



**SRAENE**

Sexual Risk Avoidance Education  
National Evaluation

# Using Your Logic Models as a Tool to Guide Program Refinement and Evaluation

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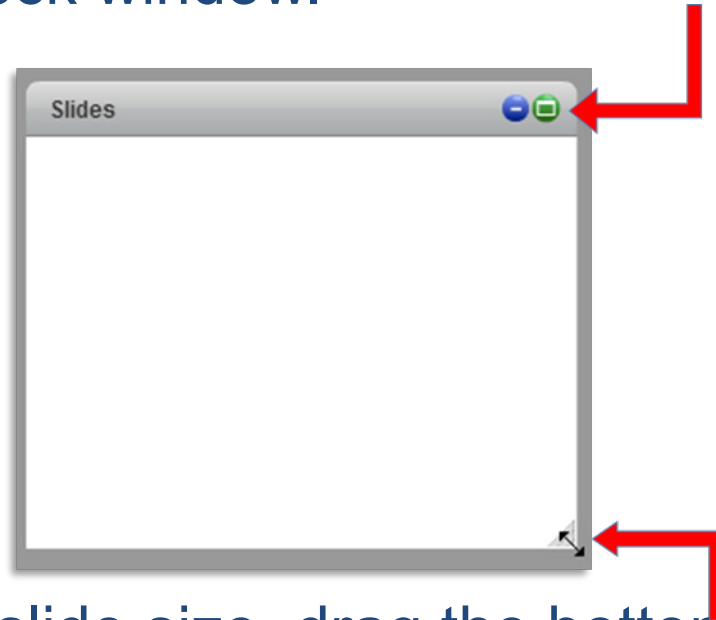
June 9, 2020



# Information About the ON24 Platform

# Expand event windows

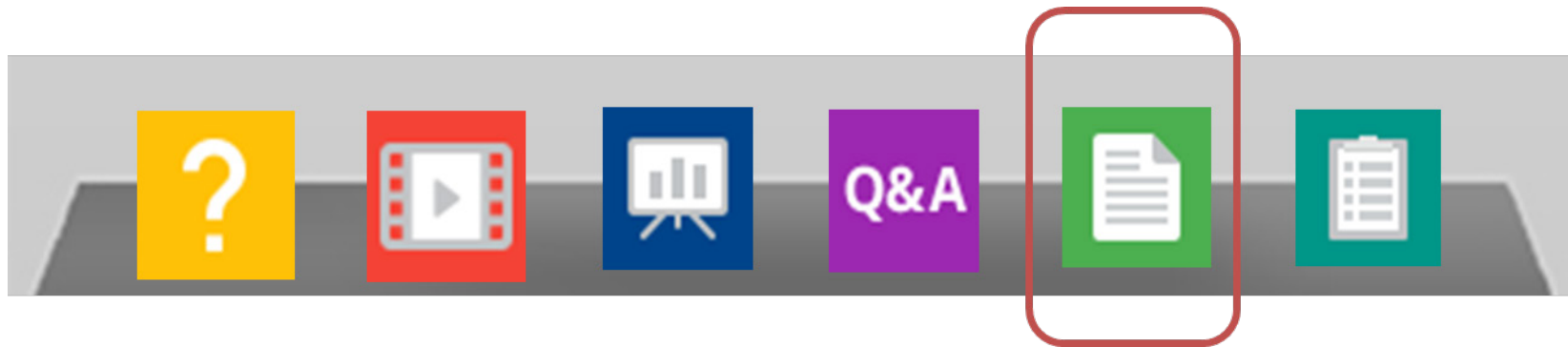
- To expand event windows, click the button on the top right corner of the slide deck window.



