

# UNDERSTANDING AND APPLYING LOGIC MODELS

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*integrating information for change*



**jdcPartnerships**

# Agenda

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

# Evaluation Philosophy

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- 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

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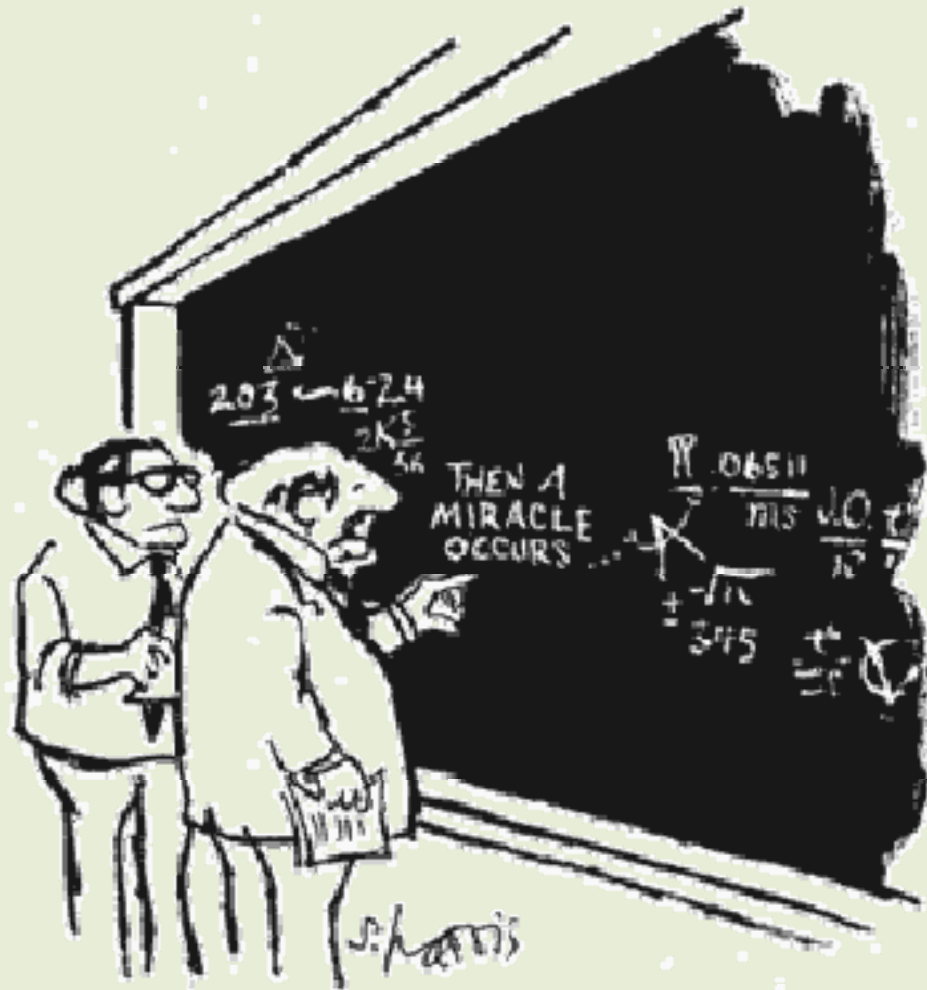
- Understand the elements of Logic Models
- Learn when to use what type and why
- Apply learning to actual situations



# Logic Models

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- Tools
- Used at different stages
- Earlier is better than later
  - It is never too late



"I THINK YOU SHOULD BE MORE EXPLICIT HERE IN STEP TWO."

Sidney Harris

# What Are They?

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

# Reflection

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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?

