

LOGIC MODELS

A **logic model** is a visual representation of a program’s design, goals, and objectives which can be a valuable tool for strategic planning and evaluation. From a logic model, key evaluation questions, and measures for process and outcome objectives can be developed that will guide the evaluation design.

The Kellogg Foundation created an excellent resource for developing logic models. Chapter 1 describes each component of the logic model in detail, and how to use it.

Logic Model Development Guide (WK Kellogg Foundation)
<http://www.wkkf.org/Pubs/Tools/Evaluation/Pub3669.pdf>

Although the specific language varies, the basic components of a logic model are as follows:

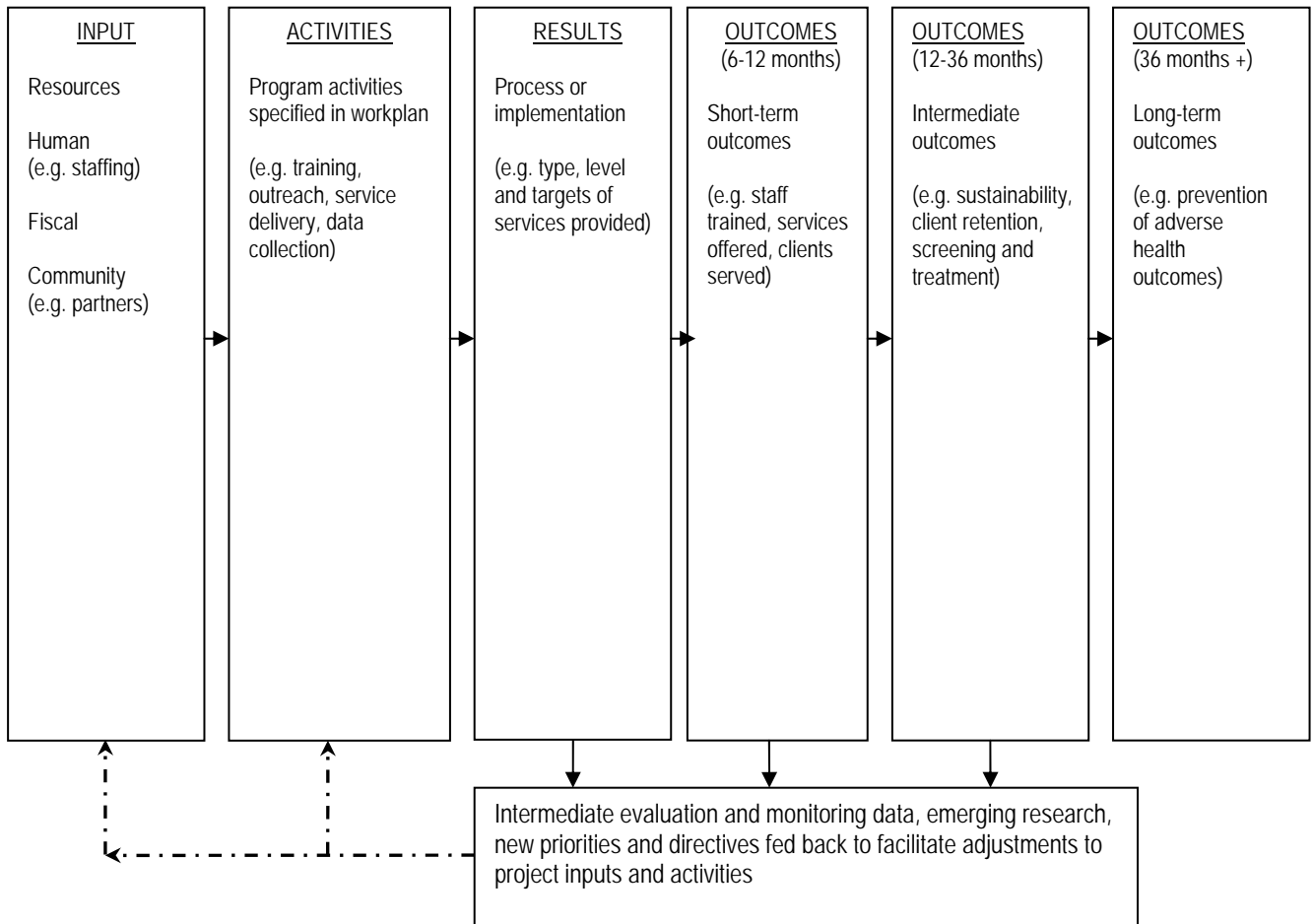
PLANNED WORK:

- ✍ Resources/Inputs (human, fiscal, community)
- ✍ Program Activities

INTENDED RESULTS:

- ✍ Results/Outputs (*process objectives*; e.g. type, level and targets of services provided)
- ✍ Outcomes (*short-, medium-, and long-term outcome objectives*)

This information can then be organized into a visual template, such as that below. Sample logic model components are also provided on the following page.



Sample Logic Model Components

Resources (Inputs)	→	Program Components (Activities)	→	Outputs (Objectives)	→	Outcomes (Goals)
Examples		Examples		Examples		Examples
<p>People Staff – hours Volunteers – hours</p> <p>Program funding sources</p> <p>Other resources Facilities Equipment Complementary clinic services Community partners</p>	→	<p>Staff allocation and training</p> <p>Clinic procedures for HIV testing Patient flow for integrated services Data tracking and reporting</p> <p>Outreach to high-risk/underserved</p> <p>Intake/Client Needs Assessment</p> <p>HIV Counseling & Testing Confidential & Anonymous Rapid & Standard Post-test counseling & referral Navigation of HIV+ into care</p> <p>Core Title X Services Contraceptive services STI/STD screening Breast & cervical cancer screening</p> <p>Counseling & Support Services ABC prevention message Safer sex practices Substance abuse/mental health</p> <p>Program Support Fundraising Long-range planning Administration Public Relations</p>	→	<p>Program monitoring:</p> <p>Number of clinic staff: Trained to provide HIV tests Trained to deliver HIV test results Trained to deliver ABC message</p> <p>Percent of Family Planning Users: Offered HIV test as part of FP visit Tested for HIV by test type/mode Receiving HIV test results Testing positive for HIV</p> <p>Percent of HIV+ users successfully Referred into care Receiving treatment Receiving prevention counseling</p>	→	<p>Provide FP and HIV counseling & testing services to high-risk users: Young women (age <25 years) Low-income and uninsured Racial and/or ethnic minorities</p> <p>In-program: Client satisfaction Client retention</p> <p>In or post-program: Increase knowledge of HIV status Reduce sexual risk behavior</p> <p>Health outcomes (HIV prevention): Reduce risk of HIV transmission Increase quality of life for HIV+</p> <p>Health outcomes (Title X): Reduce unintended pregnancy Reduce infertility Reduce invasive cervical cancer</p>