outcomes

- Unintended outcomes can be positive, negative, or neutral.
- What might result other than what is intended?
- How else might the program unfold?
- Who might be affected, unintentionally and/or negatively?
- How might the external environment have unintended influences?

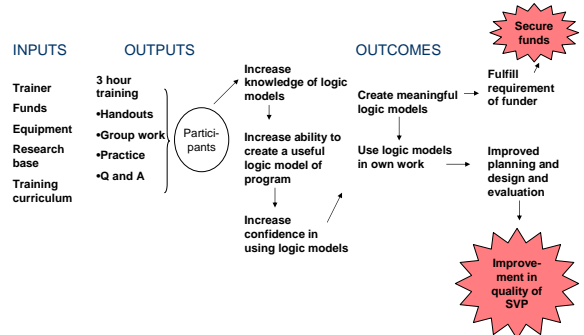
Headache Prevention Program Logic Model

SITUATION: According to a health survey, a majority of women report having a headache 3 or more days a week. The same survey shows that a majority of women feel moderate to high levels of stress daily.



Logic model of a training workshop

Situation: The CDC requires a logic model as part of its Request for Applications. Program managers have limited understanding of logic models and their uses.



Practice developing outcomes

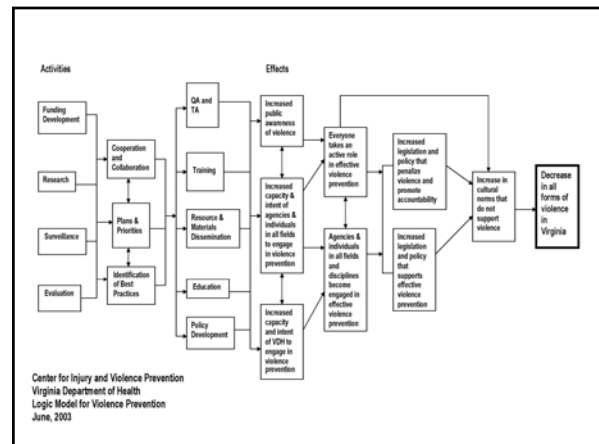
- Name a primary prevention activity
- Brainstorm some of the outcomes you would like to receive
- Fill in the outcomes section of the worksheet flowchart

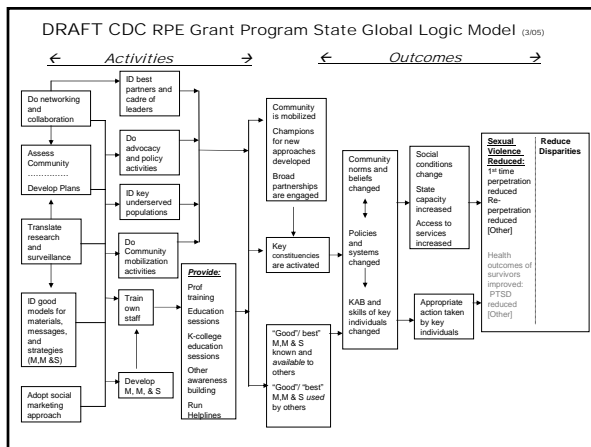
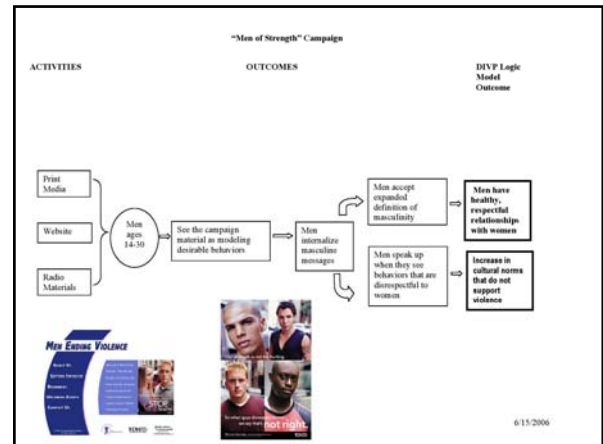
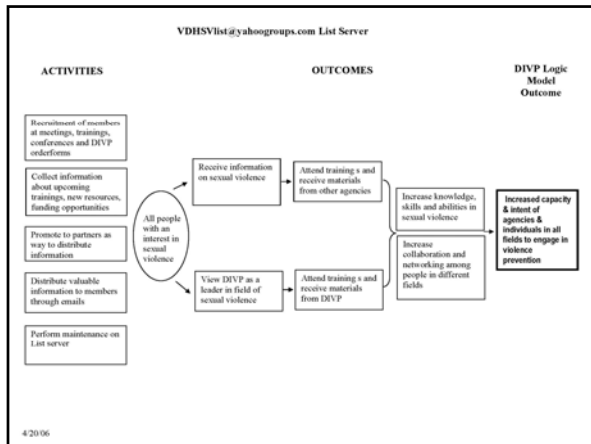


