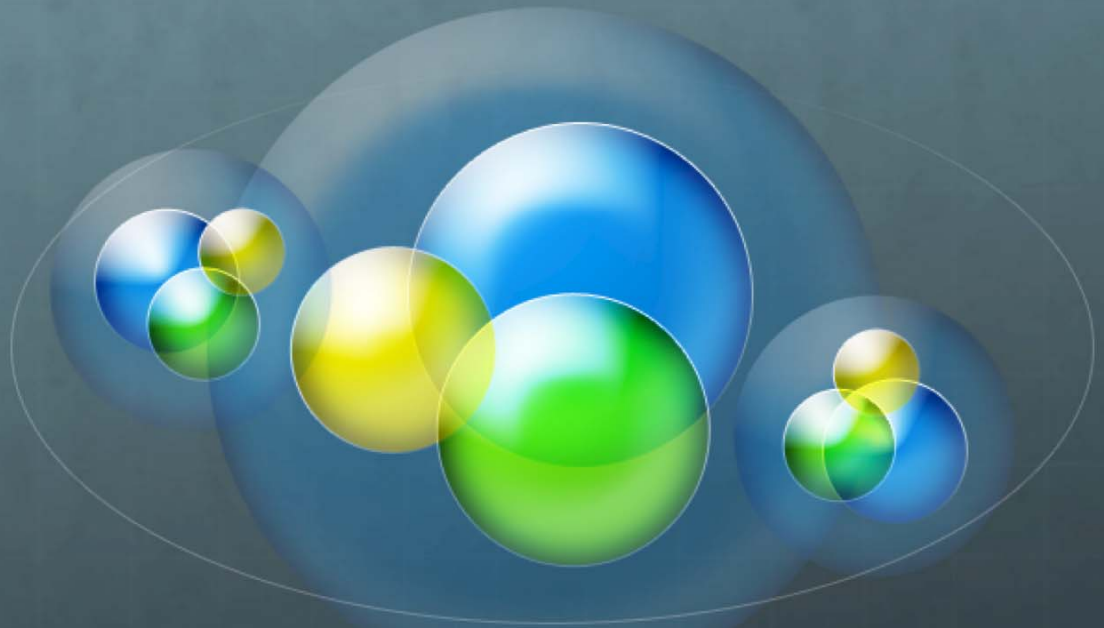
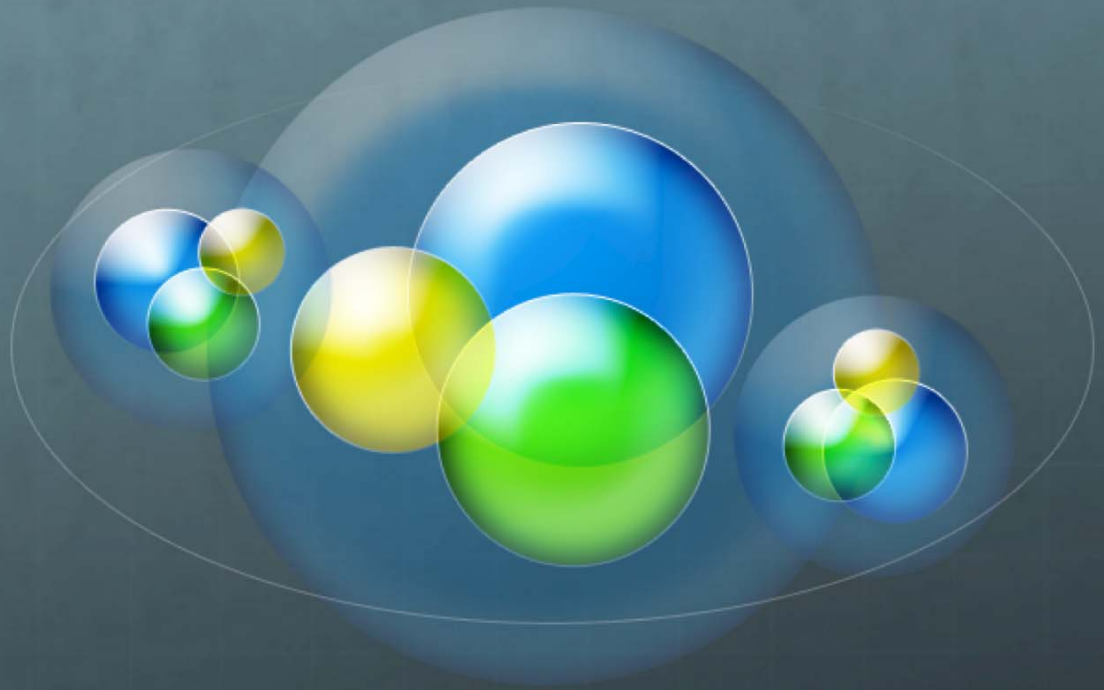


Where's the Logic in Logic Modeling

National Indian Health Board

Objectives

- By the end of this webinar, participants will be able to …
  - Describe the basic component of a behavioral change logic model
  - Describe how to use a logic model



Overview of Logic Models

Definition of a Logic Model

A logic model describes the main elements of an intervention and how they sequentially work together to address a specific problem or issue in a given population

Logic Models

- Are simply a picture that describes a program and its inner workings
  - Flow chart
  - Diagram
- Are made far more complicated than they need to be

