

# 5 Hints to Make Your Logic Models Worth the Time and Effort

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## Hint #1

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See the model as a  
means, and not an end...

# You Don't Ever Need a Logic Model, BUT, You Always Need a Program Description

Don't jump into planning or evaluation without clarity on:

- The big “need” your program is to address
- The key target group(s) who need to take action
- The kinds of actions they need to take (your intended outcomes or objectives)
- Activities needed to meet those outcomes
- “Causal” relationships between activities and outcomes



## Hint #2

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“Process use” may be the  
highest and best use...

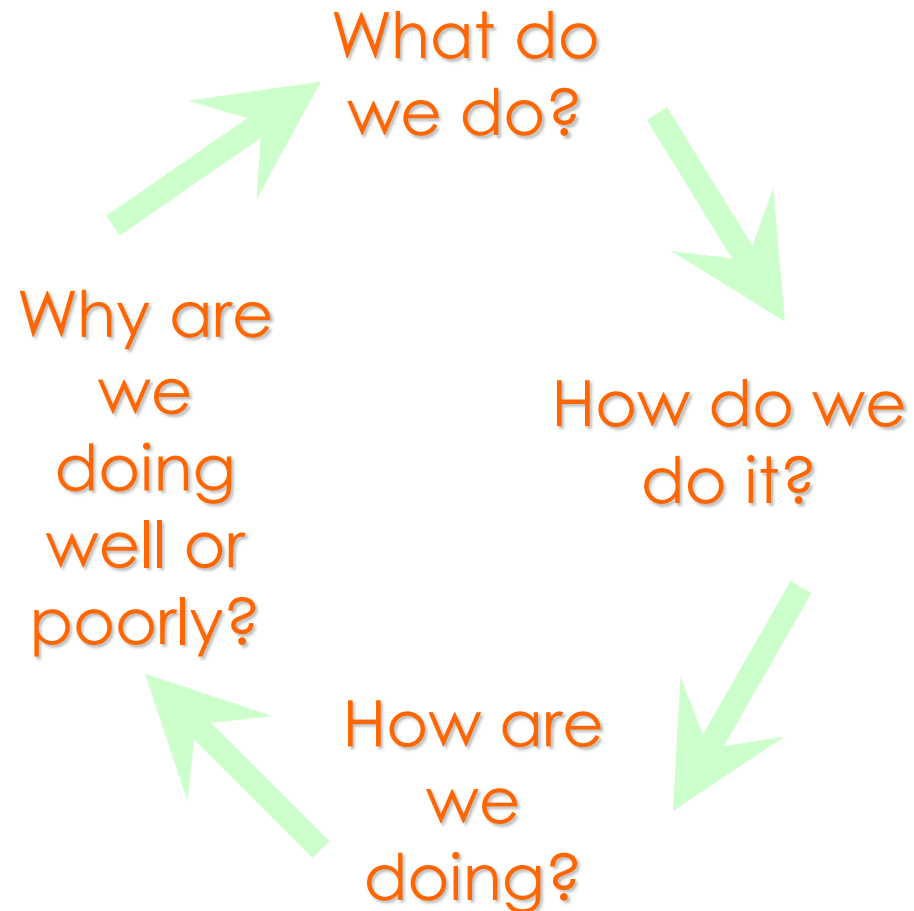
# Process Use...

- Insights learned about the program by going thru the (early) steps of an evaluation....even when you don't proceed to data collection and analysis.

