

Where's the Logic in Logic Modeling

**National Indian Health Board
September 23, 2014**

Objectives

- By the end of this webinar, participants will be able to ...
 - Describe the basic component of a behavioral change logic model
 - Describe how to use a logic model

Who We Are

- NIHB Mission Statement

- One Voice affirming and empowering American Indian and Alaska Native People to protect and improve health and reduce health disparities

Areas of Expertise

NIHB provides a variety of services

- **Advocacy**
- **Policy Formation and Analysis**
Legislative and Regulatory Tracking
- **Direct and Timely Information Dissemination to Tribes**
- **Research on Indian Health Issues**
- **Program Development and Assessment**
Public Health Infrastructure
- **Training and Technical Assistance Programs**
- **Project Management**

Examples of TA Projects

- Tribal Public Health Capacity
- ACA Outreach and Education
- Medicare, Medicaid, and Health Policy Subcommittee (MMPC)
- HIV/AIDS Outreach and Education MSPI

Outreach and Education

Overview of Logic Models

Definition of a Logic Model

A logic model describes the main elements of an intervention and how they sequentially work together to address a specific problem or issue in a given population

Logic Models

- Are simply a picture that describes a program
 - and its inner workings
 - Flow chart

Diagram

- Are made far more complicated than they
- need to be

Logic Models

In our field, we create logic models to describe:

Evaluation plans

Community assessments

Prevention programs

Behavior change

We further dissect problems so that we can more finely tune our programs



**YOU HAVE A
HEADACHE!!!!!!**

What do you do?

Show Obvious Relationships

Stress and tension have produced a headache



Take two aspirin

Rest for 30 minutes



Headache pain will be reduced

Logical Progression to Solving a Problem

PROBLEM



SOLUTION / ACTION



RESOLUTION / RESULT

The Process



Starts with an observation and then follows a “but why?” line of reasoning to identify causes

Then you implement the solution ... and monitor the outcome

Elements of the Logic Model

PROBLEM

equals **Problem Statement**



SOLUTION / ACTION

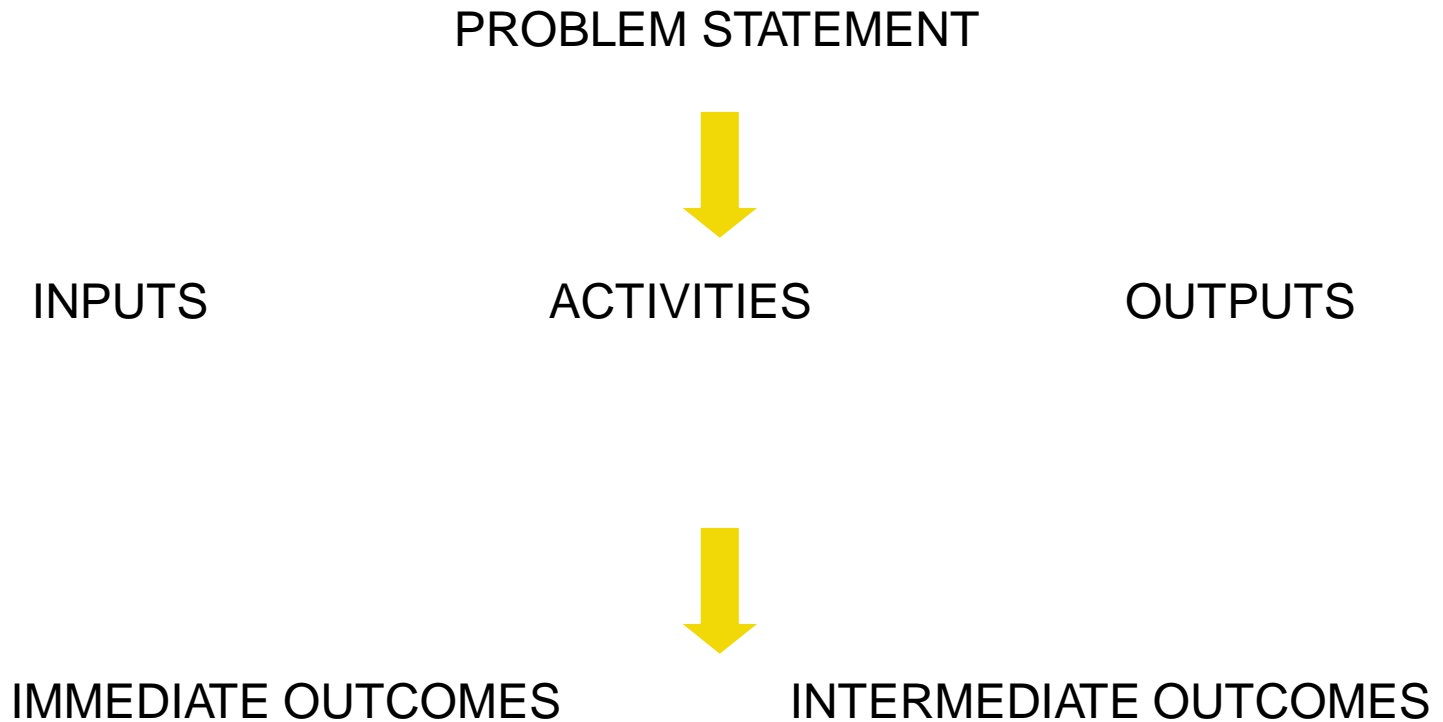
equals **Inputs, Activities, and Outputs**