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

# What Are the Components?

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## Key Components

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

## Optional Components

- Data Sources
- Measures
- Research/Best Practices
- Assumptions
- Context

*It is not together, but the ensemble is perfect.*

Eugene Ormandy, Musical Director, Philadelphia Orchestra  
1938-1980

# So, Why Care?

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

Yogi Berra, National Baseball Hall of Fame, 1972

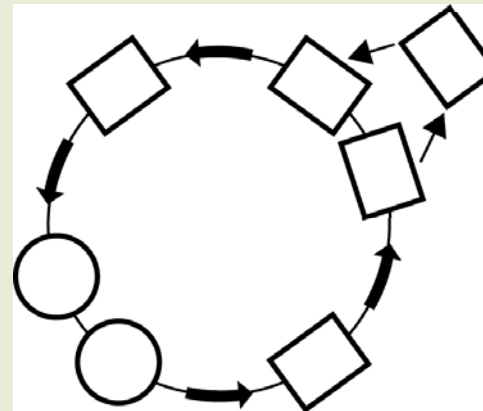
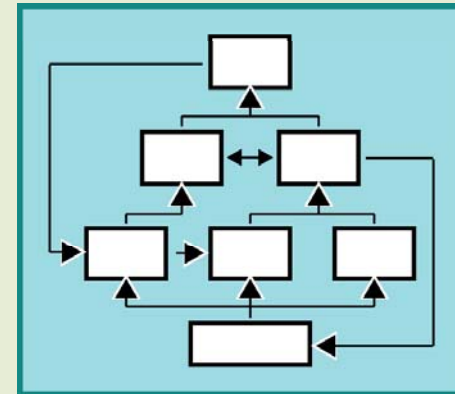


# All Shapes and Sizes

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It is the thinking process that is valuable

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



Source: [www.uwex.edu/ces/lmcourse](http://www.uwex.edu/ces/lmcourse)

