Using a Logic Model to Describe Goals, Objectives, Performance Indicators, and Project Outcomes

by

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What is a logic model?

- A logic model is a tool to show how your program or initiative will (or is supposed to) work.
- It explains why your strategy will be effective for your situation.
- They usually have a visual presentation.
Other Names

- Concept map
- Mental model
- Program hypothesis
Components of Logic Model

- Purpose
- Inputs
- Activities
- Outputs
- Outcomes/impacts
Purpose

• What is the problem being addressed?

• What is your mission?
Inputs

- Funds needed
- Time needed
- Equipment
- Partners
- Expertise
Activities

• Will you use workshops?
• Meetings
• Develop products
• Deliver services
• Train students or other faculty members
• Disseminate work
Outputs

Direct evidence of performing the activities

- Articles
- Presentations
- Number of people trained
Outcomes/impacts

Some models have short-term, intermediate, and long-term outcomes:

- Attitudes
- Knowledge
- Awareness
- Skills
- Aspirations
Why use a logic model

• Logic models can help when planning your project
• Logic models can help organize your thoughts
When to use Logic Models

FOR PLANNING

• Explain how the program works
• Create program strategy
• identify outcomes
• assess effectiveness
FOR PLANNING (CONT.)

- set priorities for allocating resources
- make timelines
- identify partners
- identify roles and responsibilities
- make planning time more efficient
- develop a management plan
For Evaluation

• document accomplishments
• organize evidence about the program successes
• identify differences between the ideal program and its real operation
• determine which goals will (and will not) be measured
Evaluation (cont.)

• frame questions about attribution and contribution of components to
• specify the nature of questions being asked
• prepare reports
• tell the story of the program
Example:

LOGIC MODEL FOR A TUBERCULOSIS CONTROL EFFORT

PURPOSE or MISSION: To improve health and well-being by a collaborative effort to reduce the incidence of tuberculosis

INPUTS / RESOURCES
- Trained staff
- Health info systems
- Clinics, labs, pharmacies
- Effective organization

CONSTRAINTS
- Fear and stigma
- Limited clinic hours

ACTIVITIES
- Identify TB cases
- Identify contacts
- Diagnose causes of local cases

OUTPUTS
- Persons beginning treatment
- Persons completing treatment

EFFECTS (sequenced over time)
- Curing affected persons
- Reduction in TB rate
- Improvement of health status

CONTEXT or CONDITIONS: Eroding infrastructure for public health; community mistrust of government; new diseases such as HIV/AIDS increasing susceptibility to TB; increasing immigration from places where TB is endemic; increasing rates of incarceration creating new settings for transmitting TB; and certain strains of TB becoming drug resistant.
Sample Logic Model

Example: One component of a comprehensive parent education and support initiative

**Situation:** During a county needs assessment, majority of parents reported that they were having difficulty parenting and felt stressed as a result

**INPUTS**
- Staff
- Money
- Partners
- Research

**OUTPUTS**
- Develop parent ed curriculum
- Deliver series of interactive sessions
- Facilitate support groups

**Outcomes**
- Parents increase knowledge of child dev
- Parents understand their own parenting style
- Parents gain skills in effective parenting practices
- Parents identify appropriate actions to take
- Parents use effective parenting practices

**Assumptions:**
- Improved child-parent relations
- Strong families

**External factors:**