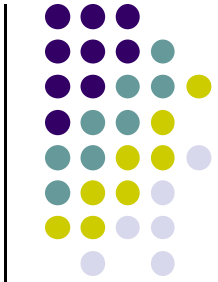
2011

Logic Models in Participatory Evaluation

Douglas Bruce, *DePaul University*



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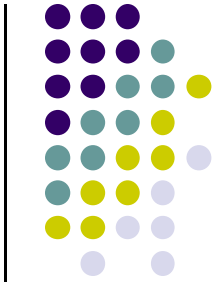
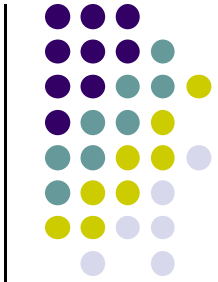
Session Objectives



- Describe the core components of a logic model
- Distinguish between inputs, outputs, short-term and long-term outcomes, and impact and apply them within your own programmatic setting(s)
- Identify ways in which logic models can inform evaluation design
- Identify key stakeholders to involve in program evaluation through logic model design
- Describe methods for eliciting and incorporating participatory feedback in the development and refinement of logic models

Definitions

(American Heritage Dictionary)

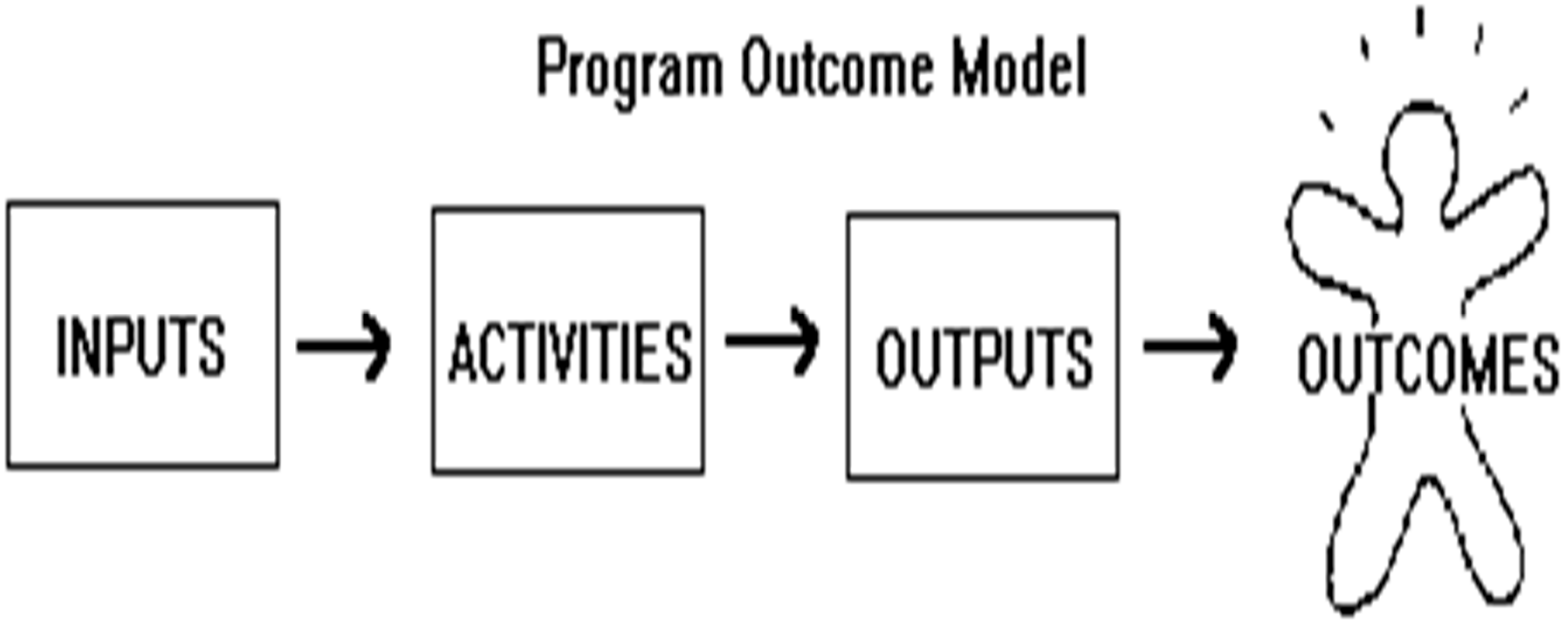


- Logic:
  - *the principles of reasoning*
  - *the relationship of elements to each other and a whole*
- Model:
  - *small object representing another, often larger object (represents reality, isn't reality)*
  - *preliminary pattern serving as a plan*
  - *tentative description of a system or theory that accounts for all its known properties*

(U. of Wisconsin-Extension)

