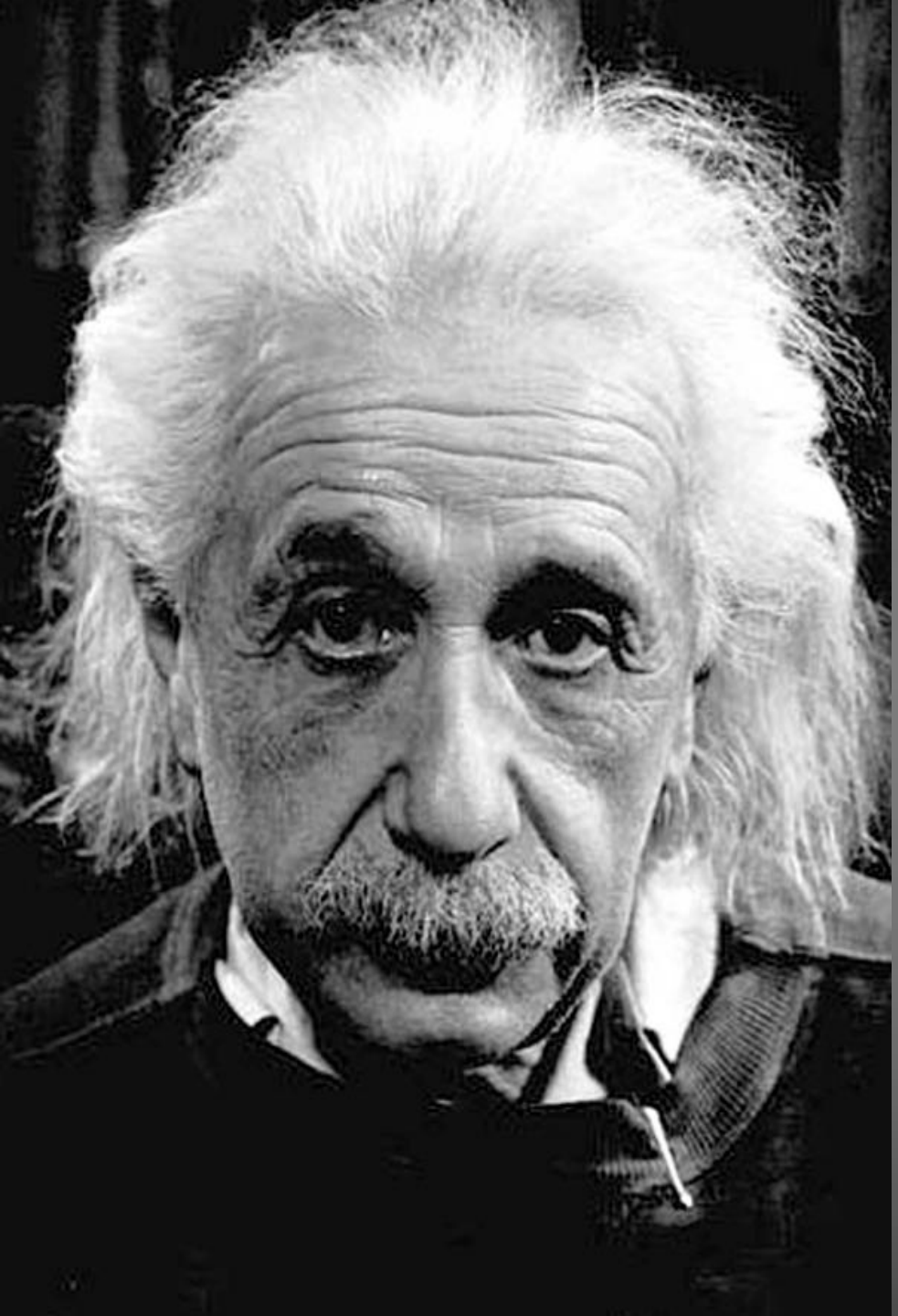


Understanding, Building and Using

Logic Models

while having

FuN

Presented by the Eastern Ontario Program
Effectiveness Data Analysis Coordinators

