Logic Models

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

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

**Issue/Problem**
- Women often engage in unprotected sex with multiple partners, partners of unknown risk, or high-risk partners because of:
  - Limited access to information and economic resources
  - Undeveloped and/or underused sexual negotiation skills
  - Lack of condom use confidence

**Inputs**
- Facilitator training and training materials
- Participant recruitment strategies and materials
- SISTA curriculum and facilitation materials
- Appropriate agency forms and materials
- Facility space
- Peer facilitators
- Funding

**Activities**
- Recruit participants
- Create a safe, supportive, and engaging environment
- Provide materials and activities to encourage gender and ethnic pride
- Provide information and feedback on transmission and risk
- Facilitate behavioral skills practice (communication, negotiation, condom use)
- Conduct booster activities
- Conduct service needs assessment
- Facilitate service referrals

**Outputs**
- Recruited women to participate in intervention activities
- Transmission and risk information conveyed
- Five group sessions facilitated
- Booster sessions facilitated
- Referrals made to other services
- Time spent facilitating sessions

**Immediate Outcomes**
- Increased knowledge of HIV/STD transmission
- Increased knowledge of risk reduction strategies
- Enhanced perception of personal risk
- Enhanced self-efficacy to use condoms
- Consistency to negotiate and use condoms
- Decrease in high-risk sexual behaviors

**Intermediate Outcomes**
- Improved condom negotiation skills
- Skills in correct condom use
- Consistency to negotiate and use condoms
- Increased 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
**Logic Model Example**

**Issue/Problem**
Women often engage in unprotected sex with multiple partners, partners of unknown risk, or high-risk partners because of:
- Limited access to information and economic resources
- Underdeveloped and/or underused sexual negotiation skills
- Lack of condom use confidence

**Inputs**
- Facilitator training and training materials
- Participant recruitment strategies and materials
- SISTA curriculum and facilitation materials
- Appropriate agency forms and materials
- Facility space
- Peer facilitators
- Funding

**Activities**
- Recruit participants
- Create an atmosphere of safety, trust, and support
- Provide materials and activities to encourage gender and ethnic pride
- Provide information on transmission and risk
- Facilitate behavioral skills practice (communication, negotiation, condom use)
- Conduct booster activities
- Conduct service needs assessment
- Facilitate service referrals

**Outputs**
- Recruited women to participate in intervention activities
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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