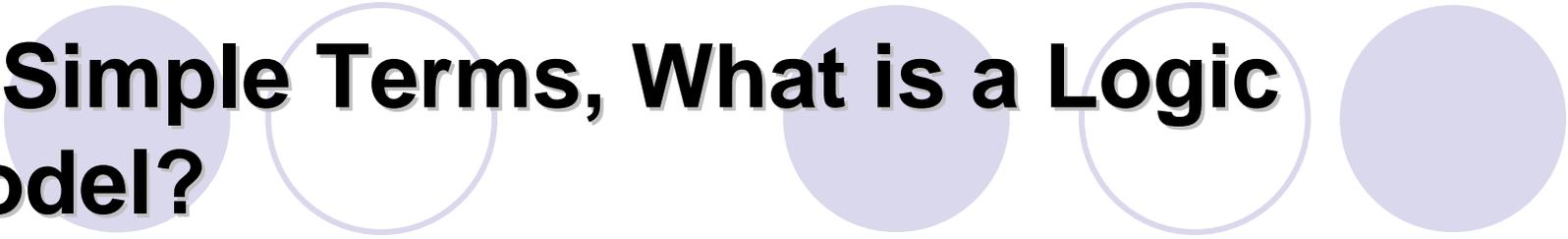


Logic Models

Created by: Ron Brown
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Evaluation Consortium Member

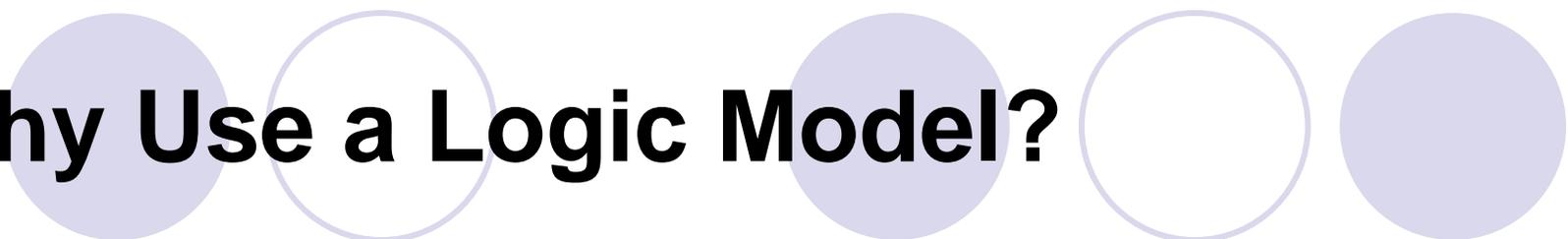


In Simple Terms, What is a Logic Model?



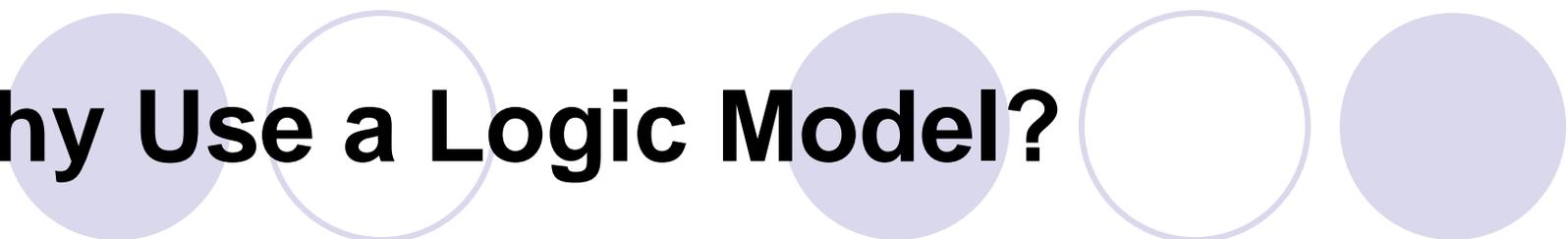
- A map (diagram) that usually outlines a path to a desired result
- A graphic that illustrates a series of cause-and-effect relationships

Why Use a Logic Model?