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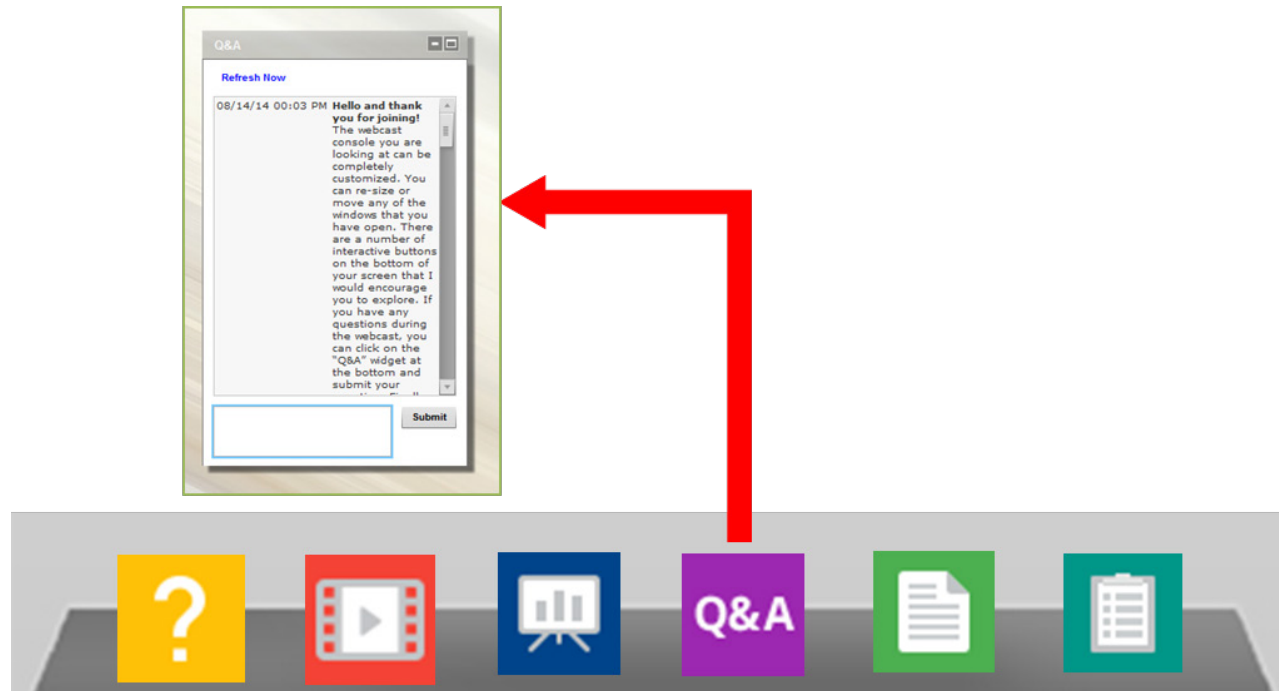
# Event materials and recording

- The event recording will be available approximately one day after the webcast and can be accessed by using the same audience link used for the live webcast.
- The recording and related materials will also be available at <http://sraene.com/resources>.
- To download the slide deck and materials for this presentation, click the “Resource List” icon at the bottom of your screen.



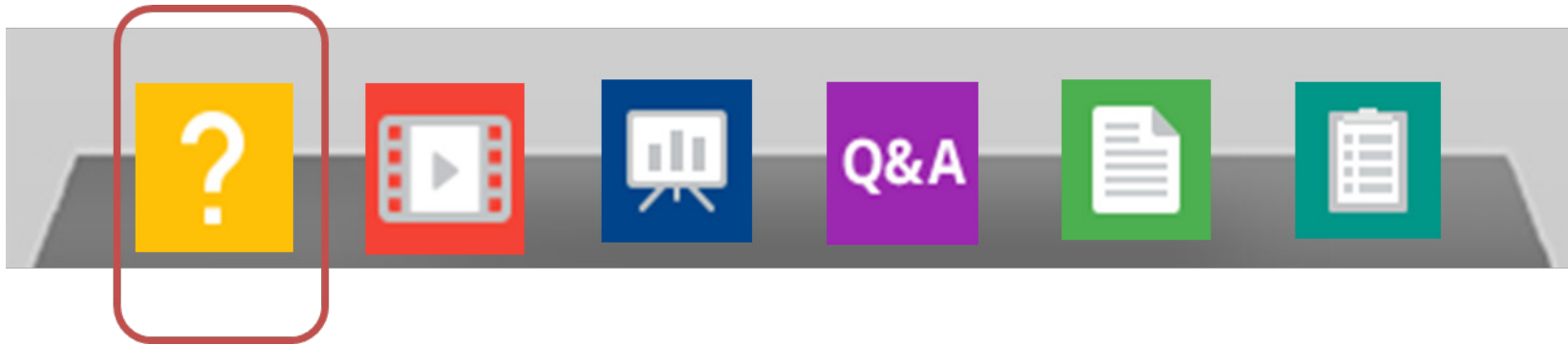
# Questions

- To pose a question to the presenters or to the group, click on the Q&A icon at the bottom of your screen, type your question, and submit your question.
  - Please note, your questions can be seen only by the presentation team and are not visible to attendees.