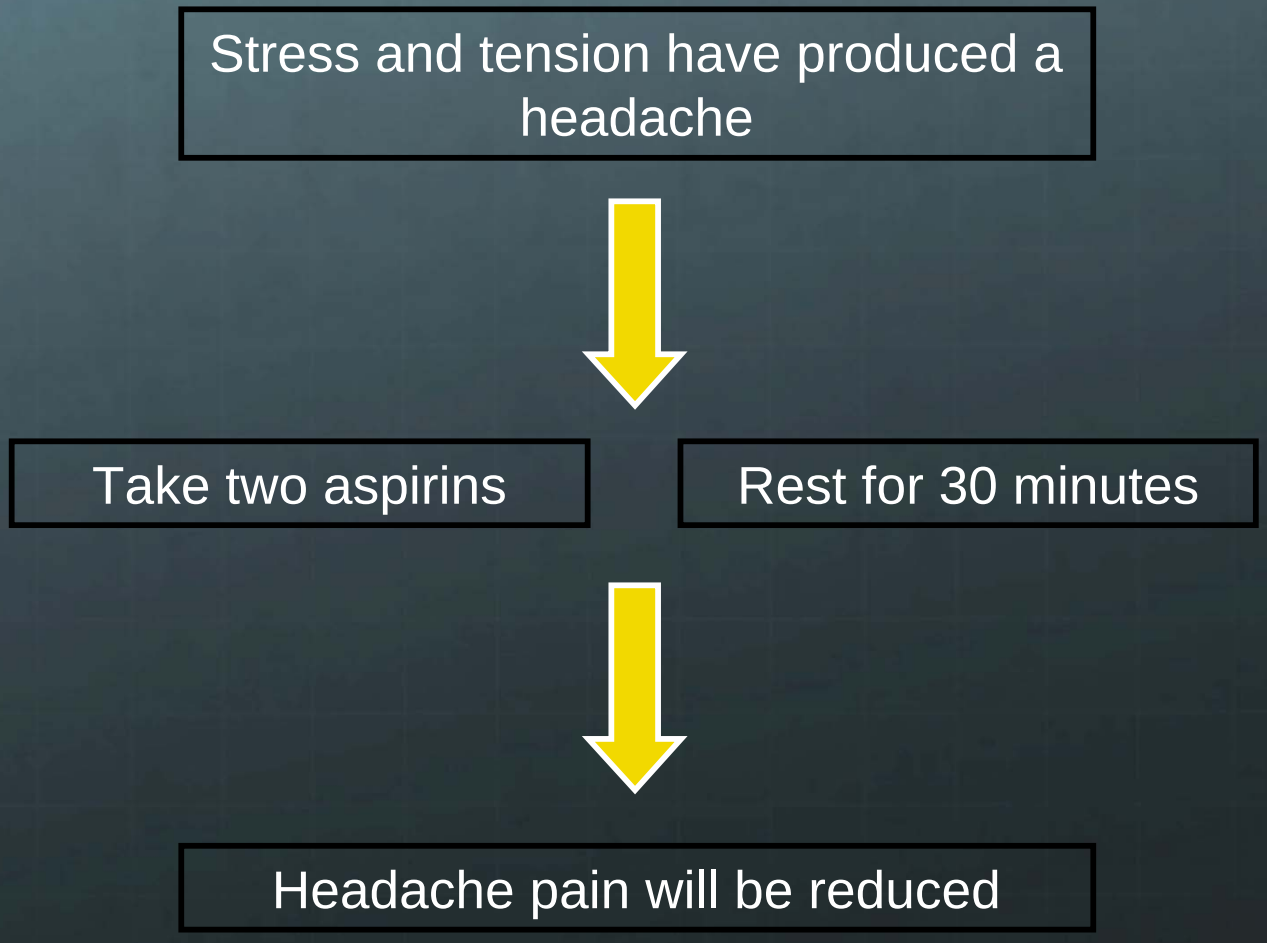
Logic Models

- In our field, we create logic models to describe:
  - Evaluation plans
  - Community assessments
  - Prevention programs
  - Behavior change
- We further dissect problems so that we can more finely tune our programs

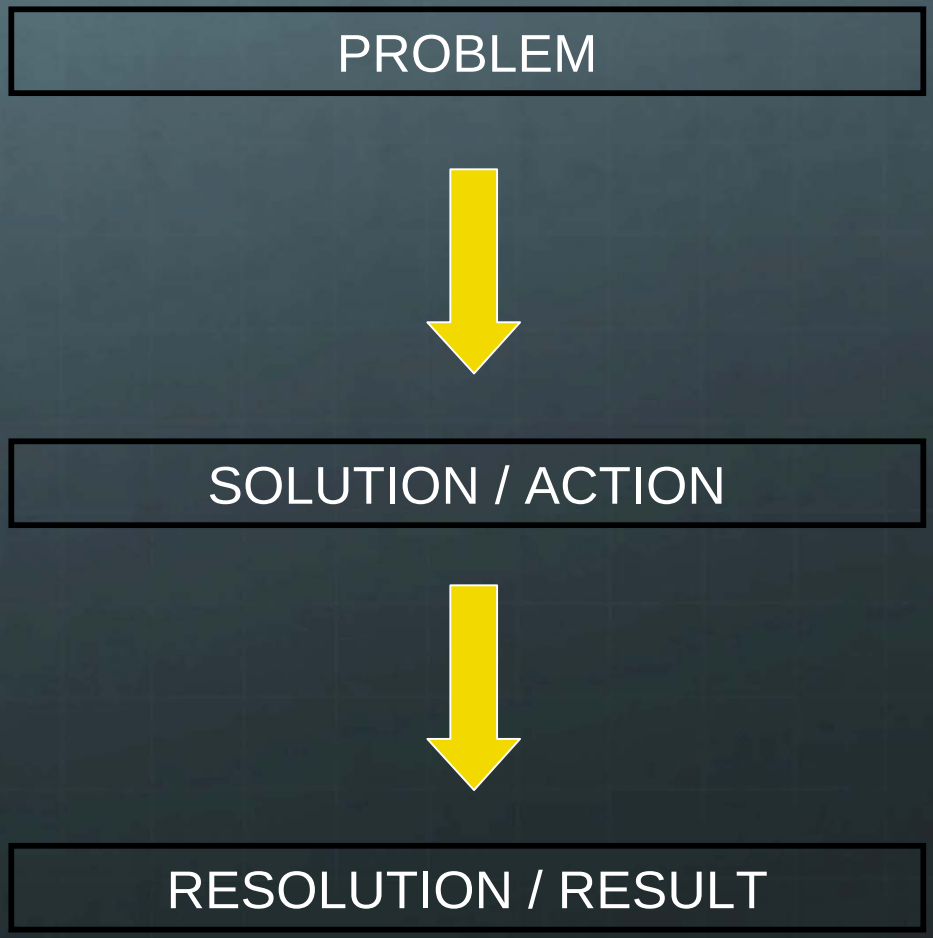
YOU HAVE A HEADACHE!!!!!!

What do you do?