# When to Use?

*It depends on where you are*

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## Program Design

### Phase 1

- Conceptualization
- Planning

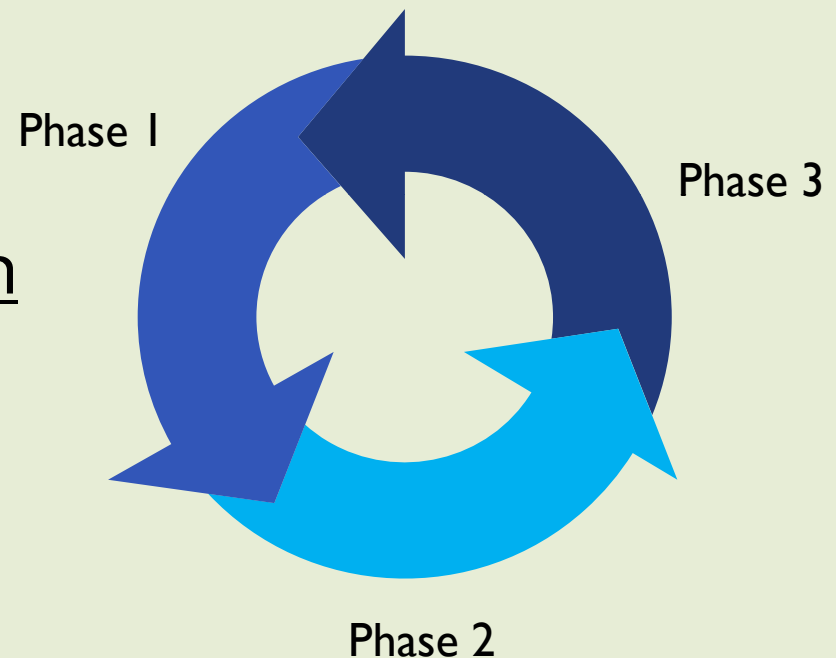
## Program Implementation

### Phase 2

- Start-up
- Early Implementation

### Phase 3

- Full Implementation
- Termination
- Transformation

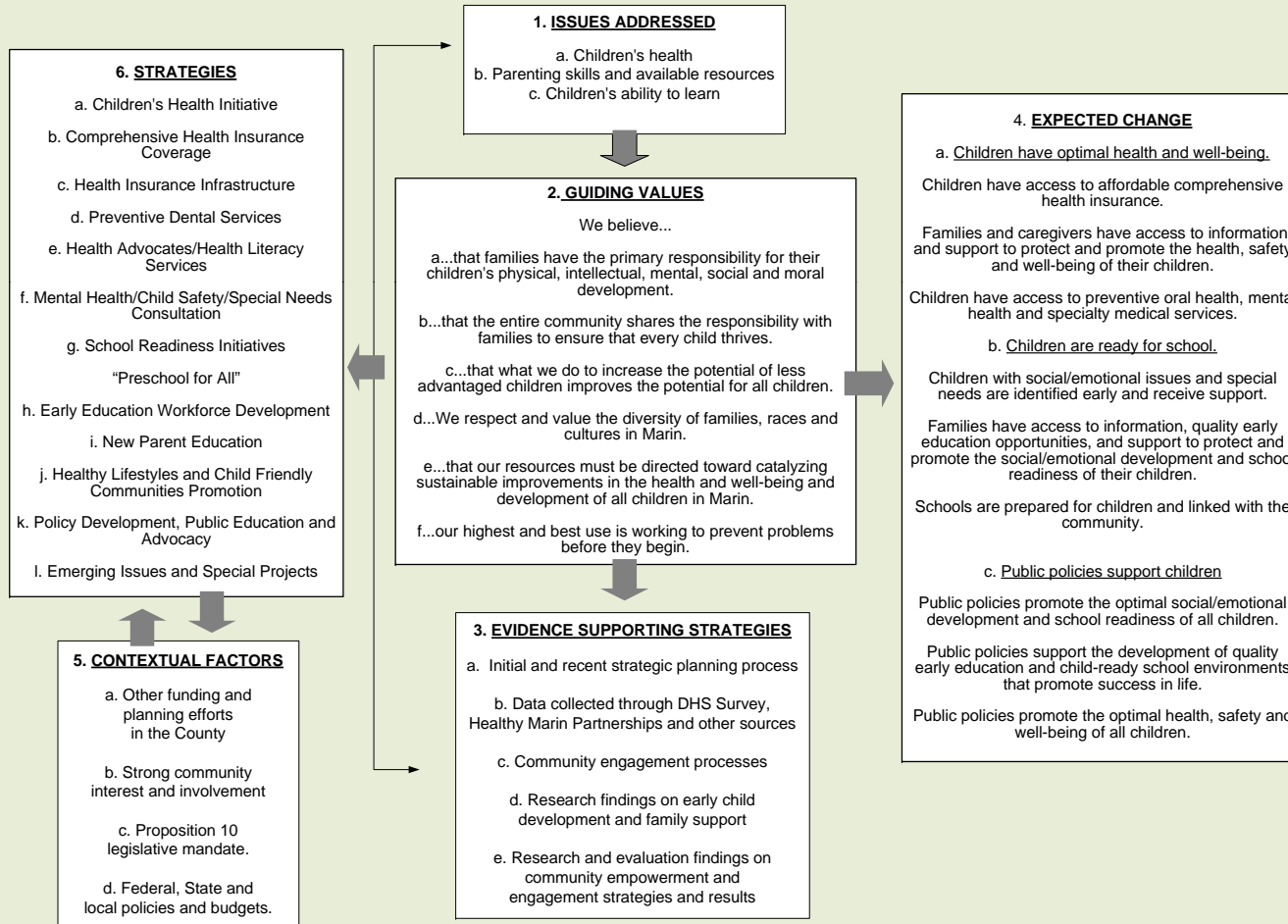


# Types of Logic Models

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- Planning
- Implementation
- Evaluation