# Technical assistance

- If you are experiencing technical difficulties, please visit our Webcast Help Guide by clicking on the “Help” icon below the presentation window.
- To submit technical questions, click on the Q&A icon.



# Disclaimer

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# Interactive Webinar

Our goal is to interact with participants throughout the webinar in four ways:

- Pausing to allow “thinking time” so you can reflect on your own logic model. We hope that this time will result in group discussions about your programs’ logic models.
- Incorporating poll questions as part of thinking time
- Sharing thoughts in the chat feature as part of thinking time—or really at any time
- Posing questions in the Q&A icon as previously described

Remember to take out your logic model!



# Today's learning objectives

**By the end of the presentation, participants will start to refine their logic models by thinking about the following:**

- What a logic model is, including the various parts;
- How to use a logic model to support programming activities; and
- How to use a logic model to support evaluation activities.

All activities associated with today's presentation are optional.

# Overview

**How can a logic model help you?**

**Logic models for different audiences and purposes.**

**Skimming the surface of the elements of a logic model.**

NOTE: Office hours will be scheduled in a few weeks to answer questions

# How Can a Logic Model Help You?

# A Logic Model Can Be Used As ...

- A graphical representation of what the program will do and what is expected to happen as a result
- A programming tool
  - Depicts the program and goal for stakeholders
  - Maps out how activities are expected to lead to outcomes
  - Supports communication between program staff and stakeholders
- A continuous quality improvement (CQI) tool
  - Identifies elements to monitor to ensure program quality
  - Focuses on elements to monitor when outputs or outcomes are not achieved
  - Monitors how adaptations may be working
- An evaluation tool
  - Illuminates research questions of interest
  - Identifies what to measure and when to measure it
  - Highlights contextual factors that might need to be captured

# Parts of a Logic Model

## Goal

- Objectives and reasons for proposing the program

## Assumptions

- Beliefs about how the program will work and supporting resources

## Inputs: what we invest

- Organization's profile, collaborative partners, key staff, budget

## Target Population

- Individuals to be served

## Activities: what we do and who we reach

- Approach, selected curricula, or plans to meet program requirements

## Outputs: what we produce

- Direct products or deliverables from activities

## Outcomes

- Short-term
  - immediate end of program
- Intermediate
  - 6 – 12 months after end of program
- Long-term
  - a year or more after end of program

# Linking the Parts of a Logic Model with If ... Then

If we combine these **inputs** with these **assumptions**,

... then we do these **activities**.

If we do these **activities**,

... then we have these **outputs**.

If we have these **outputs**,

... then we expect to achieve these **outcomes** (short-term, intermediate, and long-term).

If we achieve these **outcomes**,

... then we have achieved our goal for this target population.



# Thinking Time – Time to Share

## Poll Question 1

**Has your team looked at your logic model recently?**





# Thinking Time – Chat Question 1

**In the Chat Box, provide a brief response to the following question:**

**How does your team use your logic model?**



# Thinking Time – Time to Share

## Poll Question 2

**Does your logic model include all the parts mentioned?**



# Thinking Time – Time to Share

## Poll Question 3

**Does the “if ... then” structure help you to look at your logic model differently?**



## Thinking Time – Chat Question 2

**In the Chat Box, provide a brief response to the following question:**

**What, if any, gaps in your logic model become clear when looking at it through the “if ... then” lens? How might you address these gaps?**

# Logic Models for Different Audiences and Purposes

# Logic Models: One Size Does Not Fit All

## Grantees may have more than one logic model

- One that is full overview of programming and one (or more) for specific programs

