Understanding and Applying Logic Models

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ORGANIZATIONAL LEARNING & EVALUATION CONFERENCE

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Agenda

- Introductions
- Objectives
- Logic Models
- Applying Learnings
- Sharing Stories and Strategies
- Going Forward

Evaluation Philosophy

- Grounded in intent
- Goals and objectives linked to strategies/activities
- Reality based–context, capacity, and resources
- Informed decisions and enhanced learning
- Integrated into organizational culture and practice

Our Objectives

- Understand the elements of Logic Models
- Learn when to use what type and why
- Applying learning to actual situations

Logic Models

- They are tools
- Can be used at different stages
- Earlier is better than later (but it is never too late)

What Are They?

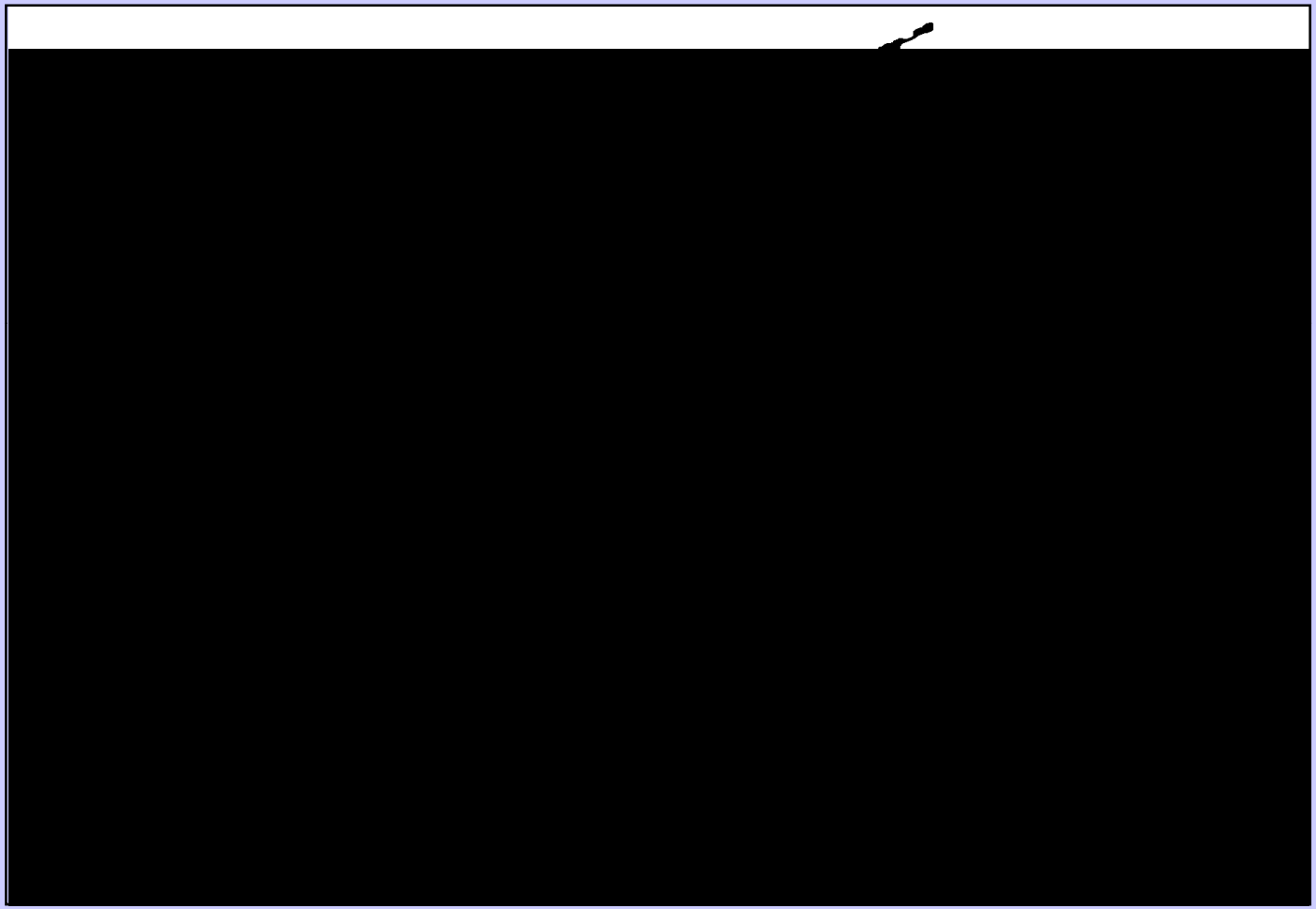
Logic Models are a framework for describing the relationships between investments, activities, and expected changes.

