Using Logic Models for Planning Primary Prevention Programs

Wednesday, January 28, 2009
1:00 PM – 2:30 PM

We will start soon!

This web conference is sponsored by the California Department of Public Health, Epidemiology and Prevention for Injury Control (EPIC) Branch, and the Preventive Health and Health Services Block Grant.

How to Use This Technology

• Raise Hand
• Q&A
• Text Chat
• PowerPoint Slides
  - members section of www.calcasa.org

Technology

• For trouble on the web please send a private chat
• You can call iLinc technical assistance at 800-799-4510
• For other information, call CALCASA at 888-922-5227

Resources

Prevention
• Technical Assistance
  - David Lee
david@calkasa.org
  - Chad Sniffen
chad@calkasa.org
  - MyStrength Training
    (summer 2009)
  - Web Conferences
  - Prevention Connection
    www.PreventConnect.org

• Technical Assistance
  - Advocacy
  - Management
  - other issues
  - Ebridge and EDTalk
  - www.calkasapublicpolicy.org
  - Library Resources
  - In-Person and Web Trainings
  - Leadership Conference

How do we know we’ve made the change we want to see?

Using Logic Models for Planning Primary Prevention Programs

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Welcome and Introductions
Overview

- Building On Where You’ve Been
- What Is A Logic Model?
- When To Use A Logic Model
- A Conversation on Using Logic Models
- Logic Model Basics: A Series of Questions
- The Foundation of A Good Logic Model: Outcomes
- Next Steps

CDPH RPE Requirement

- Gather local information and data for a needs and resources assessment that identifies strengths, gaps, and issues
- Conduct planning session to develop goals, objectives, strategies, and evaluation
- Draft Action Plan and/or Logic Model based on results of the planning process

A note...

- A logic model is different than a workplan

Work plan: Focuses more on how each activity will be implemented (who will do what, when, etc.) rather than…

Logic Model: displays why your chosen activities will reach your goals (the logic)
What is a logic model?

It’s like a road map that tells you:

Where you are going

What you expect to accomplish

• Along the way
• When you get there

What is a logic model?

Helps you make mid-course adjustments (detours)

What is a logic model?

• Where you are going
• What you expect to accomplish
• Helps you make mid-course adjustments (detours)

A more formal version...

Goal

Programs or Activities

Outcomes

I will not do what I said I would do.

I will have listened to 75% of the presentations.

I will stop drinking at least once a week.

My goal will be pursued in front of the audience in person.
**What does a logic model look like?**
- Any shape, usually rectangles
- Simple or complex
- One page (ha!)

**When to use a logic model**
- Partnership-Building
  - Approaching funders
- Evaluating existing programs
  - Gaining stakeholder buy-in
    - e.g., school admin
  - Meeting with your board/management
    - Organizational planning
    - Capacity-building

**Questions**
- How has your organization used logic models to change your current programming?
- What are some examples of how you have used logic models to explain your work to community stakeholders?
**Benefits of a logic model**

- Helps others understand what you are doing and why
- Helps you keep track of what you expect to see change
- Helps to identify gaps in program logic and clarifies assumptions so success may be more likely
- Organizes your planning in one place

*Thanks to: W.K. Kellogg Foundation’s Logic Model Development Guide available at www.wkkf.org/pubs/tools/evaluation/pub3669.pdf for parts of this slide*

**Concerns About Logic Models**

- Logic models are too complex!
- We already implement prevention activities that we like, won't creating a logic model take time away from more important work?

**Potential pitfalls**

- Programs are not really linear
- Can over-simplify a program
- Can bog-down your program if not done well
- Won’t tell you if the right outcome is being identified and measured
- Hard to identify and communicate the assumptions
- Could be based on faulty research data

**Benefits of a logic model**

- Builds buy-in and teamwork
- Helps clarify what is appropriate to evaluate, and when, so that evaluation resources are used wisely
- Summarizes complex programs to communicate with stakeholders, funders, audiences
- Helps your organization’s long-term visioning and overall effectiveness

*Thanks to: W.K. Kellogg Foundation’s Logic Model Development Guide available at www.wkkf.org/pubs/tools/evaluation/pub3669.pdf for parts of this slide*

**How Could You Use a Logic Model?**

- In what ways do you think you might use a logic model?

