Primary Prevention Institute: Mapping the logic behind your programming

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Initial thoughts about creating logic models:

4

LOVE
LOVE

LOVE

3

LOVE

2

meh.

1

HATE

∅
By the end of our time together today, participants will be able to:

* Identify and describe the value and utility of creating a logic model
* Define the main terms that facilitate the creation of a logic model
* Establish connection between logic model, evaluation tools, and measurable outcomes in scope of work
What is a logic model?

- Logic modeling offers an organized way of defining your program goals, services, and measurable outcomes by producing:
  - An inventory of what you have and what you need to operate your program
  - A strong case for how and why your program will produce desired results
  - A method for program management and assessment
Main components

**Resources/Impacts**
- Human, financial, organizational, and community resources available to a program to direct the work

**Activities**
- What the program does with the resources. Processes, tools, events, technology, and actions that are an intentional part of the program implementation. These interventions are used to bring about the intended program change or results.

**Outputs**
- Direct products of activities and may include types, levels, and targets of service to be delivered by the program

**Outcomes**
- Specific changes in program participants’ behavior, knowledge, skills, status and level of functioning

**Impact**
- Fundamental intended or unintended change occurring in organizations/communities or systems as a result of program activities

**Influential factors**
The surrounding environment a program exists (e.g., politics, program history, other initiatives, social norms, etc.) that can affect its success positively or negatively
Why create a logic model?

* **Proactive** planning tool to determine program feasibility
Charting the course

* Visual representation that can be used by program staff, agency administration and leadership, and funders
Era of accountability

- Funders?
- Community?
- Staff?
- Target Audience?
- Board?
But I have a workplan!

* Logic model: Why the things you are doing will get you where you want to go

* Scope of work or workplan: How you will get something done
Steps to creating a logic model

- Resources
- Activities
- Outputs
- Outcomes
- Impact

Assumptions and External Factors
Your planned work

- Resources
- Activities
- Outputs
- Outcomes
- Impact

Assumptions and External Factors
Your intended results

Resources
Activities
Outputs
Outcomes
Impact

Assumptions and External Factors
Community assessments and environmental scans

- Resources
- Activities
- Outputs
- Outcomes
- Impact

Assumptions and External Factors
Internal agency assessments

Resources
Activities
Outputs
Outcomes
Impact

Assumptions and External Factors
Where do I start?

1. Gather a team! A logic model is best designed when program managers and staff are all involved in the process.
Left to right? Right to left? How do I read this thing!? 

Assumptions and External Factors
Certain resources are needed to operate your program. If you have access to them, then you can use them to accomplish your planned activities. If you accomplish your planned activities, then you will hopefully deliver the amount of product and/or service that you intended. If you accomplish your planned activities to the extent you intended, then your participants will benefit in certain ways. If these benefits to participants are achieved, then certain changes in organizations, communities, or systems might be expected to occur.

Your Planned Work

1. Resources/Inputs
2. Activities
3. Outputs
4. Outcomes
5. Impact

Your Intended Results
How long will it take to get from the left to right side of your logic model?
TALK TO YOUR COMMUNITY!!
Problem Statement

* Briefly explain what needs to change
  * Why is there a need for intervention?
  * What community problem does my program solve?
* Include: who, what, why, where, when & how?
Men are an integral part of the solution for ending domestic violence, yet they are rarely recruited for meaningful roles where they can take an active stance against violence.
Goal Statement

* Capture the overall purpose of your program
  * What are you trying to accomplish over the life of the program?
  * Goal statement = solution to your problem statement
* Goals should:
  * Include the intended results of the program
  * Specify the target population
To increase the number of males who reside in Rhode Island who have a positive attitude about participating in domestic violence prevention activities or actions.
Seep in hot water for three to five minutes. Suitable for use with all varieties of Statements of Work. Although guaranteed fresh, assumptions may become stale, ensure they are continually verified.
Headache!

Headache (situation) → Get pills (inputs) → Take pills (outputs) → Feel better (outcomes)
Assumption:

* Men would participate if they were asked
* Men have social influence over their peers
* Men engaged in the IPV movement will contribute to reduced rates of IPV
Identify contextual and influential factors

* Surrounding environment that can affect program success positively or negatively
* Can include politics, program history, other initiatives existing in your agency and within the community, and social norms
External and Influential Factors

- Culture
- Physical Environment
- Economic Structure
- Demographics
- Housing Patterns
- Experience of participants
Identify resources (what you have and what you need)

- Can be human, financial, organizational, or community assets
- Both needed AND available assets
Identify strategies / activities

* Processes, tools, events, technology, actions that are an intentional part of your program implementation
* Used to bring about intended program change
What activities do you need to conduct to achieve your outcomes?

* How can your program accomplish its goals?

For the Ten Men: **MORE!!**

The first cohort of Ten Men wanted more meetings, formalized agendas, public speaking opportunities.
Identify outputs

* Types, levels, and targets of service to be delivered by the program
* Your program widgets
Identify outcomes

* Specific changes in program participants’
  * Knowledge
  * Attitudes
  * Beliefs
  * Behaviors
Short-term outcomes are KNOWLEDGE or ATTITUDES.

Medium-term outcomes are intermediate BEHAVIOR.

Long-term outcomes are the BEHAVIOR we wanted to solve in the first place.
"I think you should be more explicit here in step two."

from *What's so Funny about Science?* by Sidney Harris (1977)
“But I can’t explain how I do the magic that is our program...!”

I sit at my desk

Something happens

The world is a better place
Figure 3. Theory of Reasoned Action and Theory of Planned Behavior

- Behavioral beliefs
- Evaluation of behavioral outcomes
- Normative beliefs
- Motivation to comply

Attitude toward behavior

Subjective norm

Behavioral intention

Behavior

Control beliefs

Perceived behavioral control

Perceived power

Note: Upper blue section shows the Theory of Reasoned Action; the entire figure shows the Theory of Planned Behavior.
Identify impact

* Fundamental intended or unintended change occurring in organizations/communities or systems as a result of program activities

* Getting to impacts can be a slowwwww moving process
Outcomes and Impacts should be SMART:

- **Specific**
- **Measurable**
- **Action-oriented**
- **Realistic**
- **Timed**
Outputs vs. Outcomes

* Outputs are focused on the quantity – did you carry forward with your listed activities

* Outcomes are focused on the quality – what happens as a result of carrying out the activities
Time to measure
Relationship between logic models and evaluation

Assumptions and External Factors

IMPROVE through process evaluation
Relationship between logic models and evaluation

Assumptions and External Factors

PROVE through outcome evaluation
Check it!