

BRIGHT IDEA: LOGIC MODELS

Logic models are visual representations of how we perceive our program flow with regard to investments, program strategies, and outcomes.



Investments

Program Strategies

Program Outcomes and Impacts

WHY DO WE NEED LOGIC MODELS?

- To make sense of relationships between program components
- To locate and minimize systemic flaws in our program operations
- To express both the rationale AND expectations for the program
- To provide a framework for evaluation

HOW DO WE CREATE LOGIC MODELS?

Option 1: Work forwards from the investments or resources on hand and your team's knowledge of community needs and desires. This is known as "if/then" logic.

Option 2: Work backwards from the ultimate goals of your program and your team's knowledge of community needs and desires. This is known as "but how?" logic.

INPUTS

Investments and resources that can be gathered and leveraged to realize program success.

ACTIVITIES

The active work of the program that is intended to create individual or community change.

OUTPUTS

The tangible products created through positive implementation of program activities.

OUTCOMES

The short-term results of program investments and activities, such as knowledge, skills, or attitude changes.

IMPACTS

The long-term results of the program, such as behavioral changes, social norms changes, or improvements in health status.

Questions? We can help your team articulate and visualize program theory and craft evaluations that provide actionable insights for program improvement.

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