Objectives

- The Purpose of the Logic Model

- The Components of the Logic Model

- Present a Logic Model Example

- Practice Making a Logic Model

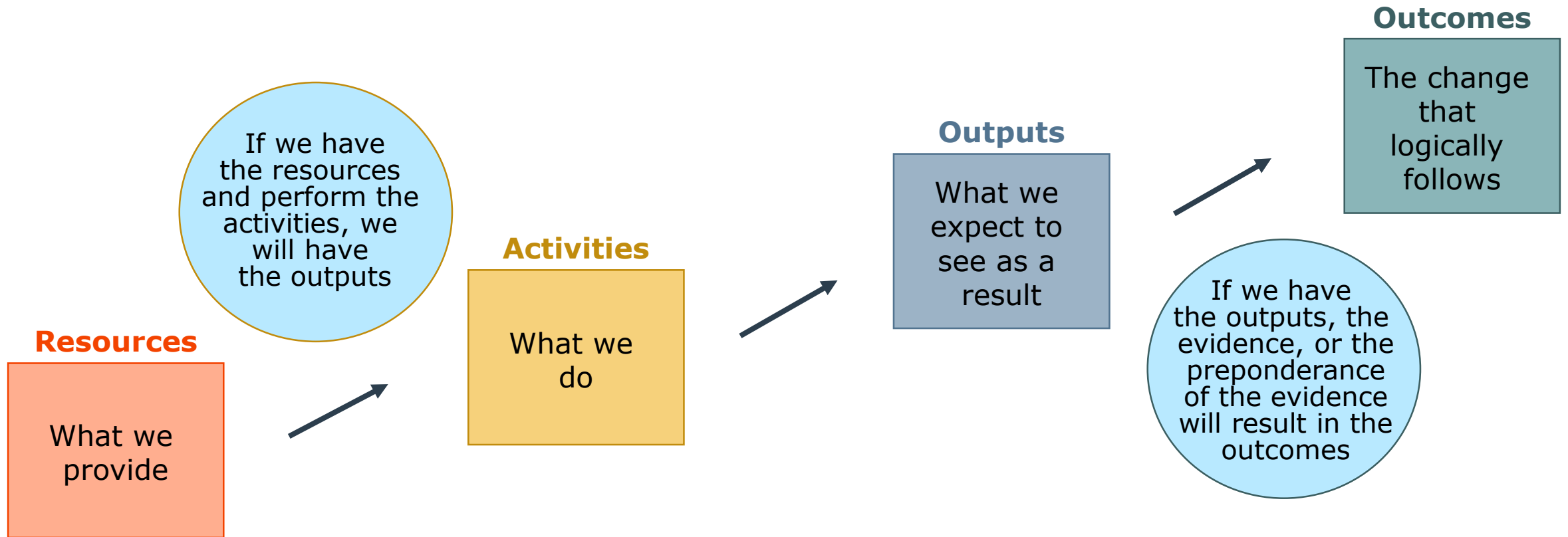- Final Thoughts

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The LOGIC MODEL - What Is It?

