

# Logic Models & Theory of Change Basics with Communities Count

A Communities of Opportunity Workshop

October 10, 2019

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## PURPOSE OF THIS WORKSHOP

Through this workshop we aim to equip attendees with the knowledge and tools **to build local evaluation capacity** that utilizes a strong equity approach to **highlight** your organization's **strengths** as well as **identify opportunities for new or continued** program investment and development.



1. What is a logic model?
2. Why use a logic model?
3. What is a good logic model?
4. How to test a logic model
5. Creating a logic model

Start with introductions. Name, org, prior exposure to logic models, the program or strategy you want to model.



## What is a logic model & theory of change?

Key points – define activities/outputs vs outcomes. Make sure if/then concept clear to all

A great tool to help guide evaluation is a theory of change, or a logic model. Theory of change – can be as simple as a series of sentences. Logic model articulates theory of change, and basic structure shown here.

Definitions -

**Inputs** are the various resources available to support the strategy/program (e.g., staff, materials, curricula, funding, equipment)

**Activities** are the action components of the strategy/program (e.g. develop or select a curriculum, write a plan, implement a curriculum, train educators, pull together a coalition). These are sometimes referred to as *process objectives*.

**Outcomes** are the intended accomplishments of the strategy/program. They include short-term, intermediate, and long-term or distal outcomes.



Imagine you are hungry. How do we address it and show this in a logic model?

This is basic application. Maybe use white board.... How might we address issue of your hunger?

Group discussion/ideas.

Then click to show example..... Then ask – what assumptions did we make when we created this logic model, this logical progression?

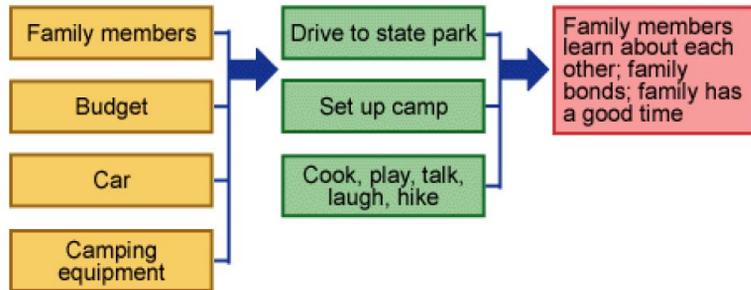
(animated slide....)

Imagine you are planning a camping trip to Rainier.

How can we use a logic model to represent the effort?



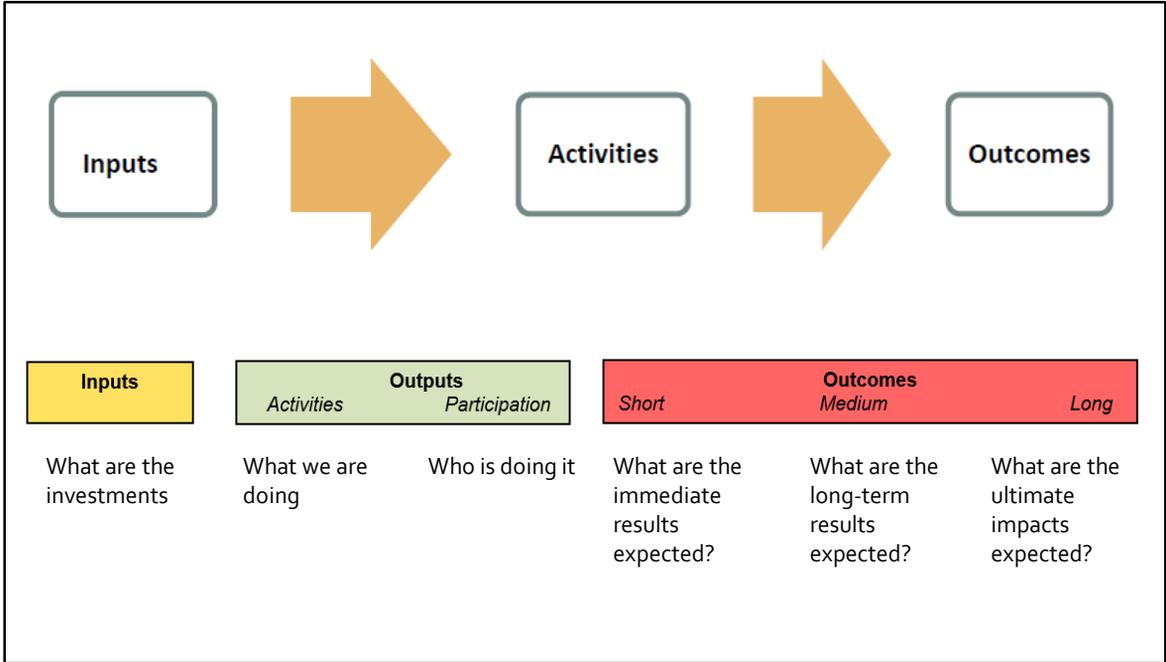
A logic model for a family vacation -



Here is a more complicated example. Camping trip – what are the inputs? Activities? Outcomes we are aiming for?