Today's Class

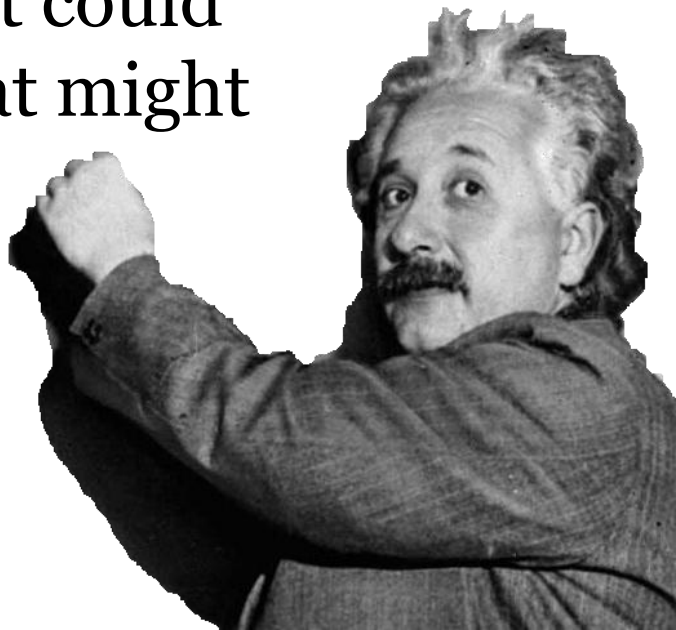
- ✓ *What is evaluation and why is it important?*
- ✓ *What is a logic model and what does it look like?*
- ✓ *Why and when should I create a logic model?*
- ✓ *Creating your own logic model in 3 easy steps*
- ✓ *Limitations and cautions*

What is evaluation and why is it important?

At its simplest...

Evaluation

is about finding out if the program was useful , what it achieved, how it could have been done better and what might be done next.



Program Evaluation

Needs assessment

Evaluability assessment

Formative evaluation

Outcome evaluation

PROGRAM

And … why is it important?

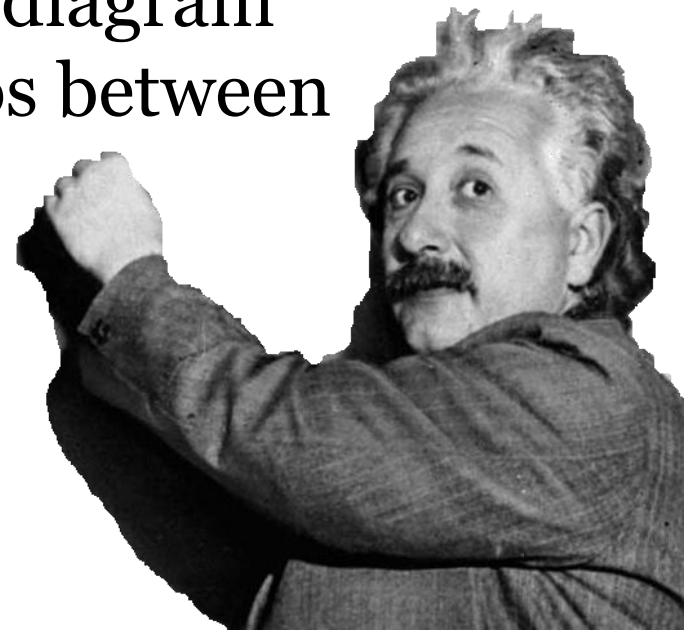
- ✓ Accountability
- ✓ Decision making
- ✓ Knowledge and skills
- ✓ Social change
- ✓ Cohesion and collaboration

What is a logic model?

What is a logic model?

A logic model is

A representation of the main structures of a program in the form of a diagram that captures the relationships between different program elements.