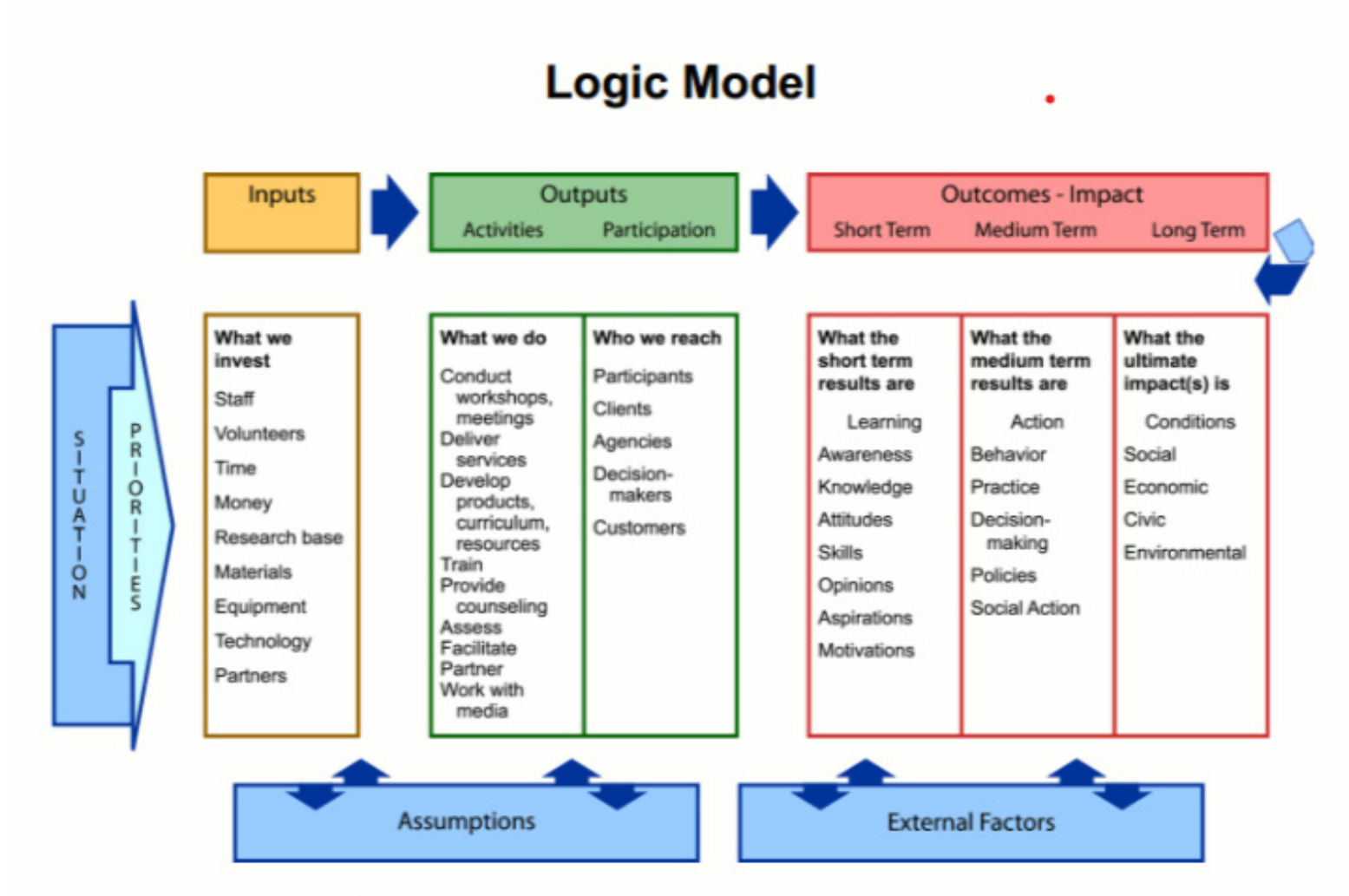
## A program also can have more than one logic model

- One that is full overview and one (or more) with additional details and a specific focus

## Different presentation possibilities

- Less detailed version to support discussions with funders and key stakeholders
- More detailed version with certain sections fleshed out or within their own logic model to facilitate CQI or evaluation planning

