

**Create a logic
model in a
workshop**

Instructions

Step 1: Prepare for workshop

Download and print this document to help you fill in a logic model in a workshop setting.

Step 2: Organise the workshop

Hold a workshop with the key people in your project in the room in person. You'll need post it notes and pens for the workshop.

Step 3: Stick up headings

Stick up the headings so that they resemble the diagram of a logic model.

Step 5: Fill out sections

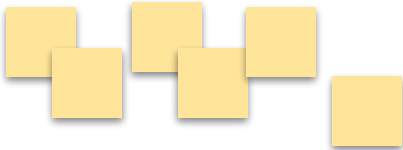
Use the headings and the questions to guide you in completing your logic model. Put your answers on post-it notes.

Step 6: Record the logic model

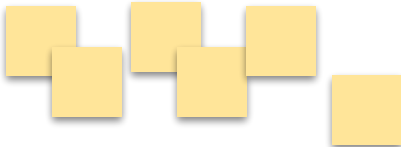
Type up your logic model, keep it in an editable format like an excel sheet.

Logic model diagram

Hypothesis



Assumptions



Inputs

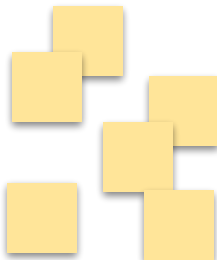
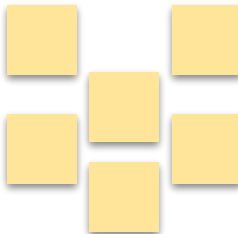
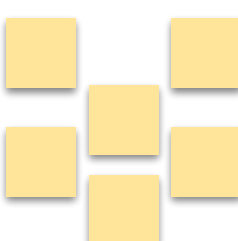
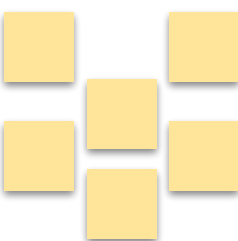
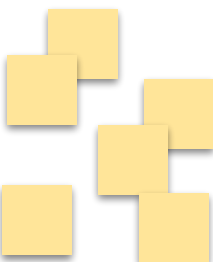
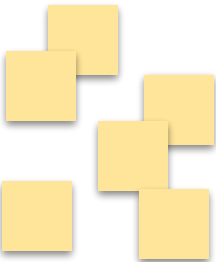
Activities

Outputs

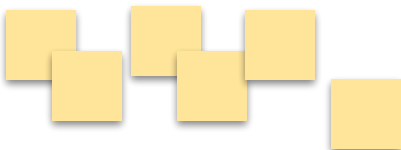
Outcomes -
Short term

Outcomes -
Medium term

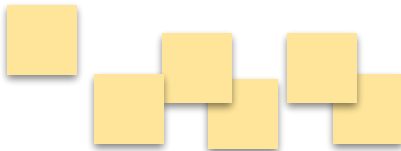
Outcomes -
Long term



Context



Barriers



Logic model example Healthy Start - digital food vouchers for young families

Hypothesis

Providing families with a prepaid card for fruit and vegetables will allow them to feed their families healthy food and improve children's health.

Assumptions

- Digitising Healthy Start scheme will improve the service.
- Supermarket cashiers know what healthy food is.
- Appropriate assisted digital support in form of an alternative application route will help people with limited access to digital services.

Inputs

- Personal information including age, income.
- Prepaid debit card for fruit and vegetables.
- Vitamin information.

Activities

- Check eligibility for Healthy Start scheme.
- Apply for Healthy Start.
- Get midwife or GP to sign form

Outputs

- Online application tool.
- Vitamin supplements.
- A well balanced diet.
- Immediate confirmation of eligibility.
- Reduced amount of information users have to provide.

Outcomes - Short term

- Pregnant women eat healthy food.
- Good maternal health.
- Children eat healthy food.

Outcomes - Medium term

- Good birth weight.
- Early cognitive and physical development in child.
- Good nutrition during breastfeeding.

Outcomes - Long term

- Children can develop healthy eating habits.
- Children are a healthy weight.
- Children have good nutrition.
- Children have good oral health.

Context

Pregnant women and children up to 4 years old.

Barriers

- Obtaining a signature for getting onto the Healthy Start programme.
- Vouchers expiring date.
- Lose part of voucher value (£3.10).

Please note, this is first draft and simplified logic model to stimulate your thinking.

Logic model example Making Every Contact Count (MECC) - behaviour change program

Hypothesis

Training staff to deliver MECC healthy lifestyle information (eg. support with quitting smoking, weight management, physical activity) will result in them having healthy conversations and positively influence people's behaviour.

Assumptions

- Staff are willing to go through MECC training
- Staff will have contact with members of the public
- Staff are willing to have MECC conversations with people
- Those conversations will affect behaviour

Inputs

- Financial resources ie backfill or training
- People ie Number of staff group to be trained vs staff population
- Organisation leaders buy-in
- Health message cards

Activities

- Supervision of MECC practice structure
- MECC reporting structure
- Develop a Train the Trainer program to sustain project
- Review current practice re clients presenting to social care

Outputs

- 50 staff trained
- 5 trainers trained
- Proportion of staff population in the training
- Trainee satisfaction, knowledge and confidence gain
- Number of clients receiving MECC contact
- Number of forms of intervention

Outcomes - Short term

- Increase in lifestyle knowledge and behaviour change amongst staff trained
- Number obtaining MECC skill
- Increase in confidence to have a healthy conversation

Outcomes - Medium term

- Number of healthy conversations taken place
- Change in trained staff's own behaviour
- Number of staff who uptake lifestyle services
- Impact on staff sickness

Outcomes - Long term

- Number of users report behaviour change or health improvement
- Reduction of risky lifestyles /unhealthy behaviour eg. few smokers

Context

Conversations between staff and members of the public throughout the social and health sector. Eg. health visitors, GPs.

