

Learning to Love Logic Models

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What is Logic Model?

- A “boxy” graphic
- It summarizes...
 - A whole picture of the program
 - What it provides
 - What it aims to accomplish

Logic Model Senior Walking Program

Inputs	Activities	Outputs	Outcomes	Impact
<p>AARP (pedometers, incentives)</p> <p>Lanakila nutrition support staff, meal site leaders, and the new staff person</p> <p>Experience of the successful pilot site, Pohulani, and Joyce, the manager</p> <p>Inkind support from Honolulu County and Hawaii State offices on aging</p> <p>HMSA Foundation funds</p>	<p>Hire staff</p> <p>Get incentives and pedometers</p> <p>Train site leaders (10)</p> <p>Recruit seniors (120)</p> <p>Get baseline data.</p> <p>Help seniors set goals for walking and fruit/veg consumption, and train them to use pedometer and logbooks.</p> <p>Lead 10-week program of walking and nutri ed</p> <p>Collect followup data</p>	<p>Number of sites that participate (10)</p> <p>Number of seniors that enroll (120)</p> <p>Number that complete the program (100)</p> <p>Number that join in, even though they didn't enroll (20)</p> <p>Number that meet goals (70)</p> <p>Number that exceed goals (20)</p>	<p>Increase from baseline in number of steps walked per week and number of F/V consumed (70)</p> <p>Increase from baseline in feelings of energy, endurance, strength, and sound sleep (70)</p> <p>Improvements from baseline in attitude toward exercise (50)</p> <p>Number of seniors that commit to continue walking after the program is over (30)</p>	<p>To improve the health of older adults (60+) in Honolulu by increasing their level of physical activity and consumption of fruits and vegetables</p>

Components of a Logic Model

- The components of Logic Model (column titles)
 - Inputs
 - Activities
 - Outputs
 - Outcomes
 - Impact

Components of Logic Model

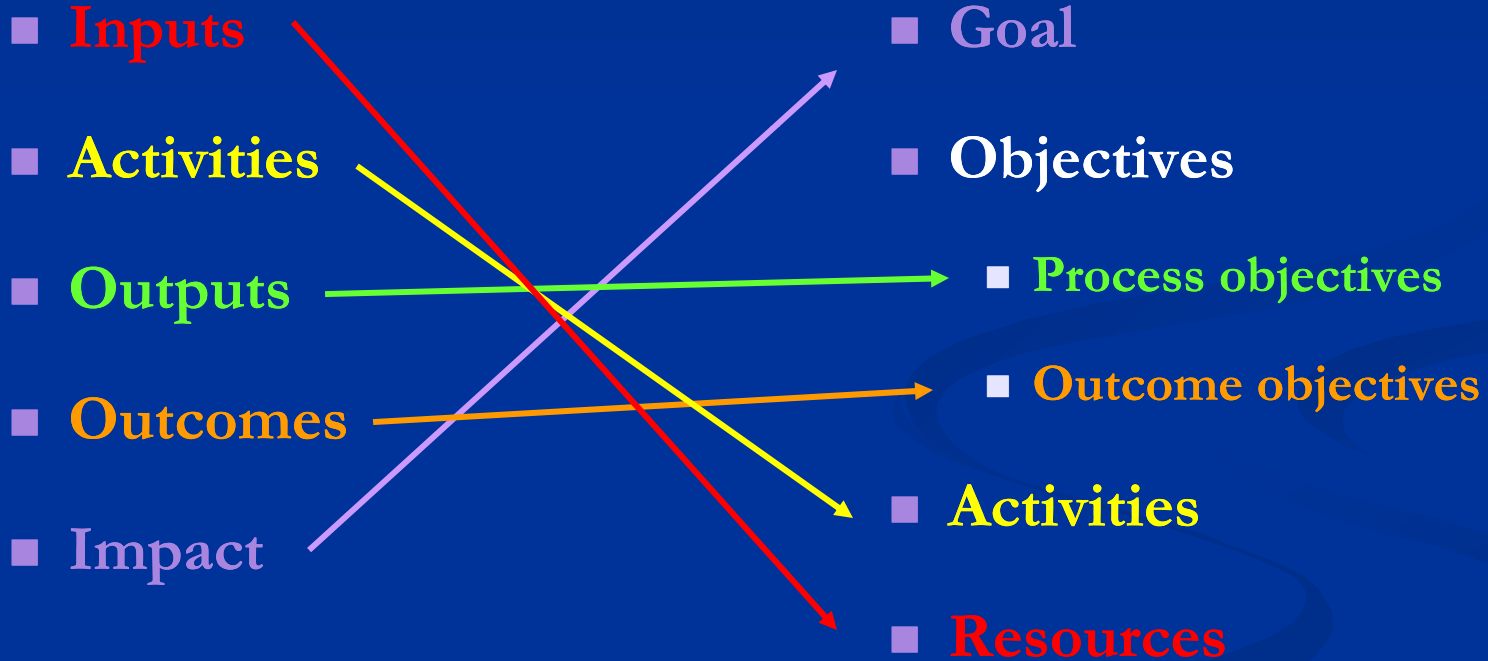
compared to grant proposal

■ Logic Model

- **Inputs**
- **Activities**
- **Outputs**
- **Outcomes**
- **Impact**

■ Grant Proposal

- **Goal**
- **Objectives**
 - **Process objectives**
 - **Outcome objectives**
- **Activities**
- **Resources**