Reflection

- Discuss your experience with logic models:
  - how have you used them?
  - why have you used them?
  - what have been their strengths and/or the limitations in your work?

Why Use Them?

- Maximize limited resources
- Establish a common language and construct for change
- Support critical thinking
- Increase likelihood of success
- Assist in making tough decisions



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

What Are the Components?

Key Components

- Expected Changes (results, outcomes)
- Inputs
- Activities
- Outputs

Optional Components

- Data Sources
- Measures
- Research/Best Practices

It is not together, but the ensemble is perfect.

Eugene Ormandy, Musical Director, Philadelphia Orchestra
1938-1980

So, Why Care?

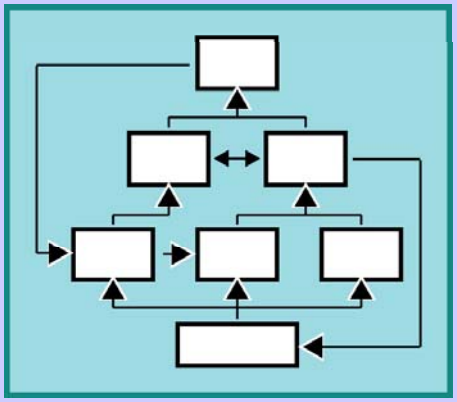
If you don't know where you are going, you will wind up somewhere else.

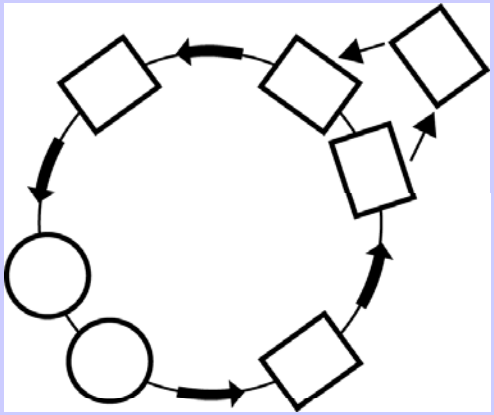
Yogi Berra, National Baseball Hall of Fame, 1972