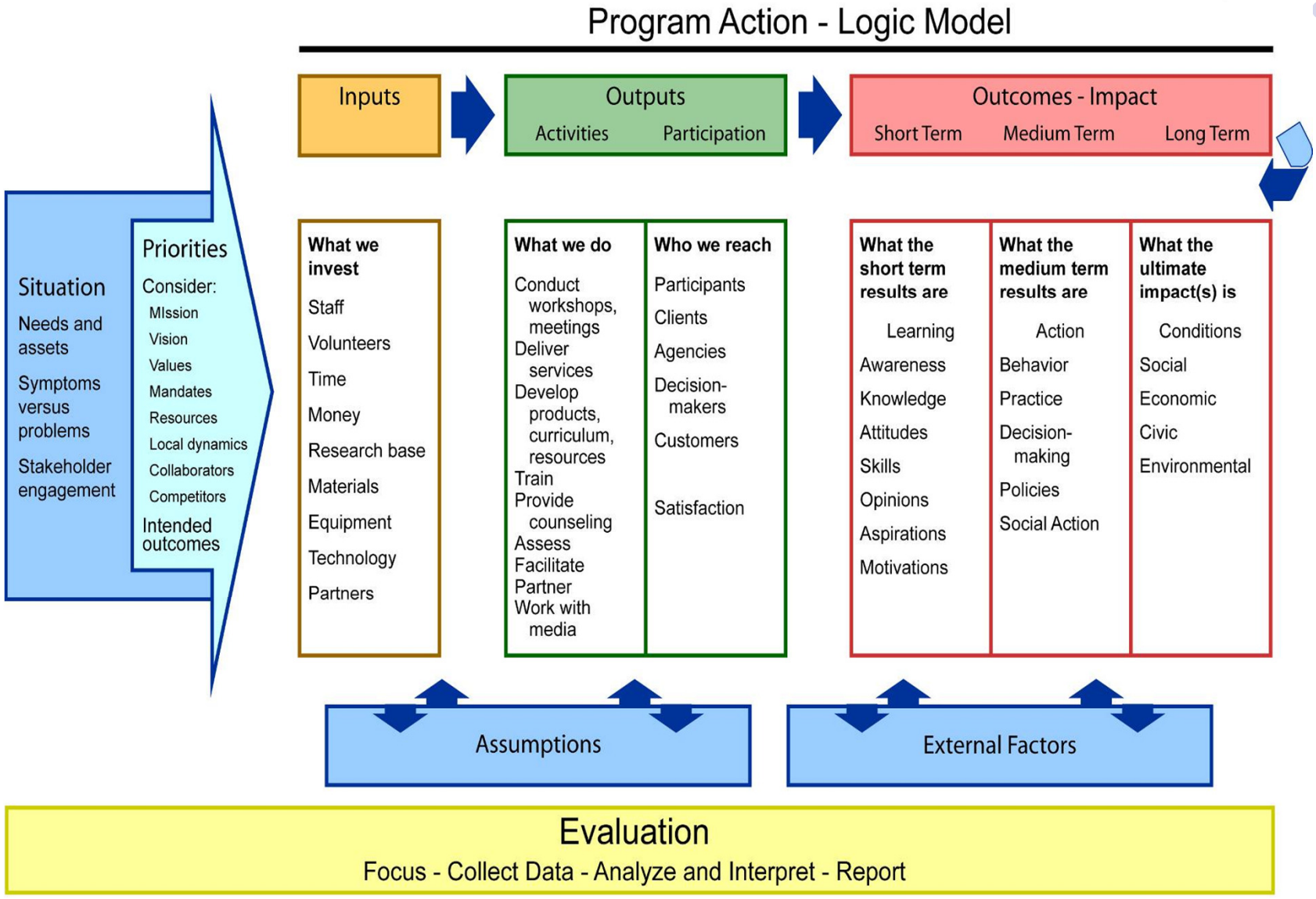
Logic Models

(United Way)

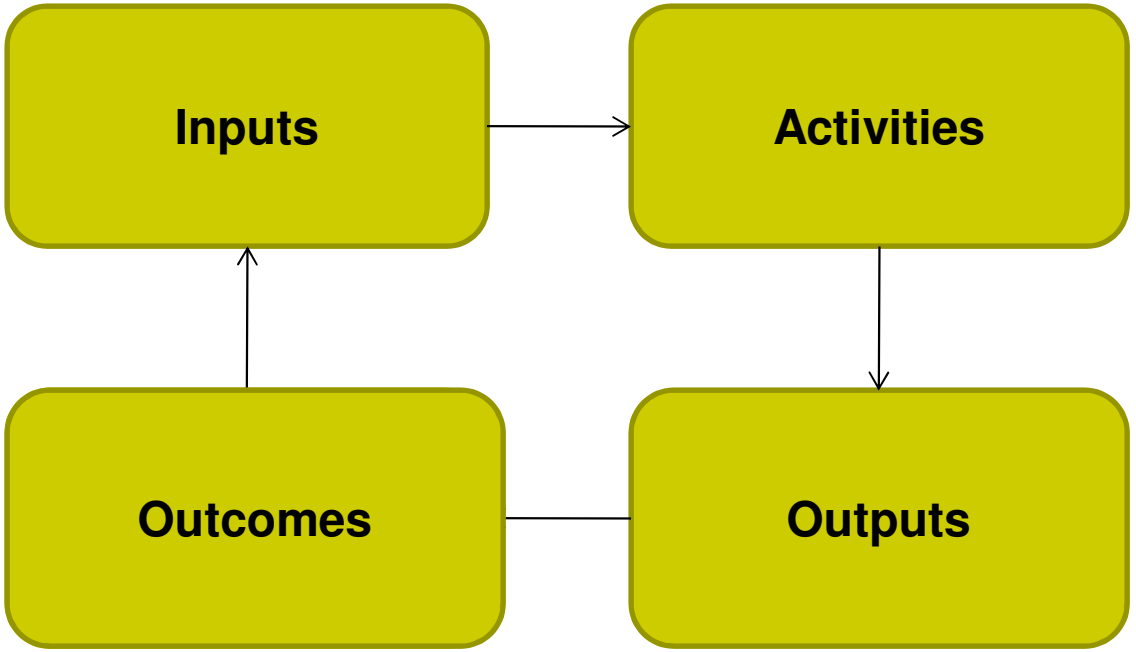


Logic Models

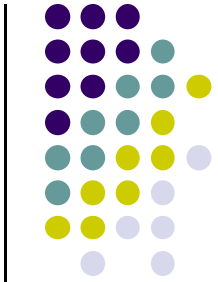
University of Wisconsin-Extension, Program Development and Evaluation



Logic Models: Feedback Loop



Why Use a Logic Model?

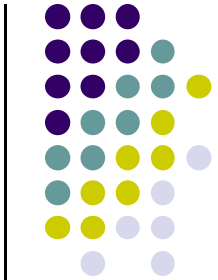


- Due to their pictorial nature, systematic thinking and planning is required to describe program

- Helps create a shared understanding of program goals, activities, and outcomes

(W.K. Kellogg Foundation)

Why Use a Logic Model?