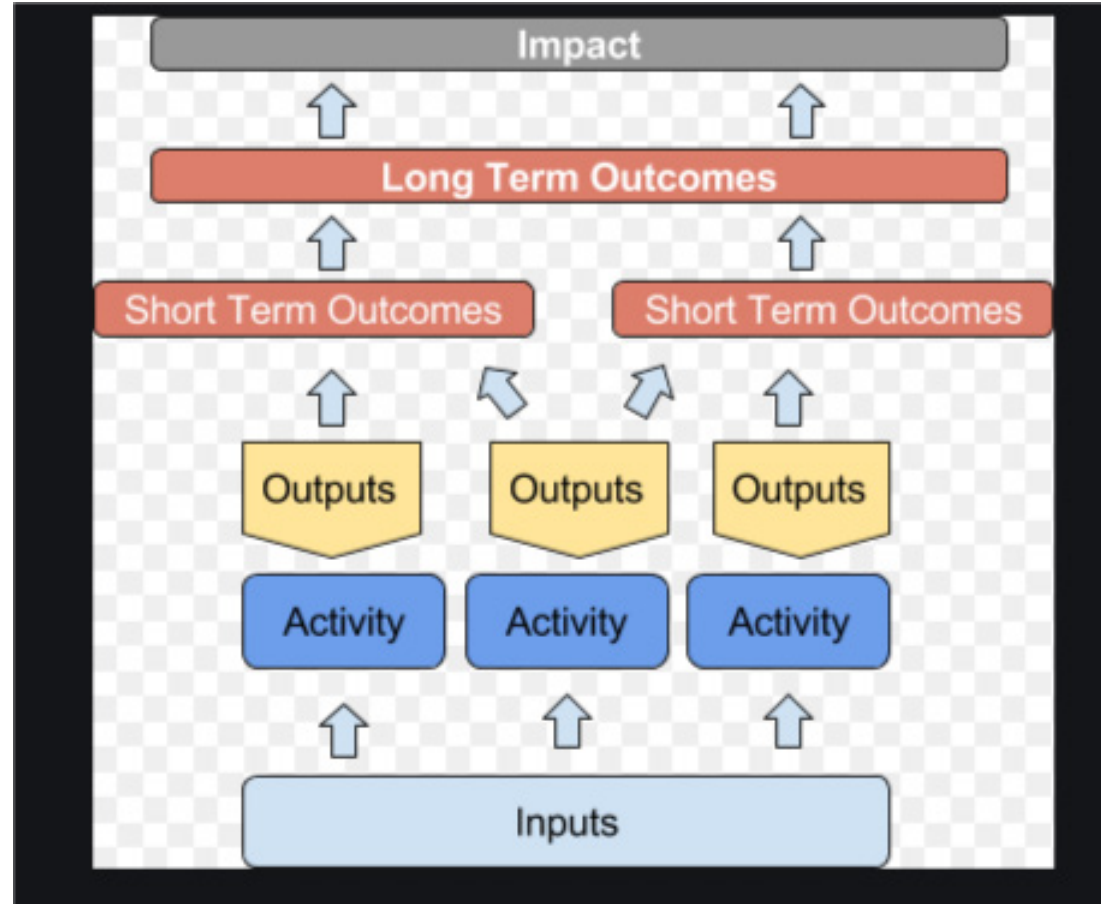
# Fairly Standard Presentation



Source: Enhancing Program Performance with Logic Models, University of Wisconsin-Extension, Feb. 2003