Logic Models Come in All Shapes and Sizes

It is the thinking process that is valuable

Inputs	Outputs	Outcomes
	1	1a b
	2	2a b c
	3	
	4	3a b





When to Use?
It depends on where you are

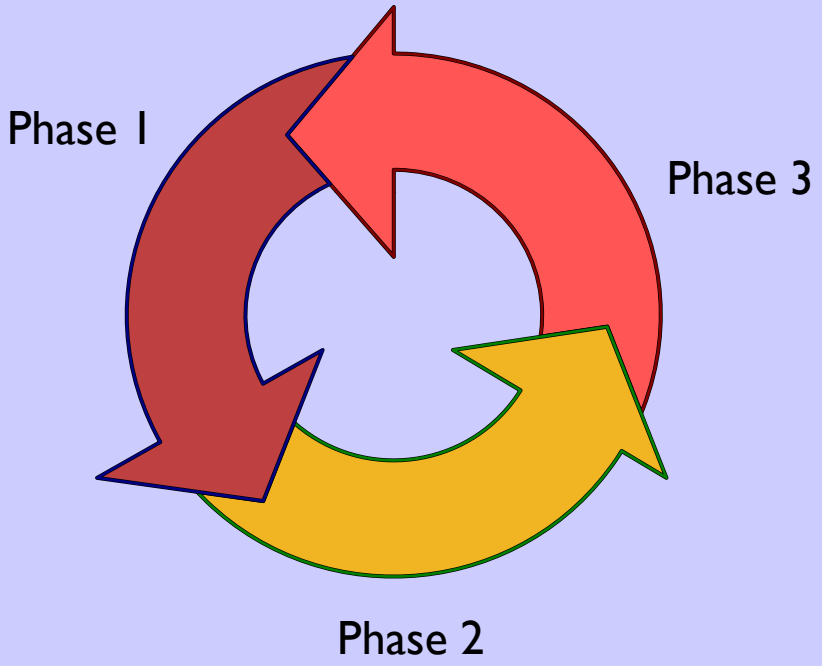
Program Design

Phase 1
- >Conceptualization
- >Planning

Program Implementation

Phase 2
- >Start-up
- >Early Implementation

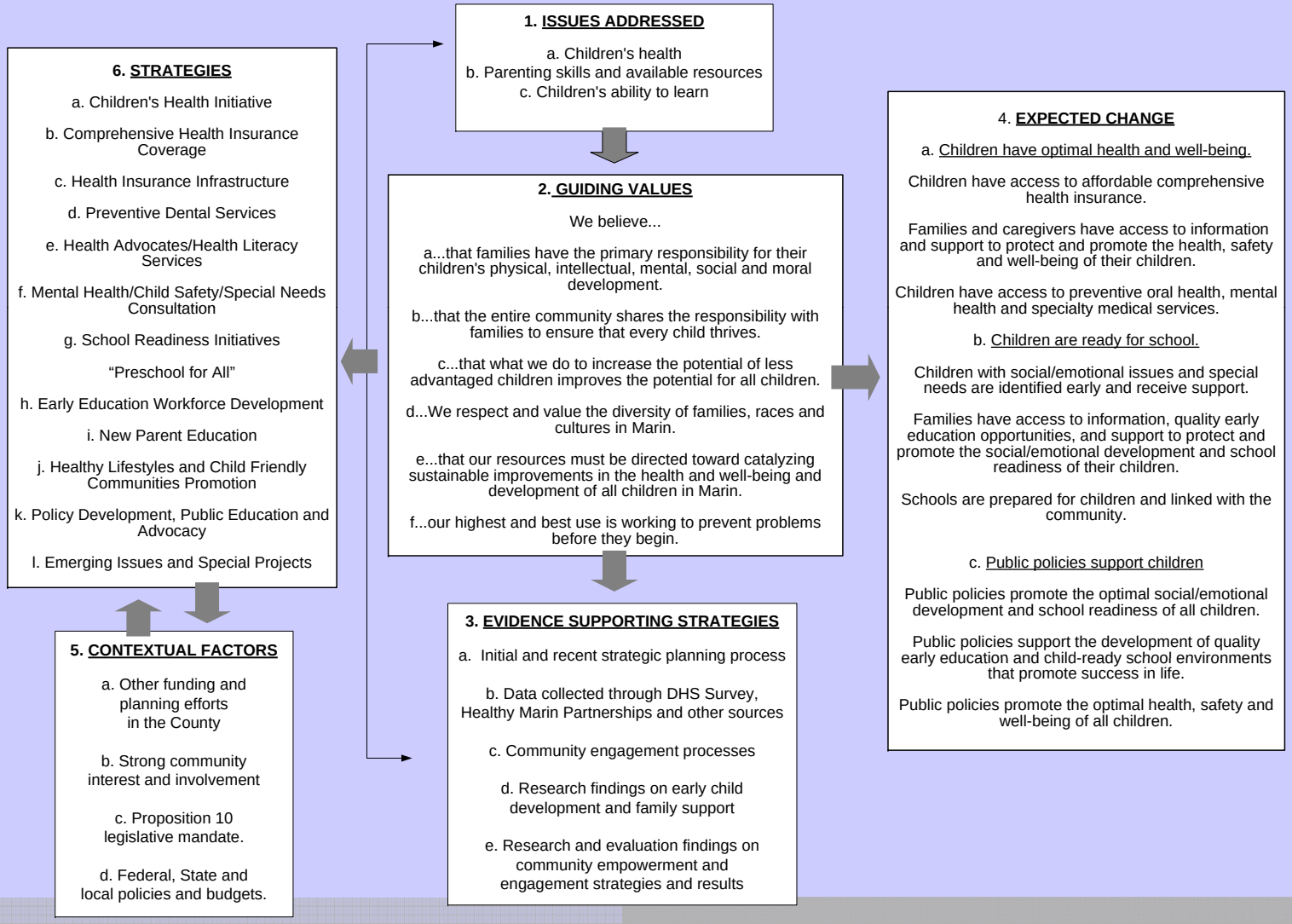
Phase 3
- >Full Implementation
- >Termination
- >Transformation



