



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

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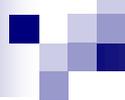
Hint #1

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

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

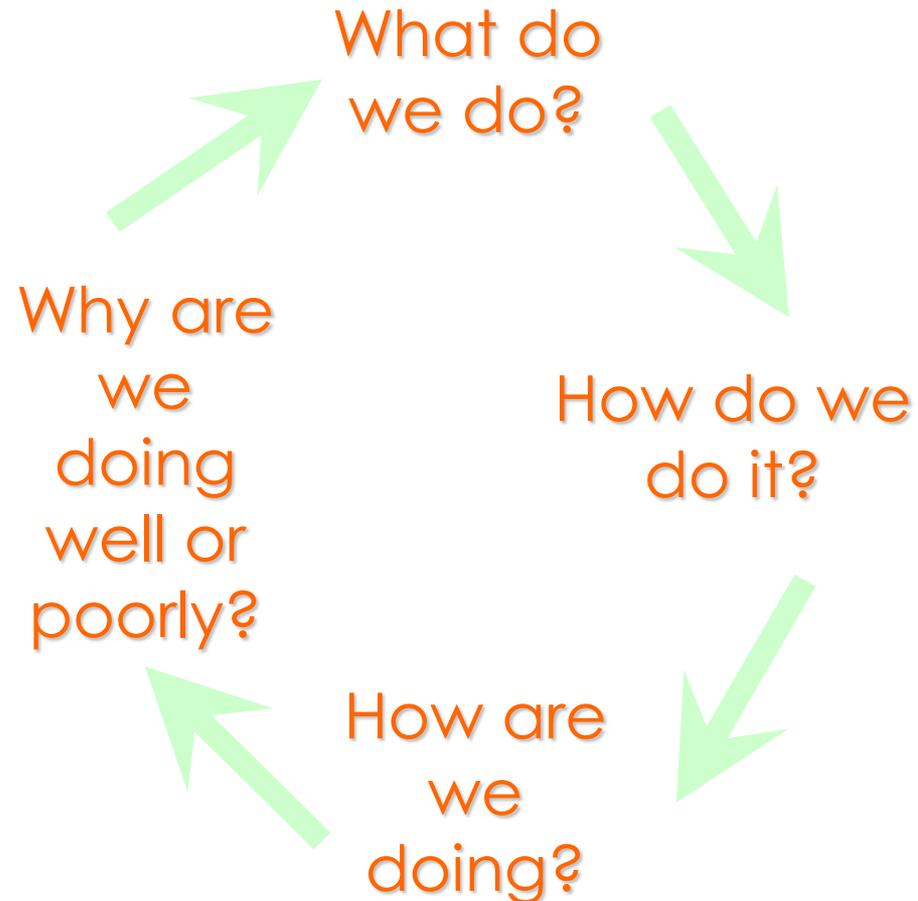
Process Use...

- 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.