A visual expression of how you expect your program to work and the results you expect to achieve
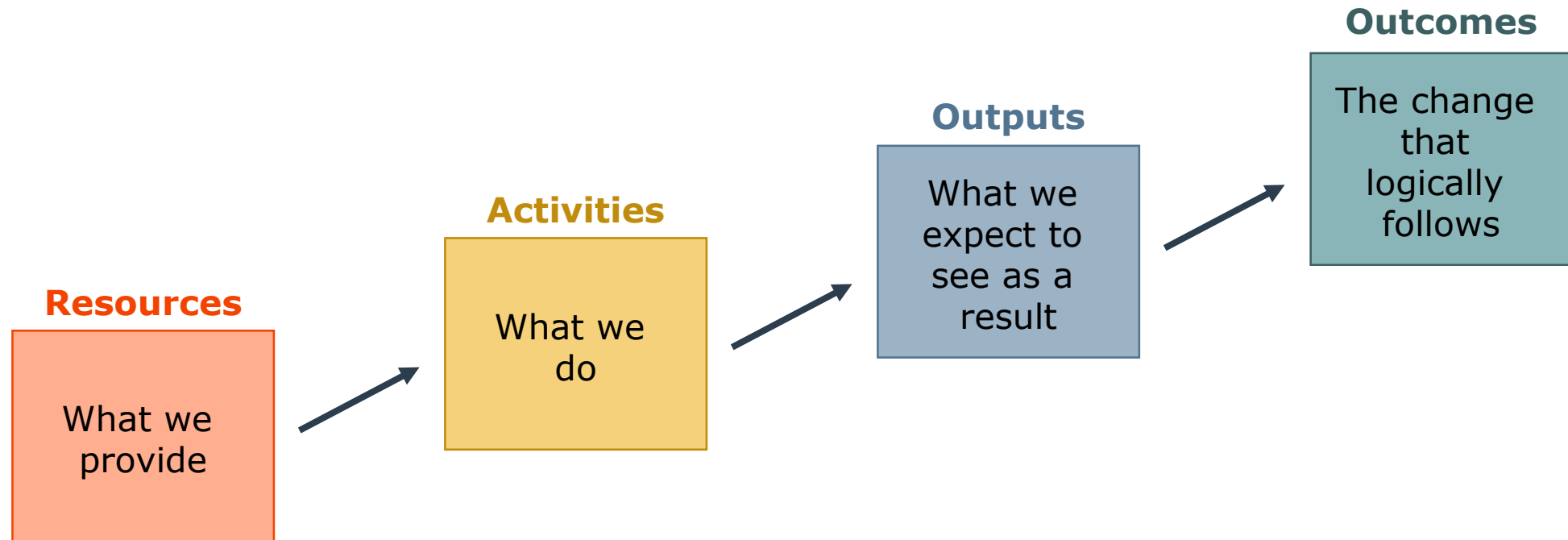
The Model guides relationships between investments in a program and outcomes of a program

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The LOGIC MODEL - Why Is It Helpful?

Outcomes

The change that logically follows

Outputs

What we expect to see as a result

Activities

What we do

If we have the resources and perform the activities, we will have the outputs

Resources

What we provide

If we have the outputs, the evidence, or the preponderance of the evidence will result in the outcomes

"If-Then"

If we invest these inputs/resources, then the activities can take place; if the activities take place, then the outputs will result; if the outputs result, then the outcomes will be achieved.

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A Word About What A Logic Model Is NOT

A Logic Model <u>is not</u>:

- A strategic plan

- A research project

A Logic Model <u>is</u>:

- A systematic way of thinking that leads to valid conclusions

- Relies on existing evidence or preponderance of the evidence

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Logic Models Always Work Backwards

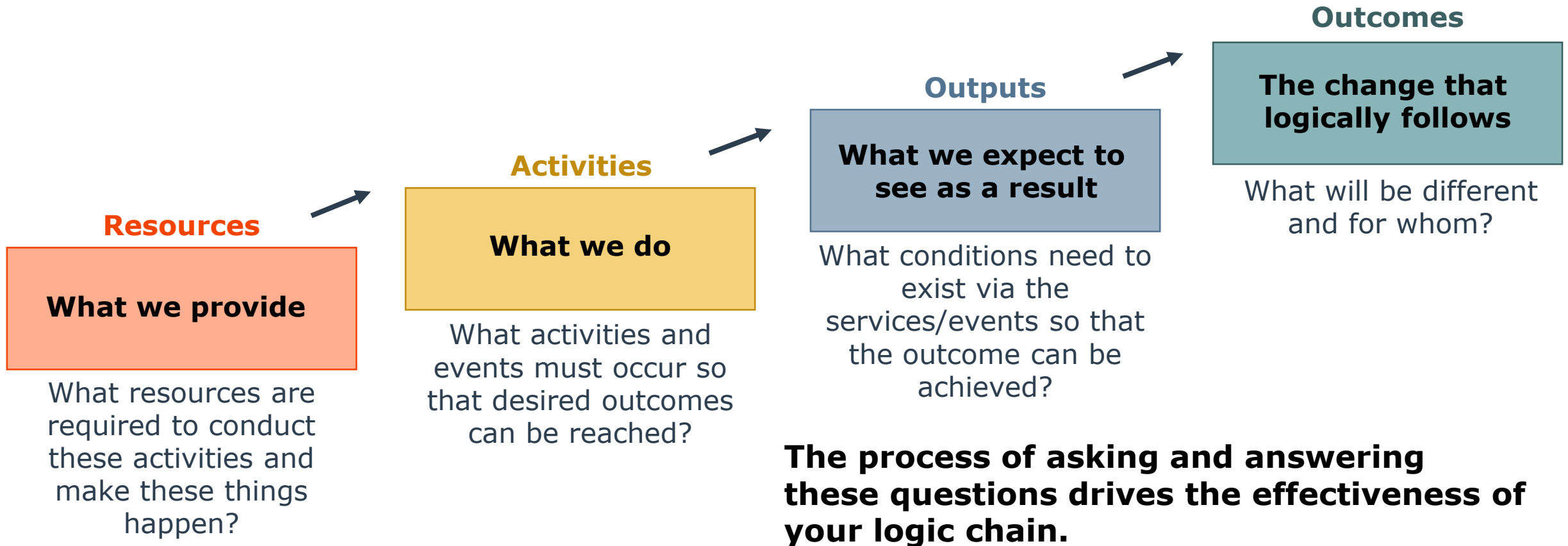Logic Models are essentially a chain of inputs, outputs and outcomes

