

Developing Logic Models (LMs): Fine Tuning the HEZ Model to Local Zones

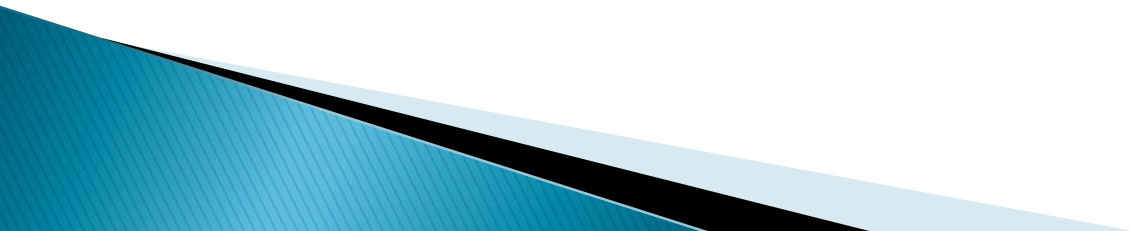
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Theory of Change/Logic Models

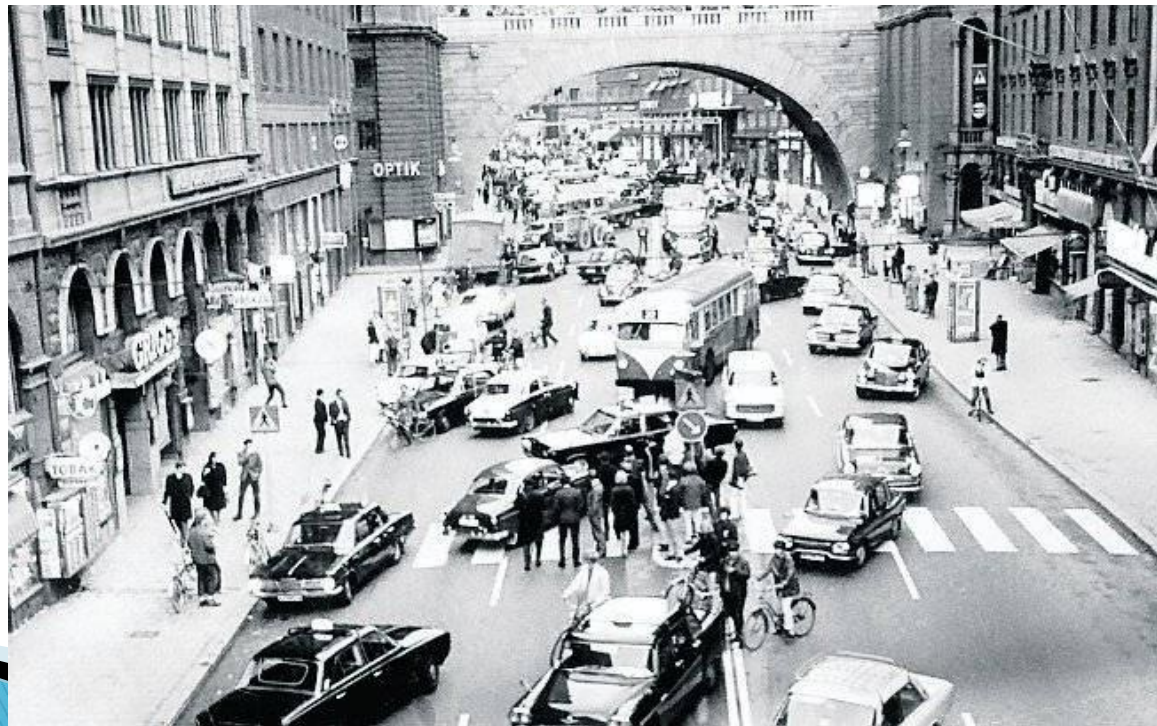
Methodologies used for planning, participation, and evaluation that are used to promote social change.

The terms are often used interchangeably but there are subtle differences.

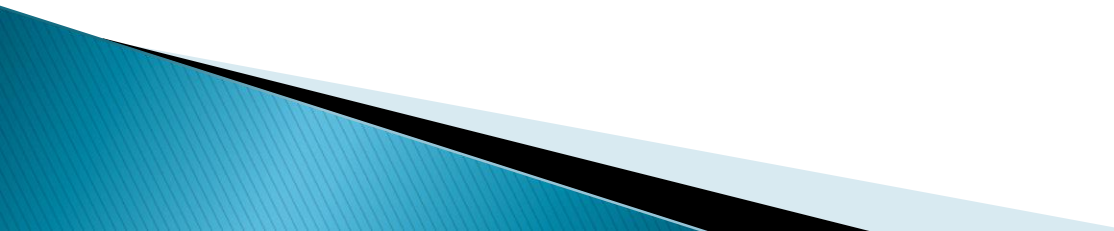


Logic Models

Offer a picture of important destinations and guide you on what to look for on the journey to ensure you are on the right pathway.



