Why All the Excitement about Logic Models?

Webinar Series: Guide to Successful Grant Proposals

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Office of Minority Health and Resource Center

The Office of Minority Health (OMH) is dedicated to improving the health of racial and ethnic minority populations through the development of health policies and programs that will help eliminate health disparities.

The Office of Minority Health was created in 1986 as one of the most significant outcomes of the Heckler Report and was reauthorized by the Affordable Care Act (ACA) in 2010.

The OMH Resource Center was created in 1987. It is the nation's largest repository of information on health disparities issues. The Resource Center offers a variety of information resources, technical assistance and access to online document collections, database searches, and customized responses to requests for information and assistance.
Why All the Excitement about Logic Models?

• This webinar will provide an overview of Logic Models
  – Variations in composition and their use in applications and evaluations,
  – The importance of creating specific, measurable, attainable, realistic and timely (SMART) objectives,
  – Where to access logic model designs and information.

• Logic model templates will be reviewed.

• We will tie this information into concrete examples of: Preparing Successful Grant Proposals
Logic Models are an Aspect of Planning

Let’s Reframe the usefulness of Logic Models

• As an “organizational tool” they can improve clarity in resource development strategies for both writers and funders
• They have a flexible format and can be used in everyday activities
• There is a consistent terminology associated with logic models
• They address the “So What” and “If-Then” questions of administrators = demonstrate Accountability
• They provide a Strength-Based approach for the organization
University of Wisconsin has one of the best websites around discussing Logic Models!

“Enhancing Program Performance with Logic Models”

• Their website has been open source to the public since 2010,
• The website includes online resources, notes, guidelines and materials,
• Permission is available for others to use their materials as well.
• You might consider other sources as well for Logic Model information, such as with the CDC and United Way.
What logic model is not... according to UW

- A theory
- Reality
- An evaluation model or method

It is a **framework** for describing the relationships between investments, activities, and results.

It provides a **common approach** for integrating planning, implementation, evaluation, and reporting.
OMH Resource Center’s VDC Logic Model

• VDC (Vision, Design and Capacity) Proposal Development Training has a Logic Model component.

• The training emphasizes how Logic Models can be used as a tool for technical writing, program planning and defining programmatic budgets.

For more information about these VDC trainings, contact your OMH Regional Minority Health Coordinator! http://minorityhealth.hhs.gov/omh/browse.aspx?lvl=2&lvlid=5
Goals and Objectives and Technical Writing

• **SMART objectives** tell us...

  when: timeline for achieving
  who: target group
  where: geographic location
  what: action or intended activity
  how much: extent or degree of achievement
SMART Objectives

**S** – specific
**M** – measurable
**A** – attainable
**R** – realistic
**T** – time-bound

- *Ex: Within the next 2 years, the number of rapid HIV tests ordered by clinicians in ______ emergency rooms will increase by 30%*
SMART outcome objectives frame

(McKenzie & Smeltzer 2001)

1. **What will change:** Outcome that will be achieved

   *Within the next 2 years, the number of rapid HIV tests ordered by clinicians in ______ emergency rooms will increase by 30%*

2. **When will it change:** Conditions under which the outcomes will be observed

   *Within the next 2 years, the number of rapid HIV tests ordered by clinicians in ______ emergency rooms will increase by 30%*
SMART outcome objectives frame
(McKenzie & Smeltzer 2001)

3. **How much change:** Criterion for deciding whether the outcomes has been achieved

*Within the next 2 years, the number of rapid HIV tests ordered by clinicians in _______ emergency rooms will increase by 30%*

4. **Who will change:** Target population

*Within the next 2 years, the number of rapid HIV tests ordered by clinicians in _______ emergency rooms will increase by 30%*
**SMART Objectives checklist**

- **Specific** - Be precise about what you are going to achieve
- **Measurable** - Quantify your objectives
- **Achievable** - Are you attempting too much?
- **Realistic** - Do you have the resources to make the objective happen (personnel, equipment, materials)?
- **Time-bound** - State when you will achieve the objective (within a month? By February 2016?)
What are the basic components of a Logic Model?

- the **Situation**
- Assumptions
- Inputs
- Activities
- Outputs

- Outcomes
- Impact = “So What”
- Evaluations
- External Factors
- “If Then” relationships
Logic Model Terminology

• the **Situation** = What is causing you to draft a logic model?