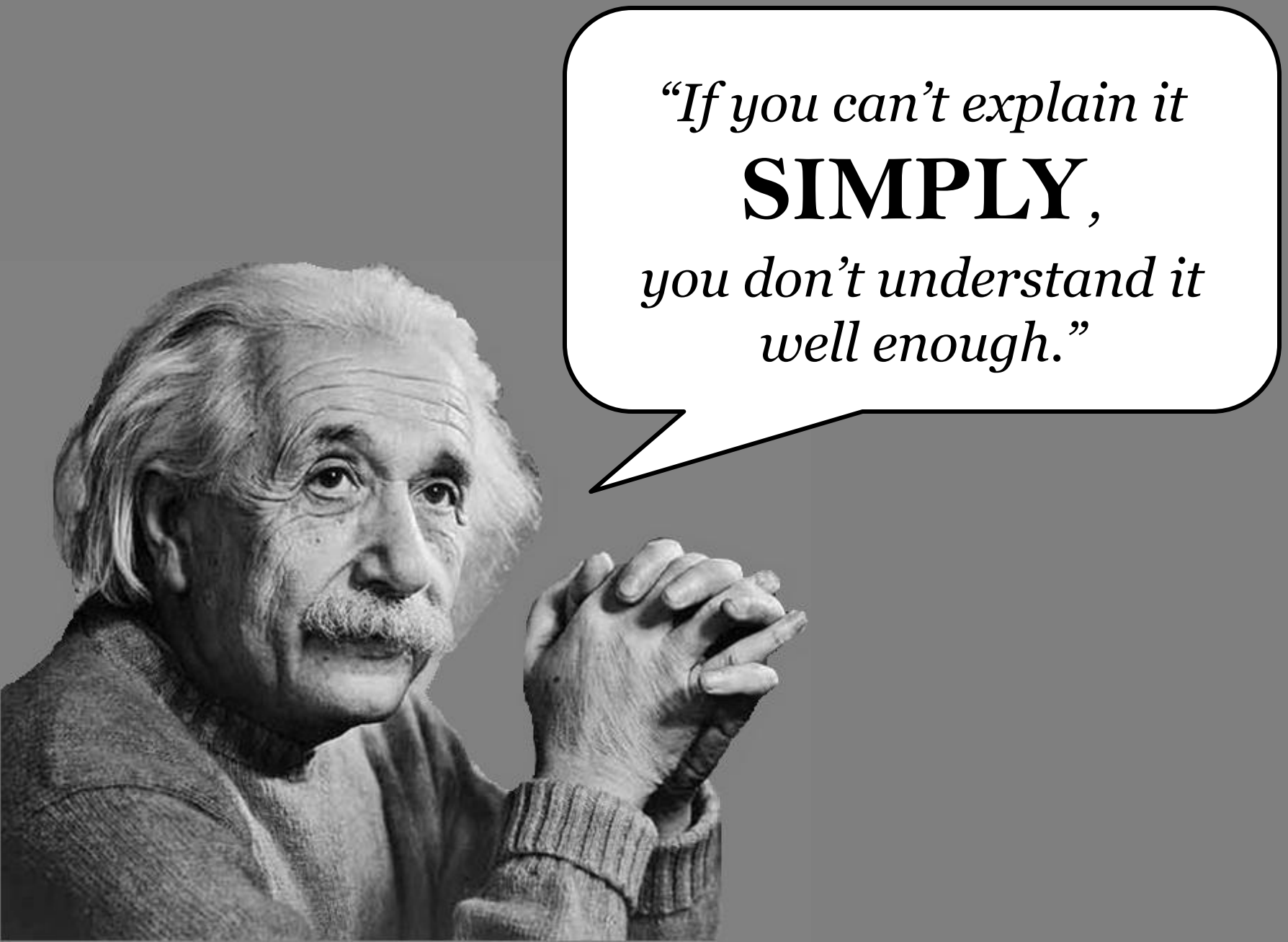
Think of a logic model as a

Road Map

Where am I?

Where am I going?

How will I get there?


"If you can't explain it
SIMPLY,
you don't understand it well enough."

What does a logic model look like?

What does a logic model look like?

- ✓ Visual layout
- ✓ Information flow
- ✓ Scope
- ✓ Different levels
- ✓ Level of detail

Why should I create a logic model?

4 GOOD REASONS

- ✓ Helps understand your program
- ✓ Supports your program planning
- ✓ Supports your program evaluation
- ✓ Supports your program funding and proposals

When should I create a logic model?

