



Logic Models

Planning and Evaluation

What is a Logic Model?

- is a **simplified picture** of a program, initiative, or intervention that is a response to a given situation.
- **shows the logical relationships** among the resources that are invested, the activities that take place, and the benefits or changes that result.

It **portrays the underlying rationale** of the program or initiative.
(Chen, Cato & Rainford, 1998-9; Renger & Titcomb, 2002)

- is the core of program planning, evaluation, program management and communications.

A Simple Logic Model

In its simplest form, a logic model looks like this:



This **graphic representation** shows the logical relationships between:

- The **resources** that go into a program.
- The **activities** the program undertakes.
- The **changes or benefits** that result.

The logic model describes the **sequence of events** thought to bring about benefits or change over time. It portrays the chain of reasoning, that links investments to results. A logic model is a **systems model** that shows the connection of interdependent parts that together make up the whole. As with systems thinking, we know that a total program is greater than the sum of the individual parts.

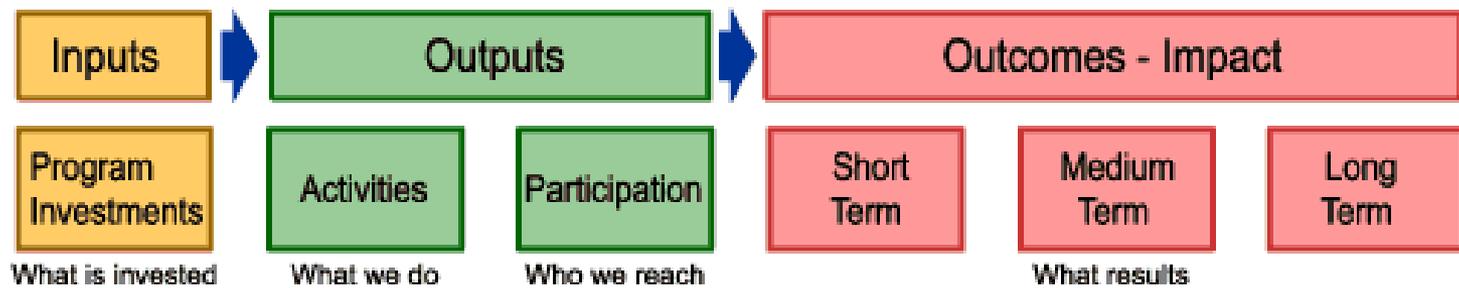
Example

In this example, we are planning a family vacation. We like to camp and are planning our annual family camping trip. We have a number of existing resources including: Mom, Dad, sister and brother plus our vacation budget, our car and camping equipment. These resources make it possible for us to drive to a state park, set up camp and engage in a variety of camping activities. As a result of camping together, we will benefit in a number of ways: we will learn more about each other, we will increase our bond as a family unit, and we will have fun!



A logic model for a family vacation -





Inputs are the resources invested that allow us to achieve the desired outputs.

Outputs are activities conducted or products created that reach targeted participants/populations. Outputs lead to outcomes.

Outcomes are changes or benefits for individuals, families, groups, businesses, organizations, and communities. Outcomes occur along a path from shorter-term achievements to longer-term achievements (impact). Outcomes help us answer: So what?

We use **impact** to mean the final, or ultimate result – the long-term outcome. As such, impact is synonymous with your long-term goal. It is the difference your programs are making in peoples lives.

Ask Yourself, is it ...



- 1. Plausible** (stakeholders believe the logic of the model is correct: if we do these things, we will get the results we want and expect);
- 2. Doable** (human, political and economic resources are seen as sufficient to implement the action strategies in the theory);
- 3. Testable** (stakeholders believe there are credible ways to discover whether the results are as predicted);
- 4. Meaningful** (stakeholders see the outcomes as important and the magnitude of change in these outcomes being pursued as worth the effort).

Mapping Assets – Participants Groups

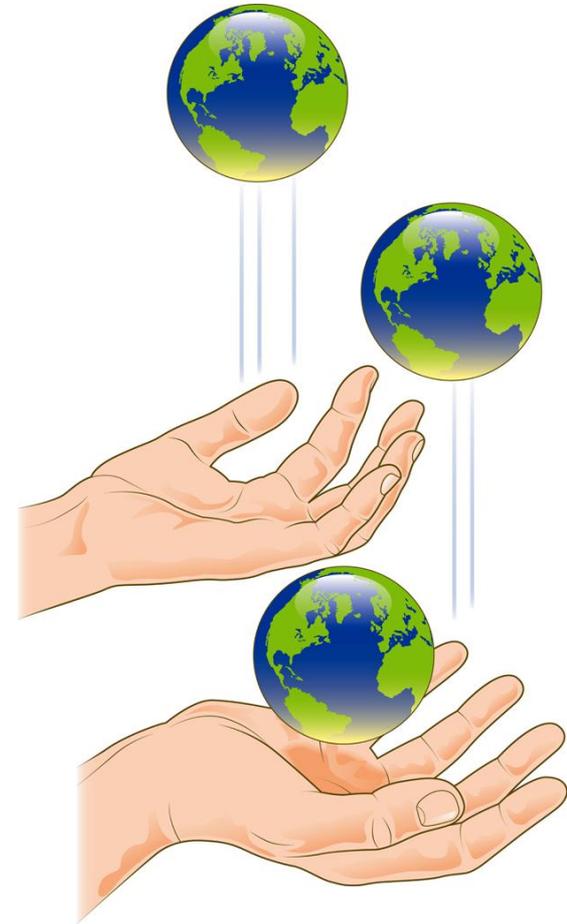
- Identify **groups of individuals** where asset identification might be helpful to the members and/or your programming goals.
- Identify assets of these groups in a general way.
- Consider how these assets link to your program goals.
- Decide if more in-depth first-hand assessment of assets for some of these groups would be helpful and important.