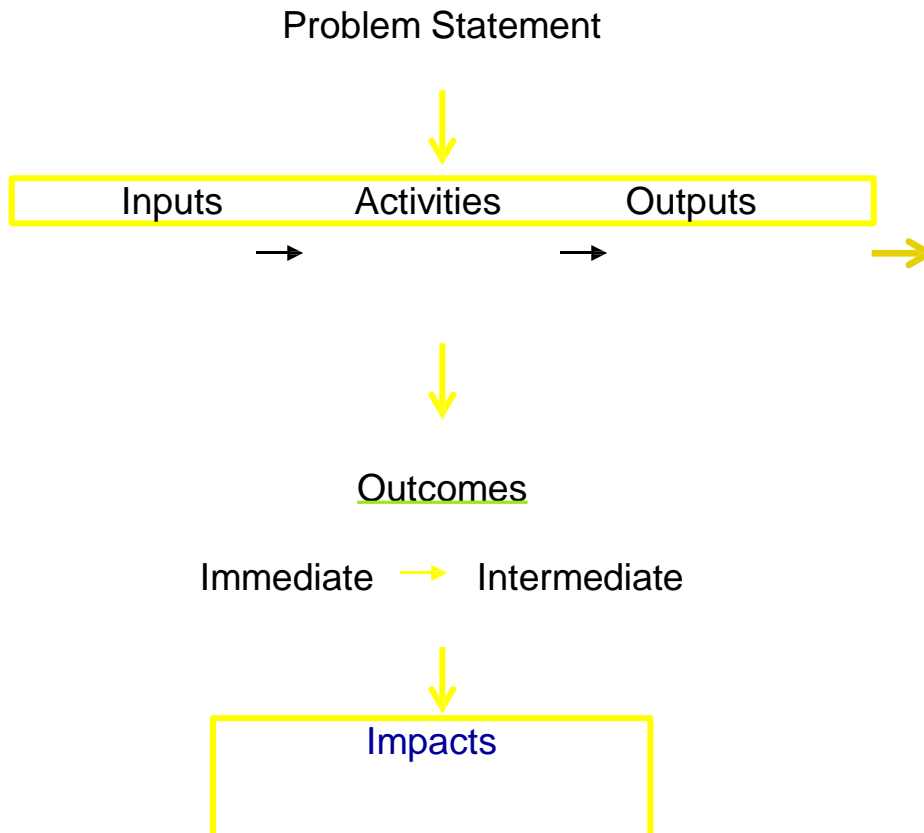
RESOLUTION / RESULT

equals **Immediate and Intermediate Outcomes**

Flow of a Logic Model



Definitions of Logic Model Components

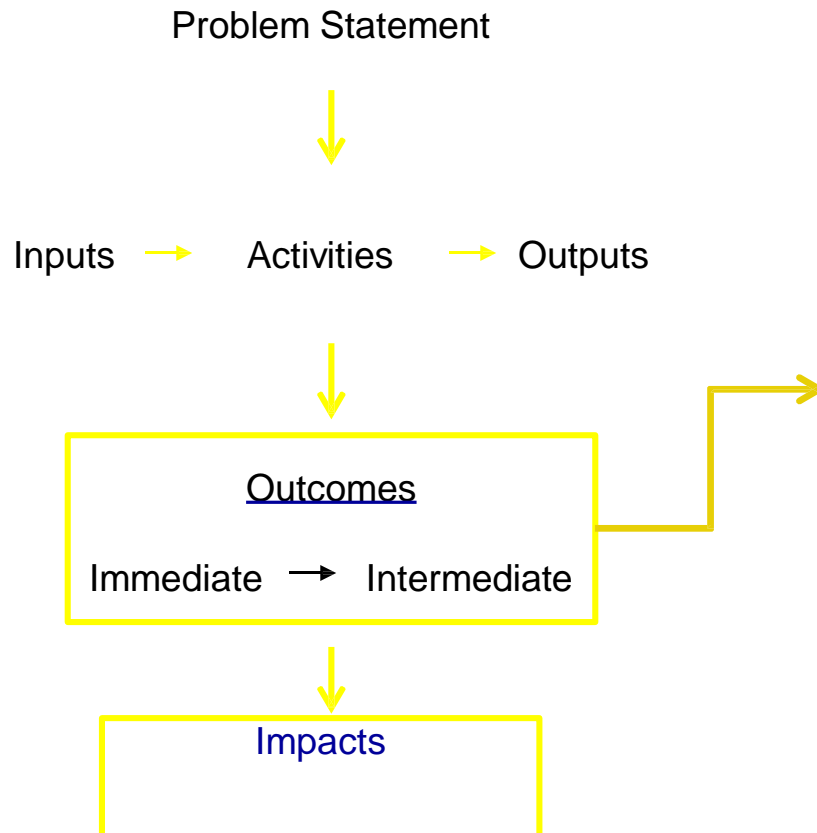


Inputs: Resources used in an program (such as money, staff, curricula, and materials)

Activities: Services that the intervention provides to accomplish its objectives (such as outreach, materials distribution, counseling sessions, workshops, and training)