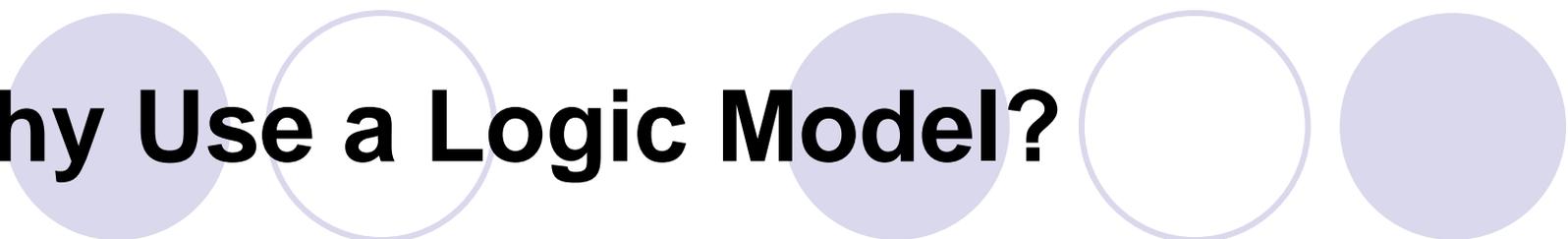
- **It's a tool to promote understanding of:**
 - **Where we are**
 - Defines the issue of interest
 - **Where we want to be**
 - Clearly establishes the intended outcomes
 - **How we get there**
 - Outlines the program components and the sequence of activities

Why Use a Logic Model?



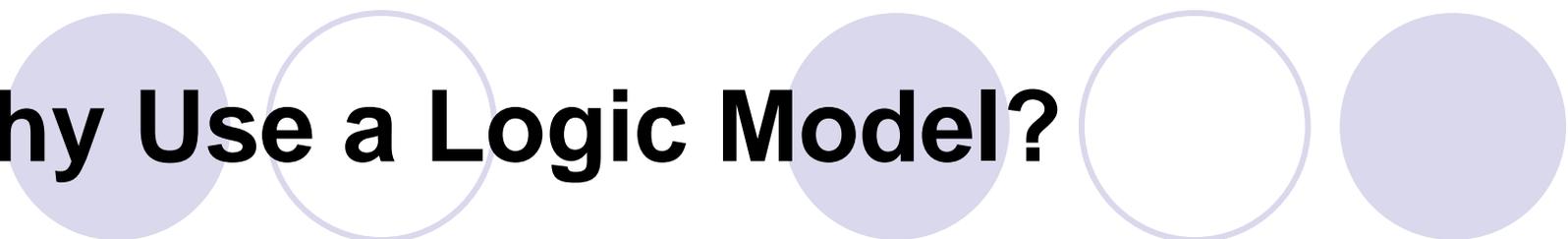
- It's results-based; focuses on accountability
- Describes the intended outcomes
 - Immediate (short-term)
 - Intermediate (medium-range)
 - Long-term

Why Use a Logic Model?



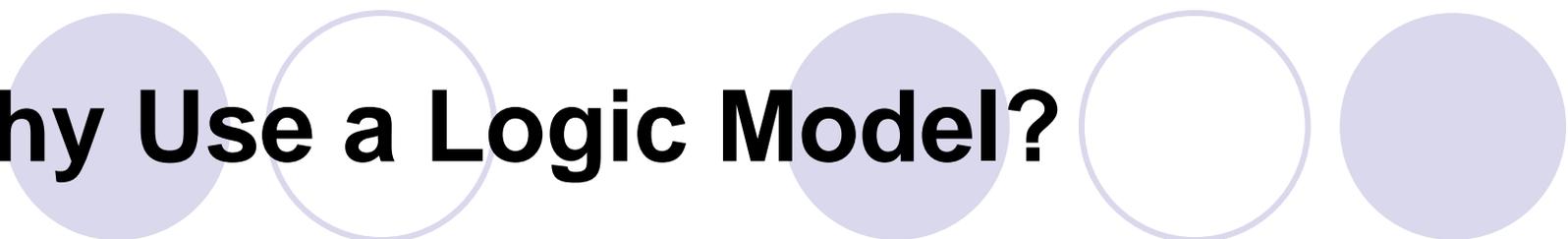
- It's a tool that visually organizes a program to help:
 - Secure funding (by clearly presenting a strong program design and goals)
 - Facilitate buy-in, commitment, and understanding among staff and community partners

Why Use a Logic Model?



