

# *Using Evaluation for Broad-Scale Community Planning*

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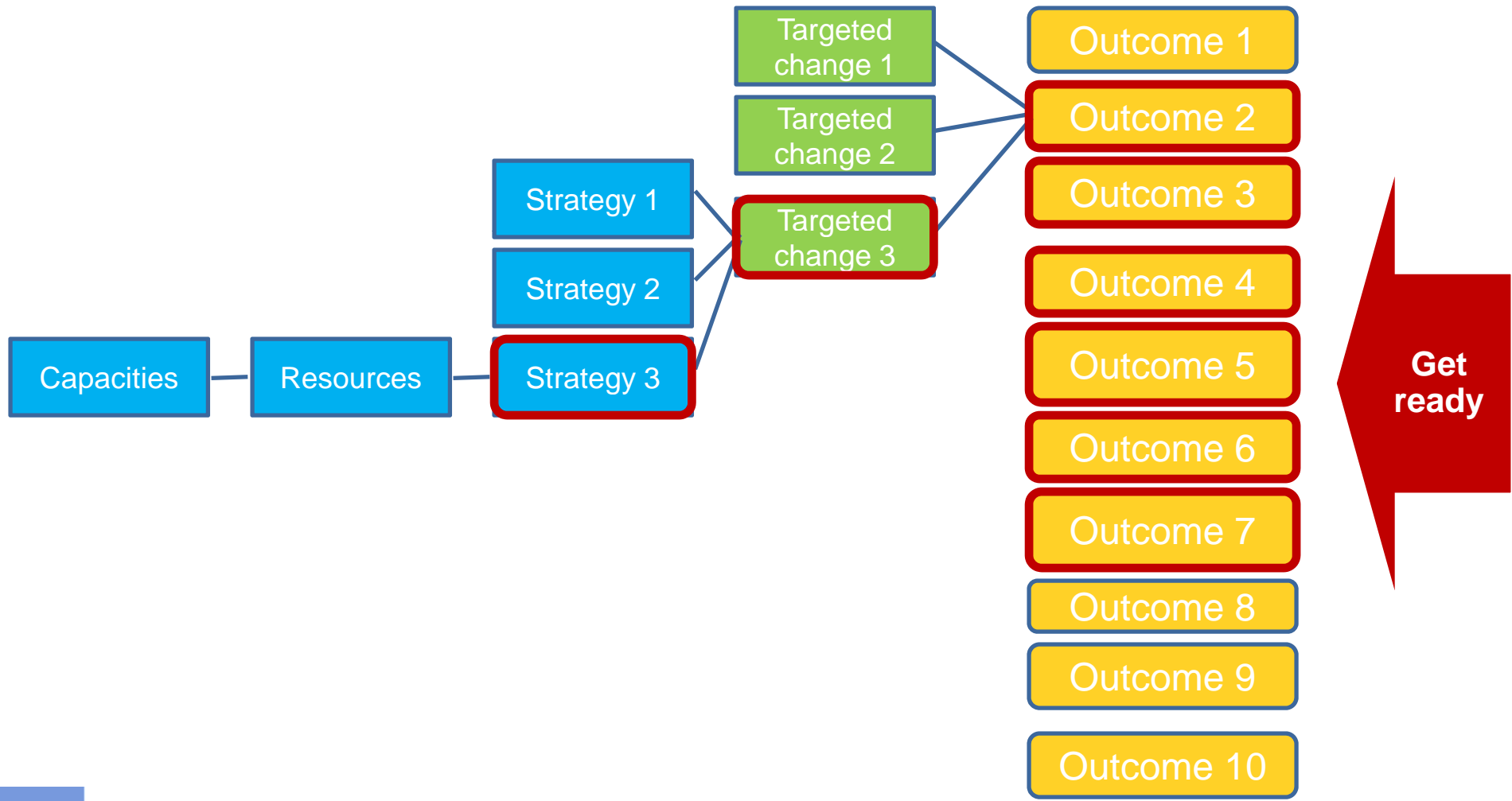
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## ***Logic models for planning***