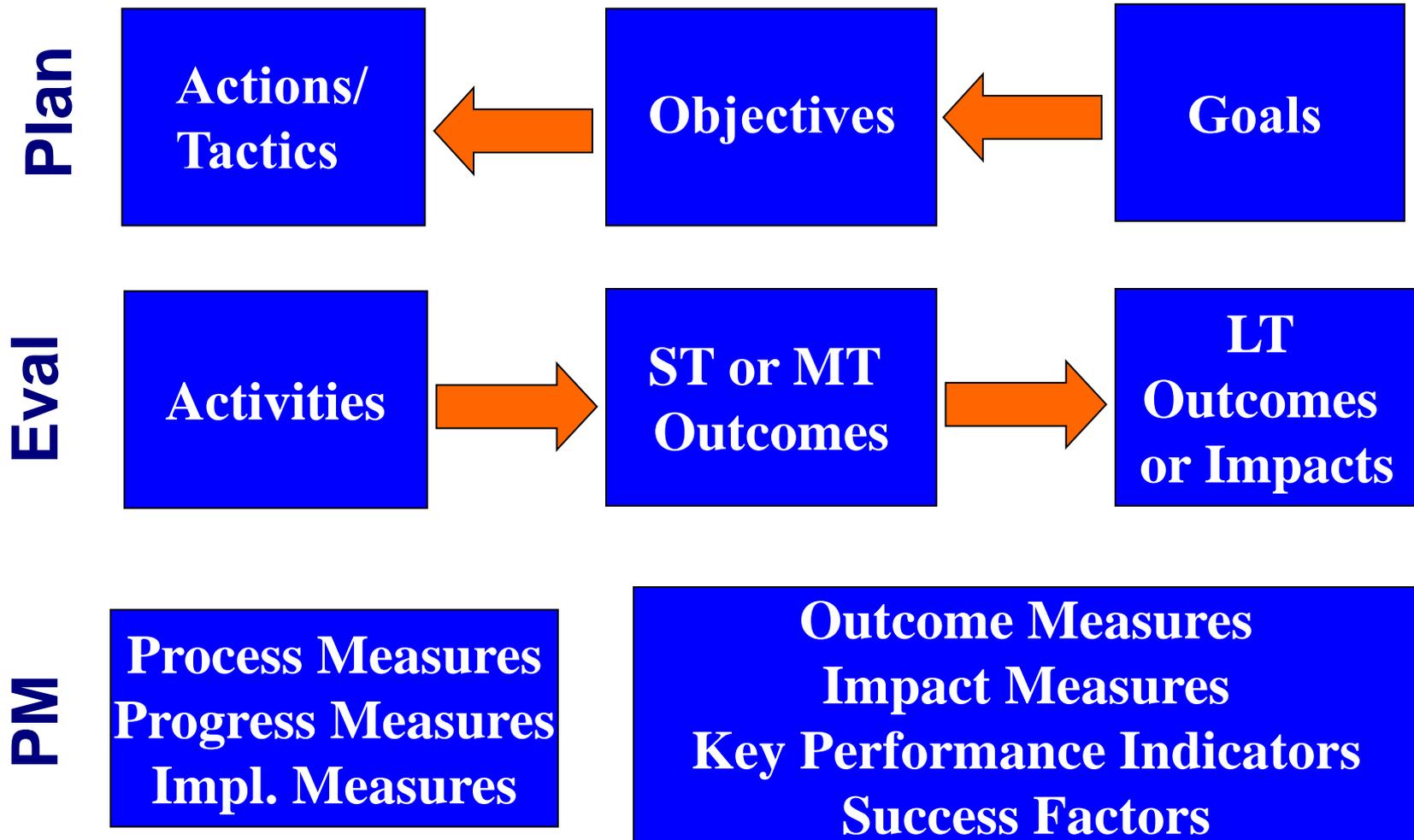
Integrating Processes to Achieve Continuous Quality Improvement

