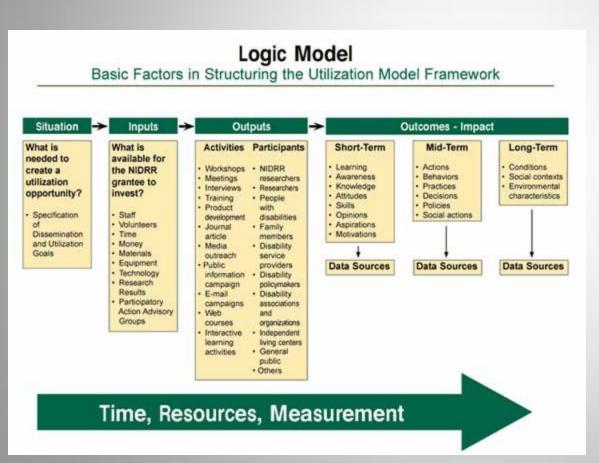
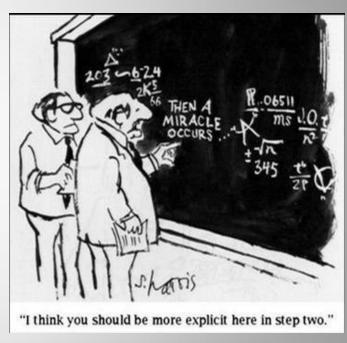
## Introduction to the Logic Model:

### A Compilation of Information





## What is a Logic Model?

A simplified picture of a program, initiative, or intervention that shows the logical relationship among the resources invested, the activities that take place and the benefits or changes that result.

"Evaluation: Promise & Performance" (1979)
"The Seven Levels of Evidence" (1976)

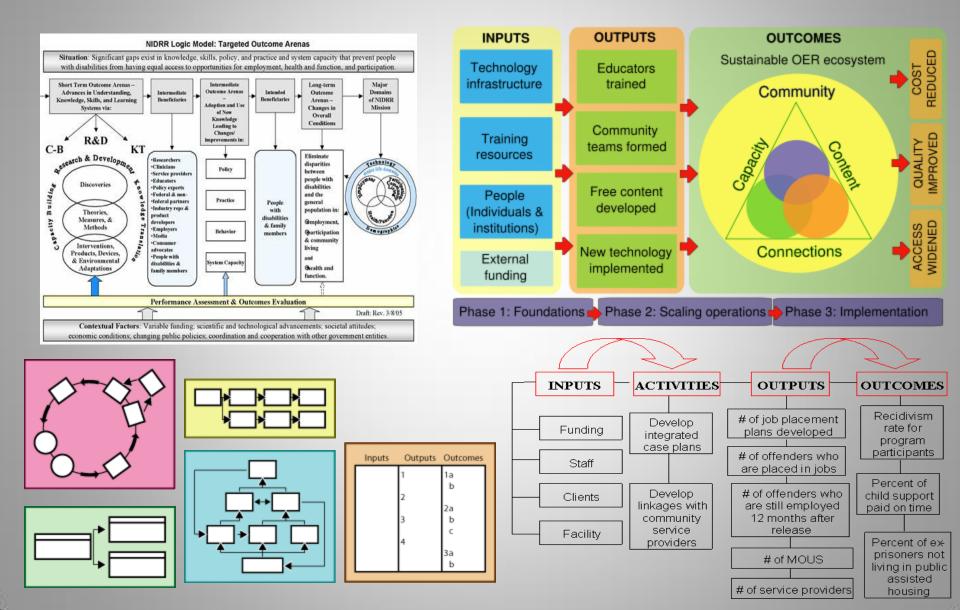


### What is the Purpose of a Logic Model?

- Program Planning
- Program Management
- Consensus Building
- Communication

Also...communicate with other states, standardize reporting, simplify our perspective, plan future programming, meet requirements of USDA & other funding agencies, evaluate programs, look at the whole picture, utilize a common language, think clearly about our goals & outcomes, & write proposals