- **A tool to help your community figure out how to achieve your goals**
- **Helps manage the complexity**
- **Creates a visual picture of change**
- **Provides a general framework and common language**
- **Improves the evaluation**

# Logic Modeling process - overview



# Use findings in discussion to sequence outcomes

	What level of effort? <Average score>	Where do primary solutions reside? <Average score>	Level of importance for our community <Total # of check mark>	Where will we focus?  1= in 1-3 years 2= in 4-6 years 3= in 7-10 years
<b>California Endowment Outcomes</b>	<b>1=Low; 2=Medium; 3=High</b>	<b>1=Community; 2=Regional; 3=State; 4=National</b>		
1. All children have health coverage.				
2. Families have improved access to a health home that supports healthy behaviors.				
3. Health and family-focused human services shift resources toward prevention.				
[Table shortened for presentation]				
8. Community health improvements are linked to economic development.				
9. Health gaps for young men and boys of color are narrowed.				
10. California has a shared vision of community health.				

## 1. Consider outcomes

# Use findings in discussion to sequence outcomes <example>

### Priority Outcomes

What level of effort?  
<Average score>

1=Low;  
2=Medium;  
3=High

Where do primary solutions reside?  
<Average score>

1=Community;  
2=Regional;  
3=State;  
4=National

Level of importance for our community

<Total # of check mark>

Where will we focus?

1= in 1-3 years  
2= in 4-6 years  
3= in 7-10 years

1. All children have health coverage.	3	3	18	2
2. Families have improved access to a health home that supports healthy behaviors.	3	2	20	2
3. Health and family-focused human services shift resources toward prevention.	2	1	21	1
4. Residents live in communities with health-promoting land use, transportation and community development.	2.1	1	13	1
5. Children and their families are safe from violence in their homes and neighborhoods.	2	1	21	1
6. Communities support healthy youth development.	1.5	1	11	2
7. Neighborhood and school environments support improved health and healthy behaviors.	1.5	1	20	1
8. Community health improvements are linked to economic development.	3	1	14	2
9. Health gaps for young men and boys of color are narrowed.	3	3	10	3
10. California has a shared vision of community health.	2	3	11	3

# Unpacking outcomes worksheet (1)

	Targeted change by sector			
Priority Outcomes	Education	Health	Human services	Community environments
3. Health and family-focused human services shift resources toward prevention.				
4. Residents live in communities with health-promoting land use, transportation and community development.				
5. Children and their families are safe from violence in their homes and neighborhoods.				
7. Neighborhood and school environments support improved health and healthy behaviors.				