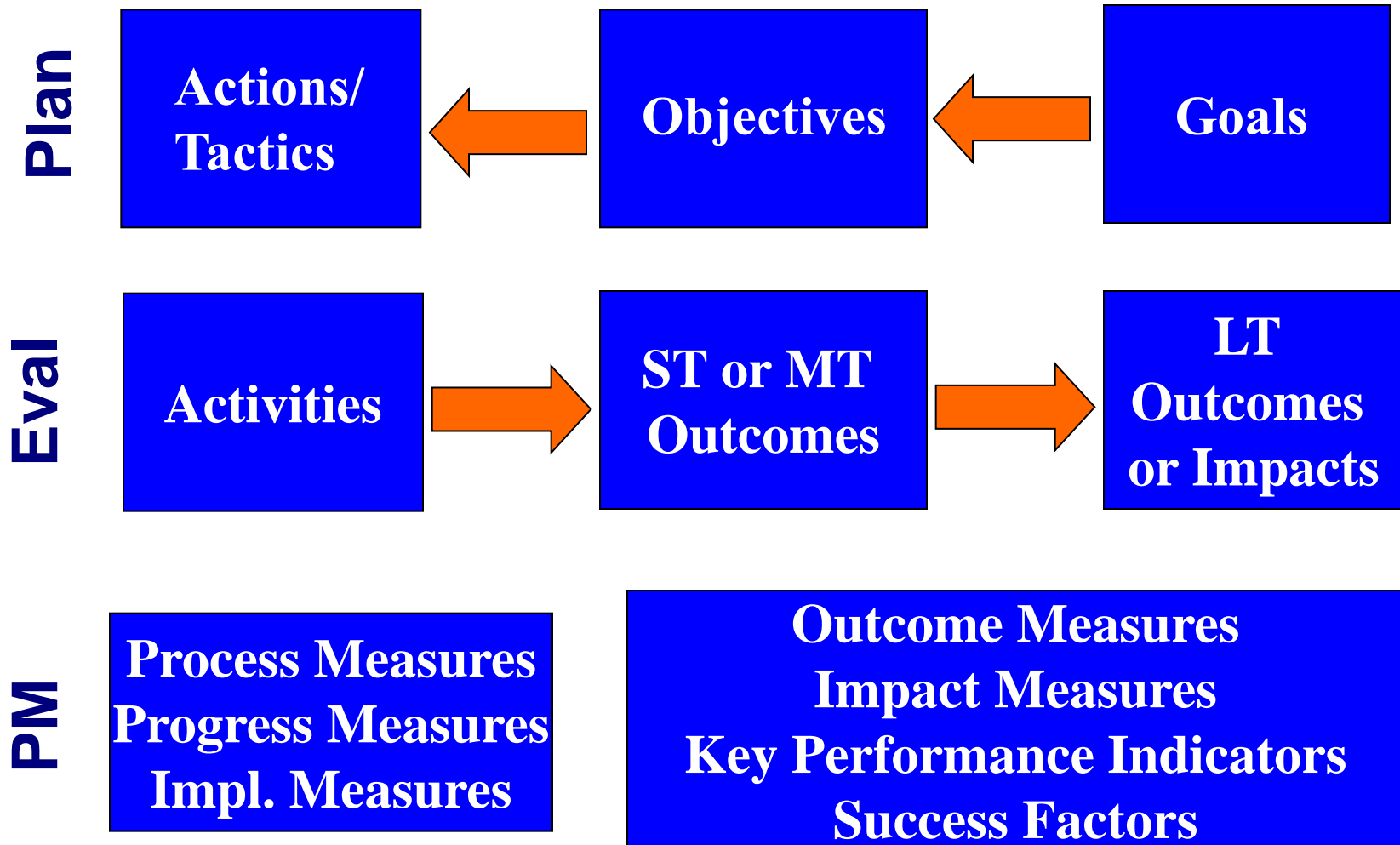
# Integrating Processes to Achieve Continuous Quality Improvement

## ■ Continuous Quality Improvement (CQI) cycle

- **Planning**—*What* actions will best reach our goals and objectives.
- **Performance measurement**—How are we doing?
- **Evaluation**—*Why* are we doing well or poorly?