■ 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

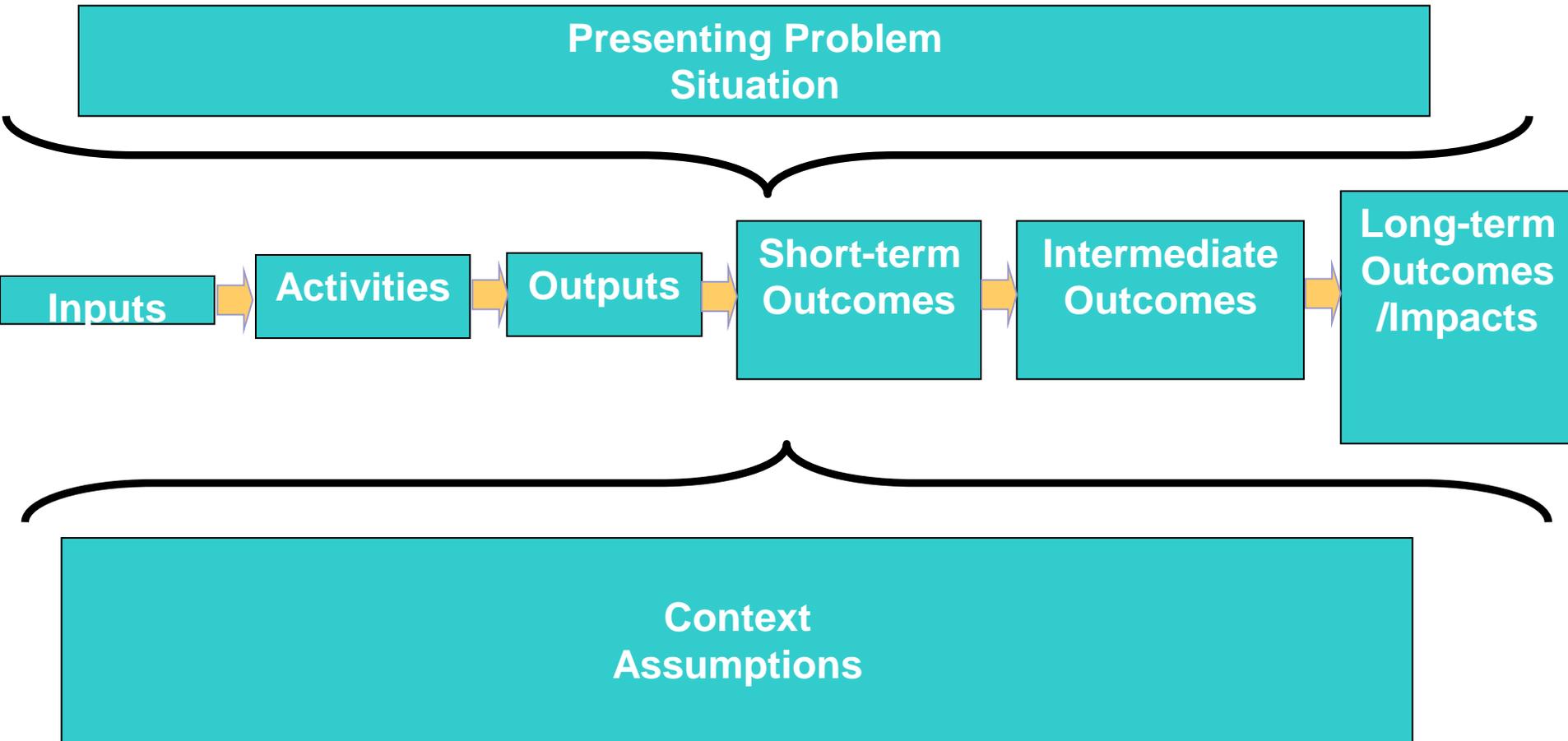




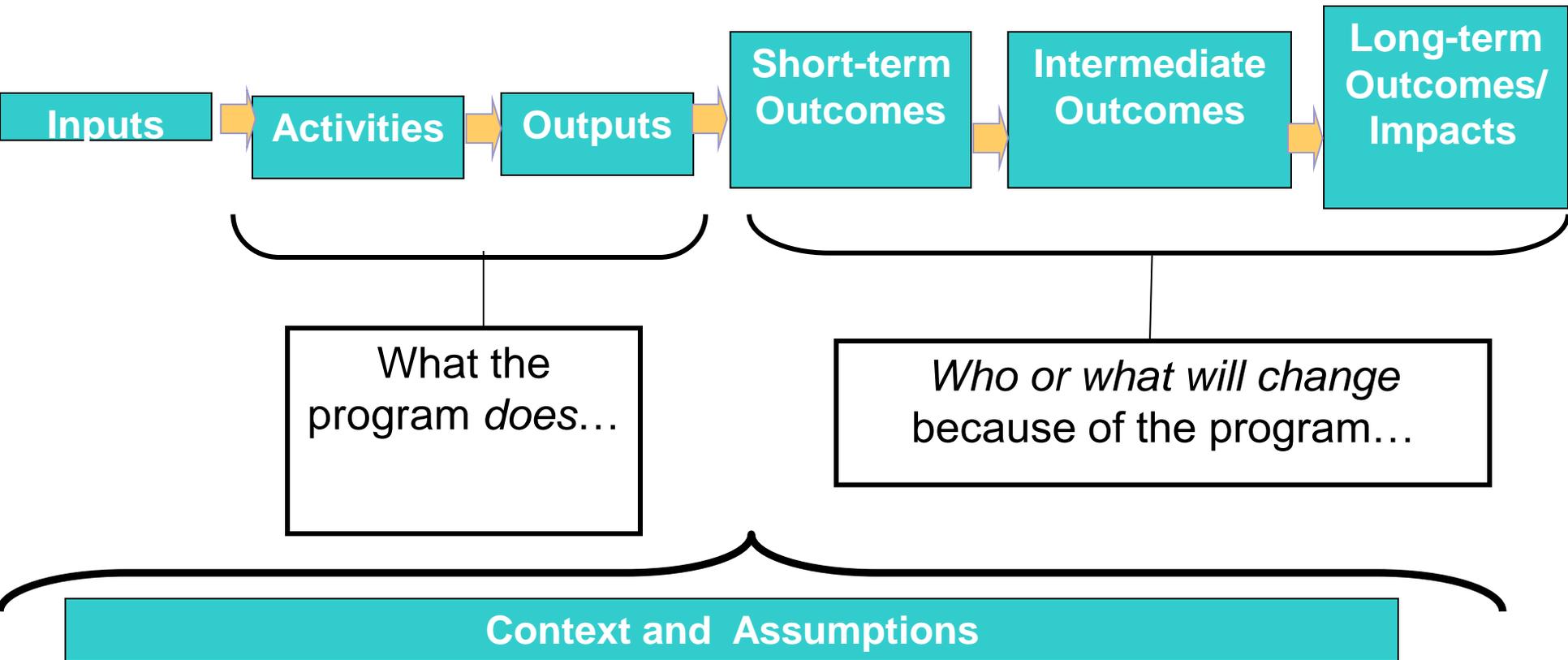
Hint #3

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

