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CommonHealth ACTION
Catalyst for health

PLACE MATTERS
Developing Logic Models
March 2008 Design Lab
New Orleans
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CommonHealth ACTION
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CommonHealth ACTION is a national, nonprofit organization located in Washington, DC

www.commonhealthaction.org

Funders/Clients (partial list)
W.K. Kellogg Foundation
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National Black Caucus of State Legislatures

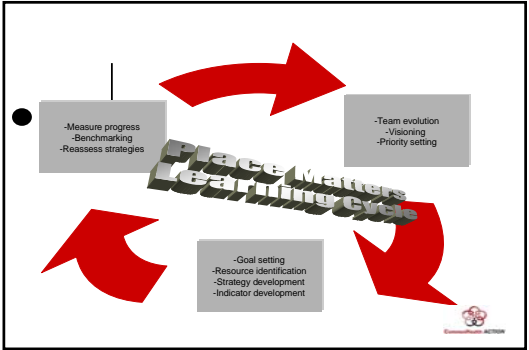
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Logic Model Workshop Goals

- Provide a brief overview of logic models and their uses
- Provide a structure for PLACE MATTERS Teams to develop an activities based logic model

● ● ● | **Logic Model Timeline**

- Team DRAFT logic model (activities based) due by April 16, 2008
- Polished draft due by May 30
- CommonHealth ACTION / facilitation team written feedback by June 30
- Teams present and submit final model by Design Lab 8 (July 2008)



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Snapshot of Current Challenges

1. The threshold: planning to action
2. Identify data sources that will enable evidenced-based benchmarking approaches
3. Degree of 'upstream-ness'
4. Framing, communicating, marketing
5. Succession planning
6. Sustainability



A logic model...

- o is one tool for illustrating an underlying program theory
- o illustrates the linkages between program components and outcomes. It can be portrayed in various ways (text, table, diagrams, etc.)
- o can be developed with 'if-then' statements





Why use logic models?

- o convey the fundamental purpose of an initiative
- o become a common language and reference
- o show why the initiative is important
- o show what will result from an initiative
- o depict the actions/causes expected to lead to the desired results
- o point for everyone involved in the initiative
- o serve as the basis to determine whether planned actions are likely to lead to the desired results





Why use logic models? (con't)


- o Finds gaps in theory or logic of initiative
- o Builds a shared understanding of what the effort is all about and how the parts work together
- o Focuses attention of management on the most important connections between action and results
- o Provides a way to involve and engage stakeholders in the design, processes and use of evaluation



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- The program logic model: a picture of how your organization does its work – theory and assumptions underlying the program.
- A logic model links short- and long-term outcomes with program activities/process and the theoretical assumptions/principals of the program.


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Logic Model Uses


- planning, program design, goal setting, communication with stakeholders, and program improvement



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Models can be developed based on:

- Established theories or models of professional practice
- Previous research findings (from your own program or published literature)
- Expertise and experience of program staff
- Feedback and input from key program stakeholders




● ● ● | Logic Model Elements

- Resources/Inputs
- Activities
- Outputs
- Outcomes (immediate, intermediate and long-term)
- Impact (usually long-term, ~7 years)




● ● ● | Logic Model Elements (con't)

- Resources/Inputs: any resources or materials used by the program to provide its activities (e.g., money, staff volunteers, facilities, equipment, supplies)
- Activities: any actions, services or programs



● ● ● | Logic Model Elements (con't)

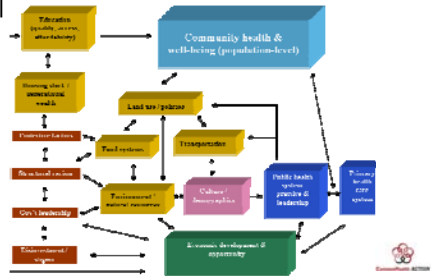
- Outputs: any quantifiable products of a program (e.g., number of classes taught, number of people served, amount of educational materials distributed, number of hours of service delivered)
- Outcomes: any characteristics of the participants that, according to the theory and goals of the actions, services, or programs, can be reasonably expected to change as a result of the participant's involvement



Logic Model Elements (con't)

- o **Impact** – long-term impact that results from all efforts as measured by changes in systems, behaviors, practices, (e.g., policy, health outcomes, etc.)

Example: Theoretical Logic Model



Activities Based Example

Resource Inputs	Activities	Outputs	Outcomes	Impact
<ul style="list-style-type: none"> Joint Center HPI (structure, administrative, and leadership roles) 	<ul style="list-style-type: none"> Provide programmatic funding coordination Provide administrative support for Design Labs, site visits, and technical assistance facilitation team Develop and maintain PLACe Matrix Web site/encyclopedia Communicate with elected officials about health issues and social determinants of health (SDOH) relevance Leverage WKKJ resources and foundation partner initiatives Convene public health and Federal government to leverage additional support for Teams Write/develop programmatic manuscripts, progress, lessons and challenges to support national learning community. 	<ul style="list-style-type: none"> Continued support for national PH cohort Technical assistance team conference calls and meetings Leveraging additional resources from current PC activities and new funding opportunities Activities that influence elected officials to advance a policy environment supportive of SDOH Presentations at APHA and various venues Policy agenda for communities of color related to SDOH 	<ul style="list-style-type: none"> New money New partner New policies 	<ul style="list-style-type: none"> Increased propensity for local governments and NCTF partners to collaborate across sectors responsible for health, housing, planning/zoning, education, and environment to develop collaborative strategies that address SDOH Greater support for elected officials to promote an increasing focus on SDOH