# Types of Logic Models



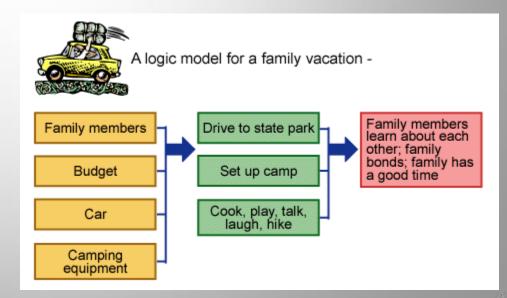
# **Logic Model Components**

- Situation/Priorities
  - Inputs
  - Outputs
  - Outcomes
  - Assumptions
  - External Factors

# Logic Model in Daily Activities







## Logic Models Components







Outcomes - Impact

Short Term Medium Term Long Term





What we invest

Staff

Volunteers.

Time

Money

Research base

Materials

Equipment

Technology

Partners.

What we do

Conduct
workshops,
meetings
Deliver
services
Develop
products,
curriculum,
resources

products, curriculum, resources Train Provide counseling Assess

Facilitate Partner Work with media Who we reach

Participants

Clients

Agencies

Decisionmakers

Customers

What the short term results are

Learning

Awareness

Knowledge

Attitudes

Skills

Opinions

Aspirations

Motivations

What the medium term results are

Action

Behavior

Practice

Decisionmaking

Policies

Social Action

What the ultimate impact(s) is

Conditions

Social

Economic

Civic

Environmental

5

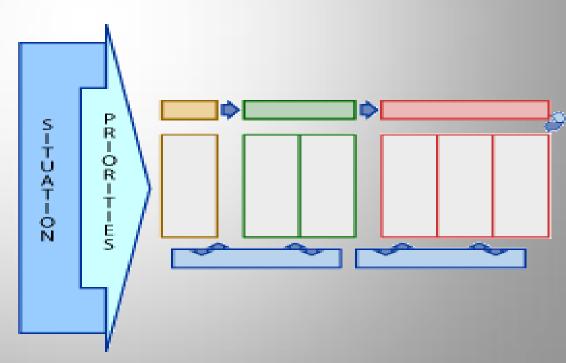
Assumptions

(6

External Factors

# Situation/Priorities

- First Step
  - State the problem
- Foundation for development
- Setting priorities
  - Influential factors



### **Example (UW-Extension)**

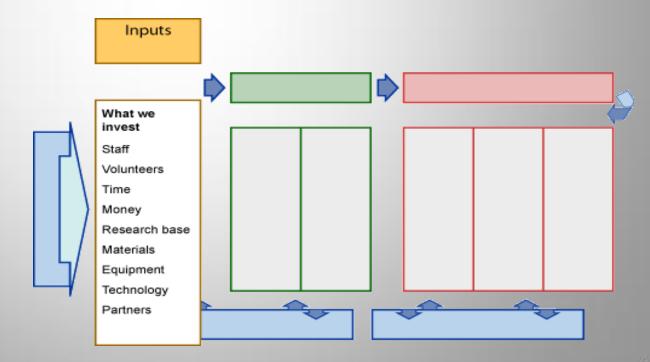
Earth County in Western State has a variety of soil types and topography that affect soil erosion and farming practices. Half of the county's 400,000 acres is cropped, much of it in areas of rolling hills and light, sandy soils. These fine grain sands are carried easily away by wind or water action. Farmers can lose up to an average of 3 tons of soil annually due to runoff. This runoff leads to sedimentation, the accumulation of particles in a water body, which is one of the biggest contributors to the degradation of surface water in Earth County, according to a recent Department of Natural Resources survey. Two farming practices, buffer strips and conservation tillage, are effective in conserving soil and reducing the amount of sediment that runs off the land and into local waters.