Show Obvious Relationships



Logical Progression to Solving a Problem

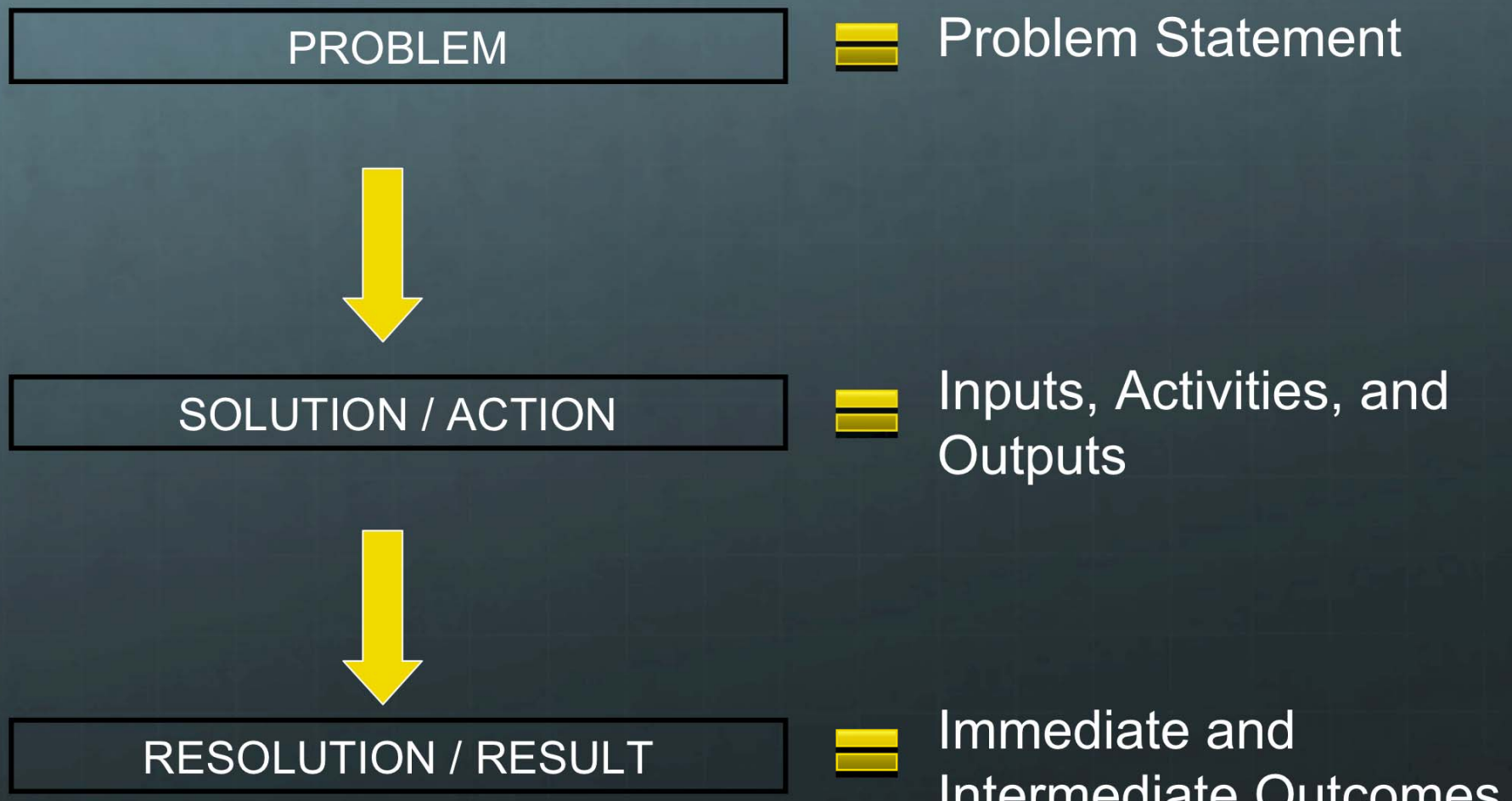


The Process

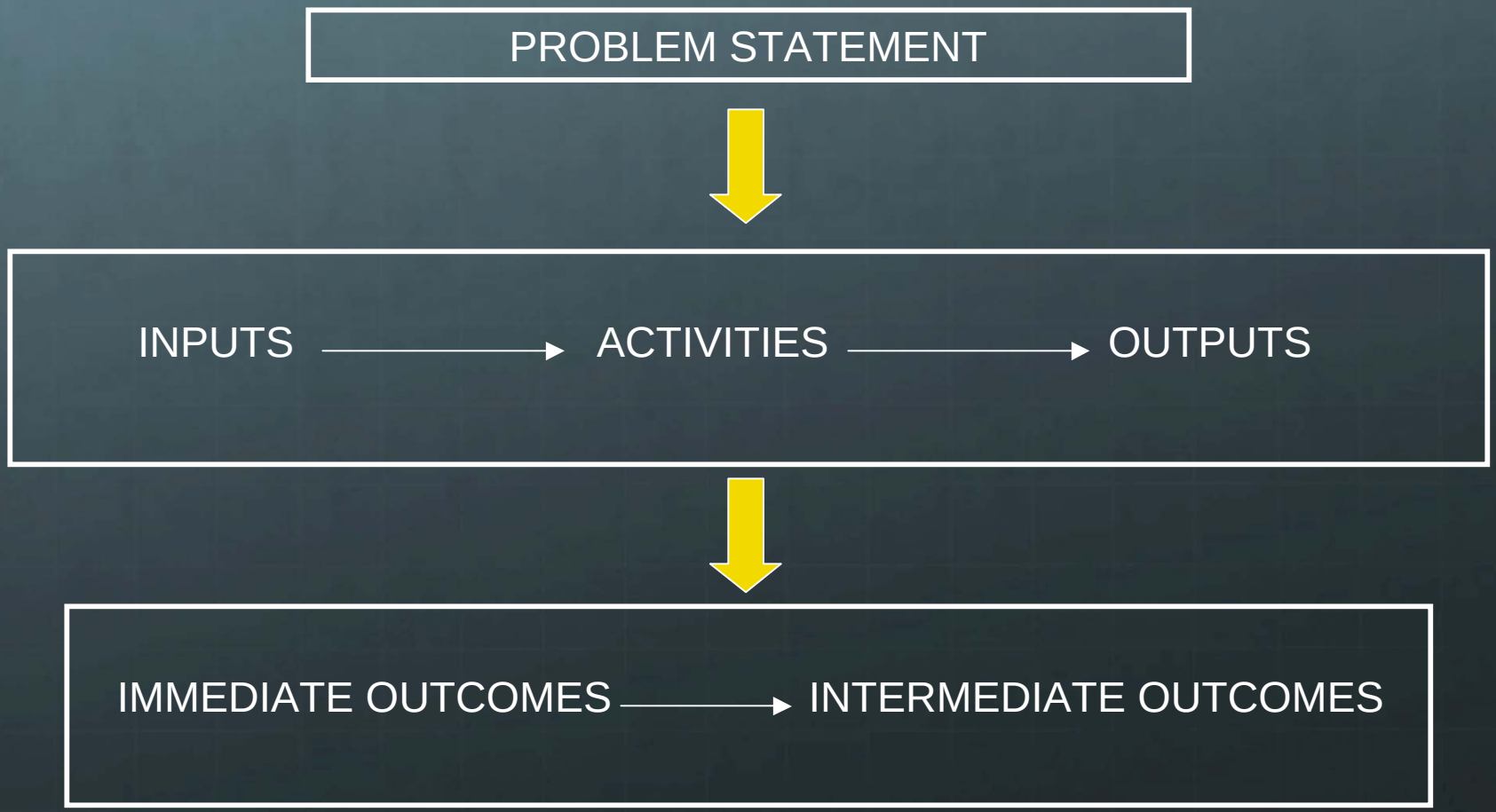
Starts with an observation and then follows a "but why?" line of reasoning to identify causes