NOW would be good

BEFORE

✓ Program design and planning

DURING

✓ Program Implementation

AFTER

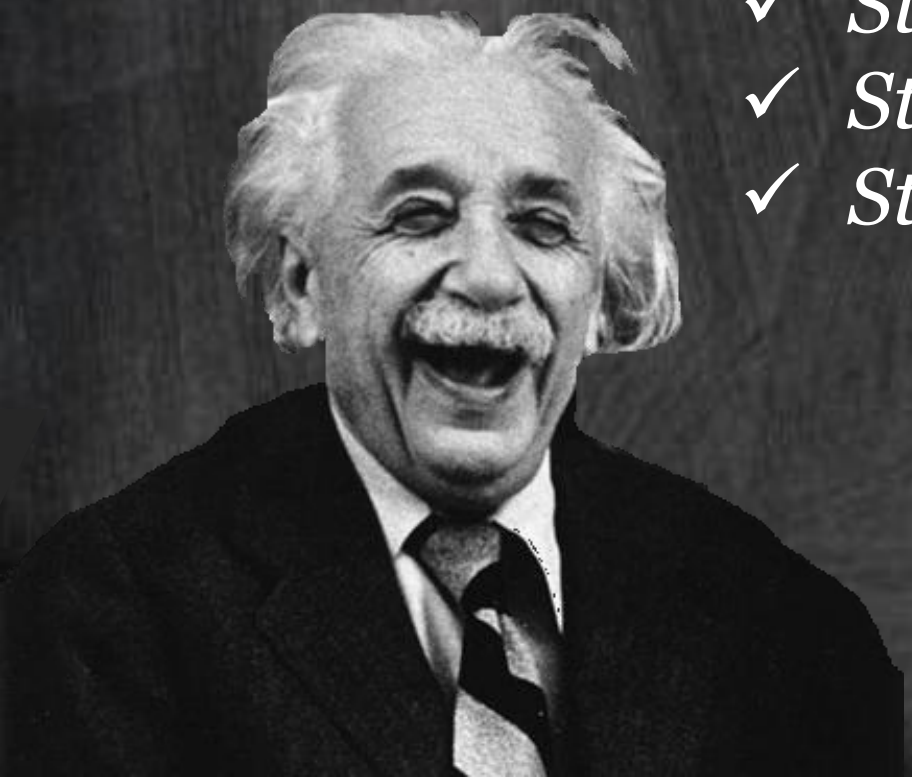
✓ Program evaluation

So how do I start this thing anyways?

Creating your own logic model in

3 easy steps

- ✓ *Step 1 - Preparation*
- ✓ *Step 2 - Development*
- ✓ *Step 3 - Review and revision*



"Anyone who has never made a mistake has never tried anything new."

Step One - Preparation

- ✓ Ensure buy-in
- ✓ Choose a lead person
- ✓ Allocate time
- ✓ Gather and interpret information

Step Two - Development

1) Understanding the WHY?

- ✓ *Environment*
- ✓ *Need/Problem*
- ✓ *Goal*
- ✓ *Outcomes*

2) To act on the HOW?

- ✓ *Resources*
- ✓ *Activities*
- ✓ *Outputs*
- ✓ *Target Group(s)*

the *Environment*

The environment influences the program and vice versa:

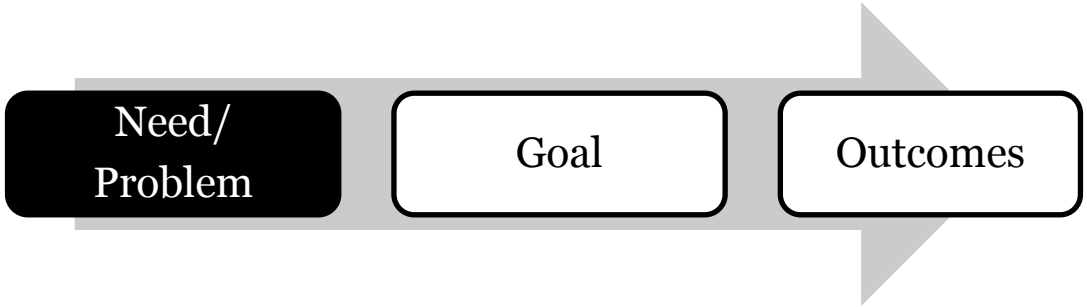
- ✓ Rationales
- ✓ Assumptions
- ✓ External factors

"Whether you can observe a thing or not depends on the theory which you use. It is the theory which decides what can be observed."