Outputs: Direct products or deliverables of the intervention, (such as intervention sessions completed, people reached, and materials distributed)

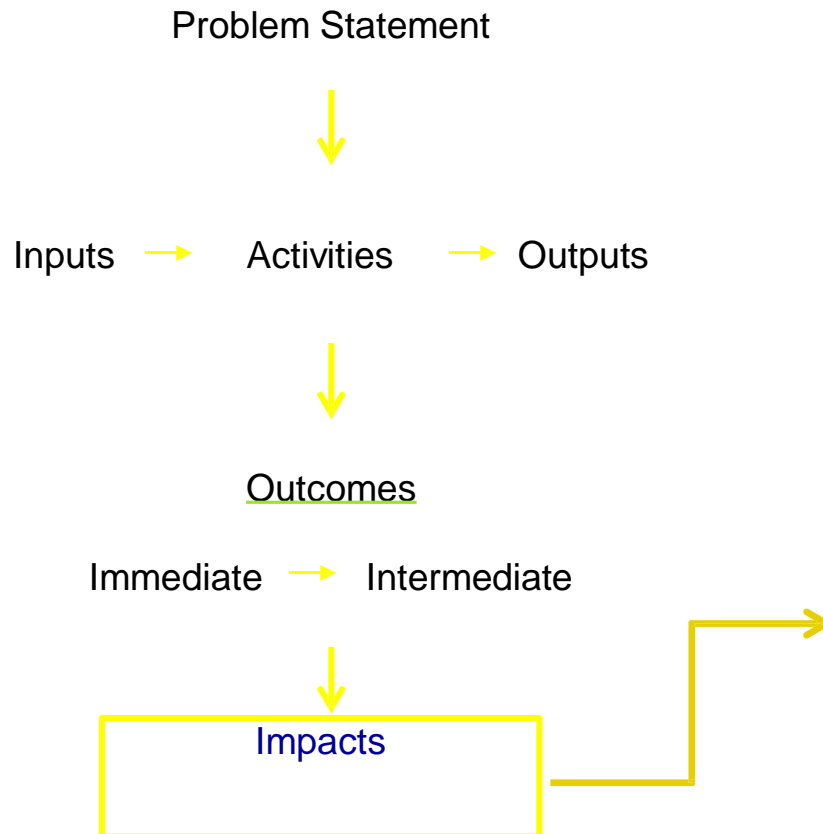
Definitions of Logic Model Components



Immediate Outcomes: Immediate results of the intervention (such as changes in knowledge, attitudes, beliefs, and skills)