Then you implement the solution … and monitor the outcome

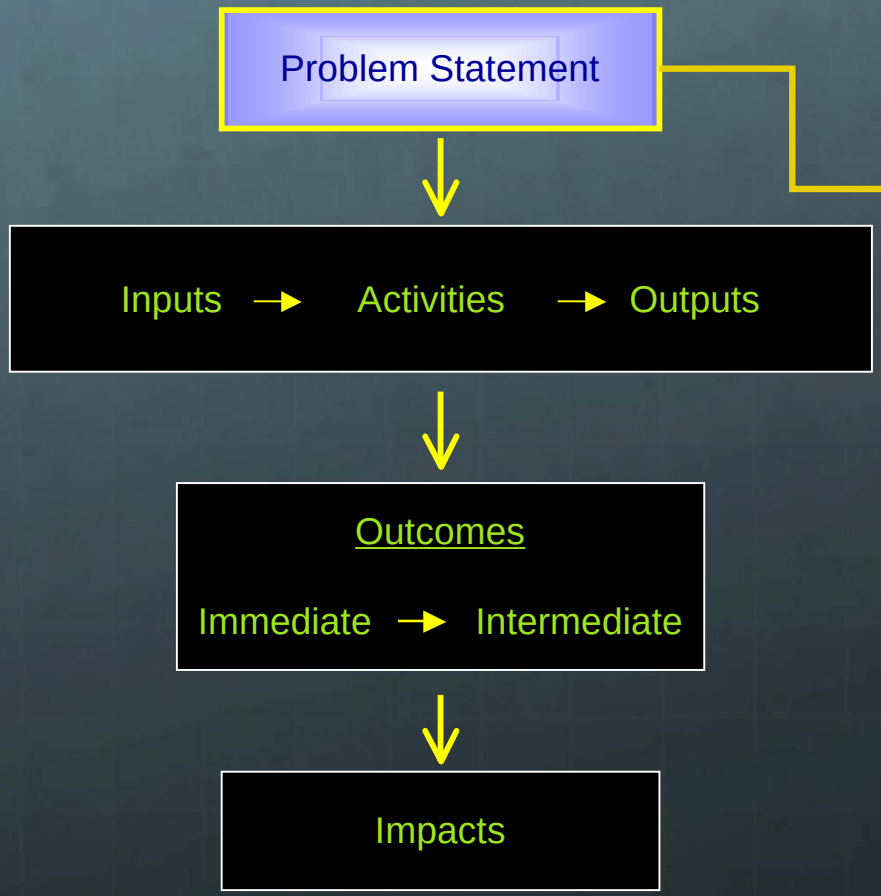
Elements of the Logic Model



Flow of a Logic Model

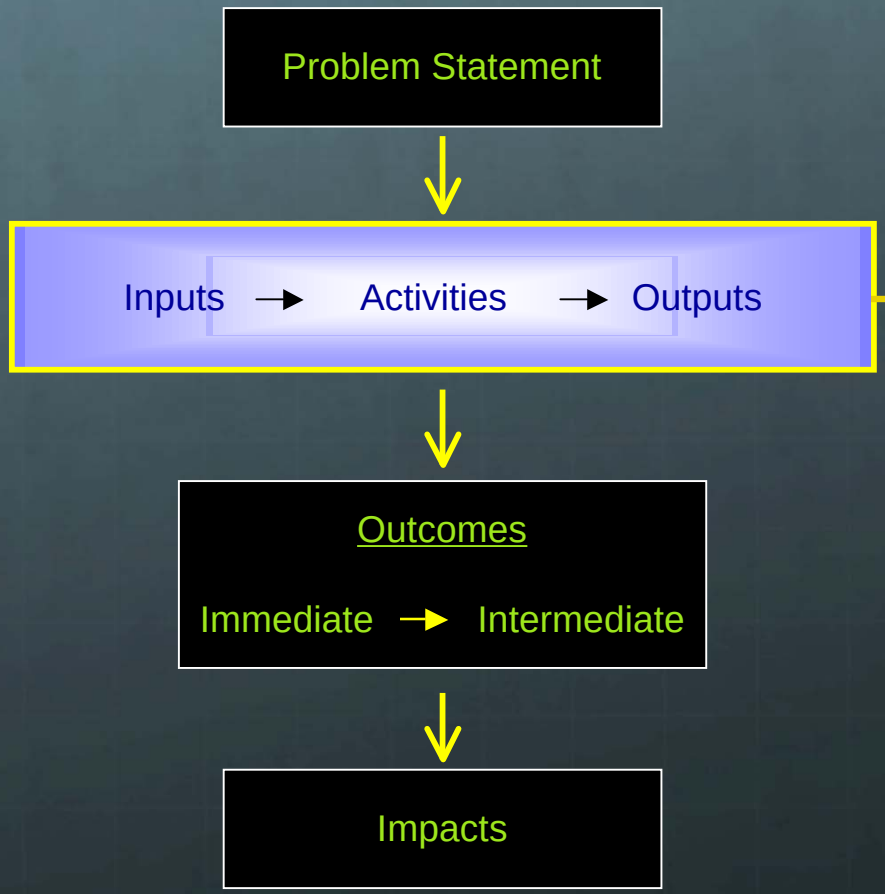


Definitions of Logic Model Components



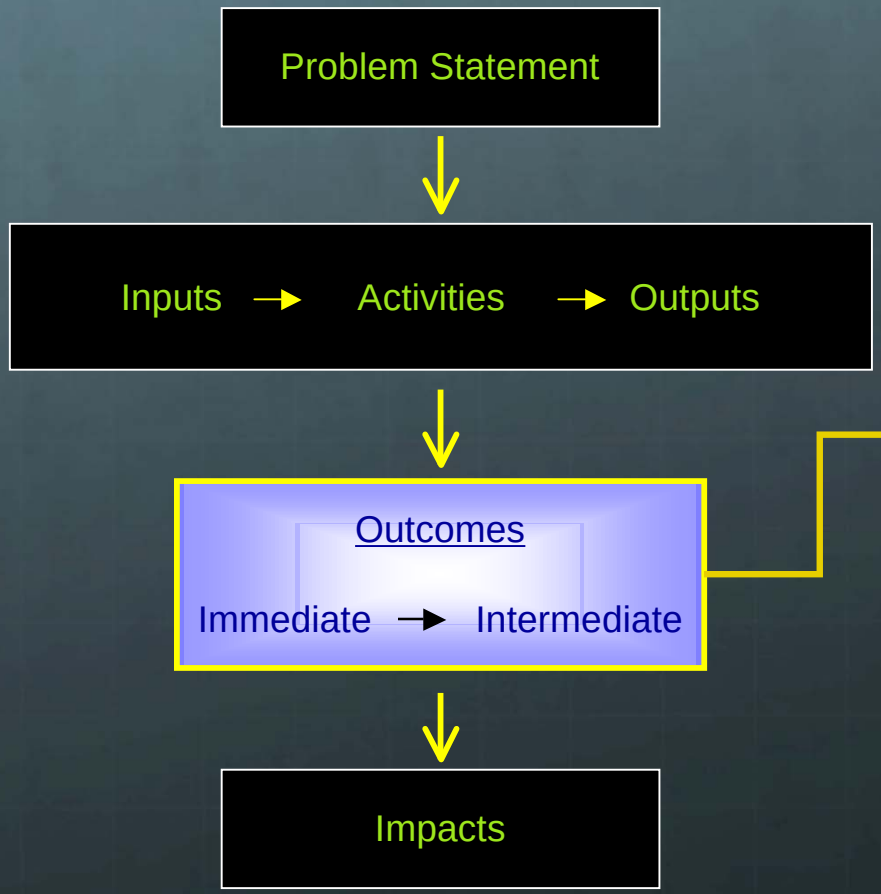
- **Problem Statement:** Description of the behaviors, causes, and context placing a specific population at risk.
- Causes that put a population at risk may include: knowledge, attitudes, beliefs, behaviors, skills, access, policies, or environmental conditions
- The problem is statement should be the result of an assessment or research

Definitions of Logic Model Components



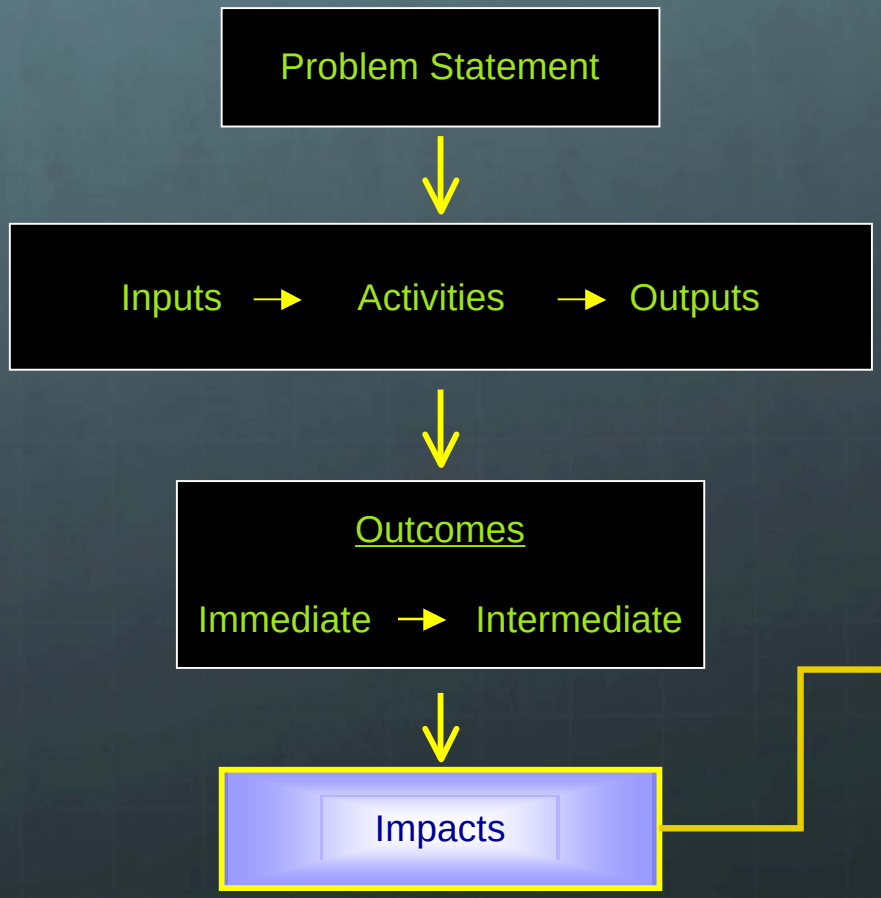
- **Inputs:** Resources used in an program (such as money, staff, curricula, and materials)
- **Activities:** Services that the intervention provides to accomplish its objectives (such as outreach, materials distribution, counseling sessions, workshops, and training)
- **Outputs:** Direct products or deliverables of the intervention, (such as intervention sessions completed, people reached, and materials distributed)

Definitions of Logic Model Components



- **Immediate Outcomes:** Immediate results of the intervention (such as changes in knowledge, attitudes, beliefs, and skills)
- **Intermediate Outcomes:** Intervention results that occur some time after the intervention is completed (such as changes in behaviors, skills, access, policies, and environmental conditions)