- It's a tool used to describe the effectiveness of a program
 - Describes the implementation of a program (e.g., program components, sequence of activities)
 - Describes outcomes (e.g., goals, objectives, and impact)

Why Use a Logic Model?



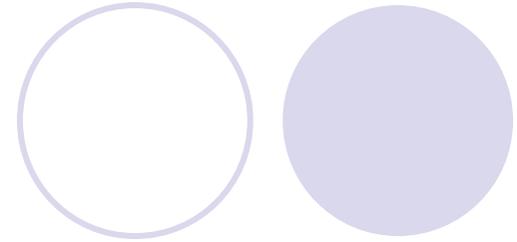
- It's a vital tool for promoting program planning, quality assurance, and quality improvement
 - Keeps a focus on what you originally intended to do and accomplish
 - Promotes ongoing assessment
 - Facilitates course correction

Definition of a Logic Model

- A logic model is a graphic representation of a project that illustrates a sequence of cause-and-effect relationships

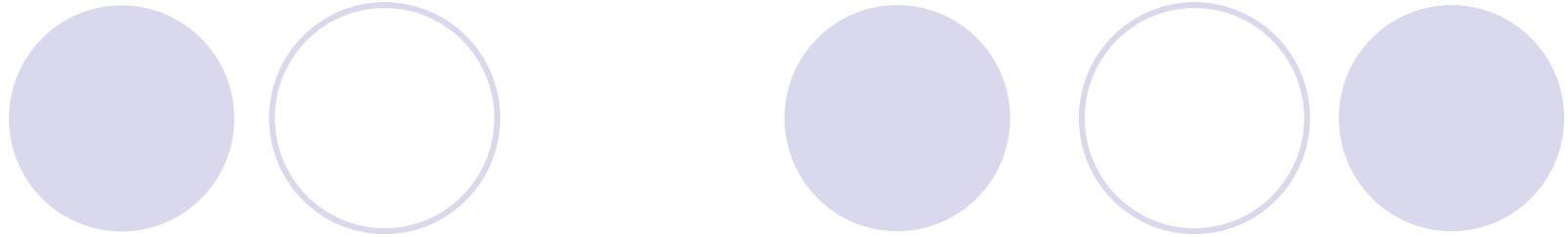
INPUTS → **OUTPUTS** → **OUTCOMES**

Logic Models Show a Chain of “What If... Then” Relationships



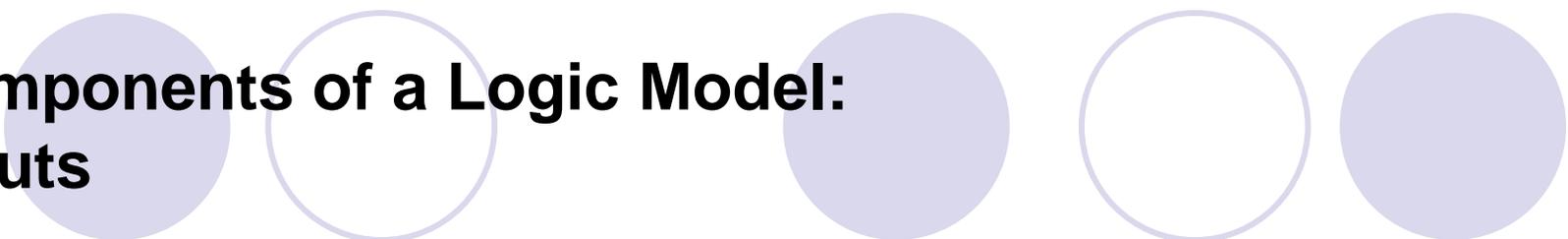
For example,

- **What if** we identify and invest time, money, and other resources...
 - **Then** we faithfully implement a SISTA program.
- **What if** 500 women at risk complete the program...
 - **Then** these women will have the necessary knowledge and skills to reduce their risk for HIV infection.
- **What if these women** change behaviors that put them at risk...
 - **Then** the HIV infection rate among the target population will decrease.