### **Example: UW-Extension**

Children of divorce face many challenges and stresses that are often unrecognized by their parents. Parents are often too engrossed in their own emotional needs to address the needs of their children during a divorce. Other children become victims of bitter contention between their mother and father. Because of these difficulties, the Bold County Circuit Court System mandates that parents in the process of divorcing attend a course on how to deal with their children during and after the divorce procedures.

### Inputs

- Resources invested that allow us to achieve outputs
- Currently have to support effort
- Contributions made to effort



### **Outputs**

Measurable, tangible, direct products or results

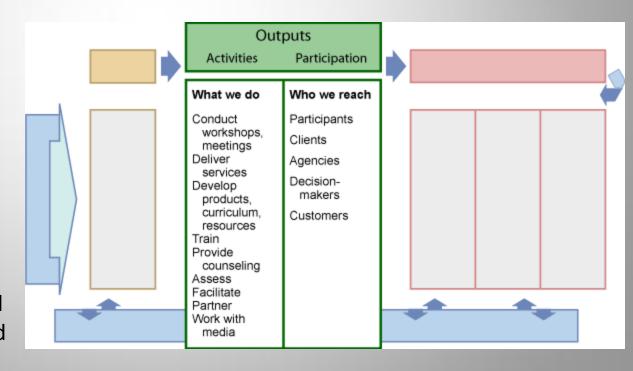
- Activities
  - "What we do"
    - Examples

- Participation
  - "Who we reach"
    - Examples

- \* Expressed in terms of the size &/or scope
- \* Frequently include quantities or existence of something new

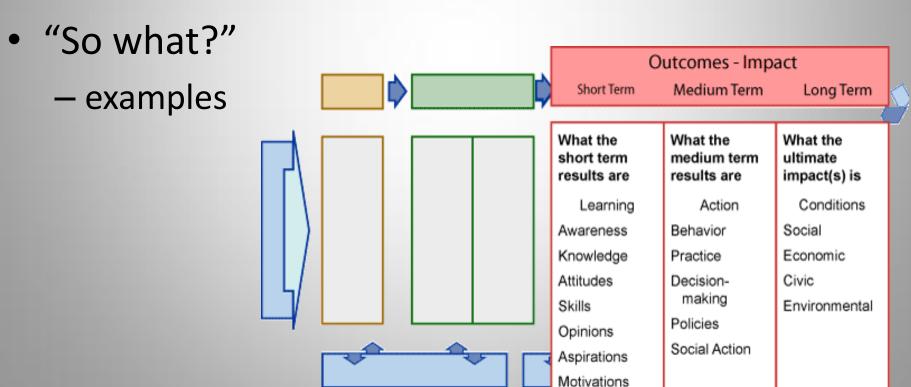
#### **Examples:**

Number of workshops
Hours of service provided
Curriculum/curricula developed
Materials developed/distributed



### **Outcomes**

- Express the results that are intended to be achieved
- Changes that occur/difference that is made



### Changes in Learning, Action, Condition

#### SHORT TERM

Learning: The knowledge parents & guardians learned from the literature & PSAs

- Increased understanding among targeted parents of the importance of childhood immunization
- Increased knowledge among targeted parents of where to go to have their children immunized

#### **INTERMEDIATE**

Action: The behaviors/actions parents and guardians take as a result of knowledge

•Increased number of targeted parents who take their children to be immunized

#### **LONG TERM**

Condition: The conditions that change as a result of those actions.