Logic Models come in many sizes and shapes and also vary in level of detail, ranging from basic to complex

However… the one constant with Logic Models is when creating a Logic Model…

ALWAYS WORK BACKWARDS

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Why Is Working Backwards So Important?

Working backwards ensures that program activities will logically lead to the specific outcomes

Resources

What we provide

What resources are required to conduct these activities and make these things happen?

Activities

What we do

What activities and events must occur so that desired outcomes can be reached?

Outputs

What we expect to see as a result

What conditions need to exist via the services/events so that the outcome can be achieved?

Outcomes

The change that logically follows

What will be different and for whom?

The process of asking and answering these questions drives the effectiveness of your logic chain.
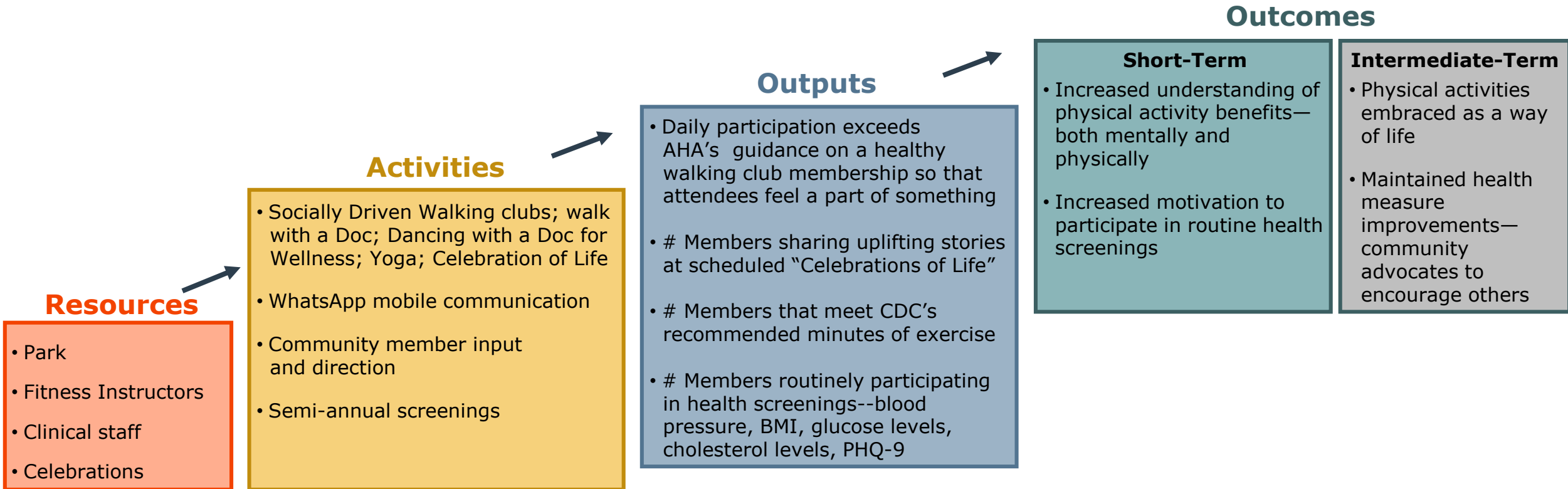
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A Logic Chain Example
Why Parks?

What Does Success Look Like?