Use additional terms sparingly, but well...



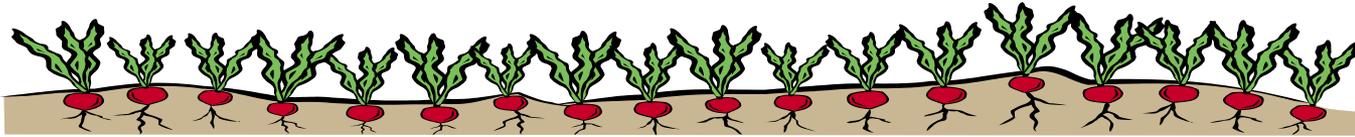
Mediators

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?

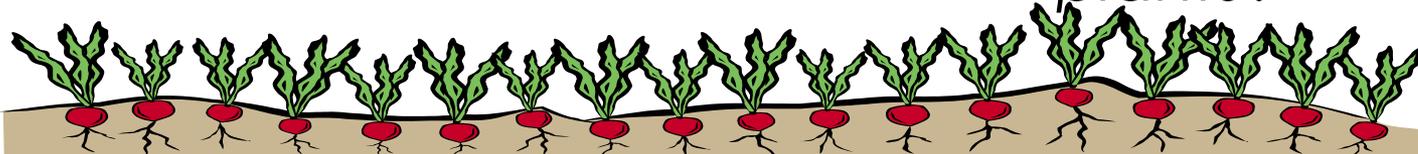


But also: Is it working?