Logic models offer a picture of a program and its methods to produce behavior changes to impact a local issue

LOCAL ISSUE → **PROGRAM** → **DESIRED CHANGES**

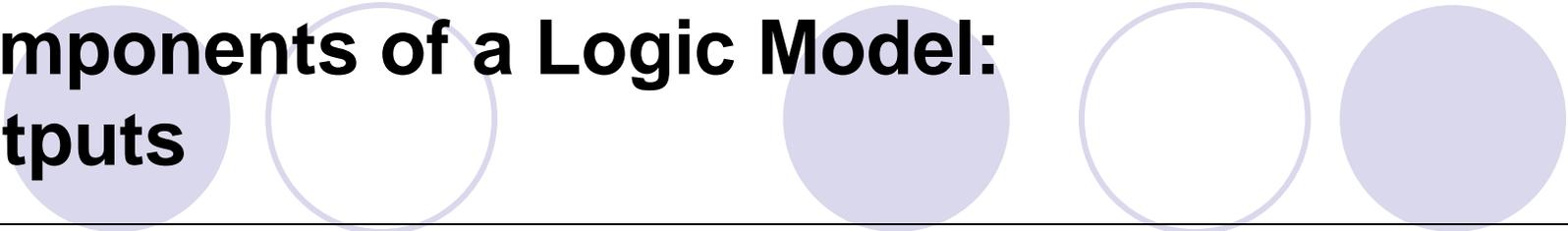


Components of a Logic Model: Inputs

- **Inputs = resources that are invested**
 - Time
 - Money
 - Community Partnerships
 - Equipment
 - Personnel
 - Facilities

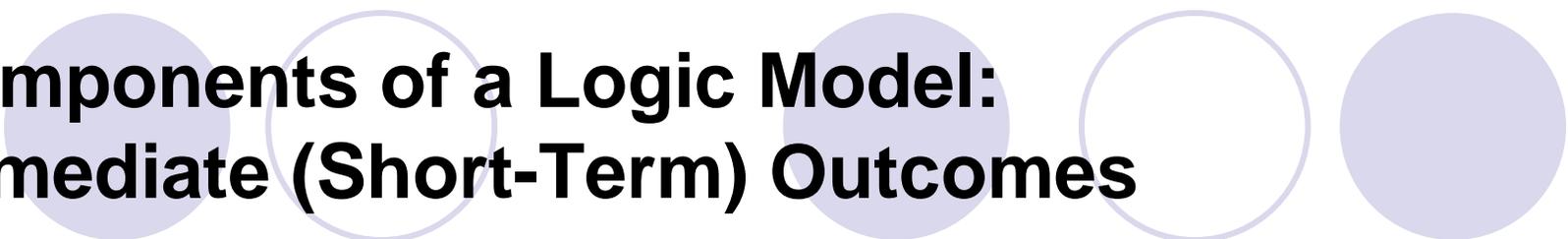
Components of a Logic Model:

Outputs

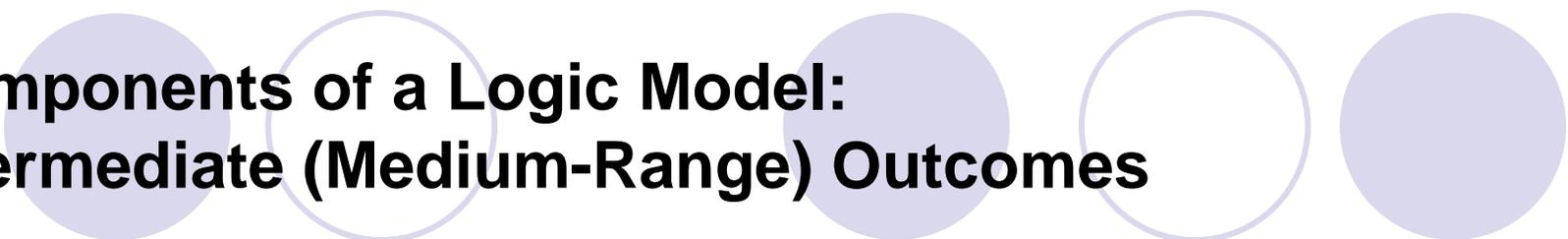


- **Outputs = activities (what happens with the resources)**
 - Outreach
 - Recruitment
 - Training workshops
 - Education
 - Skills building
- **In addition, outputs = whom we reach**
 - Target population
 - Program participants
 - Community at large