Parks and physical activity improve health outcomes and quality of life and well-being in our population

Outcomes

Outputs

Activities

Resources

Resources
- Park
- Fitness Instructors
- Clinical staff
- Celebrations

Activities
- Socially Driven Walking clubs; walk with a Doc; Dancing with a Doc for Wellness; Yoga; Celebration of Life
- WhatsApp mobile communication
- Community member input and direction
- Semi-annual screenings

Outputs
- Daily participation exceeds AHA's guidance on a healthy walking club membership so that attendees feel a part of something
- # Members sharing uplifting stories at scheduled "Celebrations of Life"
- # Members that meet CDC's recommended minutes of exercise
- # Members routinely participating in health screenings--blood pressure, BMI, glucose levels, cholesterol levels, PHQ-9

Short-Term
- Increased understanding of physical activity benefits— both mentally and physically
- Increased motivation to participate in routine health screenings

Intermediate-Term
- Physical activities embraced as a way of life
- Maintained health measure improvements— community advocates to encourage others

Studies of evidence show park/physical activity improves health: National Center for Biotechnology; Urban Institute; American Journal of Proactive Medicine, etc.

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Outcomes: What Difference Does It Make?

Short-Term → **Medium-Term** → **Long-Term (Impact)**

LEARNING	**ACTION**	**CONDITIONS**
➢ Awareness	➢ Practice	➢ Social
➢ Knowledge	➢ Policies	➢ Economic
➢ Skills	➢ Behavior	➢ Civic
➢ Attitudes	➢ Organizational change	➢ Environmental
➢ Opinions		
➢ Motivations		
Can usually be controlled by the project	**Project may likely have some influence**	**Cannot usually be controlled by the project**

Source: Logic Model Part 1: Theory and Fundamentals, 7/12/2022, Kurrin Cusumano-Abrams and Margarita L. Melendez
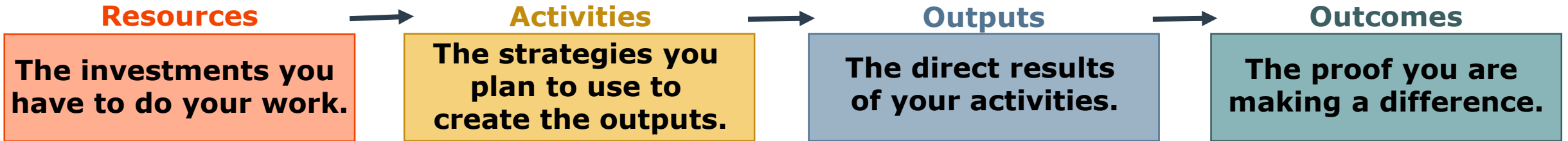
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What Leads Us To Need A Logic Model?

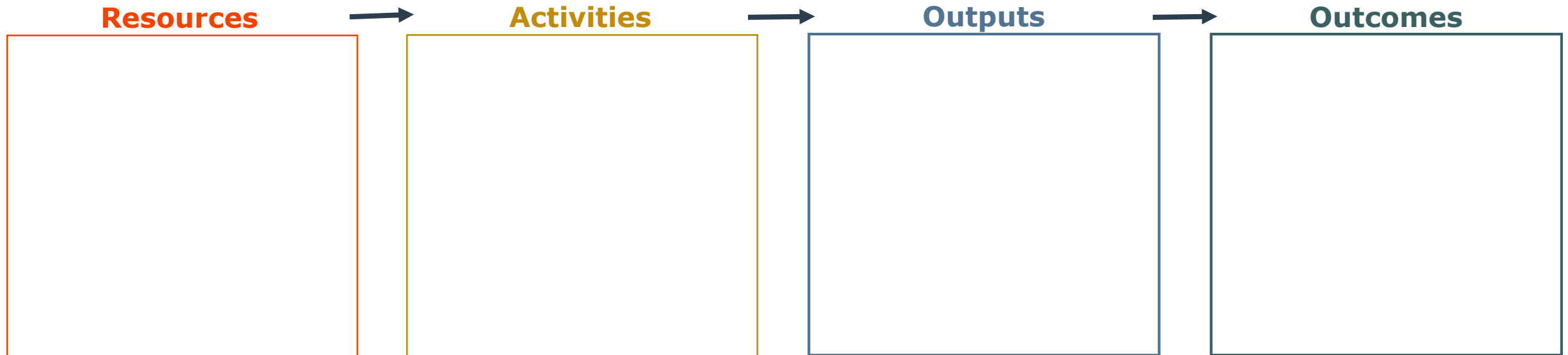We have programmatic ideas! We need organizational support.