Intermediate Outcomes: Intervention results that occur some time after the intervention is completed (such as changes in behaviors, skills, access, policies, and environmental conditions)

Definitions of Logic Model Components



Impacts: Long-term results of one or more interventions over time (such as changes in suicide rates)

Can be within a larger area or within a confined area

The Logic of a Logic Model

- The problem statement contains
Statement of risk behavior
 - Statement of the causes (behavioral determinants) Specifies the population engaging in the risk behavior
- Activities directly address behavioral determinants
 - Large programs generally have many activities
- Immediate outcomes show a change in behavioral determinants
Intermediate outcomes show a change in actual risk behavior

Tips for Writing a Logic Model

Inputs are what you need to do your activities

Activities start with verbs

Conduct, Distribute, etc.

Outputs are also called deliverables

Outputs are almost always associated with numbers Outcomes

use words to indicate a change shift Immediate outcomes lead to

intermediate outcomes

Youth between the ages of 14-18 living on XY Reservation are a heightened risk for suicide due to diminished access to intervention services, lack of knowledge of how to access services, and low self-efficacy to ask to seek out assistance

Inputs

- SafeTalk training for staff
- SafeTalk TOT for staff
- Technical assistance on social marketing
- Graphic design consultant
- 2.0 FTE staff
- 2 computers and workstations
- Training facilities and materials
- \$200,000 grant
- Behavioral health providers
- MOU's with local business
- Incentives for trainings

Activities

- Receive training on SafeTalk
- Receive TOT Training on SafeTalk
- Deliver local SafeTalk trainings to youth, adult family members, school faculty, and behavioral health providers
- Create texting campaign for local suicide prevention
- Recruit youth to join texting campaign
- Text suicide prevention
- Create a local social marketing campaign
- Disseminate local social marketing campaign materials

Outputs

- 10 SafeTalk trainings for 100 youth
- 10 SafeTalk trainings for 150 adults
- 2 SafeTalk Training for 25 school faculty
- 1 SafeTalk training for 8 providers
- 100 youth recruited for texting campaign
- 300 suicide prevention texts sent
- 1 local social marketing campaign
- 1000 pieces of social marketing campaign distributed

Immediate Outcomes

Increased efficacy to seek out assistance
Increased knowledge of how to access services
Increased access to intervention services

Intermediate Outcome

Decreased risk for suicide for youth between the ages of 14-18 living on XY Reservation

Impact

Decreased suicide attempts
Decreased deaths from suicide

Youth between the ages of 14-18 living on XY Reservation are a heightened risk for suicide due to diminished access to intervention services, lack of knowledge of how to access services, and low self-efficacy to ask to seek out assistance