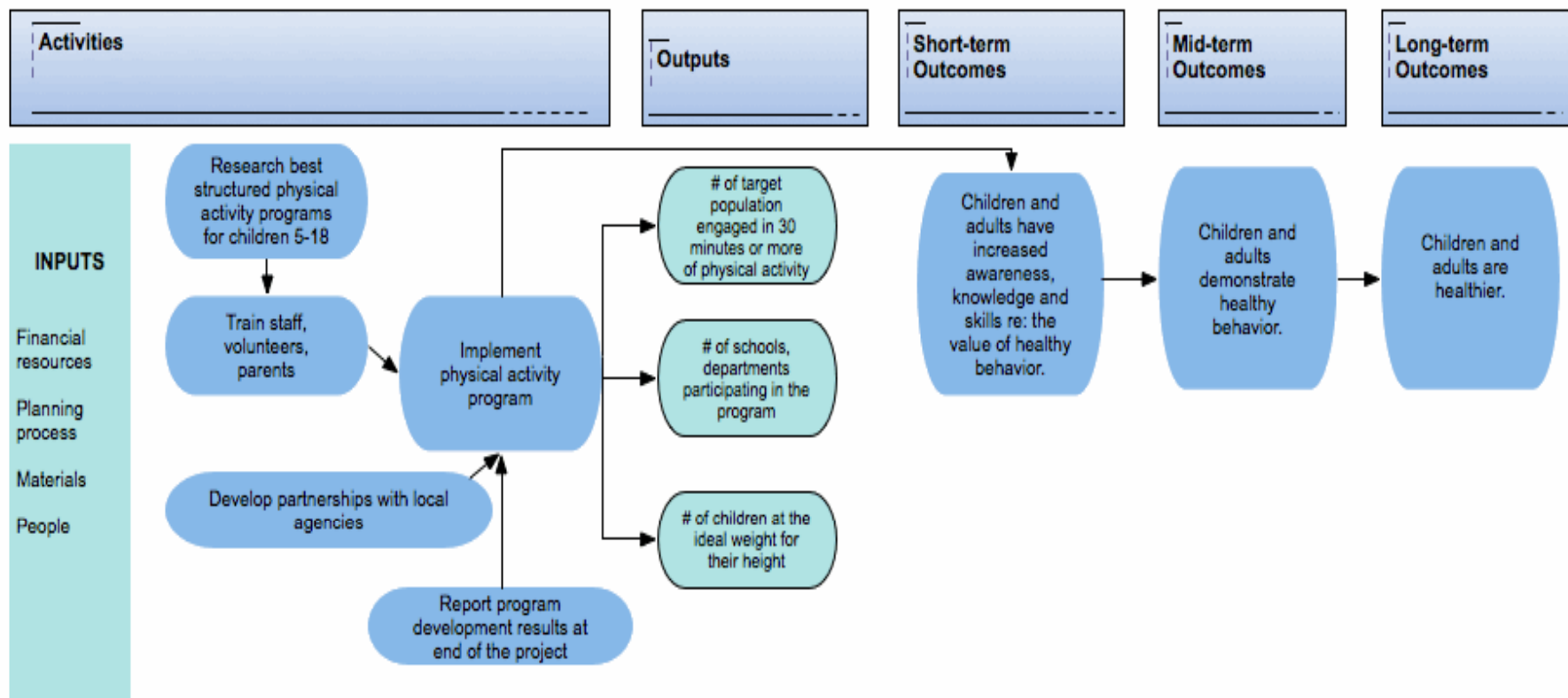
# A Logic Model: Planning



# A Logic Model: Implementation

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## Healthy Behavior and Prevention – Physical Activity Focus