We need to present *the difference* we will make, not just that we are doing it.

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Let's Practice!

Practice populating the Logic Model with your health organization's NMDOH intervention below.

Resources	→	Activities	→	Outputs	→	Outcomes
The investments you have to do your work.		The strategies you plan to use to create the outputs.		The direct results of your activities.		The proof you are making a difference.

How can you populate each of the Logic Model steps for your NMDOH intervention?

Resources	→	Activities	→	Outputs	→	Outcomes

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Work Backwards

The Elements Of A Logic Model:

- **Identify the problem**

- Impact (long-term)

- Short and intermediate-term outcomes

- Outputs

- Strategies and activities

- Resources

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Let's Practice - Identify The Problem

Questions to ask in defining the problem:

- Why is this a problem?

- For whom does this problem exist?

- Who has a stake in the problem?

- What is known about the problem?

The Problem: 13.8% of Houston is food insecure. People experiencing food insecurity often consume a nutrient-poor diet, which may contribute to the development of obesity, heart disease, hypertension, and other chronic diseases.

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Work Backwards

The Elements Of A Logic Model:

- Identify the problem

- **Impact (long term)**

- Short and intermediate-term outcomes

- Outputs

- Strategies and activities

- Resources

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Let's Practice – Impact

What does success look like?

"Access to food and promotion of education reduces food insecurity and improves overall health in our population"

Impact

What is the community level impact of our work if outcomes are realized?

- Reduced food Insecurity
- Improved overall health of community members

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Work Backwards

The Elements Of A Logic Model:

- Identify the problem

- Impact (long-term)

- **Short and intermediate-term outcomes**

- Outputs

- Strategies and activities

- Resources

Let's Practice – Outcomes

What is the proof that we are making a difference?

What is the proof that we can attain the impact?

What are the changes in knowledge and attitudes

What are the changes in behaviors and actions

Impact

- Reduced food Insecurity
- Improved overall health of community members

Outcome

Short-Term

- Longevity in Food Rx programs
- Increased nutritional knowledge; understanding shelf lives; stretching your food dollar; food access opportunities

Intermediate-Term

- Increased percentage of community snap eligible members on snap
- Improved nutritional behaviors
- Improved health measures

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Work Backwards

The Elements Of A Logic Model:

- Identify the problem

- Impact (long term)

- Short and intermediate-term outcomes

- **Outputs**

- Strategies and activities

- Resources

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Let's Practice – Outputs

How will we know that we are completing what we set out to do to achieve the outcomes?

Impact

- Reduced food Insecurity
- Improved overall health of community members

Outcome

Output

- #/type of FoodRx programs
- # of approved snap applications
- # of community gardens
- Lbs. of food distributed
- # of education sessions held and # attendees
- Coalition of partners working to address food insecurity

Short-Term
- Longevity in Food Rx programs
- Increased nutritional knowledge; understanding shelf lives; stretching your food dollar; food access opportunities