Immediate Outcomes reflect a change in the causes of behavior

Intermediate outcome reflects a change in the actual behavior

Impact

- Decreased suicide attempts
- Decreased deaths from suicide

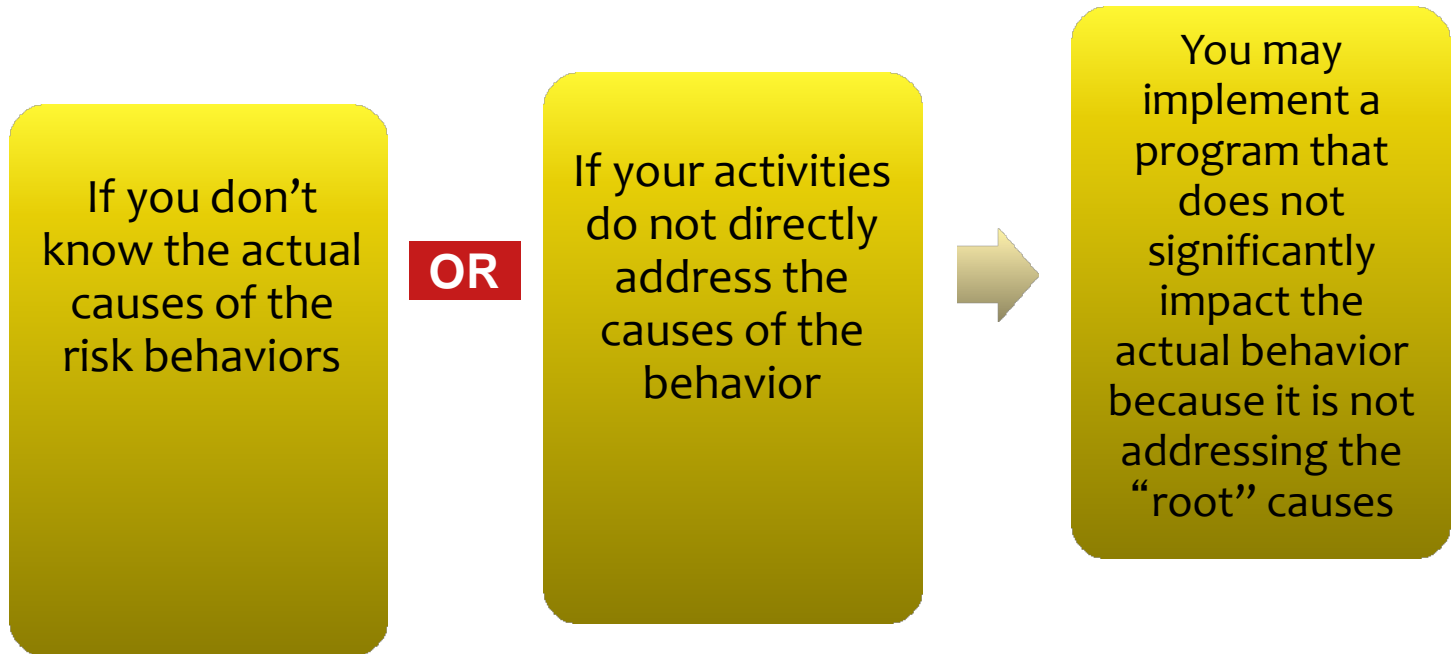
Immediate Outcomes

- Increased efficacy to seek out assistance
- Increased knowledge of how to access services
- Increased access to intervention services

Intermediate Outcome

Decreased risk for suicide for youth between the ages of 14-18 living on XY Reservation

What Can Happen if Your Logic Model is Illogical





Why Use Logic Models?

Benefits of Using a Capacity Building Logic Model

Shows the internal logical consistency of the program and helps to identify gaps in the plan

Makes the intended outcomes of the intervention clear so that planners can determine whether the intended activities are appropriate and realistic

Helps in monitoring progress by providing a clear plan for an intended intervention

Benefits of Using a Capacity Building Logic Model

Ensures that everybody (planners, managers, grant writers, line staff, funders, community members, and others) are all on the same page

Great tool for continuity

Ensures concrete effective programming

Seeks to ensure that the problem statement is based on evidence and not assumption

Using the Logic Model to Construct a Workplan

Using the activities component, begin to construct incremental tasks needed to accomplish each activity

Construct a Gantt Chart to supplement the workplans

Doing the Workplan will also help you to validate how many staff are needed to accomplish each task and activity

The activities can then be grouped into objectives and goals

Using Logic Model to Guide Evaluation Planning

Helps to focus evaluation questions

Process Monitoring and Evaluation

Create Process Objectives (generally around the outputs)

By the end of the 4th month, 1 social marketing campaign will have been created

Outcome Monitoring and Evaluation

Create Outcome Objectives (for both immediate and intermediate)

By the end of grant year 1, youth will exhibit a 25% increase in their self-reported self efficacy to access services

If not meeting outputs

- Then the logic model becomes a monitoring
- tool, and you can ask yourself
 - “Why aren’t we meeting our output?”
 - Did we miscalculate inputs and resources needed?
 - Are the activities taking too long?
 - ...