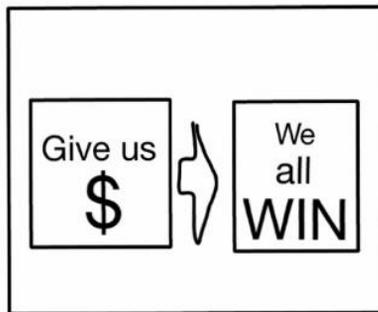
Then click to show U of Wisconsin extension example.....

Reference is UW logic model training (see last slide)



One common template is flowchart or table. (review key questions per category).

Why use a logic model?



Here is our new simplified logic model



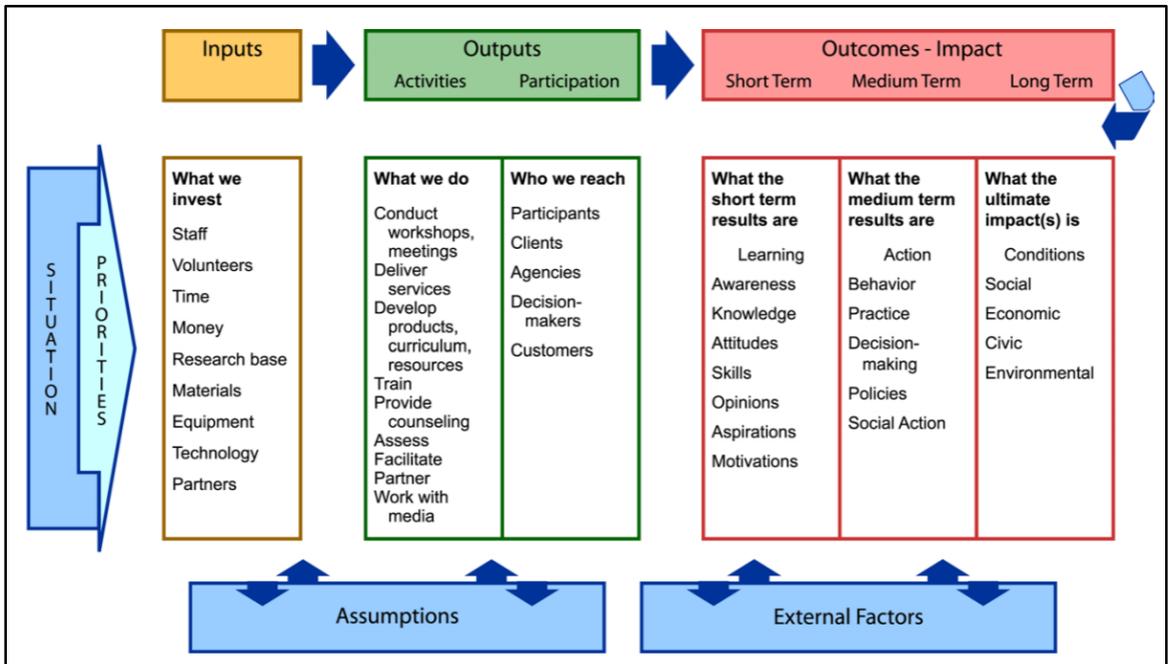
Why might a funder request a logic model, how might one be useful?

Effective logic models help us plan, implement, evaluate, and communicate.

References:

Taylor-Powell, E., & Henert, E. (2008) *Developing a logic model: Teaching and training guide*. Madison, WI: University of Wisconsin-Extension, Cooperative Extension, Program Development and Evaluation. <http://www.uwex.edu/ces/pdande>

Image/cartoon from fullspectrum.com



This is a guide created by UW Extension to help illustrate categories, and the various types of information that are often included.