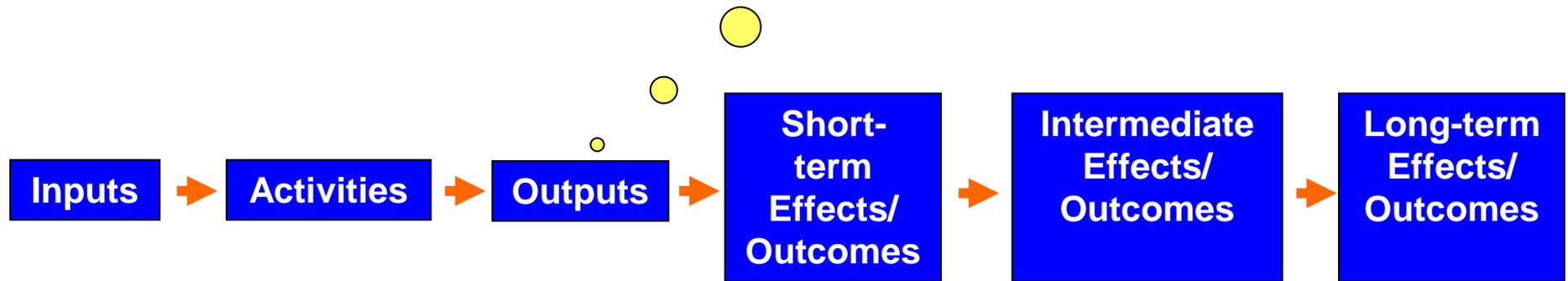
Are planting, watering, and weeding taking place?

Have the blossoms “set”?

Are there nematodes on the plants?