• **Assumptions** = something taken for granted; a supposition

• **Inputs** = what you/agency have in the situation being addressed

• **Activities** = what you plan on doing

• **Outputs** = what can be measured; products of activities
Logic Model Terminology

- **Outcomes** = benefits of your activities and products
- **Impact** = addresses your accountability in the short – medium – long term view; answers the “So What” question addressing CHANGE
- **Evaluations** = what, specifically is being measured
- **External Factors** = things outside of your control
- **“If Then” relationships** = shows how everything is connected to demonstrate SUCCESS
Everyday example

Situation: Headache
INPUTS: Get pills
OUTPUTS: Take pills
OUTCOMES: Feel better

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Every day logic model – Family Vacation

**INPUTS**
- Family Members
- Budget
- Car
- Camping Equipment

**OUTPUTS**
- Drive to state park
- Set up camp
- Cook, play, talk, laugh, hike

**OUTCOMES**
- Family members learn about each other; family bonds; family has a good time
Evaluation Logic Model

Washington State Plan for Healthy Communities

Inputs
- Multi-prong approach at statewide and local levels
- Statewide and targeted focus on vulnerable populations
- Adoption of Life Course Approach
- Federal and State Funds
- Staff, DOH and Lead partner organizations
- Active and Engaged Leadership Team, Prevention Alliance, and Hub Coalitions
- Office of Healthy Communities integrated program infrastructure
- Evidence-based and nationally recommended Interventions and guidelines
- Well-developed agency capacity to support Policy, Environmental, and Systems Interventions
- Well-developed Assessment and Evaluation capacity

Core Public Health Functions
- Partnership engagement
- Workforce development
- Guidance and support for programmatic efforts
- Strategic communication
- Evaluation, Surveillance, and epidemiology

Implementation of identified strategies* in 5 key domains:

1. Epidemiology and Surveillance
   - Work plans and approaches identified and developed
   - Training and technical assistance provided
   - Workgroups staffed and facilitated
   - Workforce, schools, ECE, communities, and clinical implement policy, environmental, systemic changes
   - Local and state-level decisionmakers educated and informed

2. Environmental Approaches
   - Community-clinical linkages that support access and referral to quality community programs and resources to improve preconception, prenatal, reproductive, developmental, behavioral, and health outcomes

3. Health Systems Intervention
   - Organizational structures and supports to promote health equity are built and incorporated statewide and locally
   - Specific strategies that promote health equity are selected, designed, and implemented
   - Data and measures to assess health disparities are identified and made available

4. Healthy Equity
   - Increased adoption of policies, programs, and systems changes that promote health equity and incorporate cultural and linguistic appropriateness and acceptable practices for populations being served

Outputs (Frequency counts)
- New data sets identified and developed
- Existing data collection systems enhanced and maintained
- Communication plans developed for periodic sharing of data, scientific information, and progress

Short-term Outcomes
- Increased screening, analytic, and dissemination of data and information to inform, prioritize, deliver, and monitor programs and population health

Intermediate Outcomes
- Improved health behaviors and practices in key settings and populations across the life span (e.g., increased participation in physical activity, effective oral health activities, and decreased tobacco use and substance abuse)
- Increased use of primary prevention, self-management, and family planning programs to improve preconception, prenatal, reproductive, developmental, behavioral, and health outcomes

Long Term Outcomes
- Improved maternal and child health
- Improved sexual and reproductive health
- Improved oral health
- Improved social and emotional well-being
Logic Models demonstrate a **chain of connections** showing what the program is to accomplish.

<table>
<thead>
<tr>
<th>INPUTS</th>
<th>OUTPUTS</th>
<th>OUTCOMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Investments</td>
<td>Activities → Participation</td>
<td>Short → Medium → Long-Term</td>
</tr>
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**What we invest**

**What we do**

**Who we reach**

**What results**
How will activities lead to desired outcomes?

*A series of if-then relationships*

**Tutoring Program Example**

1. **IF** we invest time and money
2. **then** we can provide tutoring 3 hrs/week for 1 school year to 50 children
3. **IF** students struggling academically can be tutored
4. **then** they will learn and improve their skills
5. **IF** they will get better grades
6. **then** they will move to next grade level on time

**University of Wisconsin-Extension, Program Development and Evaluation**
Putting Things Together – First Determine

- Purpose of Logic Model = internal, external, retrospect, practicing, clarity setting exercise, etc.
- Does your Logic Model need to be Simple – Medium – Complex
- Meeting the Needs of Your Purpose – Does your Logic Model answer the *Big Questions* or *Concerns* of your Project/Request
- Deciding what to share of your Logic Model
Always Remember...

• The most complete and accurate logic models are produced in groups situations.
• Always have someone review your Logic Models before sending them into the funder.
• It helps to review various iterations of Logic Model trainings, representations and resources.
• Checkout the University of Wisconsin’s website for more information, or
• Send us an email at info@minorityhealth.hhs.gov or call us at 1-800-444-6472
In Closing

• Thank-you for participating in today’s presentation of *Why All the Excitement about Logic Models?*

• For more information about copies of this presentation please go to our website, [http://minorityhealth.hhs.gov](http://minorityhealth.hhs.gov) // 1-800-444-6472

• Our next webinar is **Nov 5th, 2015** and we will be focusing on strategies and practices when responding to federal announcements!

  • Are there any questions at this time?