**Appendix B  
Logic Model Template**

<http://prezi.com/nq6lm8enl87f/tearless-logic-models/>

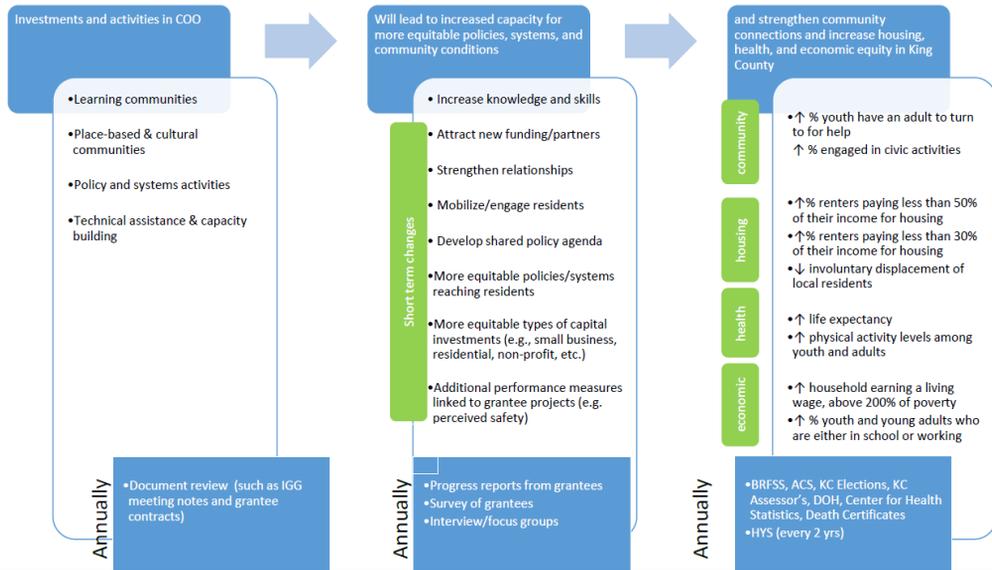
<i>TARGET POP</i>	<i>INPUTS</i>	<i>ACTIVITIES</i>	<i>OUTPUTS</i>	<i>SHORT TERM OUTCOMES</i>	<i>INTERMEDIATE OUTCOMES</i>	<i>LONG TERM OUTCOMES</i>	<i>ANTICIPATED IMPACTS</i>
Who will directly benefit?	Resources dedicated to or consumed by our effort	What we do - in quantifiable terms	Direct products of our activities	Initial changes in the condition, knowledge, attitudes, beliefs, skills.	Resulting behavior change	Changes in policies, programs and practices	Longer term indicators of impact
<b>Questions:</b> <ul style="list-style-type: none"> <li>• What's our intention here?</li> <li>• Who benefits directly?</li> <li>• What assumptions should we challenge about who we target?</li> </ul>	<b>Questions:</b> <ul style="list-style-type: none"> <li>• What resources are needed and what will they cost?</li> <li>• Do we have the right organizational structure to implement desired changes?</li> <li>• What other resources should we bring to this process?</li> </ul>	<b>Questions:</b> <ul style="list-style-type: none"> <li>• What would it take to create change?</li> <li>• What activities must we undertake to achieve measurable results?</li> </ul>	<b>Questions:</b> <ul style="list-style-type: none"> <li>• What will we produce?</li> <li>• How will we count it?</li> <li>• What portfolio of services will lead to the change we desire?</li> </ul>	<b>Questions:</b> <ul style="list-style-type: none"> <li>• Who or what would change and how?</li> <li>• What are the outcomes for which we want to be held accountable?</li> </ul>	<b>Questions:</b> <ul style="list-style-type: none"> <li>• Who would change and how?</li> <li>• What are the outcomes for which we want to be held accountable?</li> </ul>	<b>Questions:</b> <ul style="list-style-type: none"> <li>• What's possible and who cares?</li> <li>• What are the outcomes for which we want to be held accountable?</li> </ul>	<b>Questions:</b> <ul style="list-style-type: none"> <li>• If we got it right...</li> <li>• What's worth our best effort?</li> </ul>

The tearless logic model

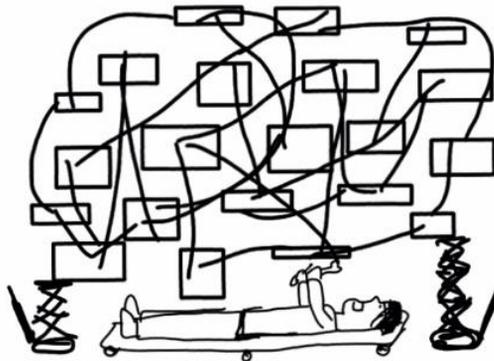
Source: <https://www.gjcpc.org/pdfs/2011-0010-tool.pdf>



Evaluation question: To what extent and in what ways have the initiative's cross-cutting strategies strengthened community connections and increased equity (by race, place, and income) in housing, health, and economic conditions in King County?