Why Construct a Logic Model?

- ▶ A logic model presents a picture of how your effort or initiative is supposed to work.
 - ▶ Logic models make an explicit statement of the activities that will bring about change and the results you expect to see.
 - ▶ A logic model keeps participants moving in the same direction by providing a common language and point of reference.
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Logic models become part of the work itself.

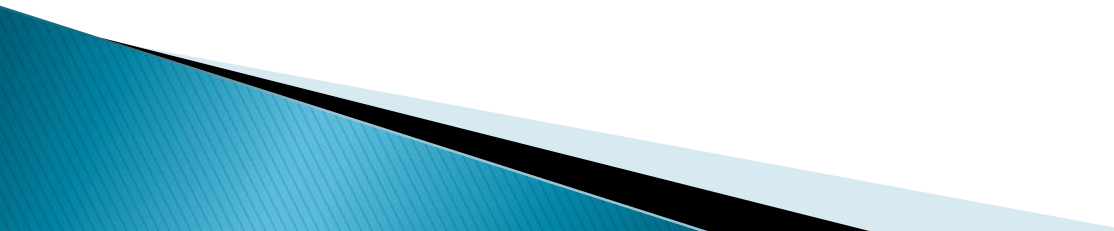
They energize and rally support for an initiative by declaring precisely what you're trying to accomplish and how.



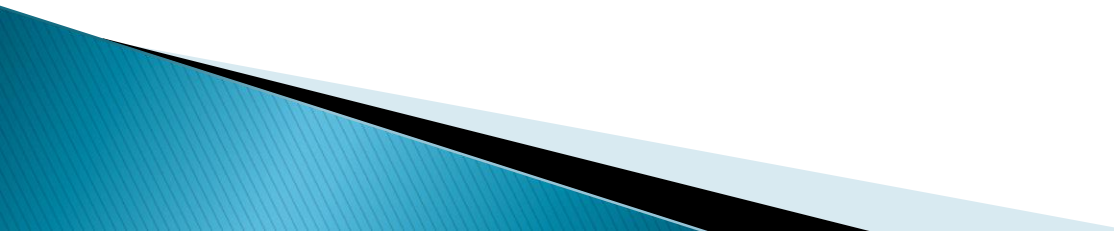
Uses of a Logic Model

- ▶ DURING PLANNING TO:
 - ▶ clarify program strategy
 - ▶ identify appropriate outcome targets (and avoid over-promising)
 - ▶ align your efforts with those of other organizations
 - ▶ write a grant proposal or a request for proposals
 - ▶ assess the potential effectiveness of an approach
 - ▶ set priorities for allocating resources
 - ▶ estimate timelines
 - ▶ identify necessary partnerships
 - ▶ negotiate roles and responsibilities
 - ▶ focus discussions and make planning time more efficient

Uses of a Logic Model

- ▶ DURING STAFF AND STAKEHOLDER ORIENTATION TO:
 - explain how the overall program works
 - show how different people can work together
 - define what each person is expected to do
 - indicate how one would know if the program is working
 - ▶ DURING ADVOCACY TO:
 - justify why the program will work
 - explain how resource investments will be used
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Uses of a Logic Model

- ▶ DURING IMPLEMENTATION TO:
 - ▶ provide an inventory of what you have and what you need to operate the program or initiative
 - ▶ develop a management plan
 - ▶ incorporate findings from research and demonstration projects
 - ▶ make mid-course adjustments
 - ▶ reduce or avoid unintended effects
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Uses of a Logic Model

- ▶ DURING EVALUATION TO:
 - ▶ document accomplishments
 - ▶ organize evidence about the program
 - ▶ identify differences between the ideal program and its real operation
 - ▶ determine which concepts will (and will not) be measured
 - ▶ frame questions about attribution (of cause and effect) and contribution (of initiative components to the outcomes)
 - ▶ specify the nature of questions being asked
 - ▶ prepare reports and other media
 - ▶ tell the story of the program or initiative