Need or Problem

Identify the need or problem you wish to address

- ✓ A need or problem has been identified and needs to be addressed
- ✓ What current situation are we trying to impact?



Goal

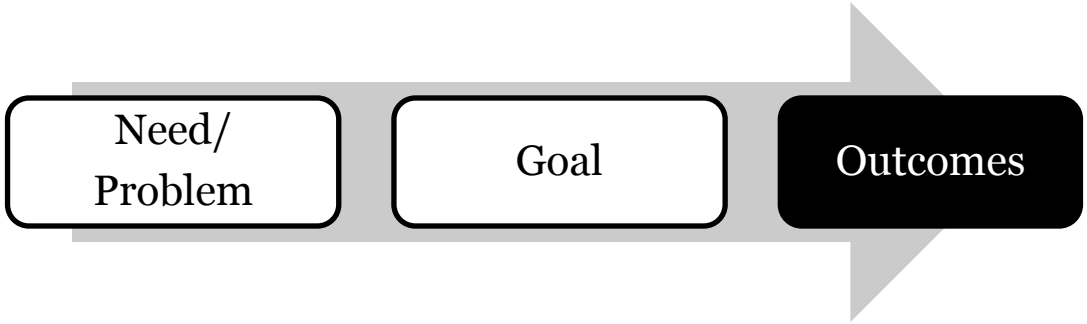
Determine the Program Goal

- ✓ A program goal summarizes the overall direction or desired achievement of a program.
- ✓ What is the overall purpose of your program?

Outcomes

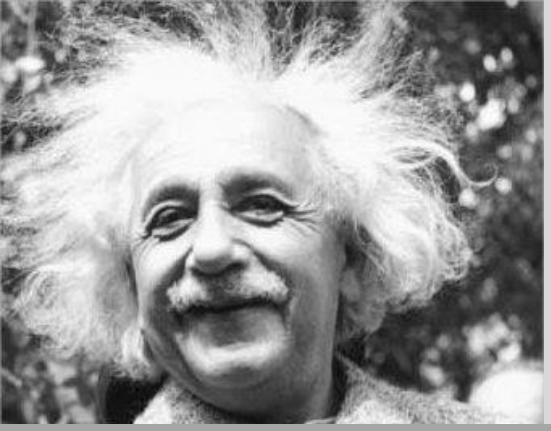
Identify the Outcomes

- ✓ Outcomes specify the desired impact or effect of the activities of a program.
- ✓ What changes do you expect, want, hope to see?



Short, Intermediate and Long-Term Outcomes

Short-Term Outcomes lead to…	**Intermediate Outcomes** which in turn lead to…	**Long-Term Outcomes**
✓ Achieved during program timeframe ✓ Within program control ✓ "Expected to see"	✓ Achieved at the end/beyond program timeframe ✓ Follow short-term outcomes ✓ "Want to see"	✓ Achieved after program timeframe ✓ Outside direct program control ✓ "Hope to see"