Components of a Logic Model: Immediate (Short-Term) Outcomes

The title is centered at the top of the slide. It is flanked by five circles of varying shades of purple and lavender. From left to right: a solid purple circle, a hollow purple circle, a solid purple circle, a hollow purple circle, and a solid purple circle.

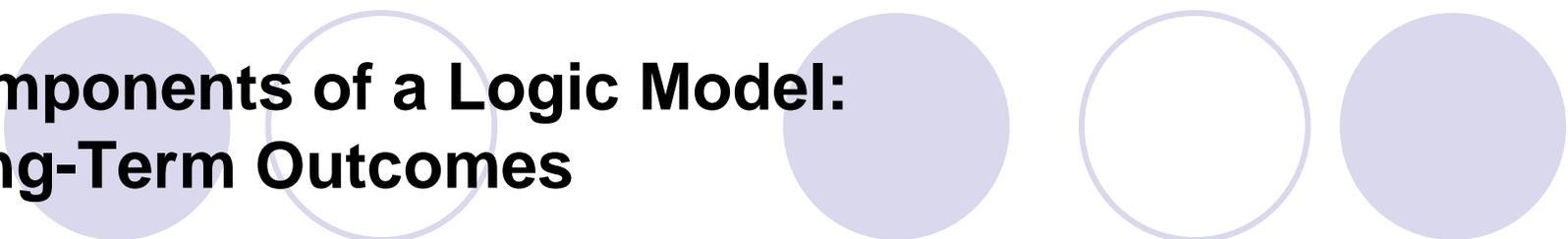
- **Immediate outcomes = results occurring immediately following program completion/exposure**
 - Changes in:
 - Knowledge
 - Skills
 - Attitudes
 - Awareness
 - Beliefs
 - Motivation/Intentions



Components of a Logic Model: Intermediate (Medium-Range) Outcomes

- **Intermediate outcomes = results occurring or maintained at least several months following program completion/exposure**
 - Changes in:
 - Behaviors
 - Practices/Procedures
 - Policies or Rules
 - Community Outlook

Components of a Logic Model: Long-Term Outcomes



- **Long-term outcomes = results occurring or maintained many months or even years following program completion/exposure**
 - Changes in:
 - Social environment
 - Health conditions
 - Political environment
 - Economic situation
 - Health indicators

Developing a Program/Logic Model

A Practical Tip: Work Backwards

- Start by identifying what you want to accomplish. Then figure out what needs to happen and the resources that you need.
- This approach fosters a focus on impacting the issue rather than current resources and limitations.

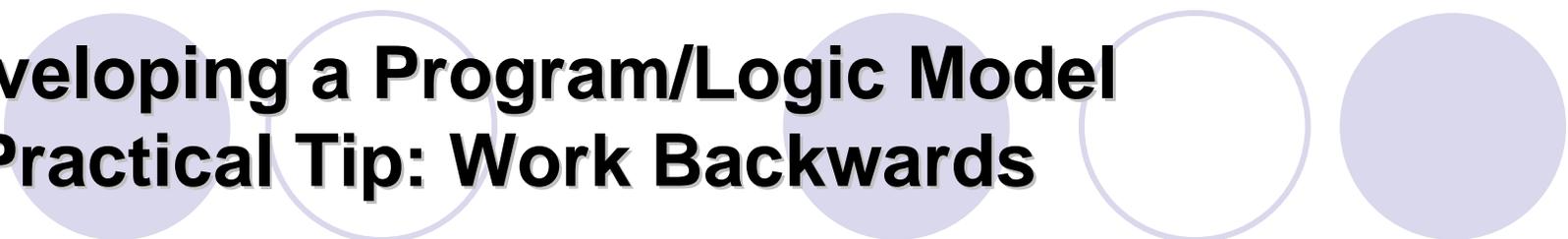
Some people see things that are and ask “why?” I dream things that never were and ask “why not?”