# Finding Activities and Outcomes





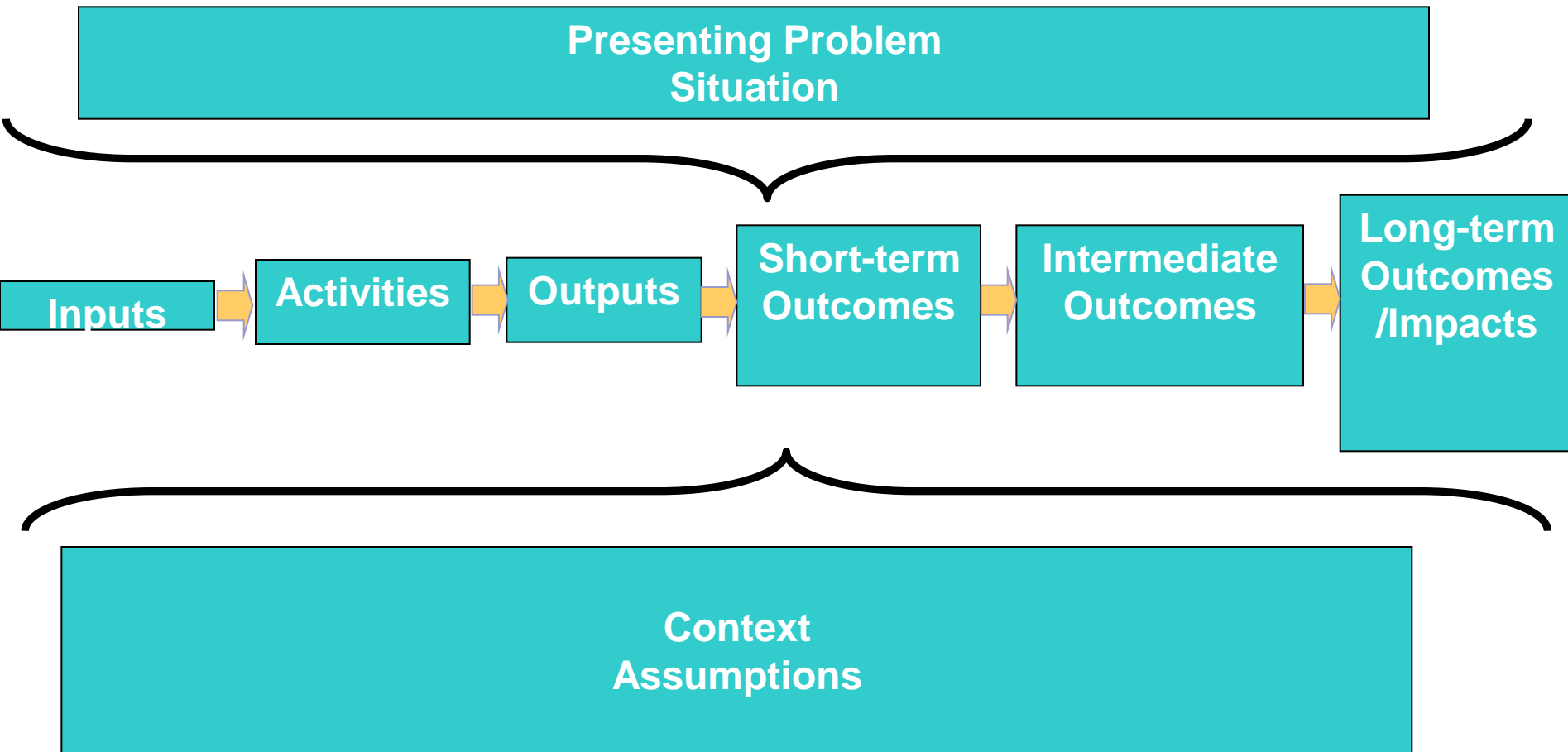
## Hint #3

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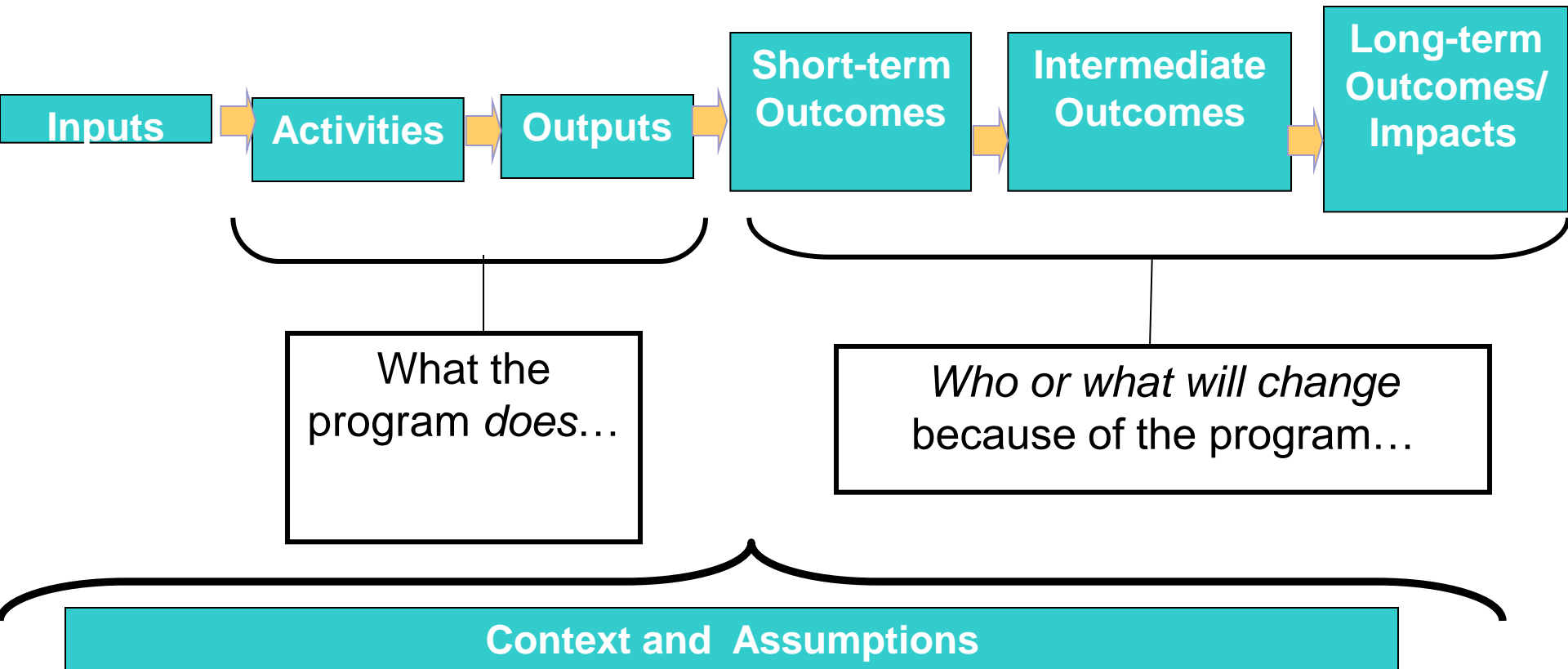
Let form follow function ...



# “Complete” Logic Model



# The “Heart” of the Model





# Insights from Simple Logic Models

- “Sphere of control” versus “Sphere of influence”
- Sequence of outcomes/“accountable” outcome
- Mismatches of activities and outcomes
- Frame of reference for more detailed models



## Hint #6

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Use additional terms sparingly, but well...



# Mediators

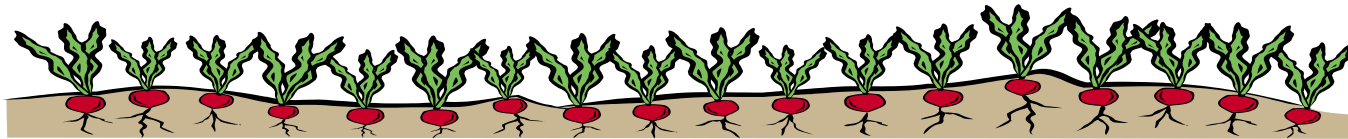
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The real action is in the  
middle of the model...