What is a good logic model?



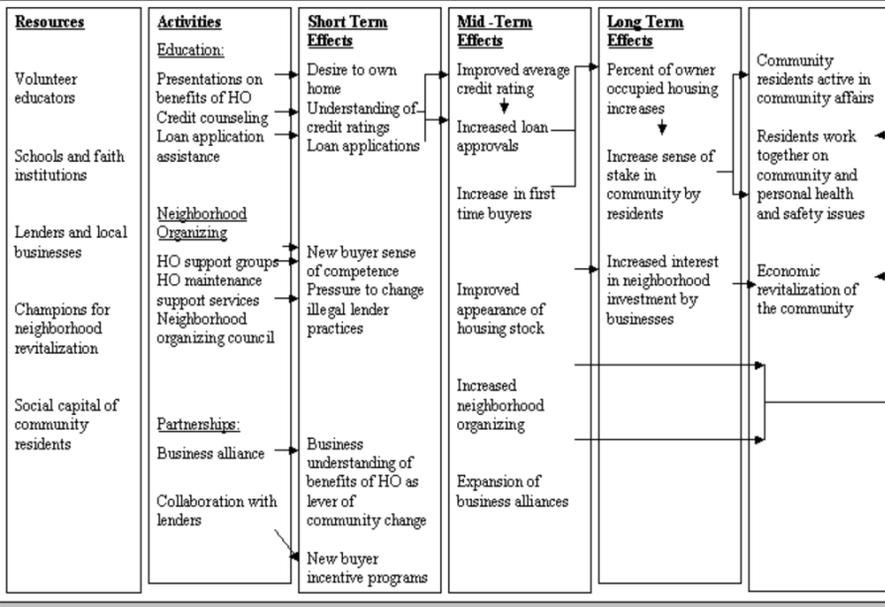
So, I'm guessing this is for a comprehensive program-level intervention

[freshspectrum.com](http://freshspectrum.com)

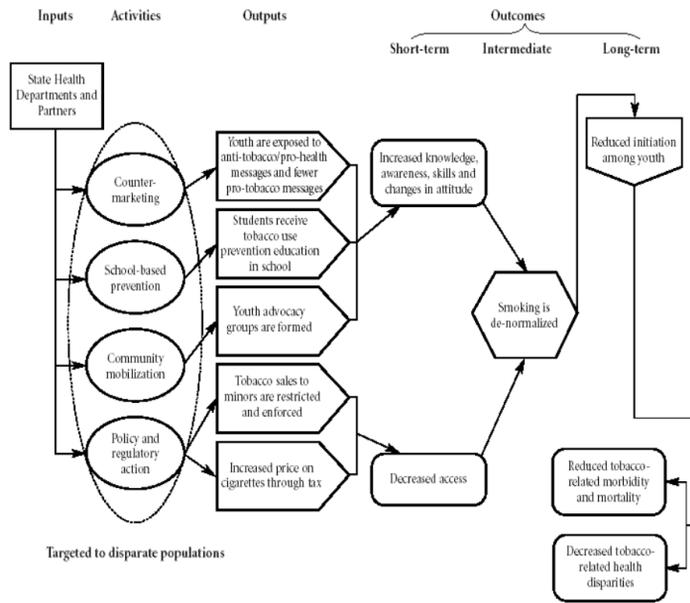
The logic model should be easy to understand and reflect the intent of your efforts.

Then it can inform your planning, implementation, evaluation and support communication about your work.