Definitions of Logic Model Components



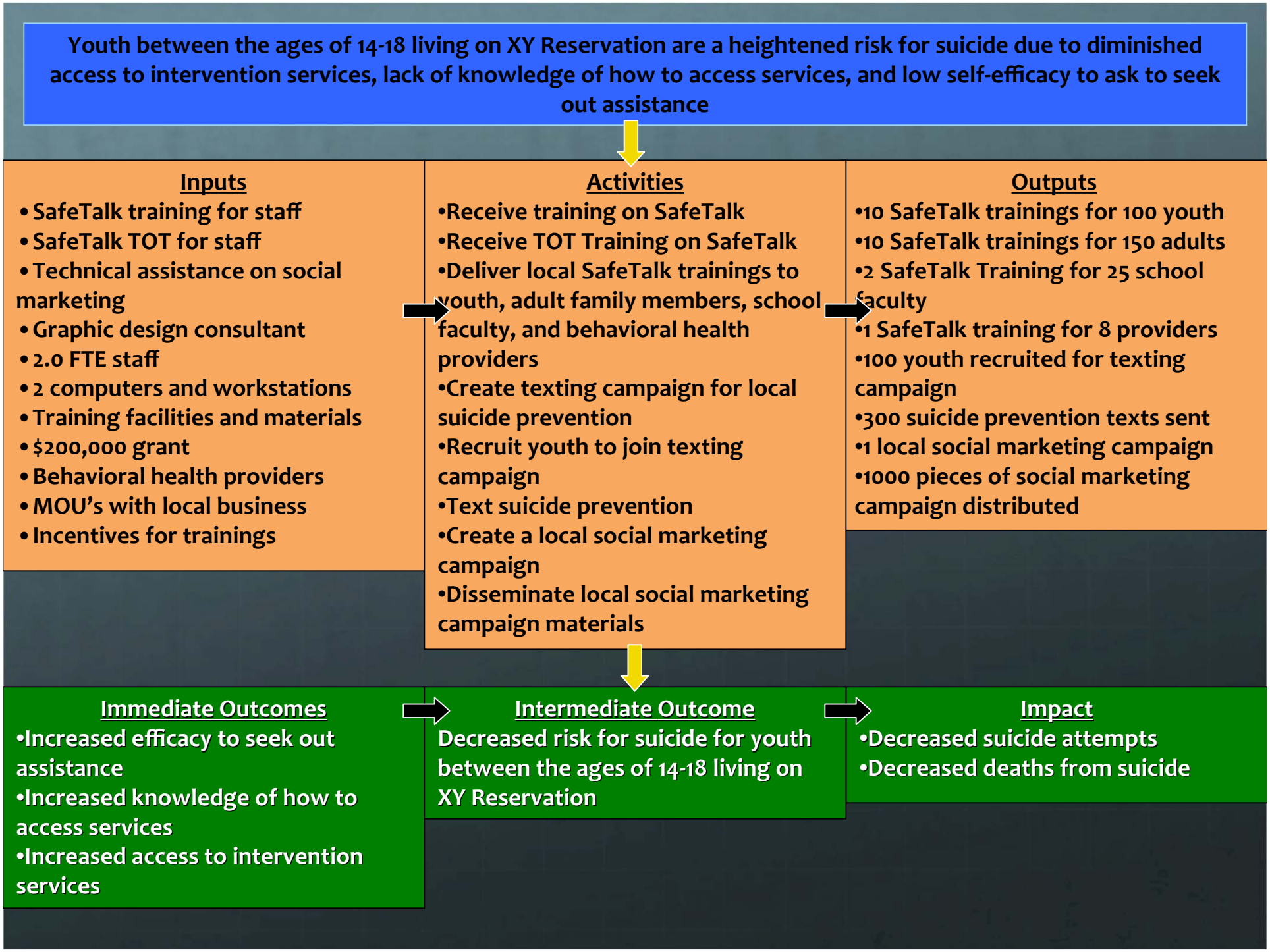
- **Impacts:** Long-term results of one or more interventions over time (such as changes in suicide rates)
- Can be within a larger area or within a confined area