Barriers

- MECC is not intended to increase staff workload.
- People not welcoming advice from staff of lifestyle choices.
- Staff will not be replacing specialists in lifestyle areas.
- Staff may feel overly responsible for people's lifestyle choices

Logic model example Couch to 5K - physical activity app

Hypothesis

Lower socio economic groups don't engage with physical activity. They tend to de-prioritise their health. C25K provides non-judgemental support to engage in physical activity.

Assumptions

- People want to improve their health.
- People want to go for a run as a way to get healthier.
- People are willing to invest time in getting fitter.
- There isn't already a similar product on the market.

Inputs

- Programme budget
- Access to the right suppliers
- Infrastructure to make available to users
- Research and academic studies to validate approach

Activities

- PR, Comms/ PIAN
- Stakeholder sign off
- Analytics tracking (Google)
- Search engine optimisation
- Technology solution
- User testing: shape and validate, UI, UX

Outputs

- Mobile app
- One million downloads
- We take away the "I don't know what to do for our users"
- Users overcome barriers to entry
- Couch to 5K community grows online

Outcomes - Short term

- User is confident enough to go for a run
- Increase in moderate intensity physical activity
- Complete week one and motivated to do more
- Tells others their story

Outcomes - Medium term

- Weight loss
- BMI closer to normal
- User graduates through the programme
- Users boost confidence and body image
- Increase moderate physical activity on a regular basis

Outcomes - Long term

- Users have longer life expectancy due to being more active
- Reduce preventable deaths from lifestyle choices
- Prevention of illness related to lack of physical activity

Context

Couch to 5K is a free step-by-step programme to get you up and running in 9 weeks. The programme is led by friendly celebrity trainers

Barriers

- Environmental barriers to running: trainers, weather, clothes
- Saturated market - people don't find our product
- Physical activity barriers: breathing, pain, stiffness
- Lack of motivation to complete activities
- Hard to reach groups who need the tool the most

Logic model example Incentives - project on physical activity in discovery

Hypothesis

We can encourage people to take better care of their health by incentivising them. This will be a cost-effective way of increasing health literacy, and encouraging people to take care of their health long-term.

Assumptions

- People in C2, D and E groups are unhealthy, and targeting them will improve their health.
- Incentivising behaviour change will not harm people's health long term.
- The public will accept the idea of incentivising behaviour change.

Inputs

- 6-week Discovery in Southwark
- Teams: Southwark Team, PHE Team, GM team, Behavioural Insights Team, Bones of a team
- Budget to incentivise people

Activities

- Target identification
- Outreach to inactive people in Southwark
- Reward people with a variety of incentives.
- Use app to deliver incentives to users, self-reporting and analytics. Potential link to fitbits

Outputs

- Increased health check attendance
- Recording attempts to quit smoking
- Steps walked
- Use of other specialist apps
- Transparent publication of what we learn

Outcomes - Short term

- Individuals smoke less
- Individuals walk more
- Individuals eat a better diet
- Individuals have better mental wellbeing

Outcomes - Medium term

- Individuals eat a better diet
- Reduction in obesity and other chronic lifestyle diseases
- Link to local NHS care record and NHS app
- Programme could be scaled to other areas

Outcomes - Long term

- Lower costs / reduced cost burden to state
- Reduced health inequalities
- People live longer, happier lives

Context

Incentives aims to reduce lifestyle diseases in low economic groups by giving people incentives to live a healthy lifestyle. The concept has been tested in part in other countries, project is currently in discovery.

Barriers

- Unsure how to reach those who need the intervention the most
- Difficulty in capturing data to show that people have carried out a behaviour change
- Ethical implications of incentivising potentially vulnerable members of the public

Please note, this is first draft and simplified logic model to stimulate your thinking.

Hypothesis

What problem are you trying to solve?
What opportunity are you exploring?

Assumptions

What are your underlying assumptions about your project?

What do you think your project needs to be successful?

Outcomes: Short term

What specific changes will your intervention create through its inputs, activities and outputs?

Outcomes: Medium term

What specific changes will your intervention create through its inputs, activities and outputs?

Outcomes: Long term

What specific changes will your intervention create through its inputs, activities and outputs?

Inputs

What resources do you have available?
Consider people, budget, equipment and organisations.

Activities

How will you deliver your intervention?

Which processes, tools, technologies and actions will you use?

Outputs

What specific things will your product create to achieve the intended health outcomes?

Context

Who is the target population?

What funding do you have?

What policies or strategies does the project link to?

What support does your project have?

Barriers

What constraints might stop you from delivering your project?

What else could stop you from being successful?

Feedback

We would **love** your feedback. As well as chatting to us about it, [click here to tell us what you think.](#)

Logic model example Couch to 5K - physical activity app