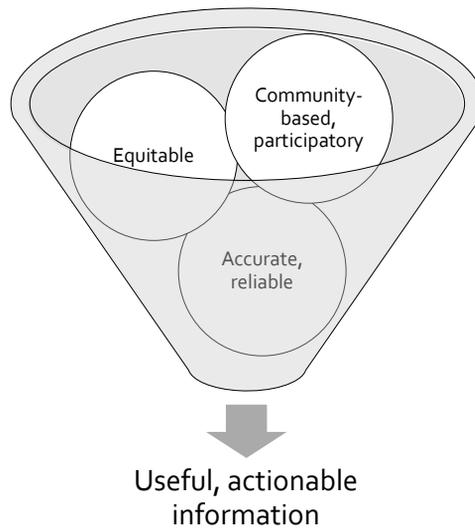
**HOME (Home Ownership Mobilization Effort) - Zoom-In Model**



Logic model for preventing the initiation of tobacco use among young people



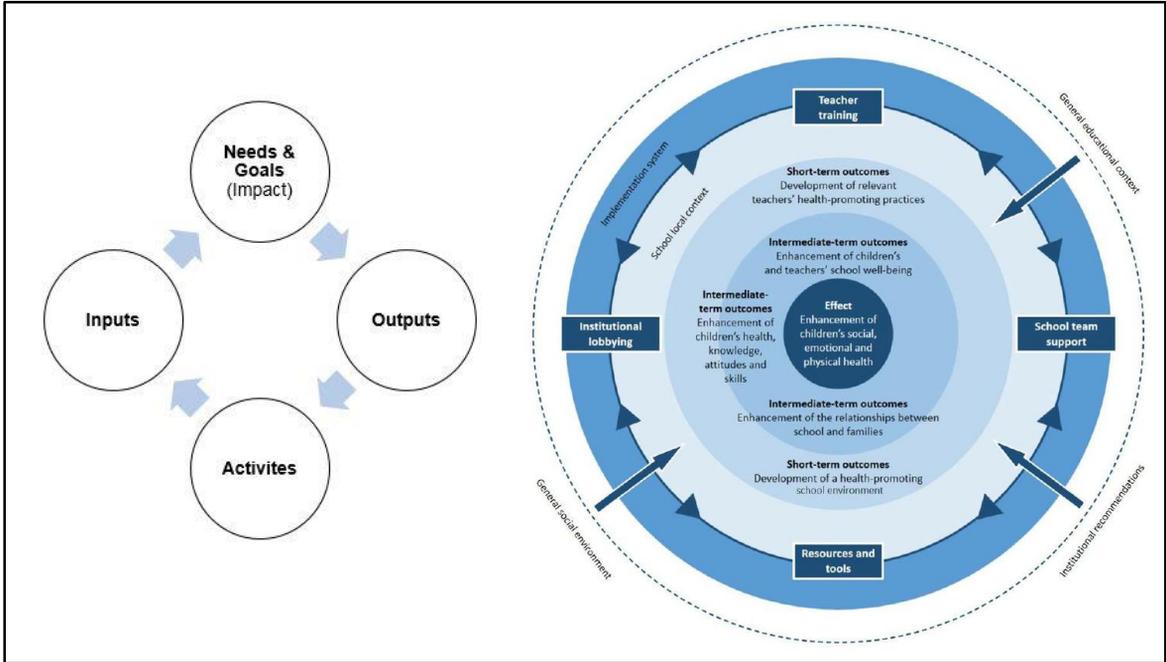
What is a good logic model?



Some of you might have seen this graphic to illustrate what a good evaluation is, and these criteria apply to logic models as well.

## Creating a logic model

- Can you adapt and change format to meet community needs and help facilitate understanding? *Yes.*
- Does it have to be linear? *No.*
- Is there a “right” way to creating a logic model? *No.*
- Could I use a simple chain of if...then statements? *Yes.*
- Can I create multi-level or multiple, linked logic models? *Yes.*
- Can I fold evaluation into my logic model? *Yes.*



The left is one person's reframe of the linear logic model (Rachelbookhart.com)

And the one on the right is from a health promotion program.

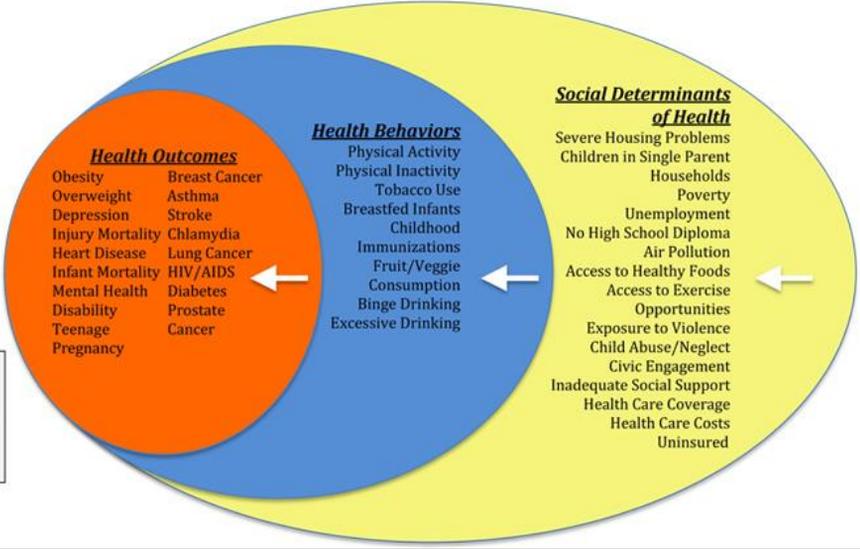
**Logic Model (Circular) for GRAAHI's Health Equity Index**