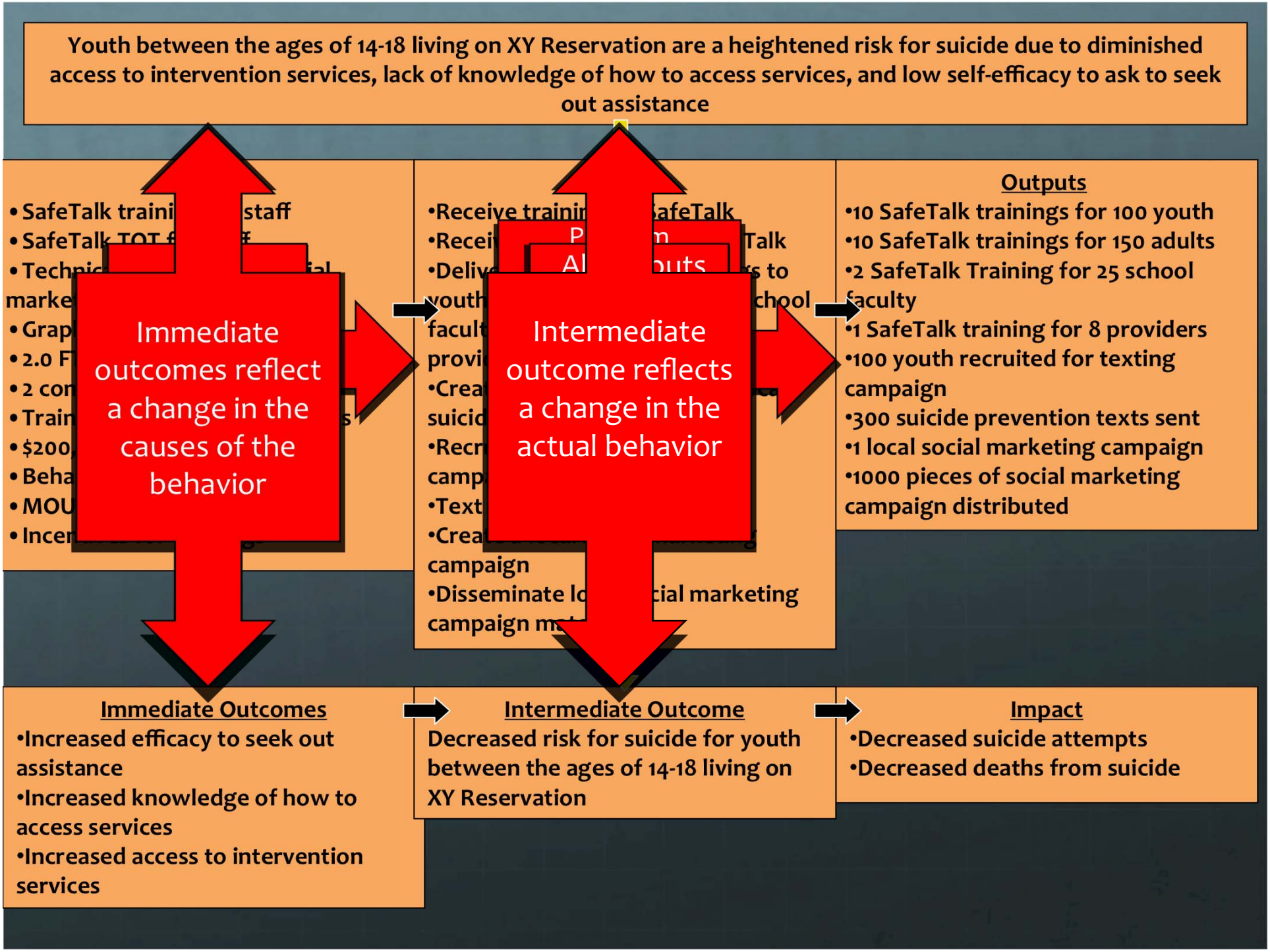
The Logic of a Logic Model

- The problem statement contains:
  - Statement of risk behavior
  - Statement of the causes (behavioral determinants)
  - Specifies the population engaging in the risk behavior
- Activities directly address behavioral determinants
  - Large programs generally have many activities
- Immediate outcomes show a change in behavioral determinants
- Intermediate outcomes show a change in actual risk behavior

Tips for Writing a Logic Model

- Inputs are what you need to do your activities
- Activities start with verbs
  - Conduct, Distribute, etc.
- Outputs are also called deliverables
- Outputs are almost always associated with numbers
- Outcomes use words to indicate a change shift
- Immediate outcomes lead to intermediate outcomes


Youth between the ages of 14-18 living on XY Reservation are a heightened risk for suicide due to diminished access to intervention services, lack of knowledge of how to access services, and low self-efficacy to ask to seek out assistance
Inputs
• SafeTalk training for staff
• SafeTalk TOT for staff
• Technical assistance on social marketing
• Graphic design consultant
• 2.0 FTE staff
• 2 computers and workstations
• Training facilities and materials
• $200,000 grant
• Behavioral health providers
• MOU's with local business
• Incentives for trainings
Activities
•Receive training on SafeTalk
•Receive TOT Training on SafeTalk
•Deliver local SafeTalk trainings to youth, adult family members, school faculty, and behavioral health providers
•Create texting campaign for local suicide prevention
•Recruit youth to join texting campaign
•Text suicide prevention
•Create a local social marketing campaign
•Disseminate local social marketing campaign materials
Outputs
•10 SafeTalk trainings for 100 youth
•10 SafeTalk trainings for 150 adults
•2 SafeTalk Training for 25 school faculty
•1 SafeTalk training for 8 providers
•100 youth recruited for texting campaign
•300 suicide prevention texts sent
•1 local social marketing campaign
•1000 pieces of social marketing campaign distributed
Immediate Outcomes
•Increased efficacy to seek out assistance
•Increased knowledge of how to access services
•Increased access to intervention services
Intermediate Outcome
Decreased risk for suicide for youth between the ages of 14-18 living on XY Reservation
Impact
•Decreased suicide attempts
•Decreased deaths from suicide


Youth between the ages of 14-18 living on XY Reservation are a heightened risk for suicide due to diminished access to intervention services, lack of knowledge of how to access services, and low self-efficacy to ask to seek out assistance
Immediate outcomes reflect a change in the causes of the behavior
Intermediate outcome reflects a change in the actual behavior
Outputs
•10 SafeTalk trainings for 100 youth
•10 SafeTalk trainings for 150 adults
•2 SafeTalk Training for 25 school faculty
•1 SafeTalk training for 8 providers
•100 youth recruited for texting campaign
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Immediate Outcomes
•Increased efficacy to seek out assistance
•Increased knowledge of how to access services
•Increased access to intervention services
Intermediate Outcome
Decreased risk for suicide for youth between the ages of 14-18 living on XY Reservation
Impact
•Decreased suicide attempts
•Decreased deaths from suicide

What Can Happen if Your Logic Model is Illogical

Why Use Logic Models?

Benefits of Using a Capacity Building Logic Model

- Shows the internal logical consistency of the program and helps to identify gaps in the plan
- Makes the intended outcomes of the intervention clear so that planners can determine whether the intended activities are appropriate and realistic
- Helps in monitoring progress by providing a clear plan for an intended intervention

Benefits of Using a Capacity Building Logic Model

- Ensures that everybody (planners, managers, grant writers, line staff, funders, community members, and others) are all on the same page
- Great tool for continuity
- Ensures concrete effective programming
- Seeks to ensure that the problem statement is based on evidence and not assumption

Using the Logic Model to Construct a Workplan

- Using the activities component, begin to construct incremental tasks needed to accomplish each activity
- Construct a Gantt Chart to supplement the workplans
- Doing the Workplan will also help you to validate how many staff are needed to accomplish each task and activity
- The activities can then be grouped into objectives and goals

Using Logic Model to Guide Evaluation Planning

- Helps to focus evaluation questions
- Process Monitoring and Evaluation
  - Create Process Objectives (generally around the outputs)
    - By the end of the 4th month, 1 social marketing campaign will have been created
- Outcome Monitoring and Evaluation
  - Create Outcome Objectives (for both immediate and intermediate)
    - By the end of grant year 1, youth will exhibit a 25% increase in their self-reported self efficacy to access services

If not meeting outputs

- Then the logic model becomes a monitoring tool, and you can ask yourself
  - "Why aren't we meeting our output?"
    - Did we miscalculate inputs and resources needed?
    - Are the activities taking too long?
    - …

Using Logic Model for Budgeting

- Using inputs to write specific budget line items
  - That includes work materials, computers, training required, and travel
- Using activities to estimate staff time needed