- Robert Kennedy quoting George Bernard Shaw



Developing a Program/Logic Model

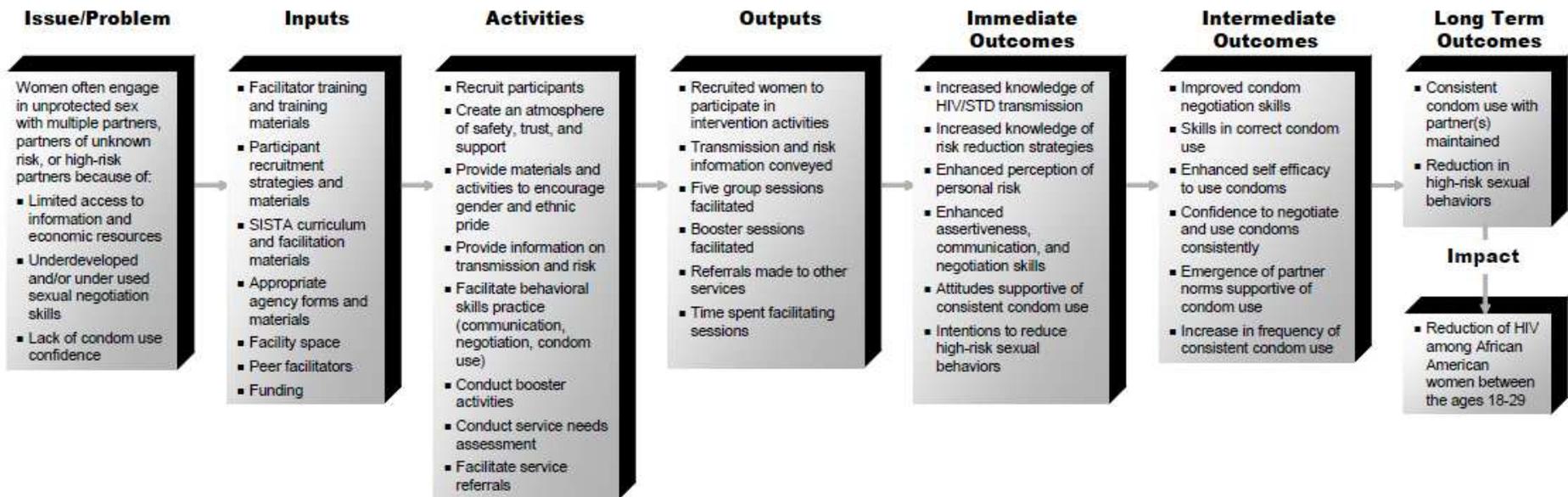
A Practical Tip: Work Backwards



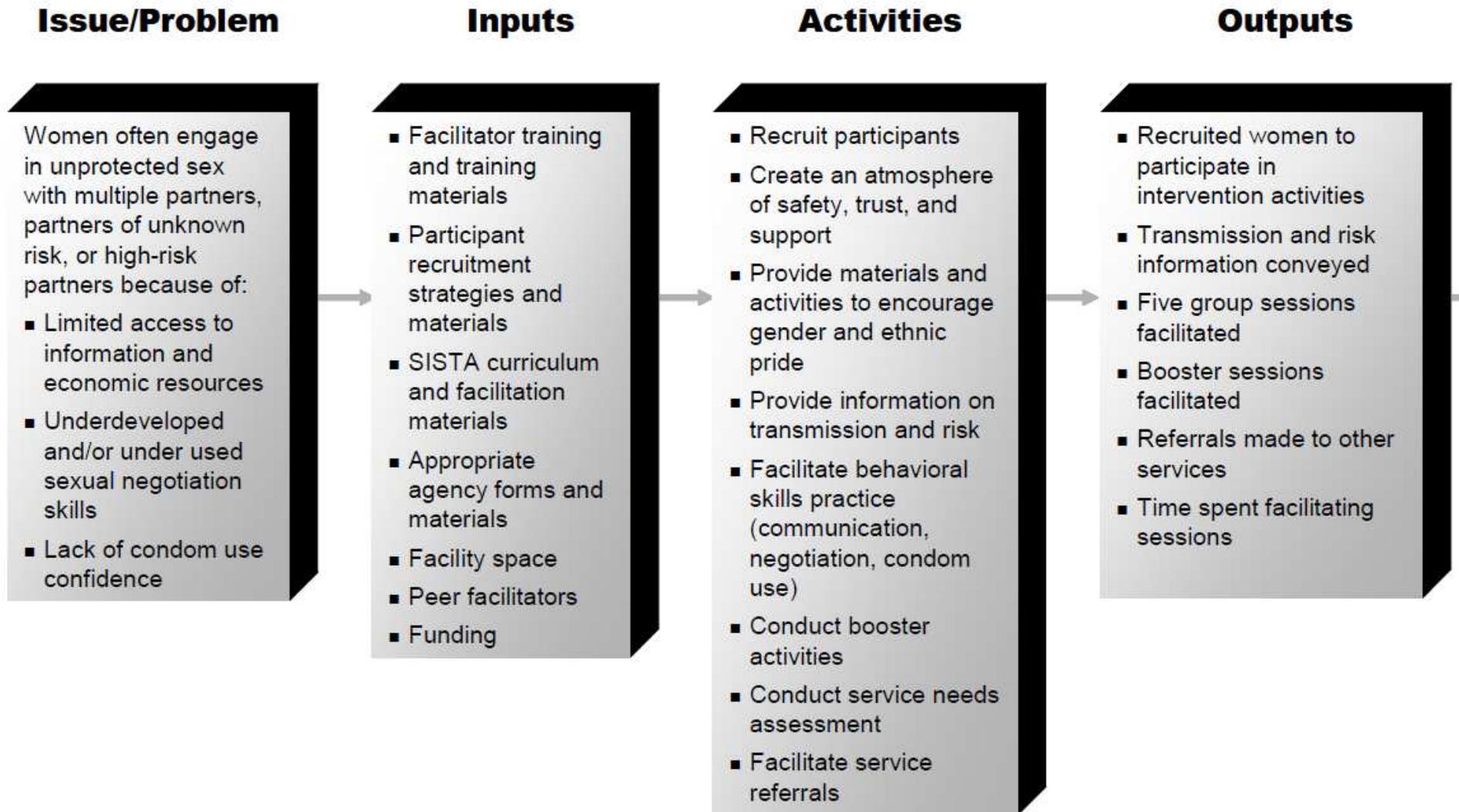
- Consider the following questions:
 - A. What is the current issue that you would like to impact?
 - B. What are the causes of this issue?
 - C. What change would you like to occur with this issue?
 - D. What behaviors have to change (communal or individual)?
 - E. What knowledge, skills, policies, or procedures must change in order to change these behaviors?
 - F. How can we promote or implement these changes?
 - G. What resources are needed to accomplish these tasks?

Logic Model Example

SISTA (SISTERS INFORMING SISTERS ON TOPICS OF AIDS) LOGIC MODEL



Logic Model Example



Logic Model Example

Immediate Outcomes

- Increased knowledge of HIV/STD transmission
- Increased knowledge of risk reduction strategies
- Enhanced perception of personal risk
- Enhanced assertiveness, communication, and negotiation skills
- Attitudes supportive of consistent condom use
- Intentions to reduce high-risk sexual behaviors

Intermediate Outcomes

- Improved condom negotiation skills
- Skills in correct condom use
- Enhanced self efficacy to use condoms
- Confidence to negotiate and use condoms consistently
- Emergence of partner norms supportive of condom use
- Increase in frequency of consistent condom use

Long Term Outcomes

- Consistent condom use with partner(s) maintained
- Reduction in high-risk sexual behaviors

Impact

- Reduction of HIV among African American women between the ages 18-29