Logic Model

Inputs	Activities	Outputs	Outcomes	Impact
RESOURCES	ACTIVITIES, PROCESSES, TASKS	PROCESS OBJECTIVES	OUTCOME OBJECTIVES	GOAL(S)

Inputs – aka Resources

- Resources, such as
 - Funding
 - Facilities
 - Staff
 - Volunteers

Inputs - Resources

Inputs

Senior Centers

Funds

Staff (new and existing)

Equipment

	Output	Outcome	Impact
	<p>The needs for needs assessment/listening session's training are identified</p> <p>Number of partners, trainees, sessions, materials, and participants</p> <p>Number of conducted needs assessment/listening sessions, hours of sessions, and hours of conducting need assessment /listening sessions</p> <p>Listed the activities that older adults can share, and want to learn</p> <p>Number of activities that older adults can share, and want to learn</p> <p>Identified role model for needs assessment/listening sessions</p>	<p>75% of partners will gain knowledge about needs assessment approaches. By December 2004</p> <p>75% of partners will be able to apply knowledge gained by conducting needs assessment/listening sessions with various groups. By March 2005</p> <p>75% of partners will be able to incorporate appropriate practices in the healthy aging project. By May 2005</p> <p>75% of partners complete program design</p> <p>75% of partners implement program action plan</p> <p>50% of partners complete evaluation plan By May, June, August 2005</p> <p>25% of partners continue to conduct the program By May 2007</p>	<p>To improve the health of older adults (60+) in Honolulu by increasing their level of physical activity and consumption of fruits and vegetables</p>
	<p>Number of partners complete program design</p> <p>Number of partners implement program action plan</p> <p>Number of partners complete evaluation plan</p> <p>Number of program still existing by 2007</p>		

Activities **aka Processes or Tasks**

- Events or actions of the program, such as
 - Recruiting seniors
 - Running the program
 - Collecting data

Activities - Processes

Activities

- **Recruit seniors (120)**
- **Lead 10-week walking program**
- **Collect data**

	Outcome	Impact
	75% of partners will gain knowledge about needs assessment approaches. By December 2004	To improve the health of older adults (60+) in Honolulu by increasing their level of physical activity and consumption of fruits and vegetables
	75% of partners will be able to apply knowledge gained by conducting needs assessment/listening sessions with various groups. By March 2005	
	75% of partners will be able to incorporate appropriate practices in the healthy aging project. By May 2005	
	75% of partners complete program design 75% of partners implement program action plan 50% of partners complete evaluation plan By May, June, August 2005	
	25% of partners continue to conduct the program By May 2007	

Partners
Hawaii
of
Health
Health
Executi
Office of
Hawaii
District
etc.)

County

Other p
private

Funding
State
(\$ 10,00

Outputs aka Process Objectives

- Direct products of the program, such as
 - Number of seniors recruited
 - Number of seniors retained

Outputs

Inputs	Activities	Outputs	Impact
<p>AARP</p> <p>Lanakila Nutrition Program</p> <p>Pohulani Site and Joyce</p> <p>Honolulu County and Hawaii State offices on aging</p> <p>HMSA Foundation funds</p>	<p>Conduct statewide training conducting needs assessment /listening sessions</p> <ul style="list-style-type: none"> ■ Determine training needs ■ Identify partners/trainees ■ Plan training session ■ Develop training materials ■ Conduct and evaluate training sessions <p>Conduct needs assessment sessions</p> <ul style="list-style-type: none"> ■ Learn what activities older adults can share (teach themselves) ■ Learn what older adults want to learn ■ Identify role models for future project implementations <p>Set up, implement, and evaluate program</p> <ul style="list-style-type: none"> ■ Design program incorporating perspectives ■ Implement program ■ Evaluate ■ Sustain 	<ul style="list-style-type: none"> ● Number of seniors that enroll (120) ● Number that complete the program (100 out of 120) 	<p>To improve the health of older adults (60+) in Honolulu by increasing their level of physical activity and consumption of fruits and vegetables</p>

Outputs

Activities

Recruit seniors (120)



Outputs

Number of seniors that enroll (120)

Number that complete program (100 out of 120)

Outcomes **aka Outcome Objectives**

- Desired effects of the program, such as
 - Increase in physical activity
 - Increase in benefits of physical activity