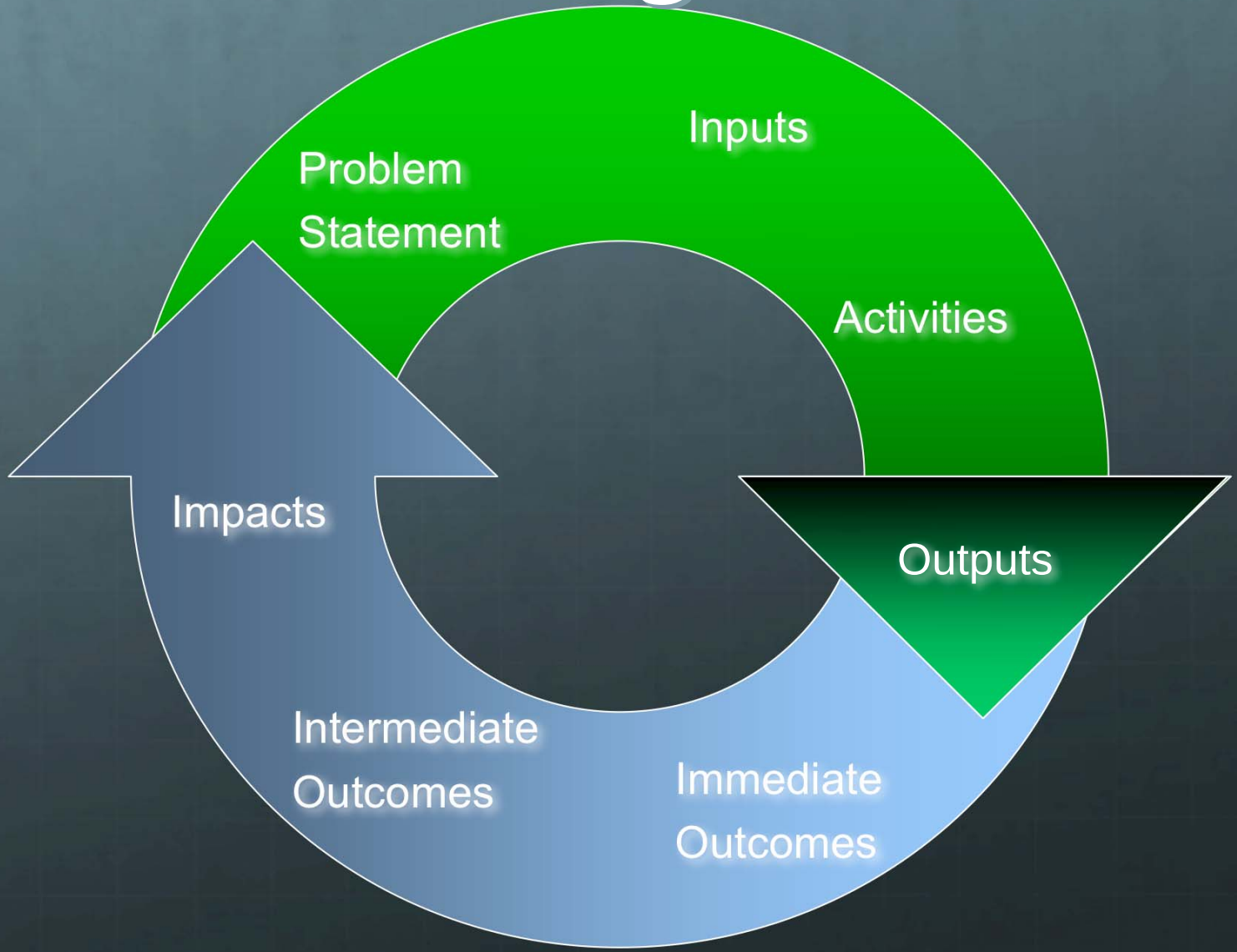
Planned Versus Actual Logic Models

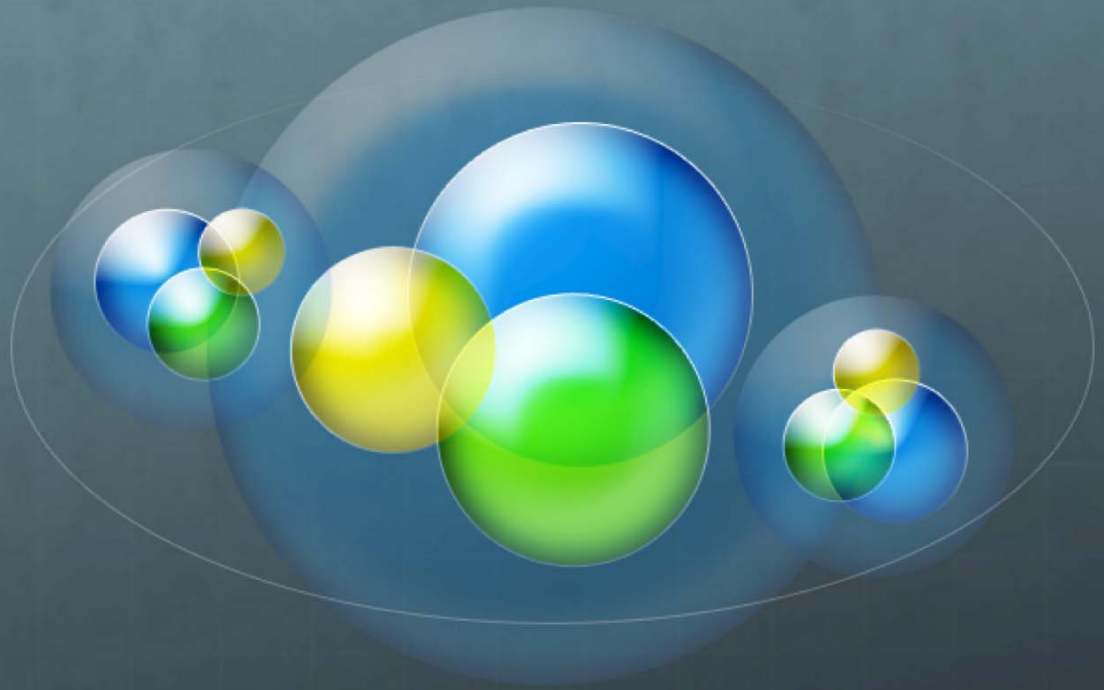
- Planned implementation and outcomes
  - During the planning of a program, a logic model can
    - describe intended implementation
    - show expected outcomes
- Actual implementation and outcomes
  - Once the program is implemented, a logic model can
    - describe how the implementation actually occurs
    - demonstrate the outcomes that actually occurred

Logic Model Structure

- The structure of a logic model is flexible
  - Does not have to be so linear and Western in its approach
- As long as the following components are included:
  - Problem Statement
  - Activities
  - Immediate and Intermediate Outcomes

Circular Logic Model





Thank you!

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