Mapping Assets – Local Organizations

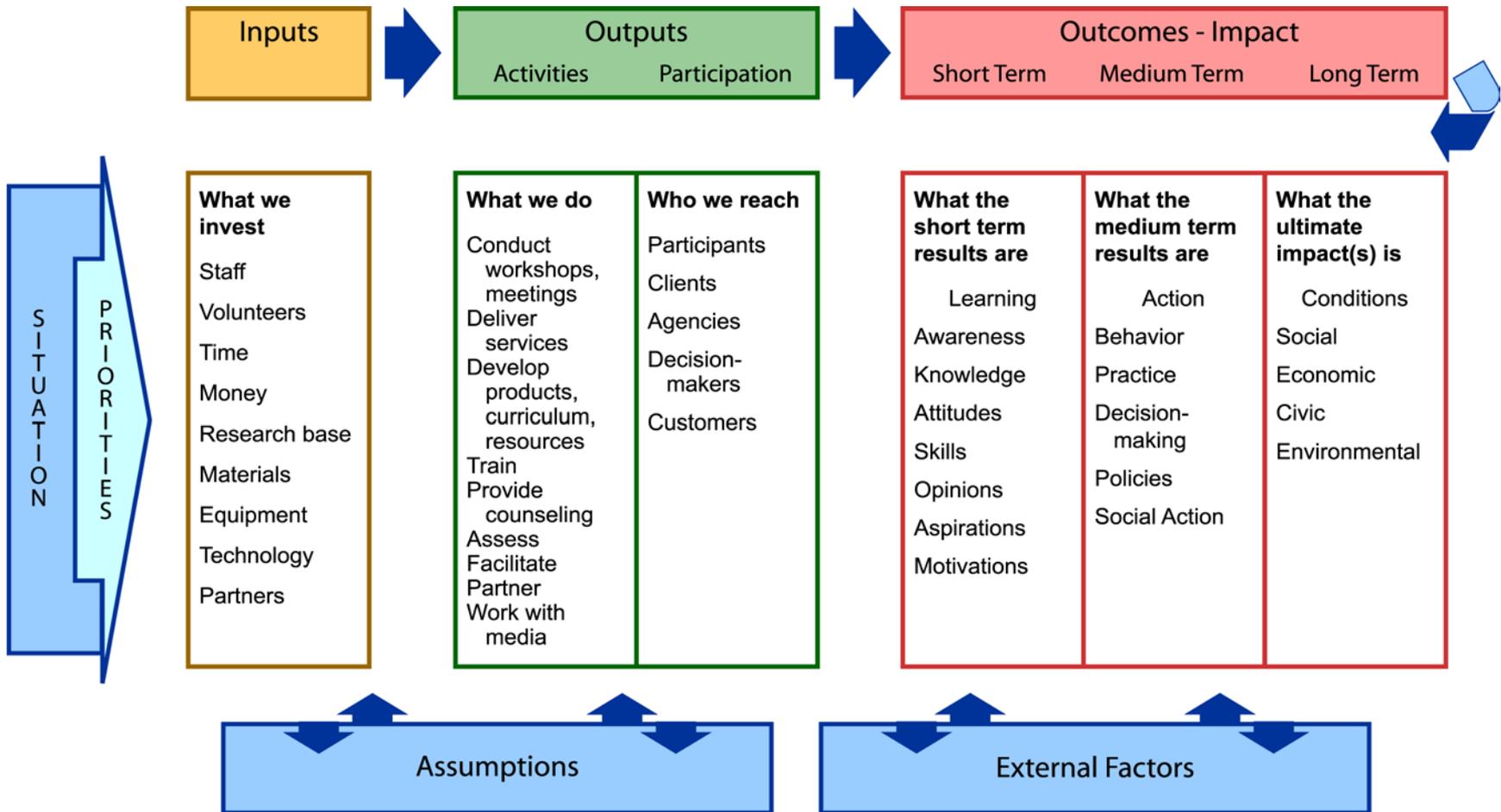
1. **Generate a list** of associations and organizations for your community or county. Associations are informal, voluntary groups that bring people together to pursue **shared interests**.
2. Identify assets of associations and of organizations in a general way.
4. Consider possible links between the assets of these associations or organizations and your program goals.
5. Consider how accessible the assets of various associations and organizations are to your programming initiatives and how such access could be increased.
6. Decide if more in depth first-hand assessment of assets for some of these associations or organizations would be helpful and important. Decide on the method of asset identification, e.g. survey, interviews, group session, etc.

Other Mapping

- Economic Development activities and opportunities (handout)
- Environmental Assets (handout)



Logic Model



Assumptions

- The beliefs we have about the program and people involved
- The way you think the program will work
 - Why? Based on research? Best practice? Experience?
- They underlie and influence the program decisions we make
- Make the implicit assumptions explicit: what do you know? What are you assuming?

External Factors

- Can influence the programs success, and include:
 - Culture
 - Climate
 - Economic structure
 - Housing patterns
 - Demographics
 - Political environment
 - Participants
 - Media
 - Changing policies/priorities
- GIVEN THESE – do you need to have contingency plans in place?