Constructing a logic model

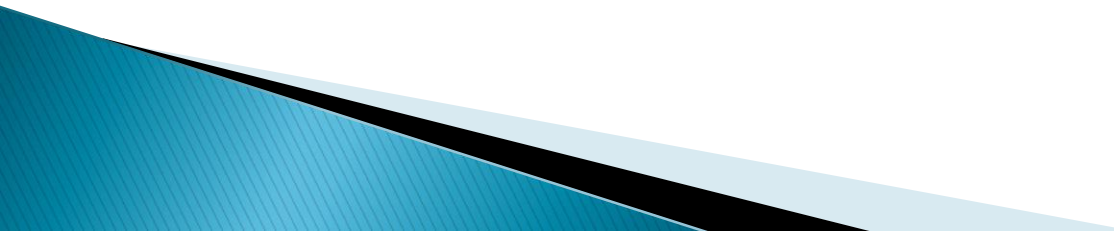
A logic model starts with a clearly identified end point, a change that you and your colleagues would definitely like to see occur, and asks how?

FROM HEZ LEGISLATION

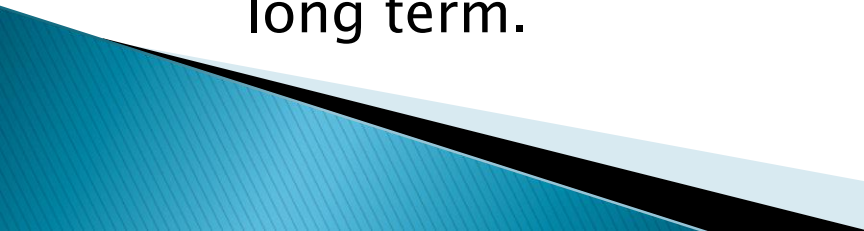
Health outcome expectations:

- *Improve health outcomes*
- *Reduce health disparities (and implicitly, improve minority health)*
- *Reduce health costs and hospital admissions and readmissions*

Components of a logic model

- ▶ **Purpose, or mission.** What motivates the need for change? This can also be expressed as the problems or opportunities that the program is addressing.
 - ▶ **Context, or conditions.** What is the climate in which change will take place?
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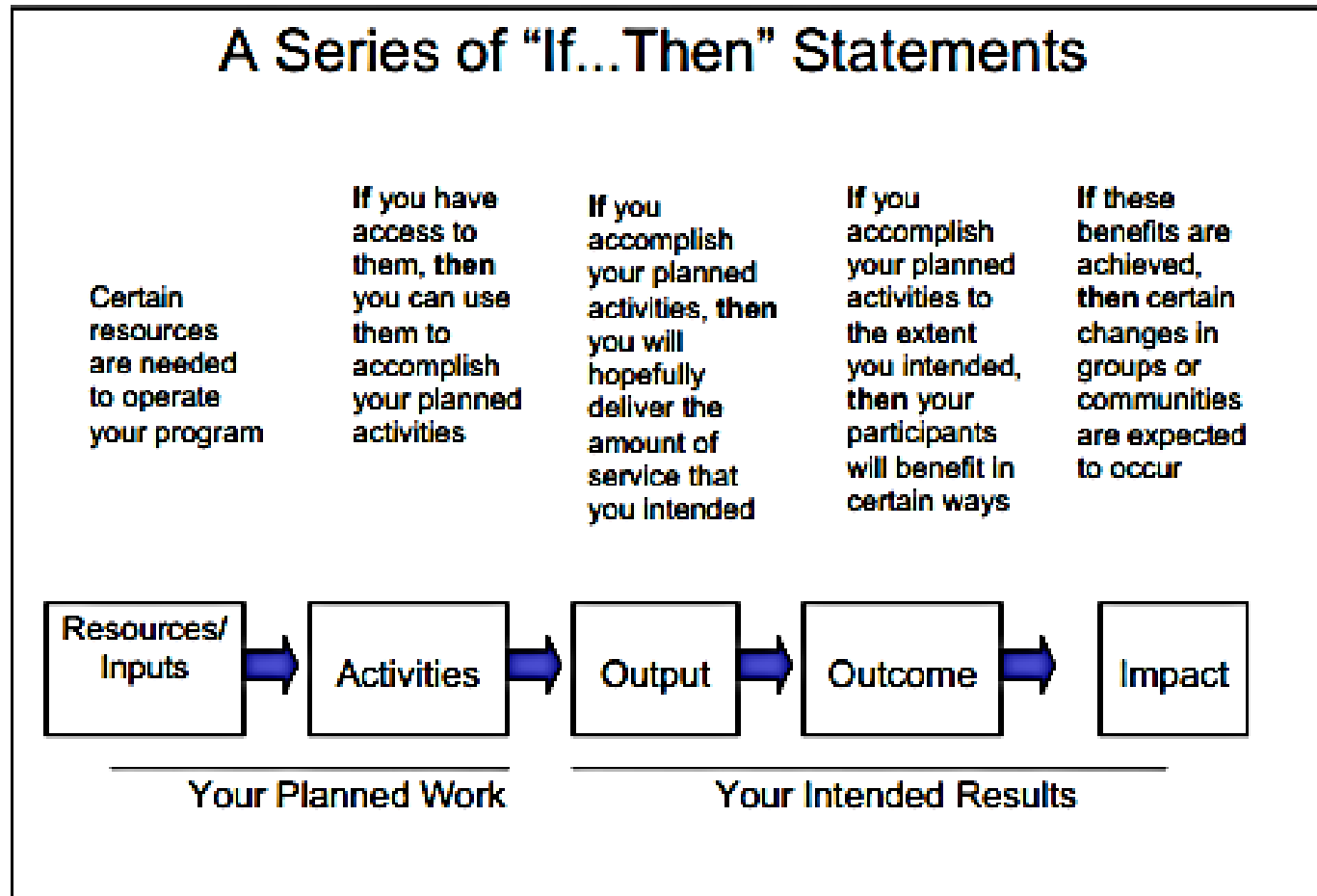
Components of a logic model