Using Logic Model for Budgeting

Using inputs to write specific budget line items

That includes work materials, computers, training required, and travel

Using activities to estimate staff time needed

Planned Versus Actual Logic

Planned implementation and outcomes

**During the planning of a program, a logic model can
describe intended implementation
show expected outcomes**

Actual implementation and outcomes

**Once the program is implemented, a logic model can
describe how the implementation actually occurs
demonstrate the outcomes that actually occurred**

Logic Model Structure

The structure of a logic model is flexible

Does not have to be so linear and Western in its approach

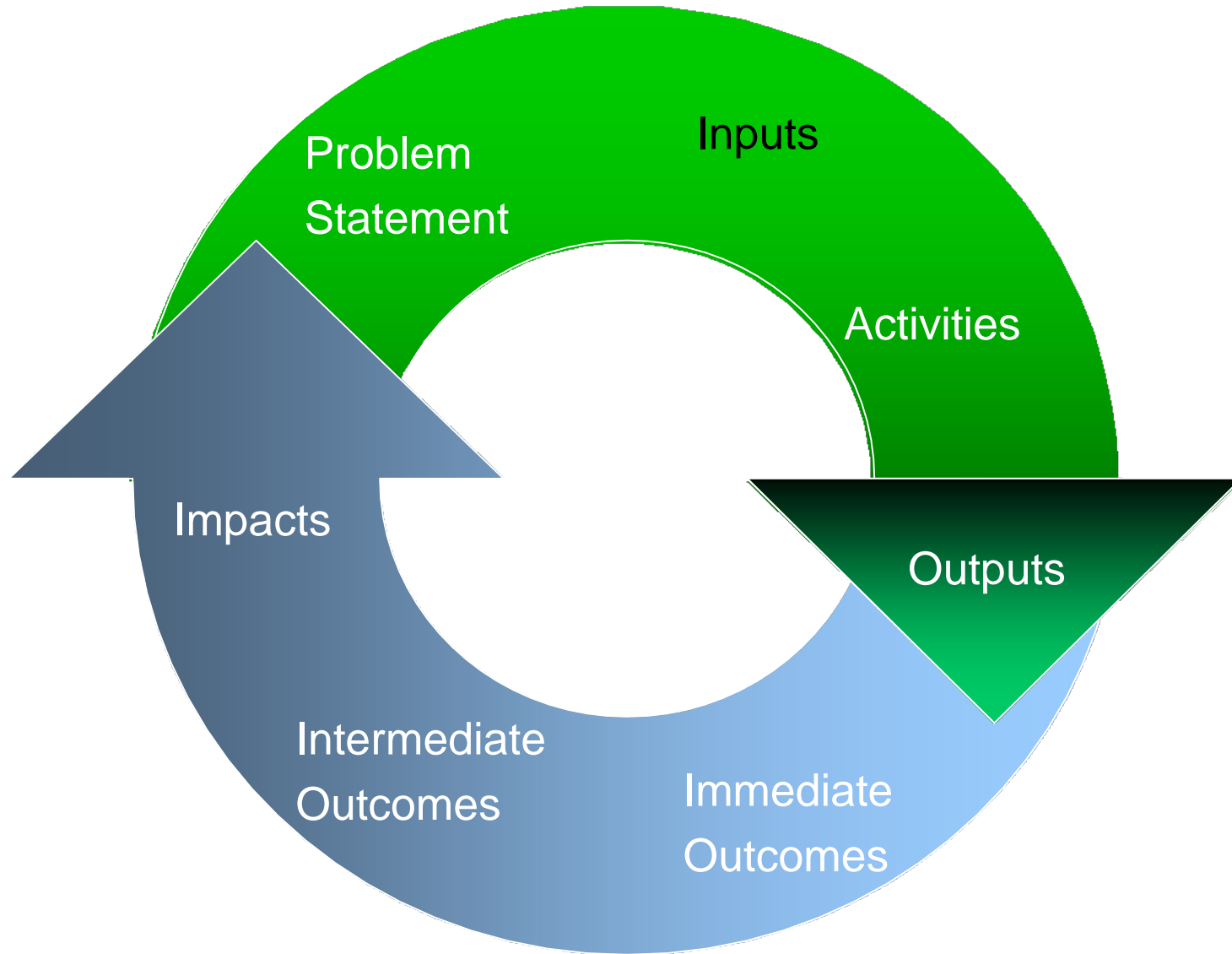
As long as the following components are included:

Problem Statement

Activities

Immediate and Intermediate Outcomes

Circular Logic Model



What Questions Do You Have?



Thank you!

Robert Foley
Acting Director of Public Health Programs and Policy
National Indian Health Board

rfoley@nihb.org

202-355-5494

www.nihb.org