- •Increased number children of targeted parents who continue to receive up to date immunizations.
- •Healthier children

#### **CHAIN OF OUTCOMES**

Closer in time
Easier to measure
More attributable to program

More distant in time
Harder to measure
Less attributable to program

### **Chain of Outcomes**

**Short Term Outcomes** 

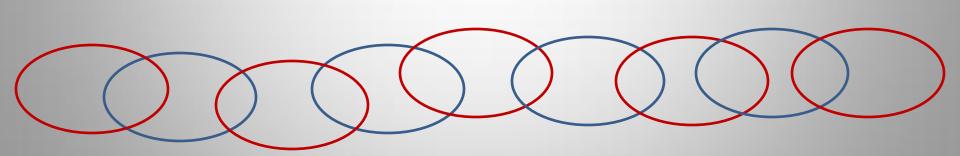
"Expect to See"

**Intermediate Outcomes** 

"Want to See"

**Long Term Outcomes** 

"Hope to See"



### **Outcome Statements**

Who/what, change/desired effect, in what, by when

•	S.	N	I.A	<b>\</b> . F	?.]	

- Specific
- Measureable
- Attainable

Teenage youth aged 13-17 years attending camp

improve

their leadership skills

by the end of camp

Low-income families participating in the program

increase

their use of community services

within three months after the program finishes

County management board

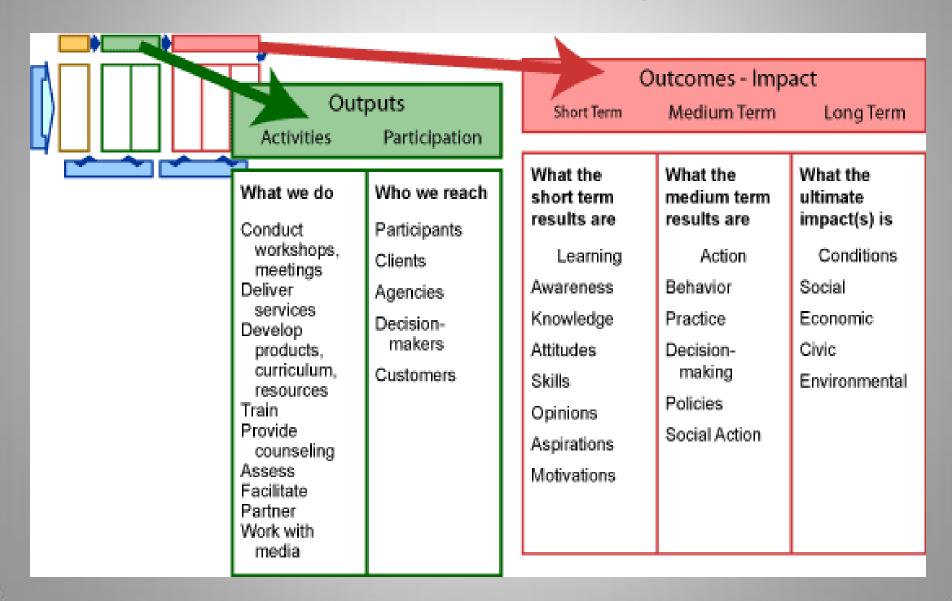
implements

waste management plan

within one year of program start-up

- Result-Oriented
- Timed

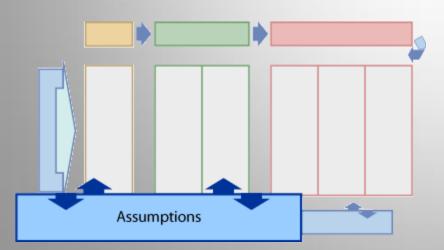
## Outcome vs. Output



### **Assumptions & External Factors**

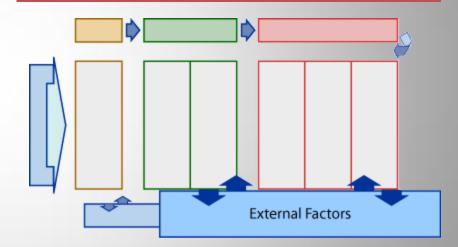
### **Assumptions**

- Necessary, True
- Principles, beliefs, ideas we have about the project
- Currently exist



