

# Logic Model Development Guide

## Introduction

At the core of most good program planning, management and evaluation is a well-constructed logic model.

Logic models are visual tools that depict a sequence of events that is expected to create a change and help address a problem or issue.

They show the *logical relationship* between the need you will address, the services you will provide, and the changes you expect to see as the result.

## Definition of a Logic Model

- A logic model is a visual outline for a project plan that maps out the logical links between desired outcomes & chosen strategies
- Demonstrates the assumptions underlying the selection of specific strategies and the desired outcomes
- Shows the logical relationship between the need you will address, the services you will provide and the changes you expect to see as a result

## Components of a Logic Model

### 1. Issue

- What problematic condition exists that demands a programmatic response? Review community data or needs assessment data.
- Review or determine associated protective factors and risk factors

### 2. Goals

*A goal is a broad, generalized statement about what is to be accomplished in the long- term. A goal is meant to:*

- *Focus on a condition or outcome of interest based on real community need*
- *Establish the direction and reasoning of a strategy*
- *Avoid defining the problem in terms of a preferred solution*
- *Be framed in a way to build consensus*

Examples:

“Good” goal statements:

1. To increase early academic success in XYZ school district
2. Decrease in tobacco use in young adolescents in Cooltown, USA

“Needs Work” goal statements:

1. To provide tutoring to at-risk students in Alexander elementary school
2. To implement anti-tobacco social marketing campaign

### 3. Target population

Target population is the specific group that you plan to impact. This group should logically connect to your identified goal and be a group that it is feasible for you to impact.

Examples:

Good	Needs Work
Preschool Program: 3-5 year olds with low socio-economic status in XYZ School	Everyone in Cooltown, USA
Social Marketing: children and adolescents aged 10-13 in Cooltown, USA	Some 4 <sup>th</sup> grade students

### 4. Services (strategies)

Services and strategies are what you will deliver to your target population. These strategies should be research based and appropriate to your community's readiness for change.

### 5. Outputs

Outputs are the tracking of your service delivery. The outputs clarify the who, what, when and how of your strategy implementation.

### 6. Outcomes (long-term, short-term, and intermediate)

- **Short-Term Outcomes:** immediate effects of the strategy (changes in knowledge, attitudes, skills, or behaviors).
- **Intermediate Outcomes:** longer term effects of strategy that are generally achieved one year after the implementation of the strategy (changes in knowledge, attitudes, skills or behaviors).
- **Long-Term Outcomes or Impact:** achieved generally in 4-6 years, and usually show change in conditions, health, norms, policies, and systems.

What Is a **Measurable** Outcome?

- Describes the extent of change (how much)
- Identifies the target population (for whom)
- Specifies the behavior, condition, or knowledge you hope to change (what)
- Includes a date or time frame by which the change can be expected (by when)

"Good" example: ABC Preschool Program

- Short term outcome: All 80 students who receive the Perry Preschool program meet at least 90% of the 58 key developmental indicators upon completion.

- Intermediate term outcome: 80% of students who participate in Perry Preschool program are on-track academically in the first grade; 80% of students who participate demonstrate less antisocial behavior and misconduct in the first grade.
- Long-term outcomes: 25% reduction in early academic failure in Alexander School District within the next 5 years

### **About Outcomes**

- There is no right number of outcomes
- Don't discard an outcome because it's affected by other force
- Outcomes should not go beyond the strategy's purpose or target population

### **Creating the Logic Model**

- Involve program staff and possibly community stakeholders and representatives from the target population in the discussion
- Gather information and data on your issue and articulate the problem you will address
- Identify the goals of the program
  - Answer the question: What is this program/project intended to do?
- Specify the population or populations you want to target
  - Answer the question: What group are we trying to impact?
- Outline the services you provide
  - Answer the question: What strategies (programs, project, policies) will we implement to achieve our goal?
- Identify the outputs
  - Answer these questions: How will we know we did what we said we'd do (with fidelity)? What services? How often will services be delivered? To how many participants? Who? What? When? Where? How?
- Identify outcomes
  - Answer this question: Based on the services we will provide what changes can we expect to see in our target population?

### **Putting the Logic Model to Use -Your evaluation plan**

How will you measure your outputs?

How will you measure your outcomes?

How will you monitor your implementation?

- Review and update it regularly

**ISSUE:** A concise description of the priority problems and consequences that you will seek to address.

**GOAL:** A broad, generalized statement about what is to be accomplished in the long- term.

**TARGET POPULATION:** *The specific group that you plan to impact.*

INPUTS		PROCESS EVALUATION		OUTCOMES		
Resources	Strategies	Amount of Services Process Outcomes (Outputs)	Short-Term Outcomes	Intermediate-Term Outcomes	Long-Term Outcomes	
What RESOURCES are dedicated to this program/project? <ul style="list-style-type: none"> <li>➤ Money</li> <li>➤ Staff</li> <li>➤ Volunteers</li> <li>➤ Staff time</li> <li>➤ Volunteer time</li> <li>➤ Supplies</li> <li>➤ Facilities</li> </ul>	What SERVICES are provided? <ul style="list-style-type: none"> <li>➤ Curriculum that is implemented</li> <li>➤ Training that is available to participants</li> <li>➤ Activities implemented in community</li> <li>➤ Education materials that are created and disseminated</li> <li>➤ Partnerships that are formed</li> </ul>	<b>Target #s &amp; Types of amounts:</b> <ul style="list-style-type: none"> <li>➤ # aiming to achieve &amp; Tracking # of participants that attend the program</li> <li>➤ # aiming to achieve &amp;&amp; Tracking # of hours of community forums</li> <li>➤ # aiming to achieve &amp;&amp; Tracking # of brochures distributed</li> </ul>	<b>Types of Short-term benefits (Learning)</b> <ul style="list-style-type: none"> <li>➤ Changes in:</li> <li>➤ Awareness</li> <li>➤ Knowledge</li> <li>➤ Attitudes</li> <li>➤ Skills</li> <li>➤ Opinion</li> <li>➤ Aspirations</li> <li>➤ Motivation</li> <li>➤ Behavioral Intent</li> </ul> <b>(benefits that can be expected in the short-term)</b>	<b>Types of Intermediate benefits: (Actions)</b> Changes in: <ul style="list-style-type: none"> <li>➤ Behavior</li> <li>➤ Decision-making</li> <li>➤ Policies</li> <li>➤ Social Action</li> </ul> <b>(benefits that can be expected soon, but not immediately)</b>	<b>Types of Long-term benefits: (Conditions)</b> Changes in: <ul style="list-style-type: none"> <li>➤ Conditions</li> <li>➤ Social (well-being)</li> <li>➤ Health</li> <li>➤ Economic</li> <li>➤ Civic</li> <li>➤ Environmental</li> </ul> <b>(benefits that cannot be expected for several years)</b>	