**Logic Model Basics**

**A Series of Questions**
Bringing it all together:
Using a Logic Model

Using a logic model in two ways

- To 'describe' your CURRENT programs and overall programmatic approach (Human Response Network)
- To outline the expectations of NEW programming (Monterey County Rape Crisis Center)
- You will answer the same questions for both types of logic models

A series of questions...

1. What is the change we want to see happen?
2. What are the prevention activities/programs that will be implemented to meet this goal?
3. What specific changes do we expect to see immediately after we implement this activity? (knowledge, attitude, behavior, beliefs)
4. What changes do we expect to see within one year after we implement this activity?
5. What will be the long-term effects of this activity? (On the individual? On the community? etc…)
6. What will we do to measure HOW these activities are implemented?
7. What will we do to measure if the expected change/outcomes happened?

A series of questions...

1. What is the change we want to see happen?

Questions for rape crisis center

- Why are you moving to primary prevention?
- What are you trying to accomplish with this program?
A series of questions...

2. What are the prevention activities or programs that will be implemented to meet this goal?

3. What changes do you expect to see immediately after you implement this activity?

4. What changes do you expect to see within one year after you implement this activity?

5. What will be the long-term effects of this activity?

A series of questions...

1. What do you expect to change as a result your prevention efforts?

2. What are the prevention activities/programs that will be implemented to meet this goal?

A series of questions...

- What is the change we want to see happen?
- What are the prevention activities/programs that will be implemented to meet this goal?
- What specific changes do you expect to see immediately after you implement this activity (knowledge, attitude, behavior, belief)?
- What changes do you expect to see within one year after you implement this activity?
- What will be the long-term effects of this activity (to the individual, to the community, etc.)
- What will we do to ensure these activities are implemented?
- What will we do to measure if the expected changes have happened?
A series of questions...

6. What will we do to measure HOW these activities are implemented?

7. What will we do to measure if the expected change/outcomes happened?

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6. What will you do to measure HOW these activities are implemented?

Process Evaluation: Was it done as planned?

Questions for rape crisis center

7. What will you do to measure if the expected change/outcomes happened?

Outcome Evaluation: Did it work?

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We did it!!

- GOALS
  - What is the change we want to see happen?
- PROGRAMS OR ACTIVITIES
  - What are the prevention activities/programs that will be implemented to meet this goal?
- SHORT-TERM OUTCOMES
  - What specific changes do we expect to see immediately after we implement this activity? (knowledge, attitude, behavior, beliefs)
- INTERMEDIATE OUTCOMES
  - What changes do we expect to see within one year after we implement this activity?
- LONG-TERM IMPACT
  - What will be the long-term effects of this activity? (On the individual? On the community? Etc.)
- PROCESS MEASURES
  - What will we do to measure HOW these activities are implemented?
- OUTCOME MEASURES
  - What will we do to measure if the expected change/outcomes happened?

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Beginning tips

- Use visuals/group facilitation
- Work backwards
- Keep it simple
- Short terms, focus on main outcomes
- Keep it achievable — your programmatic goal should not be too sexual violence
- Use the one-page test

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Checking In...

Do you think you will use a logic model for designing new programs, reviewing current programs, or both?
Checking In...

What do you think will be the most challenging part of doing a logic model at your agency?

See handout on goals and outcomes

The Foundation of A Good Logic Model:
Outcomes (and their goals)

Resources

  www.uwex.edu/ces/pdande/evaluation/pdf/lmguidecomplete.pdf
- W.K. Kellogg Foundation’s Logic Model Development Guide. 
- CDC Evaluation Working Group 
  www.cdc.gov/eval/resources.html#logic
- CDC Sexual and Intimate Partner Violence Prevention Programs Evaluation (Guide 99-9234) 

THANK YOU!

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