- In ***Program Design and Planning,*** a logic model serves as a tool to develop program strategy and to clearly explain and illustrate program concepts for key stakeholders, including funders

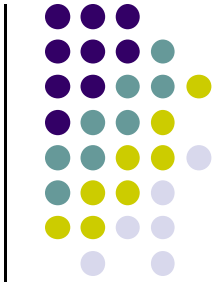
- In ***Program Implementation,*** a logic model serves to focus a management plan that helps you identify and collect data needed to monitor and improve programming

- In ***Program Evaluation and Strategic Reporting,*** a logic model presents program information and progress toward goals in ways that inform key stakeholders

(W.K. Kellogg Foundation)

Logic Models: Program Inputs

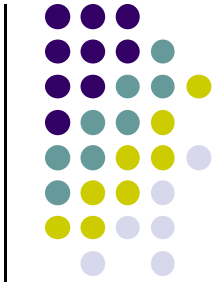
(United Way)



- **Inputs**: *Resources dedicated to or consumed by the program*
  - money
  - staff and staff time
  - volunteers and volunteer time
  - facilities
  - equipment and supplies

Logic Models: Program Activities

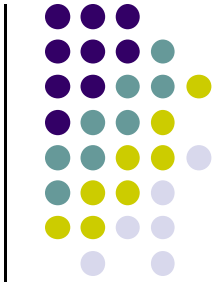
(United Way)



- **Activities**: *What the program does with the inputs to fulfill its mission*
  - feed and shelter homeless families
  - provide job training
  - educate the public about signs of child abuse
  - counsel pregnant women
  - create mentoring relationships for youth

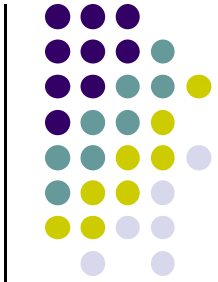
Logic Models: Program Outputs

(United Way)



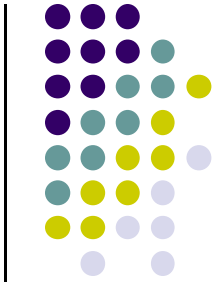
- **Outputs**: *Direct products of program activities*
  - number of classes taught
  - number of counseling sessions conducted
  - number of educational materials distributed
  - number of hours of service delivered
  - number of participants served