Outcomes

Outcomes

Resources	Activities
<p>AARP</p> <p>Lanakila Nutrition Program</p> <p>Pohulani Site and Joyce</p> <p>Honolulu County and Hawaii State offices on aging</p> <p>HMSA Foundation funds</p>	<p>Conduct statewide training on conducting needs assessment /listening sessions</p> <ul style="list-style-type: none"> ■ Determine training needs ■ Identify partners/trainees ■ Plan training session ■ Develop training materials ■ Conduct and evaluate training <p>Conduct needs assessment /listening sessions</p> <ul style="list-style-type: none"> ■ Learn what activities older adults can share (teach themselves) ■ Learn what older adults want to learn ■ Identify role models for future project implementations <p>Set up, implement, and evaluate program</p> <ul style="list-style-type: none"> ■ Design program incorporating perspectives ■ Implement program ■ Evaluate ■ Sustain

• Increase from baseline in number of steps walked per week (70 out of 100)

• Increase from baseline in feelings of energy, endurance, strength, and sound sleep (70 out of 100)

Outcomes

Activities

Lead program for 10 weeks.

Collect data.



Outcomes

Increase from baseline in number of steps walked per week.

Impact aka Goal(s)

- Mission or purpose of the program
- Such as
 - Improved conditions,
 - Increased capacity, and
 - Reduce mortality.

Impact

Inputs	Activities	Output	Outcome
<p>AARP</p> <p>Lanakila Nutrition Program</p> <p>Pohulani Site and Joyce</p> <p>Honolulu County and Hawaii State offices on aging</p> <p>HMSA Foundation funds</p>	<p>Conduct statewide training on conducting needs assessment /listening sessions</p> <ul style="list-style-type: none"> ■ Determine training needs ■ Identify partners/trainees ■ Plan training session ■ Develop training materials ■ Conduct and evaluate training <p>Conduct needs assessment /listening sessions</p> <ul style="list-style-type: none"> ■ Learn what activities older adults can share (teach themselves) ■ Learn what older adults want to learn ■ Identify role models for future project implementations <p>Set up, implement, and evaluate program</p> <ul style="list-style-type: none"> ■ Design program incorporating perspectives ■ Implement program ■ Evaluate ■ Sustain 	<p>The needs for needs assessment/listening session's training are identified</p> <p>Number of partners, trainees, sessions, materials, and participants</p> <p>Number of conducted needs assessment/listening sessions, hours of sessions, and hours of conducting need assessment /listening sessions</p> <p>Listed the activities that older adults can share, and want to learn</p> <p>Number of activities that older adults can share, and want to learn</p> <p>Identified role model for needs assessment/listening sessions</p> <p>Number of partners complete program design</p> <p>Number of partners implement program action plan</p> <p>Number of partners complete evaluation plan</p> <p>Number of program still existing by 2007</p>	<p>75% of partners will gain knowledge about needs assessment approaches. By December 2004</p> <p>75% of partners will be able to apply knowledge gained by conducting needs assessment/listening sessions with various groups. By March 2005</p> <p>75% of partners will be able to incorporate appropriate practices in the healthy aging project. By May 2005</p> <p>75% of partners complete program design</p> <p>75% of partners implement program action plan</p> <p>50% of partners complete evaluation plan By May, June, August 2005</p> <p>25% of partners continue to conduct the program By May 2007</p>

Impact

To improve the health of older adults (60+) in Honolulu by increasing their level of physical activity.

What's New? – Federal funding agencies now

- Requiring applicants to provide Logic Model with their proposal
- Requiring awardees in multi-site programs to adhere to the same Logic Model



Examples on Handouts

- Hawaii Youth Services Network
 - Funded by CDC initiative: **COALITION CAPACITY BUILDING TO REDUCE TEEN PREGNANCY**

- Imi Hale Native Hawaiian Cancer Network
 - Funded through National Cancer Institute initiative: **COMMUNITY NETWORK PARTNERS**

CDC's Capacity Building Initiative

Activities

CDC

NATIONAL ORGS

STATE ORGS & REGIONAL TRAINING CENTERS

NATIONAL & STATE ORGS & REGIONAL TRAINING CENTERS

Short-Term Outcomes

State orgs will have increased capacity to help others

Local orgs with intensive training demonstrate:

- Increased knowledge & skill
- Greater motivation
- Strengthened org structures & processes

Intermediate Outcomes

↑ Orgs offering science-based programs

↑ Youth exposed to science-based programs

Long-Term Outcomes

↓ Teen Preg rates

↓ STD & HIV rates

Not evaluated!

NCI's Community Network Partners

Antecedent

Goals and
Objectives

Inputs

Activities

Outputs

Outcomes



Contextual Variables

- Colors help you track across the page, so you see which outputs and outcomes should result from each goal
- This is just Phase II. There are other Logic Models for Phases I and III.

Discussion

- Lots of variation in logic models
- Time consuming to prepare
- BUT
 - Can standardize activities and outcomes
 - Great guide for evaluation (just develop data collection around the outputs and outcomes)

Conclusions

- If the feds like logic models, you should too.
- Learn them
 - Online tutorials
 - Kellogg Foundation book
<http://www.wkkf.org/Pubs/Tools/Evaluation/Pub3669.pdf>
 - Half-day workshops
 - PH 765 – Spring 2007 - Outreach College

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