E:\WorksheetFlowchart.doc

Logic Model

Practice Worksheet



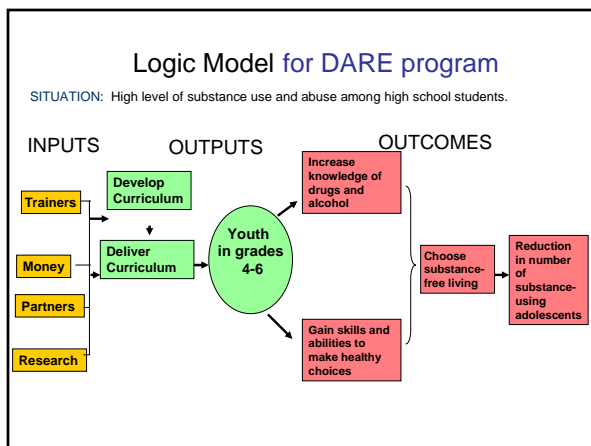


Minnesota Stop It Now! Logic Model for Training of the Trainers (TOT)

Problem/Opportunity	Inputs	Staff Activities	Target Audience Participants	Immediate Outcomes	Intermediate Outcomes	Longer Term Outcomes	Longer Term Outcomes
Problems	<ul style="list-style-type: none"> Low level of awareness and understanding of sexual violence among the general public Low level of awareness and understanding of sexual violence among law enforcement and other professionals Low level of awareness and understanding of sexual violence among the general public Low level of awareness and understanding of sexual violence among law enforcement and other professionals 	<ul style="list-style-type: none"> Trainers receive training Trainers receive materials Trainers receive support 	<ul style="list-style-type: none"> TOT Participants Law enforcement Healthcare providers Community leaders Other professionals 	<ul style="list-style-type: none"> Knowledge Attitudes Skills 	<ul style="list-style-type: none"> Behavior Attitudes Skills 	<ul style="list-style-type: none"> Knowledge Attitudes Skills 	<ul style="list-style-type: none"> Behavior Attitudes Skills

External Influences: Five TOT participants: Opportunities to train, incentives to provide training, transportation to training. Five child-care providers: Engagement to receive training, availability of training, housing alternatives.

Assumptions: Logic model assumptions are correct, "Understanding and responding..." results in desired outcomes.



- ### Group Activity
- Pick a prevention activity (either a new one or existing one)
 - Develop a logic model for it – inputs, outputs and outcomes
 - Spend most of your time on the outcomes.
 - Think about assumptions and unintended consequences
 - Plan to share your model with the large group

Additional Resources

- The Community Tool Box provides over 6,000 pages of practical skill-building information on over 250 different topics. Topic sections include step-by-step instruction, examples, check-lists, and related resources. <http://ctb.ku.edu/>
- Targeting Outcomes of Programs includes a seven-level hierarchy that integrates program evaluation within the program development process.
<http://citnews.unl.edu/TOP/english/index.html>
- CDC Evaluation Working Group
<http://www.cdc.gov/eval/resources.htm#logic>

Additional Resources

- United Way of America's Outcome Measurement Resource Network. Resource Network offers information, downloadable documents, and links to resources related to the identification and measurement of program- and community-level outcomes.
<http://www.unitedway.org/outcomes/>
- Building a Successful Prevention Program Western Regional Center for the Application of Prevention Technologies:
<http://casat.unr.edu/bestpractices/eval.htm>
- W.K. Kellogg Foundation Logic Model Development Guide provides practical assistance to nonprofits engaged in planning and evaluation.
<http://www.wkkf.org/Programming/ResourceOverview.aspx?CID=281&ID=3669>