Logic Models: Program Outcomes



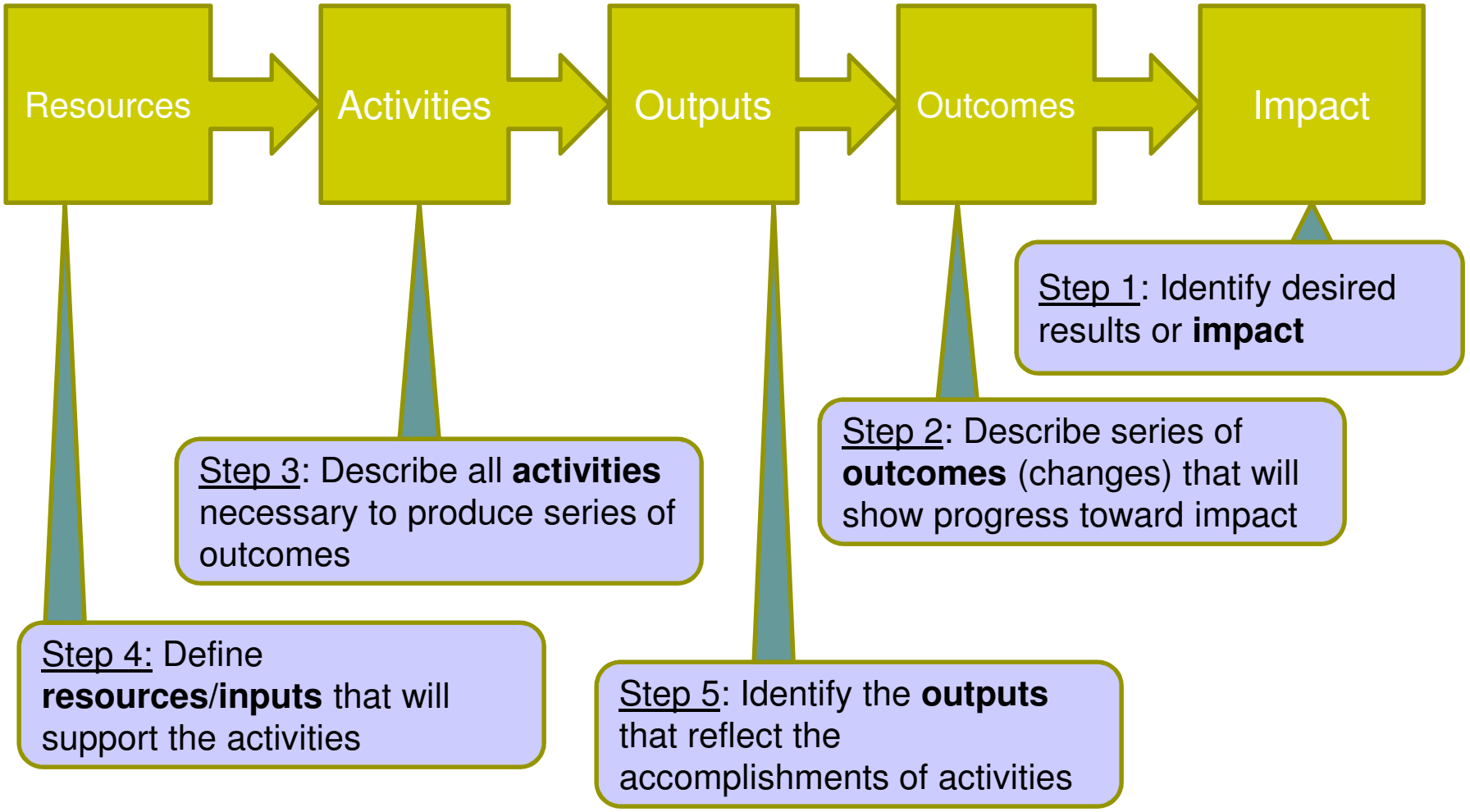
- **Outcomes**: *Benefits for participants during and after program activities*
  - Short-term (focus on *Learning*)
    - new knowledge, increased skills, changed attitudes or values, aspirations, motivations
  - Long-term (focus on *Behavior*)
    - practices, actions, behaviors, policies
- **Impact:** *Change in condition based on outcomes*
    - quality of life, economic status, environmental status

Approaches



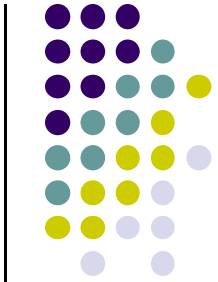
- “If-then” method
  - Delineates conditions needed for next steps (consequences) in LM occur
- “Reverse logic” method
  - Begin with desired long-term outcome, and work backward through defining other components
- Mixed method

Modeling Steps



Knowlton and Phillips, *Logic Model Guidebook. (2009).*

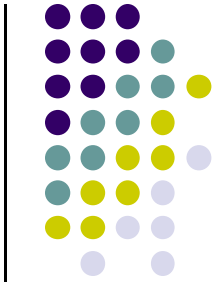
Model Quality



- **S**pecific: content is connected to outcomes
- **M**easureable: content can be both quantitifed and qualified
- **A**ction oriented: content selected to generate change in awareness, knowledge, skill, or behavior
- **R**ealistic: content is plausible and feasible
- **T**imed: content specifies duration and illustrates time-dependent sequence of outcomes and results

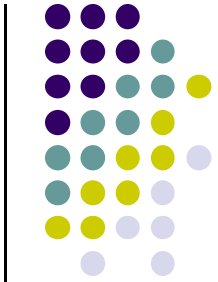
Knowlton and Phillips, *Logic Model Guidebook. (2009).*