*Mediators broaden our understanding of the “underlying logic” of our efforts!*

**Not just: Did it work?**

*How many tomatoes did I get?*

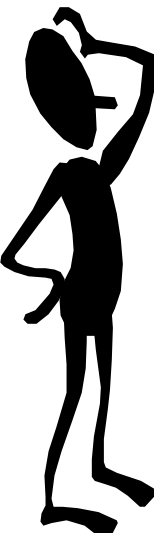
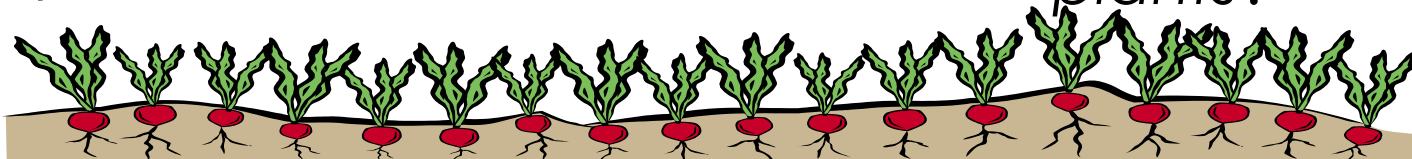


**But also: Is it working?**

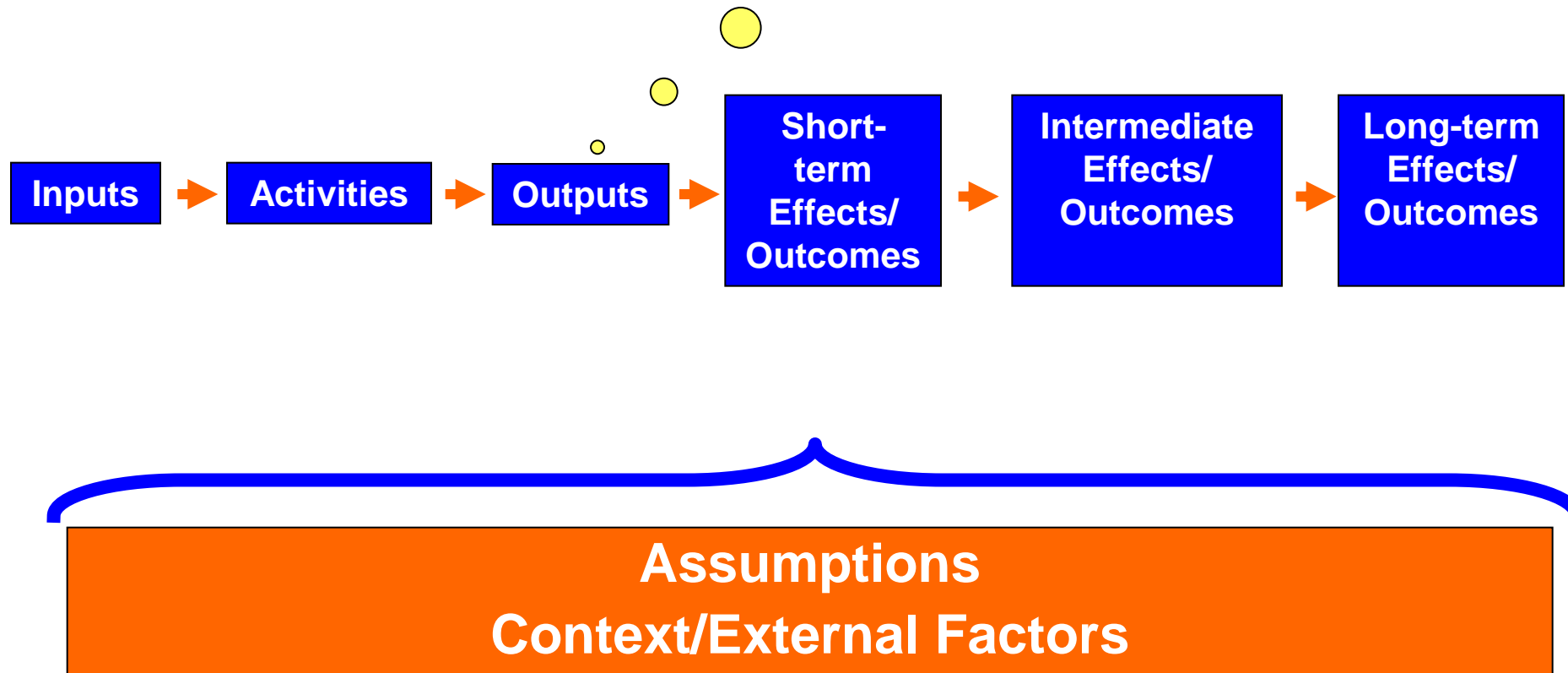
*Are planting,  
watering, and  
weeding taking  
place?*