Intermediate-Term
- Increased percentage of community snap eligible members on snap
- Improved nutritional behaviors
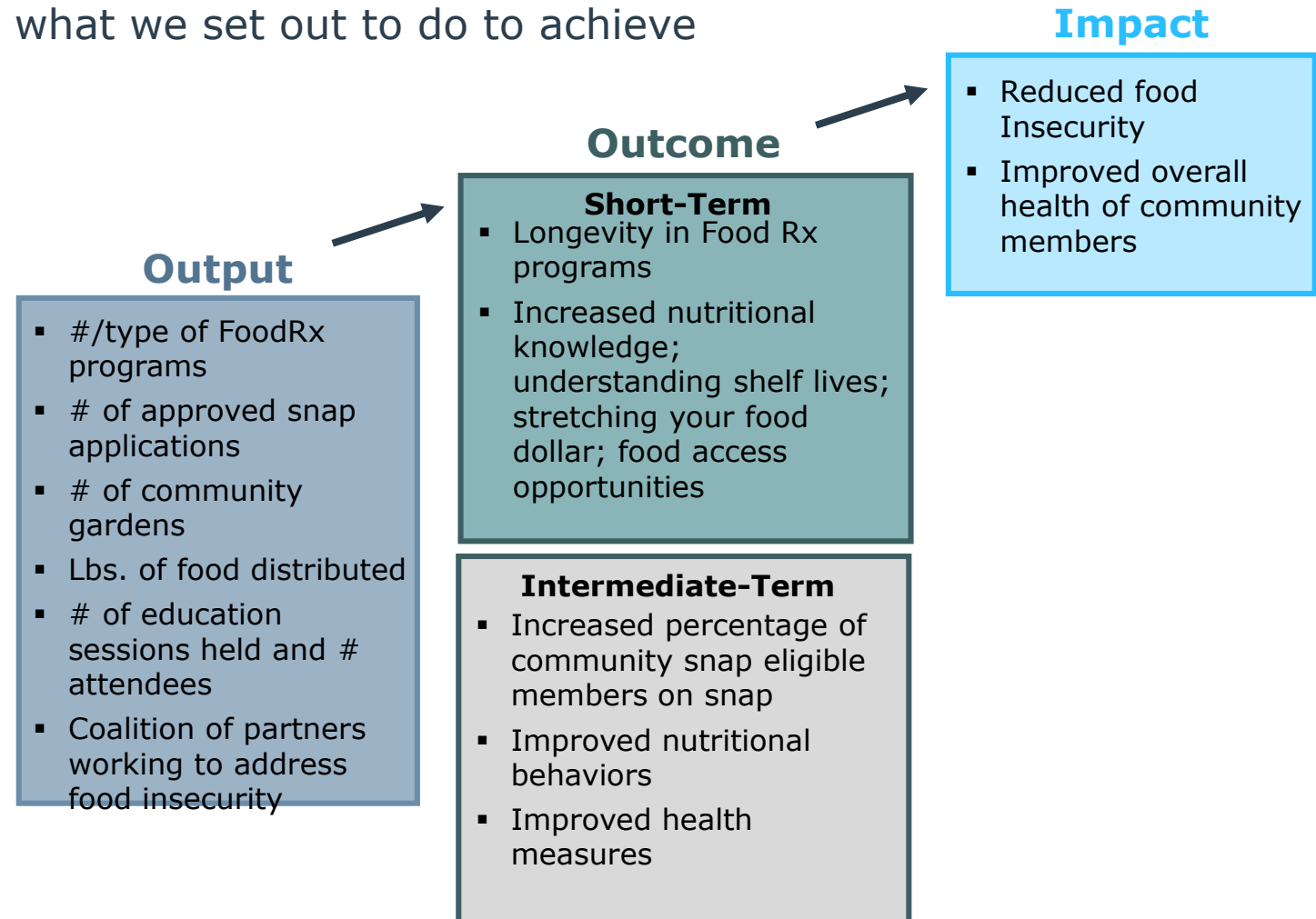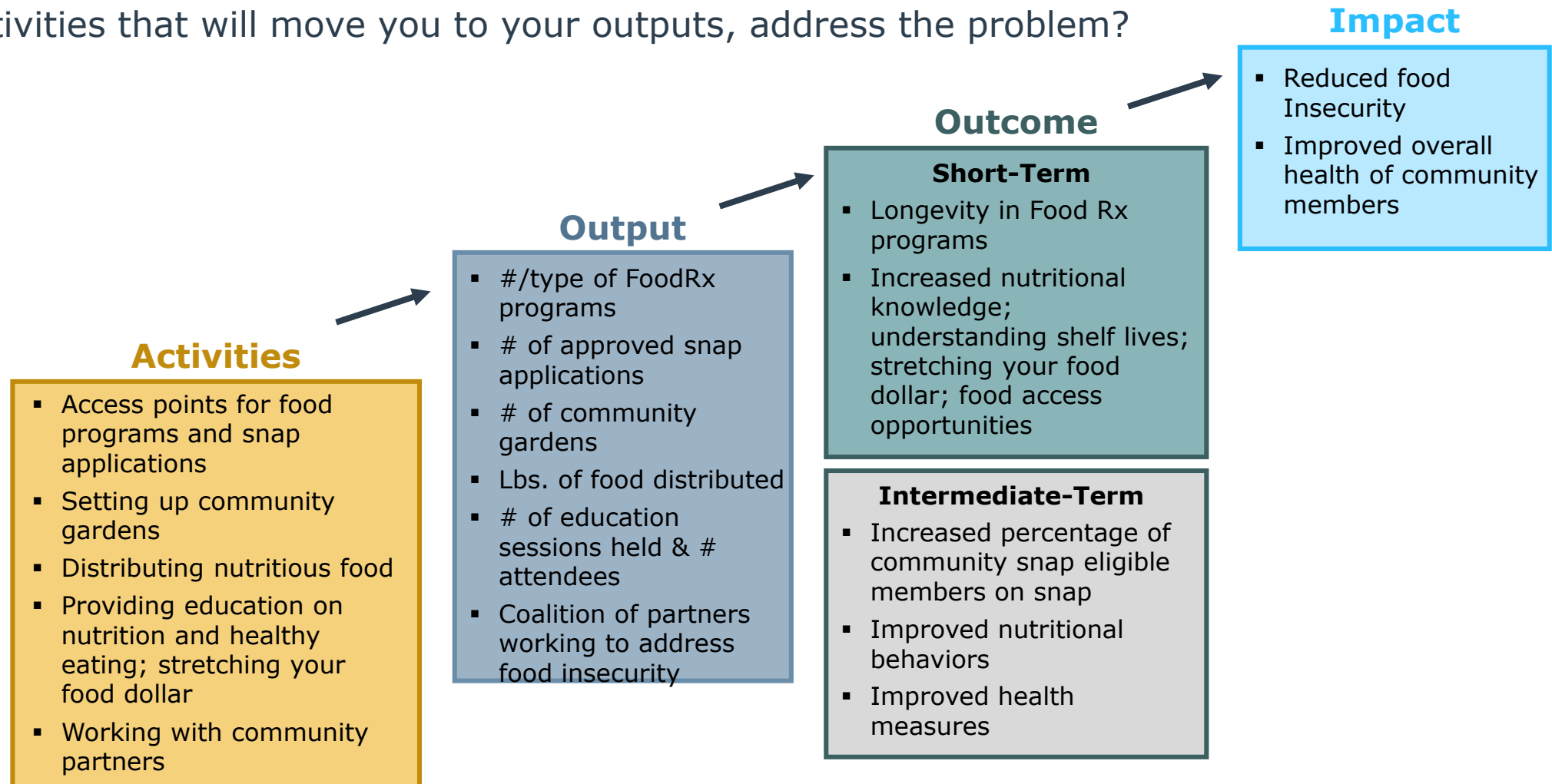- Improved health measures