Types of Logic Models

- Planning
- Implementation
- Evaluation

A Logic Model: Planning



A Logic Model: Implementation

Healthy Behavior and Prevention – Physical Activity Focus

Outcomes (Expected Changes)	Activities	Inputs	Outputs
Children and adults have increased awareness, knowledge and skills re: the value of healthy behavior. Children and adults demonstrate healthy behavior. Children and adults are healthier.	Research best structured physical activity programs for children 5-18 (due date) Train staff, volunteers, parents Implement physical activity program (due date) Develop partnerships with local agencies Report program development results at end of the project (due date)	Financial resources (list) Planning process Materials (list) People (list)	# of target population engaged in 30 minutes or more of physical activity # of schools, departments participating in the program # of children at the ideal weight for their height

Source: Sunflower Foundation - Health Care for Kansas

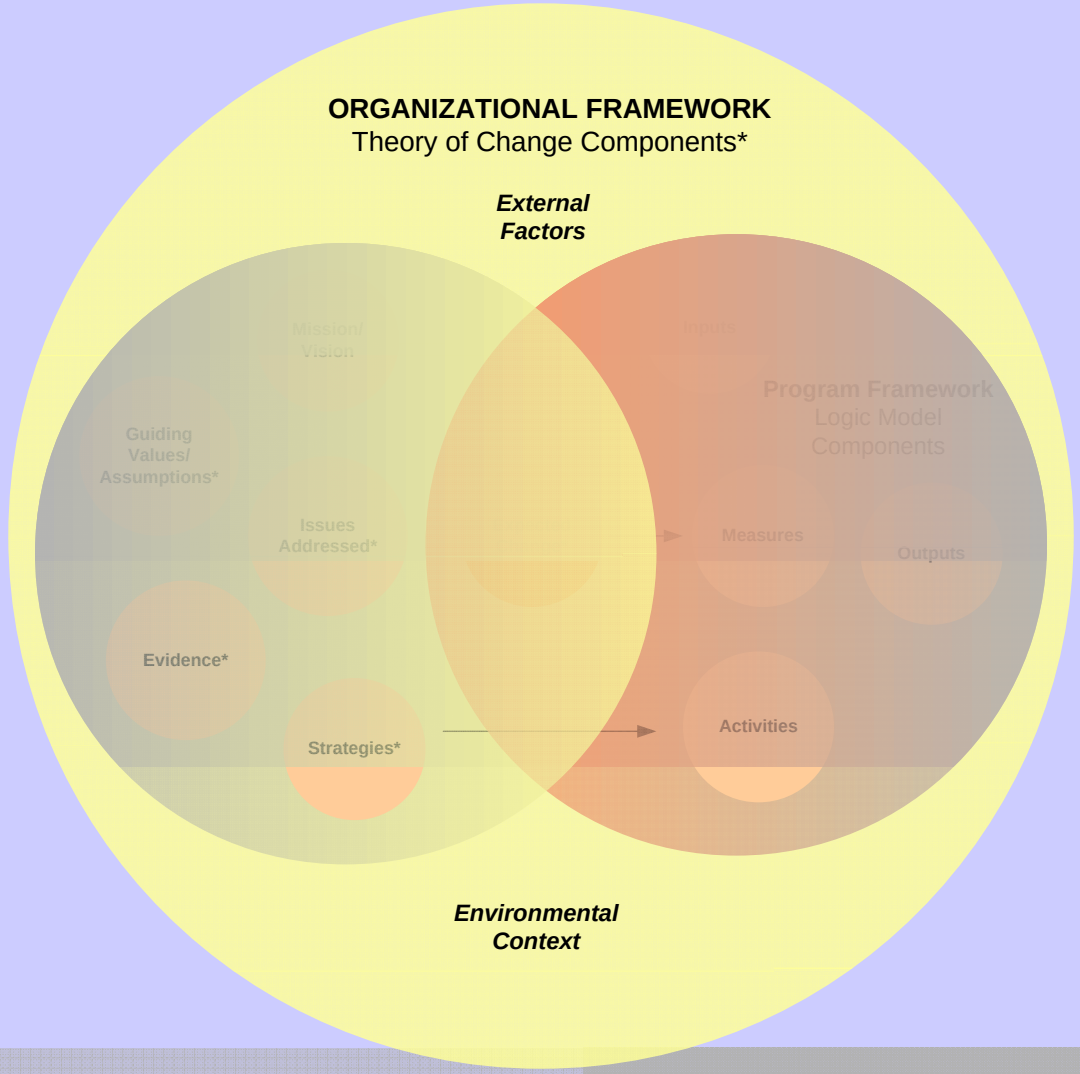
A Logic Model: Evaluation

Healthy Behavior and Prevention – Physical Activity Focus

Outcomes (Expected Changes)			Measures (Objectives)	Data Sources
Short	**Interim**	**Long**		
Children and adults have increased awareness, knowledge and skills re: the value of healthy behavior.	Children and adults demonstrate healthy behavior.	Children and adults are healthier.	65% of target population report increased knowledge of the importance of physical activity. 50% of target population report engaging in physical activity at least 3/wk for 30 minutes or more. 5 schools/departments participating in the program have agreed to implement program in to regular scheduling and budget. 90% of target population (adolescents and adults) who were smoking report no longer doing so 30% of target population (children and adults) are within a healthy BMI range	Survey Survey Survey CHIS BRSS Survey YBRSS Medical Chart Review Survey

Source: Sunflower Foundation - Health Care for Kansas