Tangible products of activities

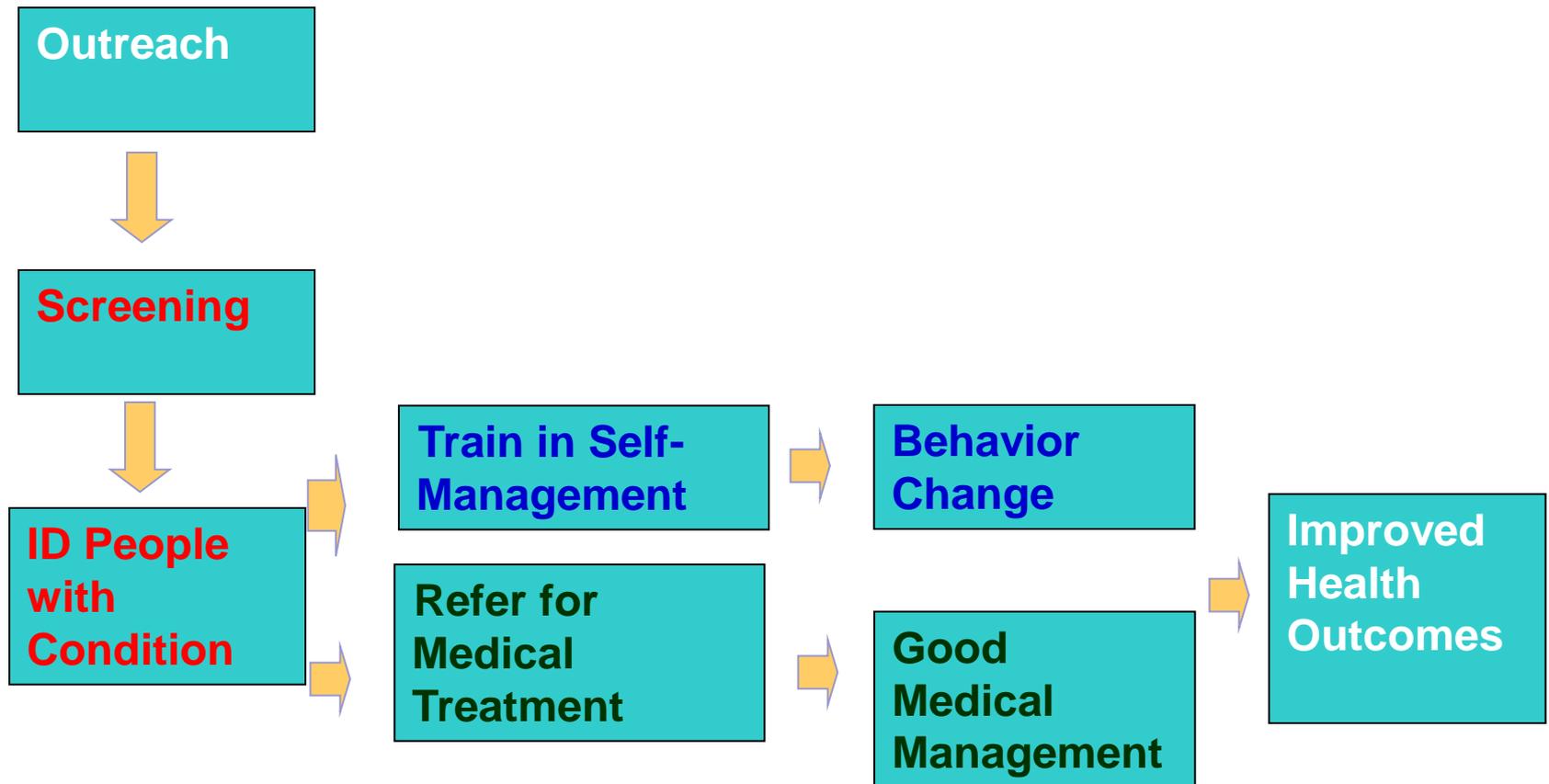


**Assumptions
Context/External Factors**

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



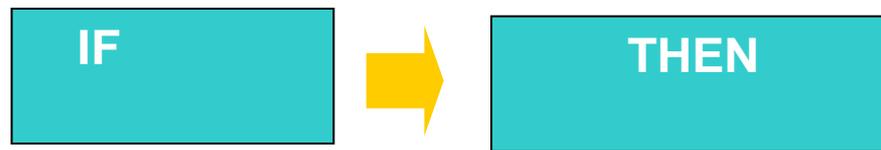
Activities

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

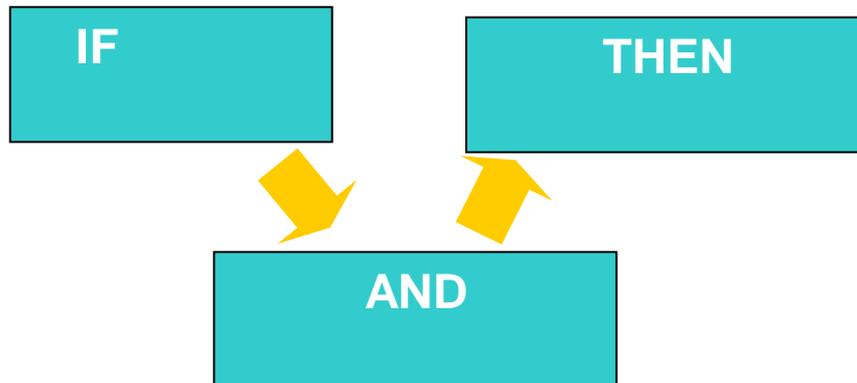
Context/External Factors

Understanding Our Program Logic— How Inputs and Moderators Help

From this...



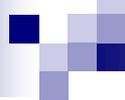
To this...





Hint #5

Think “zebras” and not
“horses” ...

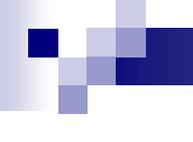


Inputs and Moderators

In search of “killer assumptions”

Moderators—Four Types

- Political
- Economic
- Social
- Technological

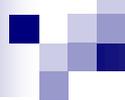


“... If you blindfold someone, put them in a large field, and tell them to walk forward in a straight line. Within minutes and without fail...



“... 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!