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Work Backwards

The Elements Of A Logic Model:

- Identify the problem

- Impact (long term)

- Short and intermediate-term outcomes

- Outputs

- **Strategies and activities**

- Resources

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Let's Practice – Strategies and Activities

What are the activities that will move you to your outputs, address the problem?

Impact

- Reduced food Insecurity
- Improved overall health of community members

Outcome

Short-Term
- Longevity in Food Rx programs
- Increased nutritional knowledge; understanding shelf lives; stretching your food dollar; food access opportunities

Intermediate-Term
- Increased percentage of community snap eligible members on snap
- Improved nutritional behaviors
- Improved health measures

Output

- #/type of FoodRx programs
- # of approved snap applications
- # of community gardens
- Lbs. of food distributed
- # of education sessions held & # attendees
- Coalition of partners working to address food insecurity

Activities

- Access points for food programs and snap applications
- Setting up community gardens
- Distributing nutritious food
- Providing education on nutrition and healthy eating; stretching your food dollar
- Working with community partners
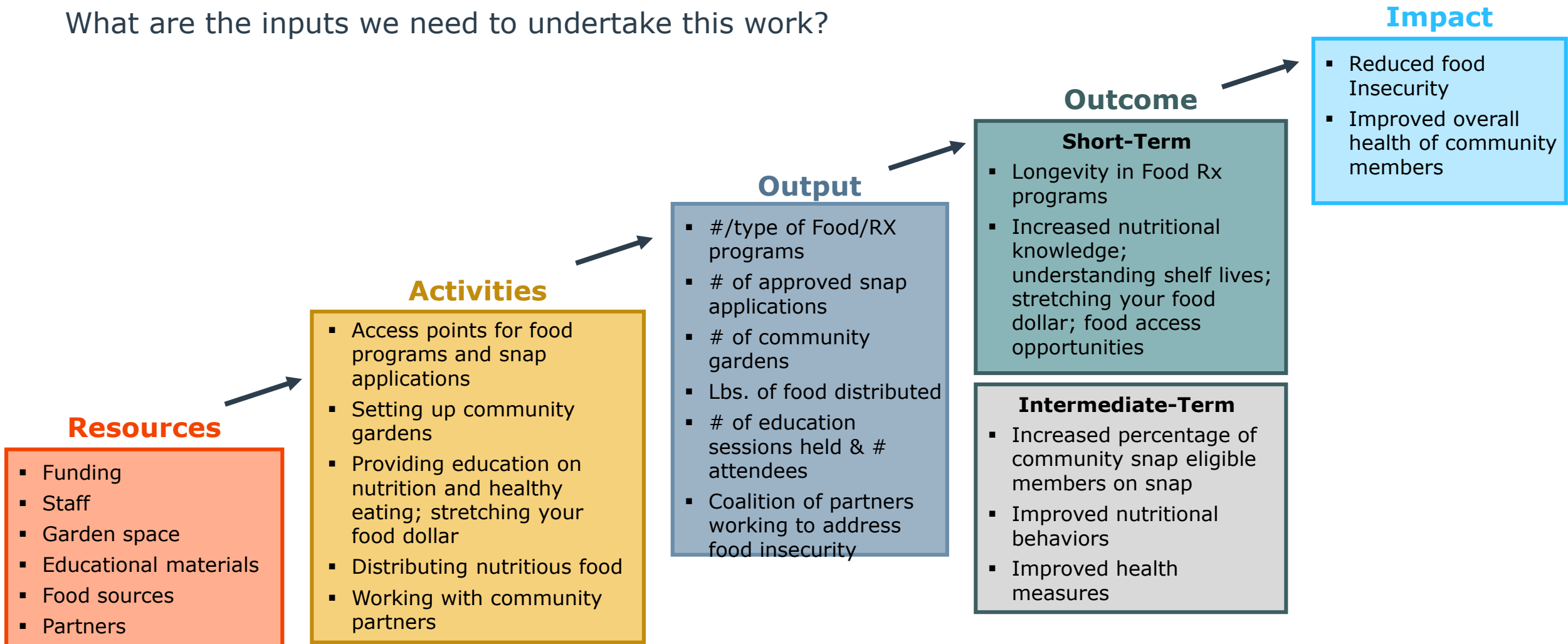
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Work Backwards

The Elements Of A Logic Model:

- Identify the problem

- Impact

- Short and long-term outcomes

- Outputs

- Strategies and activities

- **Resources**

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Let's Practice - Resources

What are the inputs we need to undertake this work?

Impact
- Reduced food Insecurity
- Improved overall health of community members

Outcome

Short-Term
- Longevity in Food Rx programs
- Increased nutritional knowledge; understanding shelf lives; stretching your food dollar; food access opportunities

Intermediate-Term
- Increased percentage of community snap eligible members on snap
- Improved nutritional behaviors
- Improved health measures

Output
- #/type of Food/RX programs
- # of approved snap applications
- # of community gardens
- Lbs. of food distributed
- # of education sessions held & # attendees
- Coalition of partners working to address food insecurity

Activities
- Access points for food programs and snap applications
- Setting up community gardens
- Providing education on nutrition and healthy eating; stretching your food dollar
- Distributing nutritious food
- Working with community partners

Resources
- Funding
- Staff
- Garden space
- Educational materials
- Food sources
- Partners

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Check Your Thought Process

- It is the process of creating a logic model that is most valuable…it makes you think about what you are trying to accomplish and how you can do it

- Ensure the inputs, outputs, and outcomes link together in a sequence to achieve the desired result?

    Is the Logic Model truly logical?

- Ensure the program, as presented, can be implemented with available resources? If not, what can be done?

- Ensure the one-page graphic communicates effectively

Summary – Strengths of The Logic Model

- The Logic Model is a communication tool

- The Logic Model provides learning opportunities, documentation, and shared knowledge about what works and why

- The Logic Model is a tool to determine what contributes to a program and what does not, in fact potentially detracts

- The Logic Model is a living document to be used throughout a program's life

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Final Words on Definitions

- **Don't mistake an activity for an output**
  - Outputs are the accomplishments of the activity

- **Don't mistake an output for an outcome**
  - Outcome is the change in the population served

- **Don't mistake an outcome for an impact**
  - Impact is the long-term goal

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In Conclusion

A Logic Model can be created by anyone with knowledge of the program that is to be presented. No special skills required!

The ability to make a difference is totally dependent on the process of repetitively asking the right questions…

>"What is the real problem?"

>"What can we do that will make a difference?"

>"What evidence will show a difference?"

Overarching Question:

"Are we doing the right thing, right?"

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Thank You

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