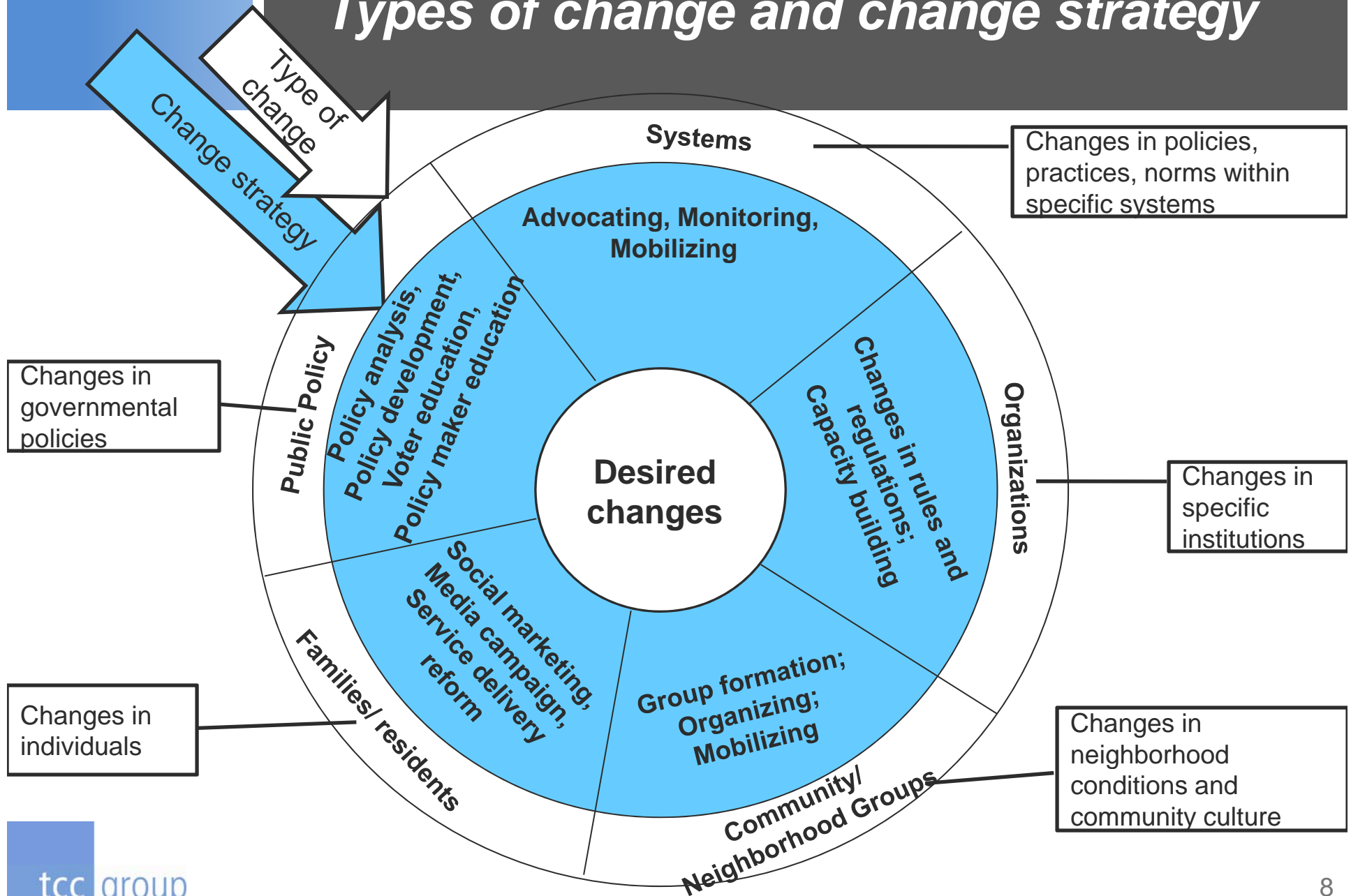
2. Determine targeted changes to achieve outcomes

## Assess targeted change worksheet <Example>

Priority Outcome: Children and their families are safe from violence in their homes and neighborhoods

Targeted changes		short-term Outcomes	How ready?	How critical?	How achievable?	Total score
Education	•Schools and communities promote social norms for nonviolent approaches to problem-solving		3	3	3	9
	•Parents are more engaged in school safety taskforces		3	3	3	9
	•All teachers are required to receive violence prevention training		3	2	3	8
	•Relationship violence education is integrated into the middle school health curriculum		2	2	3	7
Health	•Children and families have access to local health systems that provide integrated medical, behavioral, social/emotional, and mental health services for children and families		3	3	3	9
Human Services	•Increased government funding in early violence prevention programs		3	3	3	9
Community Environments	•Local parks and playgrounds are safe and clean		3	3	3	9
	•Neighborhoods are absence of gang violence		1	2	2	5
	•Domestic violence is considered a community issue		1	3	1	5

# Types of change and change strategy





# *Capacities Needed*

What capacities does the collaborative needs in order to effectively carry out the collaborative's work as a whole?