The Context for Programs



Reflection

- If you have a logic model, what type is it?
  - What are the key components?
- If you don't have a logic model, what type do you think will best fit?
  - Consider program life cycle
- For everyone, how do you plan to use this tool in your work?

Applying Learning

- Select a template (planning, implementation or evaluation)
- Review your materials
- Clarify your expected change
  - This is the core piece of any model
- Complete as much of the model as you can

Sharing Stories & Strategies

- What was difficult?
- What was easy?
- What was an "ah ha" moment?
- What is your 'minimal elegant next step" upon returning to work?

Takeaways

Logic Models
Describes relationships
Program components
Variety of uses
Reflect program life cycle
Dynamic tool

Cautions and Considerations

- They are what they are: models
- Take time, focus, and honesty
- Require looking "under the hood" and on-going maintenance
- Right path to the wrong place
- Context throughout the "intervention"

Going Forward: Develop, Refine & Reflect

- Engage Stakeholders
  - Who else needs to be directly involved in the development of the logic model?
  - Who needs to be involved in reviewing and vetting the logic model?
  - With whom would the logic model be useful as a tool for reflection?

Going Forward: Develop, Refine & Reflect

- Why Engage Stakeholders
  - Understand their needs
  - Promote conceptual clarity
  - Build shared understanding

Going Forward: Develop, Refine & Reflect

- Questions to Guide Refinement and Reflection
  - Do they agree / disagree with:
    - >The activities and outcomes depicted?
    - >The roadmap (The way activities and outcomes relate to each other)?
    - >How much progress on outcomes equals program success?
    - >Choices of data collection / analysis methods

Questions?

"I hear and I forget.

I see and I believe.

I do and I understand."

Confucius (551-479 BC)

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