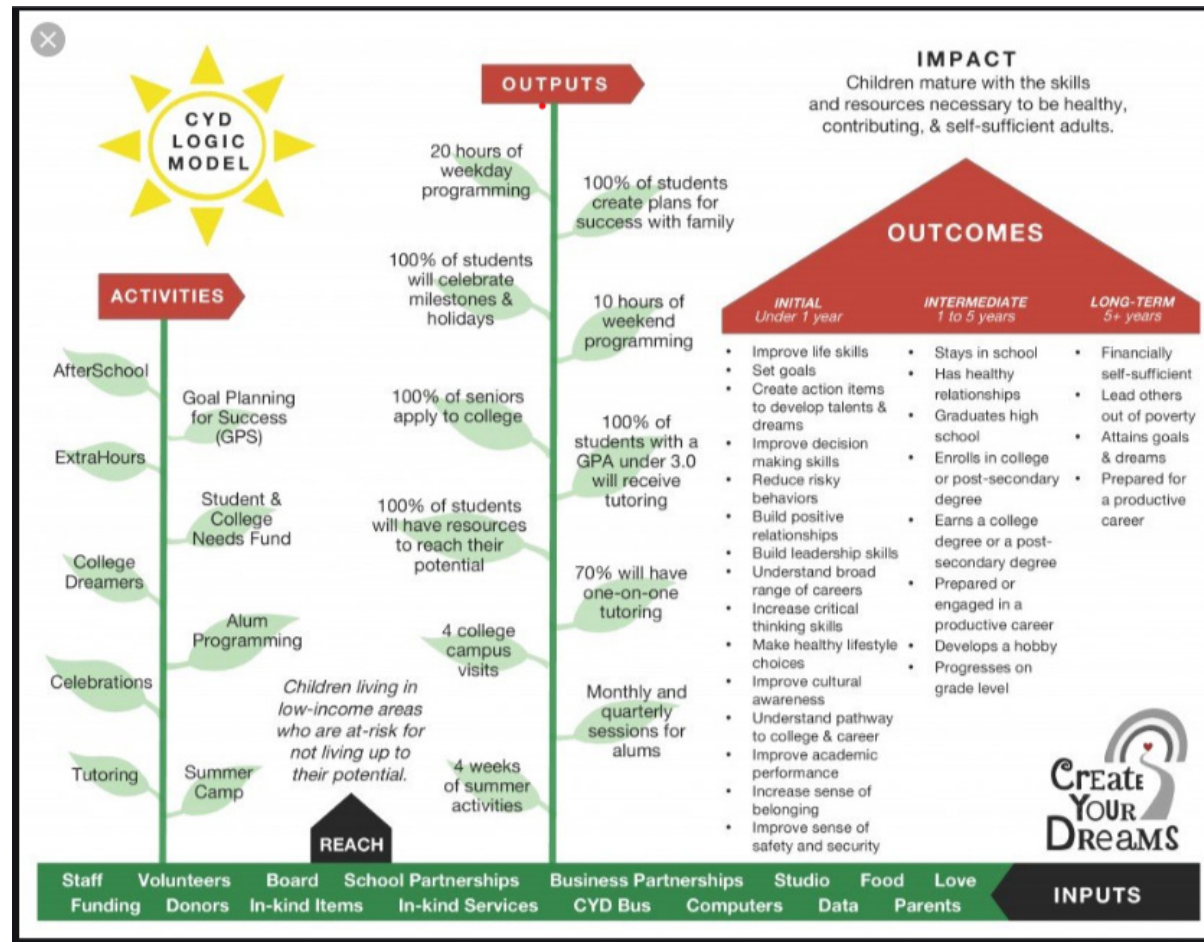


# Bottom-Up Presentation



Source: <https://www.informalscience.org/news-views/start-developing-logic-model>

# Pictorial Presentation



Source: <https://www.networkforgood.com/nonprofitblog/logic-models-and-fundraising-what-you-need-to-know/>



# Thinking Time – Time to Share

## Poll Question 4

**Can you think of other presentations of logic models that could help your team?**



## Thinking Time – Chat Question 3

**In the Chat Box, provide a brief response to the following question:**

**If so, what is the audience or focus you are thinking about? If not, why not?**



## Thinking Time – Chat Question 4

**In the Chat Box, provide a brief response to the following question:**

**What changes do you think you could make to your logic model? (Choose your top two changes.)**

# Skimming the Surface of the Elements of a Logic Model



# Goal

- A logic model should have a goal that includes objectives and gives the rationale for the program described in the model
- It should also identify the particular problem that the program is designed to address
- Questions to consider
  - What is the problem or issue?
  - Why is it a problem? What are the causes?
  - Who is affected by this problem?
  - What do we know about the types of people involved in the problem?
  - What do research and experience tell us about the problem?
  - What benefits to society will be realized if the goal is achieved?



# Inputs: What We Invest

- What needs to be invested to accomplish activities and achieve outputs and outcomes?
- Some inputs might be good candidates for separate logic models
  - Staff certification
  - Data system
- Questions to consider
  - What funding is needed to provide the services? Are there in-kind donations that would help? Is there a need for supplemental funding for something specific?
  - What staff are needed to provide the services?
  - What materials are needed to provide the services?
  - What partnerships are needed to provide the services?