Grand Rapids African American Health Institute (GRAAHI)



You

**Health outcomes** are more visible and cause more pain and disability, while **health behaviors** and **social determinants of health** affect your health in more indirect ways.



## How to test a logic model

- Ask these questions:
  - Does logic model show all important activities and services?
  - Are outcomes clear and realistic? Are they meaningful?
  - Are connections between components (inputs, activities, participants, outcomes) logical?
  - Do we have evidence to support the connections?
- Run the logic model by community members, others and ask what they see

## Creating your logic model

1. What is the purpose of the logic model, who will use it and what for?
2. Who should participate, review it?
3. What will the logic model depict – program, comprehensive effort? How detailed should it be?
4. What is the situation, and what are we assuming?
5. What do we know about the participants, potential challenges?

I often start with 3 post-it notes, or a sheet of paper – one per column. Inputs, activities, outcomes.

If you are working in a group, it can be easiest to start with activities.

Sometimes working backward is easiest – start with longterm goals and work back to activities and inputs.

Reference handout

## Additional Resources

### Video References

- [Logic model overview](#) (10 minutes)
- [Dr. E Robinson's logic model introduction](#) (10 minutes)
- [Theory of Change with HIV example](#) (4 minutes)
- [Theory of change explained](#) (5.5 minutes with wardrobe example)

### Written References

- [W.K. Kellogg Foundation Logic Model Development Guide](#)
- [University of Wisconsin Extension Logic Model Templates, Guides and Online Training](#)
- [Centers for Disease Control & Prevention's Logic Model advice](#)

Kellogg guide: <https://www.wkkf.org/resource-directory/resource/2006/02/wk-kellogg-foundation-logic-model-development-guide>

UW Extension: <https://fyi.extension.wisc.edu/programdevelopment/logic-models/>

CDC: <https://www.cdc.gov/eval/logicmodels/index.htm>

Logic Model Video Overview: <https://www.youtube.com/watch?v=IHEp0gJRTwI>

Dr. Erin Robinson's Logic model introduction:  
<https://www.youtube.com/watch?v=7ASq6JHINpQ> (ten minutes)

Video Introductions to Theory of Change:

Theory of change: [https://www.youtube.com/watch?v=6zRre\\_gB6A4](https://www.youtube.com/watch?v=6zRre_gB6A4) (uses HIV prevention as an example)

Theory of change: <https://www.youtube.com/watch?v=BJDN0cpxJv4> (starts with

building a wardrobe as an example)

## Upcoming workshops



**Communities  
Count**

### **Logic models: what they are and how they can help**

Target audience: staff who want to describe a strategy/program and/or plan an evaluation.

Content: what a theory of change and logic models are, how they can be useful, and how to develop your own logic model. Practice included.

November 7, 2019; 10-noon pm

Location: White Center Library, 1409 SW 107th St, Seattle

Register: <https://logicmodelscommunitiescount.eventbrite.com>

### **Data analysis using excel/google sheets**

Target audience: staff with data to analyze and little to no experience doing so.

Content: Analysis tips and techniques, best practices for storing and protecting your data, and time for questions and practice. Please bring a laptop and data if you would like to practice skills covered in the workshop.

November 21, 2019; 1-2:30 pm

Location: Rainier Beach Library, 9125 Rainier Ave S, Seattle

Register:

<https://dataanalysiscommunitiescount.eventbrite.com>

How do we  
request  
assistance, or  
ask questions  
about  
assistance?



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email [CommunitiesCount@kingcounty.gov](mailto:CommunitiesCount@kingcounty.gov)

Or Contact Kris Johnson

[krijohnson@kingcounty.gov](mailto:krijohnson@kingcounty.gov), (206) 263-0245

Communities Count, Public Health Seattle & King County