Leadership  
Capacity



Adaptive  
Capacity



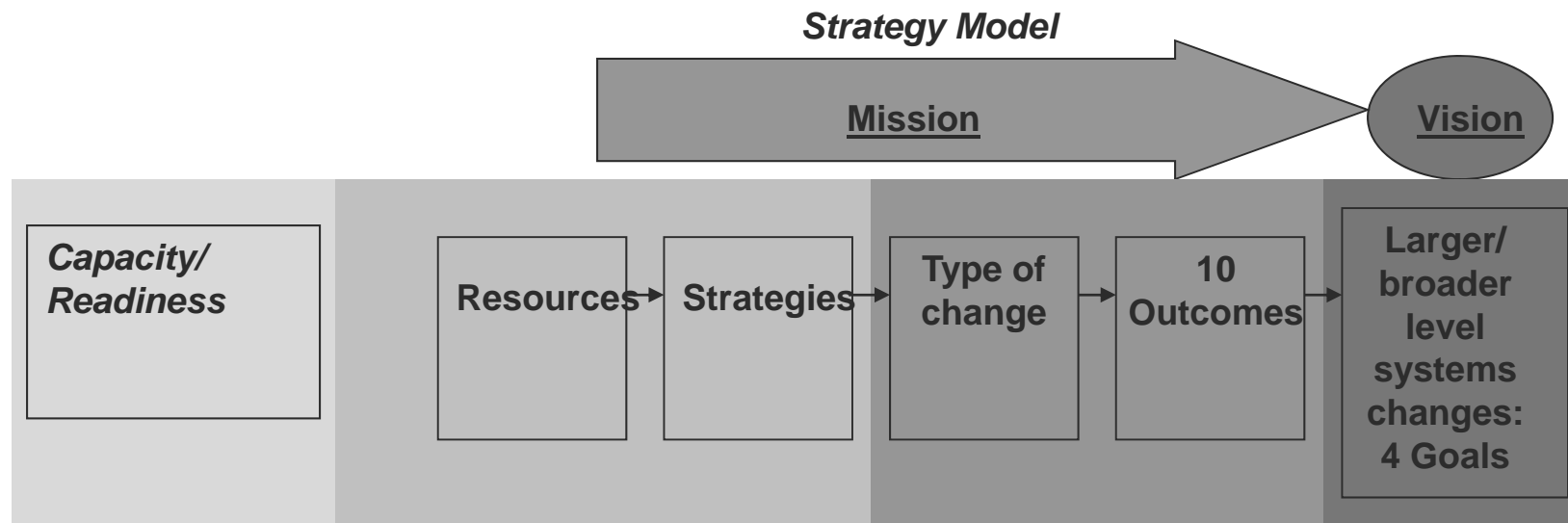
Management  
Capacity



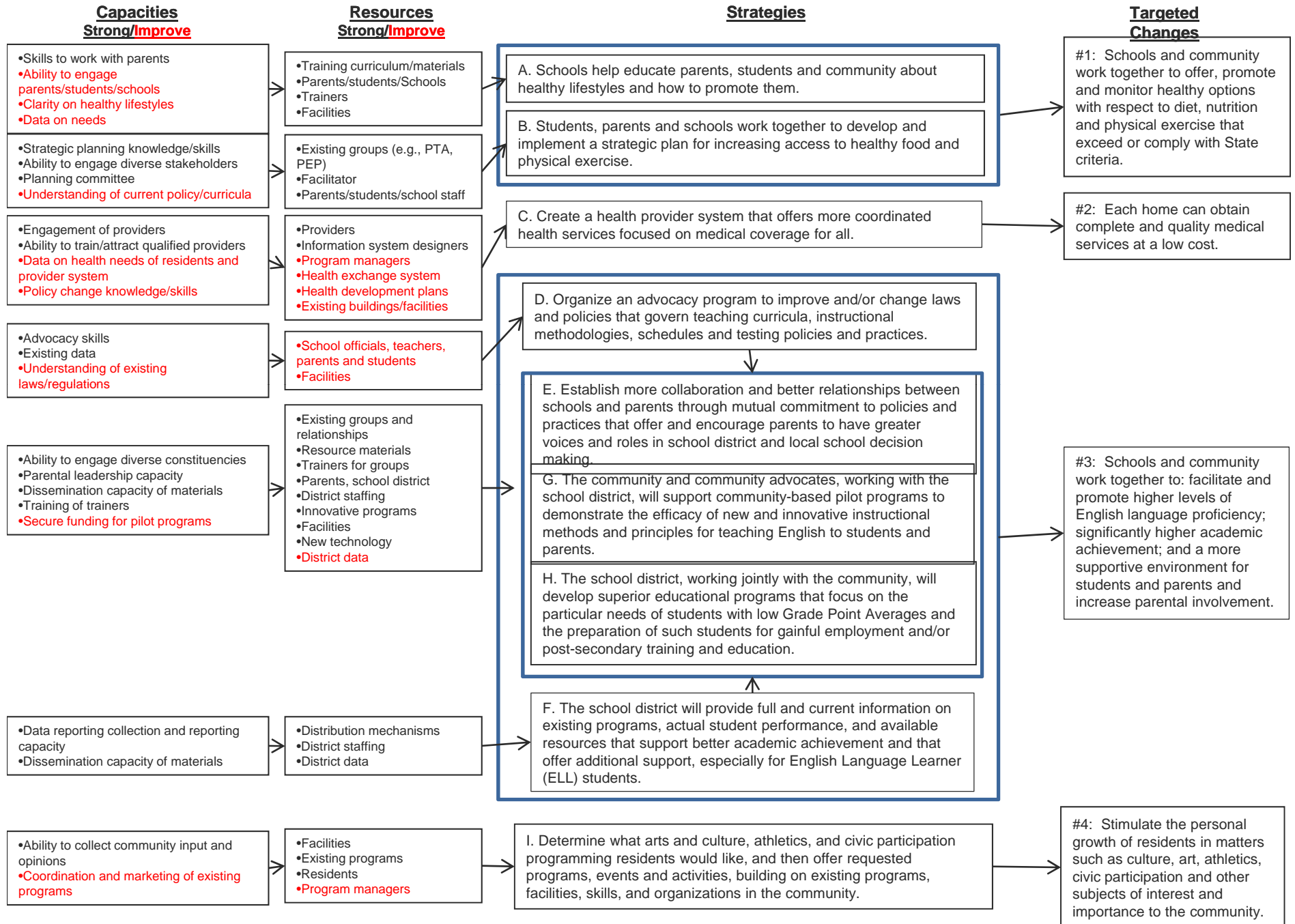
Technical  
Capacity



*The final product would look something like...*



## Outcome 7: Neighborhood and school environments support improved health and healthy behaviors



# *Rolling up the Logic Models...*

Community Outcome	1	2	3	....	12	13	14	Total #
Outcome 1	√					√		4
Outcome 2			√		√	√	√	6
Outcome 3		√						3
Outcome 4	√	√			√	√	√	9
Outcome 5	√	√	√			√		10
Outcome 6		√			√		√	8
Outcome 7	√		√		√			6
Outcome 8	√	√			√	√	√	9
Outcome 9								0
Outcome 10			√				√	2
Total #	5	5	4		5	5	5	

# Dissecting the Rolled up Logic Models

BHC outcome	Total # of distinctive targeted changes	Total # of communities	Average # of distinctive targeted changes (# targeted changes/ # of community)
1	4	4	1
2	8	6	1.3
3	7	3	2.3
4	9	9	1
5	14	10	1.4
6	15	8	1.9
7	18	6	3
8	10	9	1.1
10	7	2	3.5

## *Did it work?*

- Semi-Standardized community planning across sites
- Aligned foundation Theory of change and evaluation framework
- Allowed dialogue across sites—similar terminology, experience, etc.
- Allowed deeper analysis more quickly given diverse stakeholder groups
- Forced concrete discussions and trade-offs
- Clarified capacity needs in the community and nuanced discussions about community roles
- Coaches played a critical role at every phase



## *Pitfalls to watch for...*

- Logic modeling was not the right process to determine questions of inclusion and leadership
- Variations in program officer buy-in led to mixed messages in the community
- Pushback from intermediaries that felt it usurped their role
- Perceived by some in the community to be too cumbersome or confusing, especially in initial presentations
- Timing issues affected some quality, but also pushed communities to make decisions
- Political tensions between foundation, logic model coaches, facilitators, and various contingencies within the community

## *Questions for funders:*

- Do you have clarity and buy-in to the process in-house?
- How proscriptive/open will you be to adapting process or outcomes?
- How are you planning to use the information?
- Do you have a common starting point for outcomes?
- How will you manage questions about scope and funding decisions?

# Questions?

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