# Assumptions

Beliefs held about the program, the people involved, and how the program will work

- Questions to consider
  - Why do you think the program will work this way?
  - What is the basis for your beliefs: research? best practice? experience? local wisdom? intuition?
  - Is there evidence that supports the assumptions in your logic model?

# Examples of Assumptions Made or Witnessed

- Youth are engaged with partner agencies and can easily be referred to this program.
- Parents and youth will want to engage in the program (and in the evaluation, if applicable).
- The chosen curriculum is appropriate for youth in the target counties, and supplemental content can be easily integrated.
- Youth have transportation to attend after-school and weekend sessions.
- Other agencies such as mental and physical health clinics will be able to serve participants if needed.
- Existing data collection systems are sufficient for CQI and evaluation needs.
- This program is a starting point, and youth will continue to participate in curriculum and activities that reinforce the messages of the program as they progress through school.

# Activities: What We Do and Who We Reach

- Specific actions that use inputs to create outputs
- Questions to consider
  - Are all critical activities represented?
  - Can a reader understand your program from the list of activities?
  - Can you see how each output is created?
  - Who is involved in, or touched by, your program activities?

# Outputs: What We Produce

- Outputs are direct products or deliverables that result from the activities
- Outputs lead to outcomes
- Questions to consider
  - What do we offer?
  - Is each output tied to an activity?
  - Does each output feed into an outcome?
  - Which outputs might be the focus of your CQI process? Why?
  - Are there outputs that the evaluation might want to monitor? If so, which ones? What is the rationale for monitoring each output?

# Outcomes: What Will Change?

- The intended changes or benefits, which could be changes in behavior, norms, decision making, knowledge, attitudes, motivation, skills, protective factors, etc.
  - Immediate (immediately after program end)
  - Intermediate outcomes (6 – 12 months after program end)
  - Long-term outcomes (a year or more after program end)
- Questions to consider
  - What is or what will be different as a result of the program?
  - What would be the headline of a news story on the program?
  - What do you hope this program will achieve?

# Create an Outcome Chain



## Questions to consider

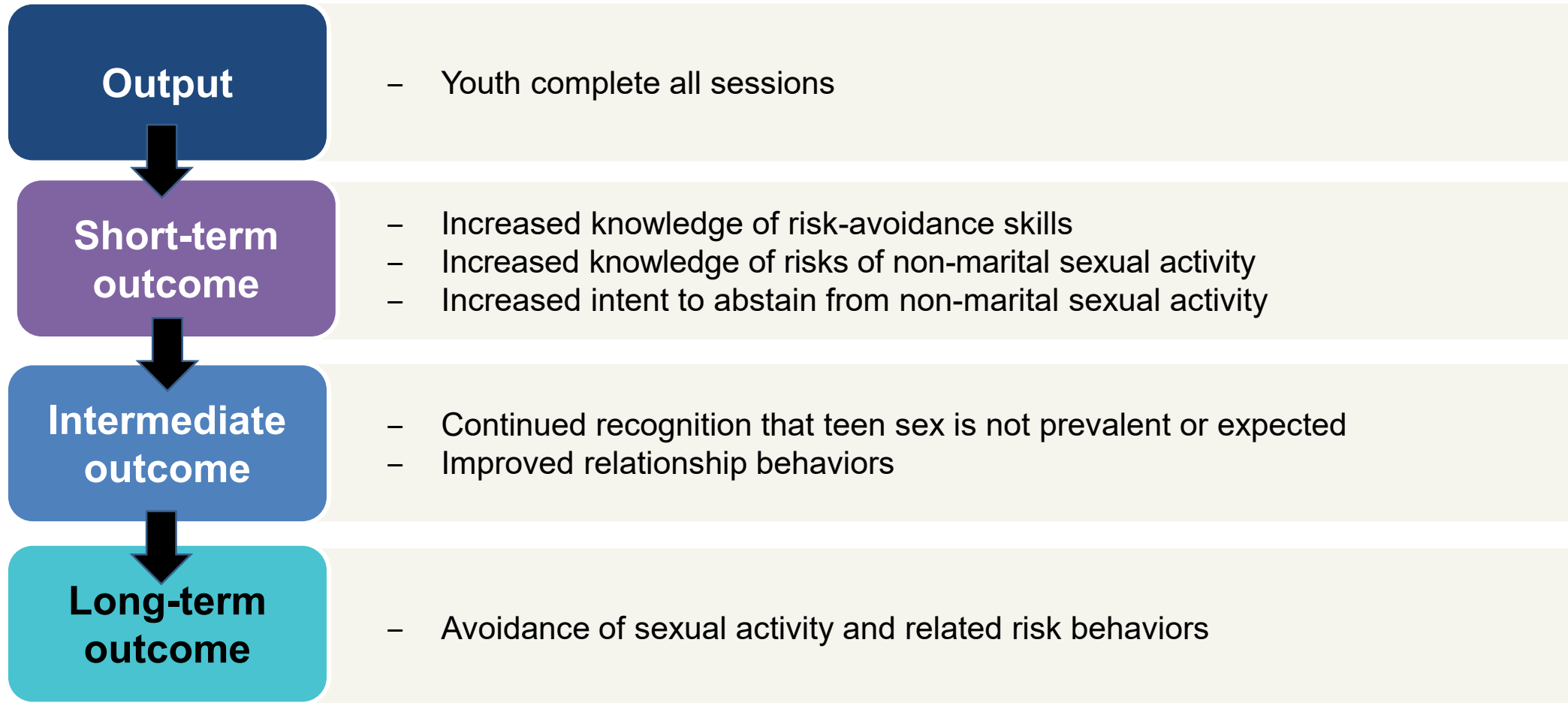
- What are the important outcomes?
- For every important outcome, what has to come before it? What comes after it?
- When will the outcome be observable? Using what tool or measure?