- ▶ **Inputs, resources and infrastructure.**
 - What raw materials will be used to conduct the effort or initiative? Inputs can also include constraints on the program, such as regulations or funding gaps, which are barriers to your objectives.
 - ▶ **Activities, or interventions.**
 - What will the initiative do with its resources to direct the course of change?
 - ▶ **Outputs.**
 - What evidence is there that the activities were performed as planned?
 - ▶ **Effects, or results, consequences, outcomes, or impacts.**
 - What kinds of changes came about as a direct or indirect effect of the activities? These can be short, medium and long term.
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Smart Objectives

- ▶ **Specific** – target a specific area for improvement.
 - ▶ **Measurable** – quantify or at least suggest an indicator of progress.
 - ▶ **Assignable** – specify who will do it.
 - ▶ **Realistic** – state what results can realistically be achieved, given available resources.
 - ▶ **Time-related** – specify when the result(s) can be achieved.
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- ▶ **Example:**
 - “In an effort to reduce smoking levels in the community, 50 current smokers will complete smoking cessation classes being held by staff from the county health department by July, 2015.

Components of a logic model



Creating an Diabetes Control Program Logic Model

| Inputs | Activities | Outputs | Outcomes | Impact |
|---|---|---|---|--|
| <u>Resources</u> Staff Funding Curricula Data <u>Collaborations</u> Community groups DHMH LHD Hospital | Hold nutrition education programs Conduct exercise programs CHW engagement with non-compliant diabetic patients Hold cooking classes | Patients and their families completing nutrition education Patients taking part in exercise programs Diabetic patients monitoring blood sugar regularly | <u>Short/Medium term</u> Decrease in A1C levels in Diabetic and Pre-diabetic patients Decrease in BMI of Diabetic and Pre-diabetic patients <u>Long term</u> Reduction in diabetes related complications for patients being monitored | Improved health outcomes Reduction in health disparities (and implicitly, improvement in minority health) Reduction in health costs and hospital admissions and readmissions |

 Capacity

 Productivity

 Outcomes

For each activity, output and outcome.....

- ▶ Who are you trying to reach?
- ▶ How many are you trying to reach?
- ▶ What level of change are you seeking?

.....And by when?????????

Resources

- ▶ The CDC Evaluation Working Group provides a linked section on logic models in its resources for project evaluation. <http://www.cdc.gov/eval/resources/index.htm#logicmodels>
- ▶ The W.K. Kellogg Foundation Logic Model Development Guide is a comprehensive source for background information, examples and templates (Adobe Acrobat format). <http://www.wkkf.org/resource-directory/resource/2006/02/wk-kellogg-foundation-logic-model-development-guide>
- ▶ University of Wisconsin's Program Development and Evaluation provides a comprehensive template for a logic model and elaborates on creating and developing logic models. <http://www.uwex.edu/ces/pdande/evaluation/evallogicmodel.html>
- ▶ Theory of Change: A Practical Tool for Action, Results and Learning, prepared by Organizational Research Services. <http://www.aecf.org/resources/theory-of-change/>
- ▶ Theories of Change and Logic Models: Telling Them Apart is a helpful PowerPoint presentation saved as a PDF. It's from the Aspen Institute Roundtable on Community Change. http://www.theoryofchange.org/wp-content/uploads/toco_library/pdf/TOCs_and_Logic_Models_forAEA.pdf