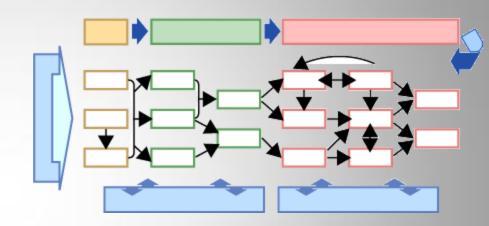
#### **External Factors**

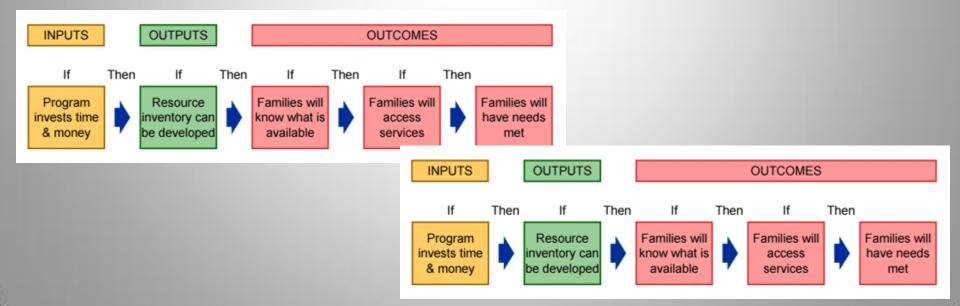
Little to no control



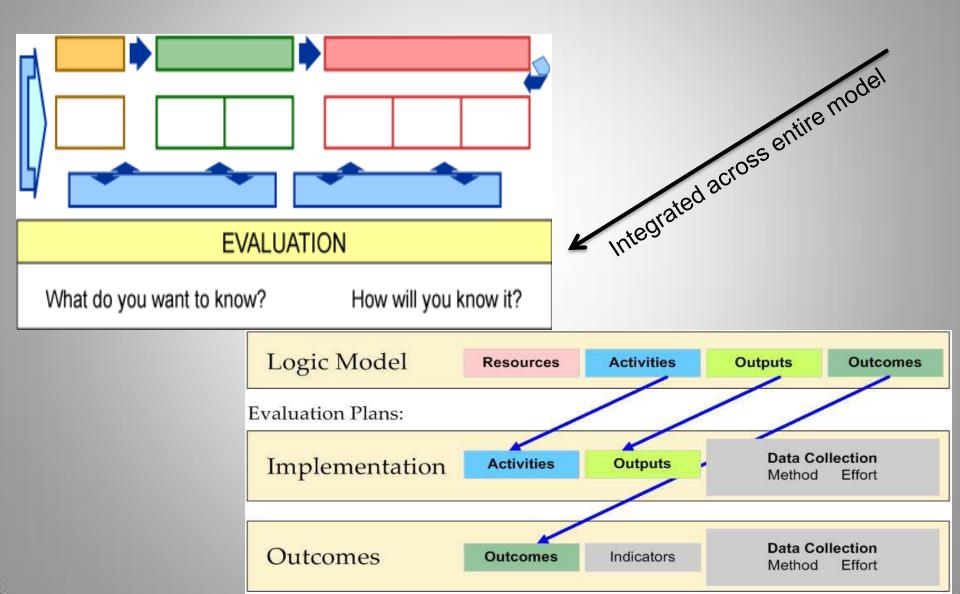
## Linkages

- Model's power
- "If-Then" statements
- Also, "but, why?"





### Where Does Evaluation Fit in a Logic Model?



### Where Does Evaluation Fit in a Logic Model?

- Logic model does not =Evaluation Model
  - describes initiative & expected achievements
  - Facilitates effective evaluation
- Evaluation
  - What worked, what didn't & why, How can we make it better



# Limitations of the Logic Model

Only represents reality

Focuses on expected outcomes

Challenge of causal attribution

Doesn't address critical questions

## Standards of Quality

Meaningful

Plausible

Doable

Testable



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