## Outcomes should be SMART

- Specific: who or what is expected to change
- Measurable: can see, hear, count, or smell the outcome
- Attainable: likely to be achieved
- Results-oriented: meaningful, valued
- Timed: to be completed in a set time frame



# Illustrative Example of an Outcome Chain





# Thinking Time – Time to Share

## Poll Question 5

**Have you ever thought of the outcome chains in your logic model?**



## Thinking Time – Chat Question 5

**In the Chat Box, provide a brief response to the following question:**

**When looking at your logic model through the outcome chain lens, what is missing (if anything)?**



# Thinking Time – Time to Share

## Poll Question 6

**Are all critical outcomes captured in your logic model?**



# Thinking Time – Time to Share

## Poll Question 7

**Is there an outcome chain for each critical outcome in your logic model?**



## Thinking Time – Chat Question 6

In the Chat Box, provide a brief response to the following question:

**What aspects of the program may program staff need to unpack for evaluators?**



# Thinking Time – Time to Share

## Poll Question 8

**Could your logic model help your team think about CQI processes?**



# Things to Remember

- **Logic models should be living documents**
- **Logic models can serve multiple purposes**
  - Do you have enough detail in your logic model(s) to achieve your goals related to program implementation, CQI, and evaluation?
  - Do you need more than one logic model? If so, what does each logic model focus on? How do they connect?

# Resources

# Publicly Available Resources

- Kellogg Foundation. *Logic Model Development Guide*. 2004.  
<http://www.wkkf.org/knowledge-center/resources/2006/02/WK-Kellogg-Foundation-Logic-Model-Development-Guide.aspx>
- University of Wisconsin-Extension. *Enhancing Program Performance with Logic Models*. 2003. <https://lmcourse.ces.uwex.edu/>
- Education Logic Model Application. Available at <https://ies.ed.gov/ncee/edlabs/regions/pacific/elm.asp>
- Logic Model Builders. Available at <https://www.childwelfare.gov/topics/management/effectiveness/logic-model/>

# Next Steps

# Next steps

- **We encourage you to meet as a team to review your logic models and consider changes that could be implemented**
- **We are available for additional support!**
  - To request individual support, email [SRAETA@mathematica-mpr.com](mailto:SRAETA@mathematica-mpr.com)
  - Attend forthcoming office hours to discuss logic models with SRAENE team and other grantees
- **Next webinar:**
  - Date: June 30
  - Topic: continuous quality improvement

# Questions, Comments, Other Thoughts

# Contact information

- Send questions, comments, concerns about logic models to the SRAE mailbox:

**[SRAETA@mathematica-mpr.com](mailto:SRAETA@mathematica-mpr.com)**