*Have the  
blossoms  
“set”?*

*Are there  
nematodes  
on the  
plants?*



# *Tangible products of activities*

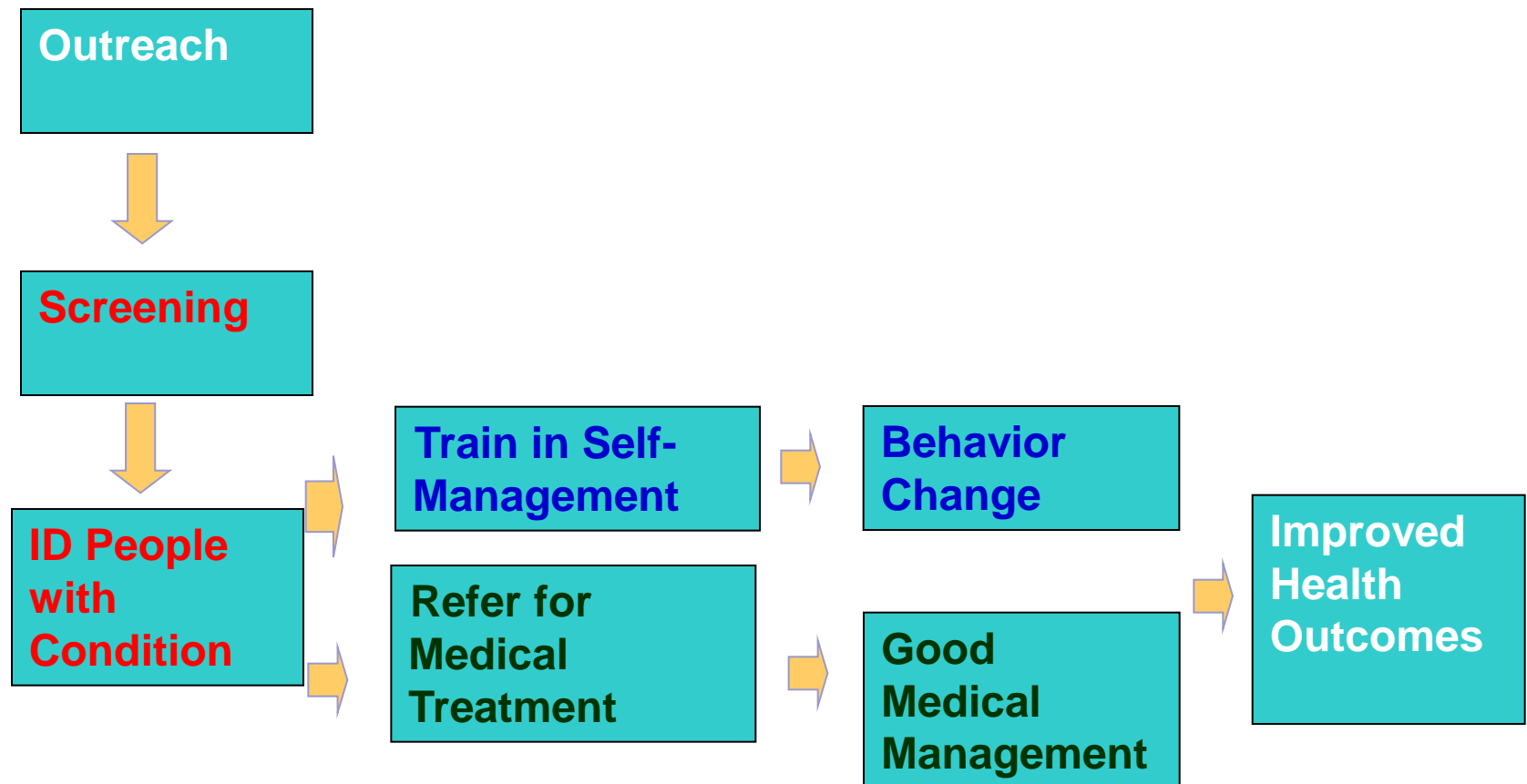


# Traditional Outputs—Typical Screening Program

- *Outreach:* Pool (#) of eligible kids
- *Screening:* Pool (#) of screened kids
- *Referrals:* (#) referrals to medical treatment
- *Training:* Pool (#) of families trained



# Upgrading Your Outputs—How Logic Models Help



## Lead Poisoning: “Upgraded” Outputs: *More than Simple Counts*

- Pool (#) of screened kids (*meeting likely risk profile*)
- Referrals (#) to (*qualified or willing*) medical treatment providers
- Pool (#/%) of families(*completing all 3 sessions of a culturally-competent training*)



Inputs



Activities

*Moderators:*  
*Contextual factors  
that will facilitate  
or hinder getting  