Exercise



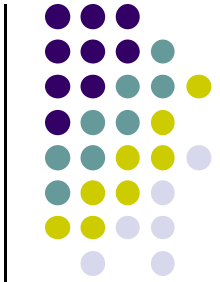
Resources/Inputs In order to accomplish our set of activities we will need the following:	**Activities** In order to address our problem or issue we will conduct the following activities:	**Outputs** We expect that once complete or under way, these activities will produce the following evidence of service delivery:	**Short- & Long-Term Outcomes** We expect that if completed or ongoing, these activities will lead to the following changes in 1-3 then 4-6 years:	**Impact** We expect that if completed these activities will lead to the following changes in 7-10 years:

Types of evaluation



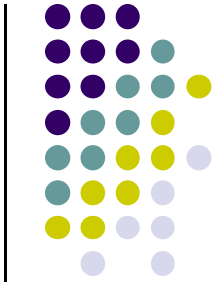
- Formative evaluation
  - "When the cook tastes the soup"
  - Used chiefly for program improvement (how can the program be more effective)
  - Can be used to examine logical connection between process and outcomes
- Summative evaluation
  - "When the guests taste the soup"
  - Used chiefly for accountability (did the program do what it was supposed to do)

Logic Models in Evaluation



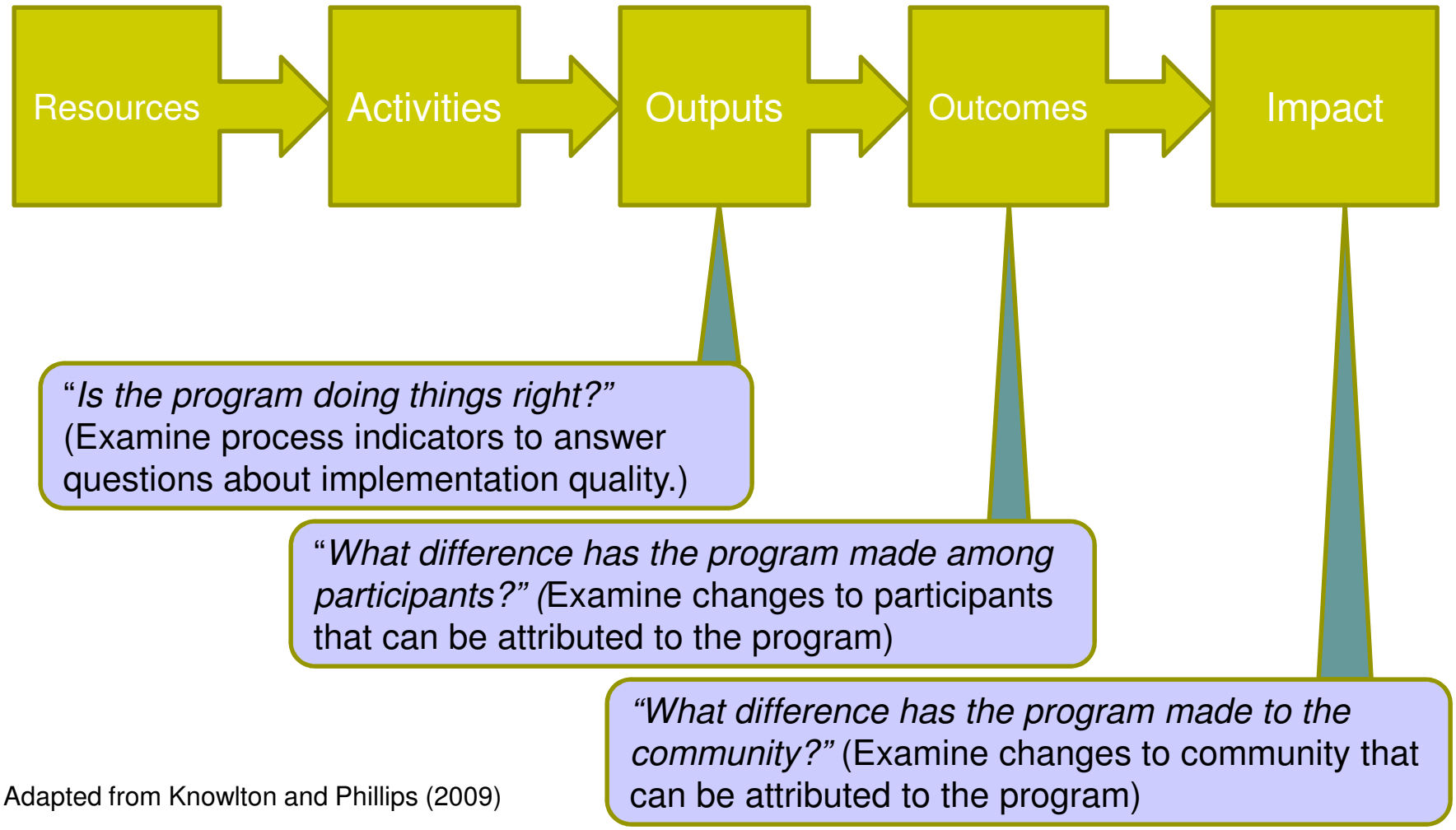
- Process indicators
  - Gauge progress against outputs
  - “What the program does”
- Outcome indicators
  - Gauge progress toward results
  - “What the program achieves”