Source: Sunflower Foundation - Health Care for Kansas

# A Logic Model: Evaluation

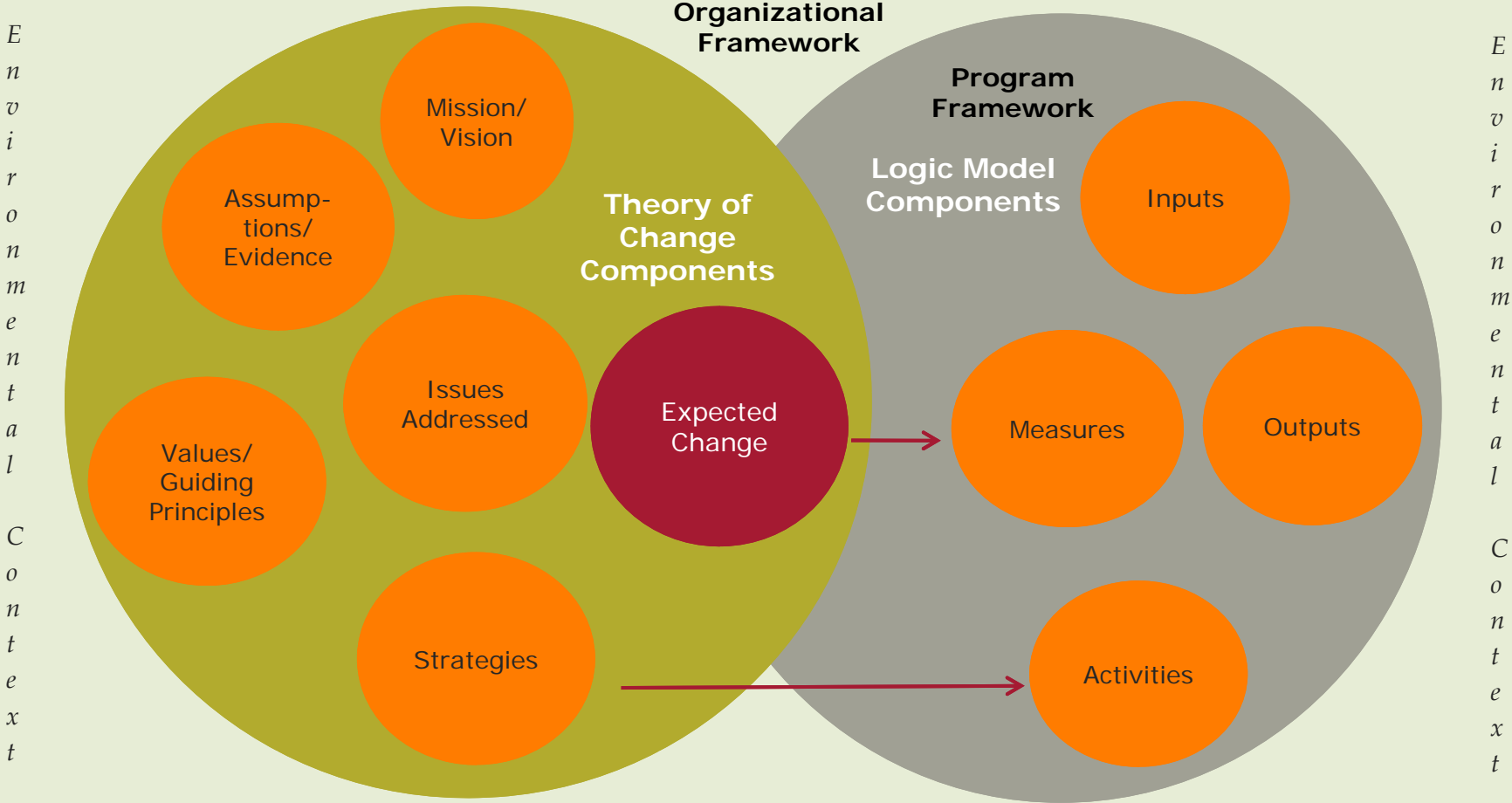
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## Healthy Behavior and Prevention – Physical Activity Focus

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.	<p>65% of target population report increased knowledge of the importance of physical activity.</p> <p>50% of target population report engaging in physical activity at least 3/wk for 30 minutes or more.</p> <p>5 schools/departments participating in the program have agreed to implement program in to regular scheduling and budget.</p> <p>90% of target population (adolescents and adults) who were smoking report no longer doing so</p> <p>30% of target population (children and adults) are within a healthy BMI range</p>	<p>Survey</p> <p>Survey</p> <p>Survey</p> <p>CHIS BRSS Survey</p> <p>YBRSS Medical Chart Review Survey</p>

Source: Sunflower Foundation - Health Care for Kansas

# The Context for Programs



# Reflection

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- ✓ If you have a logic model, what type is it?
  - Identify 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

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1. Select a template
  - Planning
  - Implementation
  - Evaluation
2. Review your materials
3. Clarify your expected change
  - This is the core piece of any model
4. Complete as much as you can

# Sharing Stories & Strategies

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- ✓ What was difficult?
- ✓ What was easy?
- ✓ What was an “ah ha” moment?
- ✓ What is your ‘minimal elegant next step’ upon returning to work?

# Takeaways

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## Logic Models

Describes relationships

Articulates program theory

Program components

Variety of uses

Reflect program life cycle

Dynamic tool

# Cautions and Considerations

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- 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

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## 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

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## Why Engage Stakeholders

- Understand their needs
- Promote conceptual clarity
- Build shared understanding

# Going Forward: Develop, Refine & Reflect

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## 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?

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“I hear and I forget.  
I see and I believe.  
I do and I understand.”

Confucius (551-479 BC)