our outcomes*

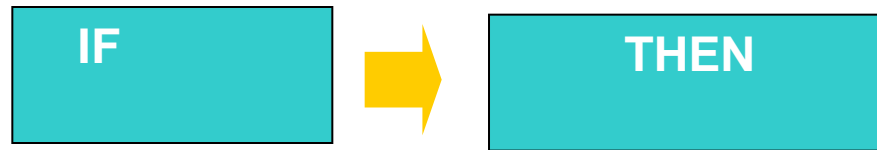
Outcomes



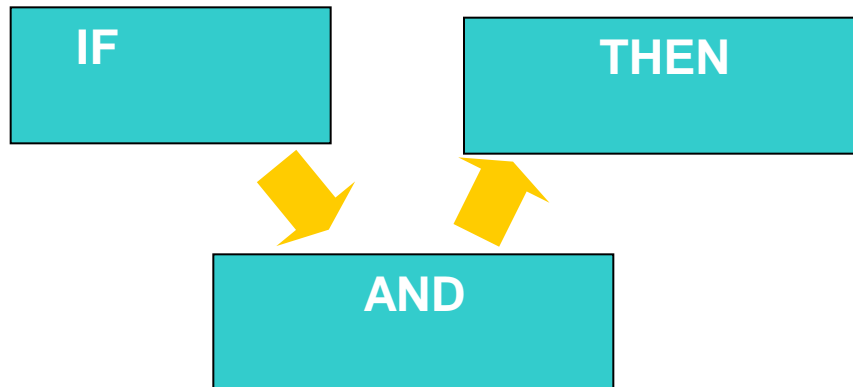
Context/External Factors

# Understanding Our Program Logic— How Inputs and Moderators Help

From this...



To this...





## Hint #5

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Think “zebras” and not  
“horses”...




# Inputs and Moderators

*In search of “killer assumptions”*

# Moderators—Four Types

- Political
- Economic
- Social
- Technological



“... If you blindfold someone,  
put them in a large field, and  
tell them to walk forward in a  
straight line. Within minutes  
and without fail...





“... they will walk in a circle.

Robert Krulwich, NPR,  
*All Things Considered*, 11/23/10



## Reminder

Unless we can clearly  
see our destination  
...we are hard-wired to  
walk in circles!