Logic Models in Evaluation



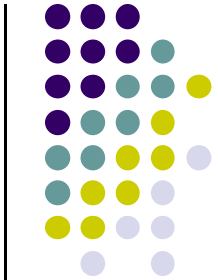
- Graphically depict program model to inform evaluation
- Graphically depict evaluation model to inform program
- Illustrate relationship between planned or actual activities and results
- Facilitate communication between evaluators and evaluation consumers (stakeholders)

Logic Models in Evaluation



Adapted from Knowlton and Phillips (2009)

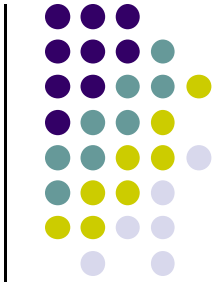
Logic Models in Evaluation



Who are Evaluation Consumers?

- Consumers
- Community Members
- Funding Organizations
- Service Providers
- Board of Directors

Steps for Participatory Logic Models



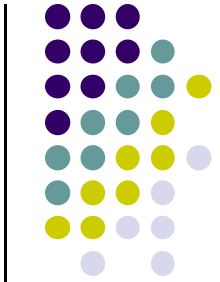
1.) Establish working group
   - Who should be involved?
   - What do they "bring to the table"?
   - What incentives are there to participate?

2.) Convene group and discuss purpose of constructing logic model
   - Review and summarize relevant literature, reports, and data sources
   - If necessary, develop mission/vision statement for group

3.) Provide overview of logic modeling process
   - Review definition of terms, outline steps in LM development
   - Determine how consensus process will proceed
   - What structures (if any) are needed to facilitate process?
     - Working groups
     - Timelines

Adapted from CDC, "Logic Model Basics" (2006)

Steps for Participatory Logic Models



4.) Decide on approach

- "if-then" method
- "reverse logic" method
- mixed method

5.) Brainstorm ideas for each logic model component

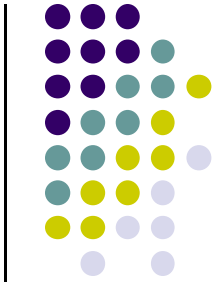
- Consideration given to all stakeholders' suggestions
- Weigh pros and cons of each suggestion
- Group suggestions, if necessary, by topic area within each component

6.) Determine contents of each logic model component

- Components finalized through consensus process
- Perform checks to assure links across the LM components
- Final model should represent program goal(s), but does not need to provide unnecessary detail

Adapted from CDC, "Logic Model Basics" (2006)

Bibliography and Resources



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