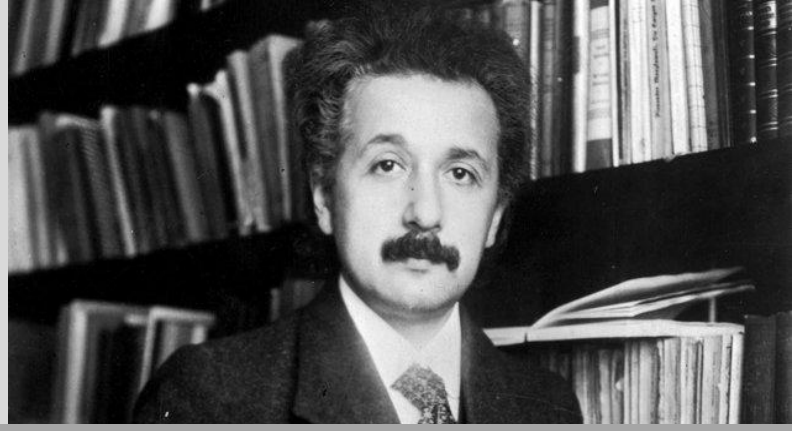


Outcomes
should indicate…

Change in

- ✓ Knowledge and skills
- ✓ Behavior and decisions
- ✓ Condition

Outcomes
should be…



SMART

- ✓ **S**pecific
- ✓ **M**easurable
- ✓ **A**ttainable
- ✓ **R**easonable
- ✓ **T**imed

Helpful Questions when Identifying Outcomes

Ask yourself:

- ✓ What impact will participating in the program activities have on the participants?
- ✓ What changes do I expect, want, hope to see occur as a result of people participating in the program?
- ✓ What will people gain by participating in the program?

HOW

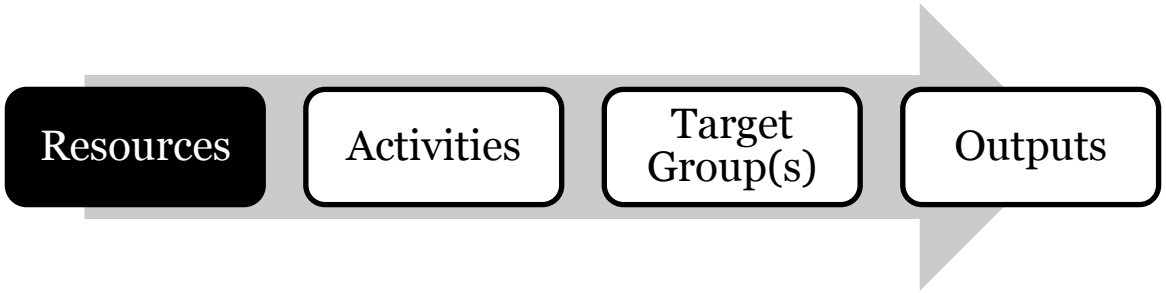
will I achieve my goal?

Resources → Activities → Target Group(s) → Outputs

Resources

Identify your Resources

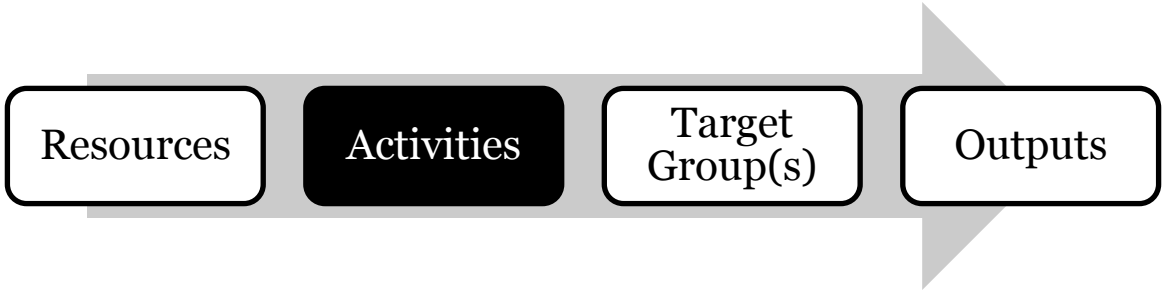
- ✓ The financial or non-financial resources needed to deliver your program activities.
- ✓ Determines the extent to which you will be able to implement your activities.

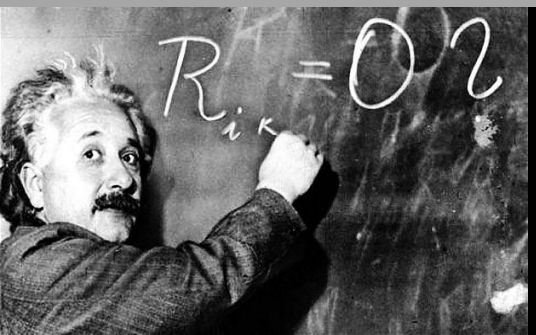


Activities

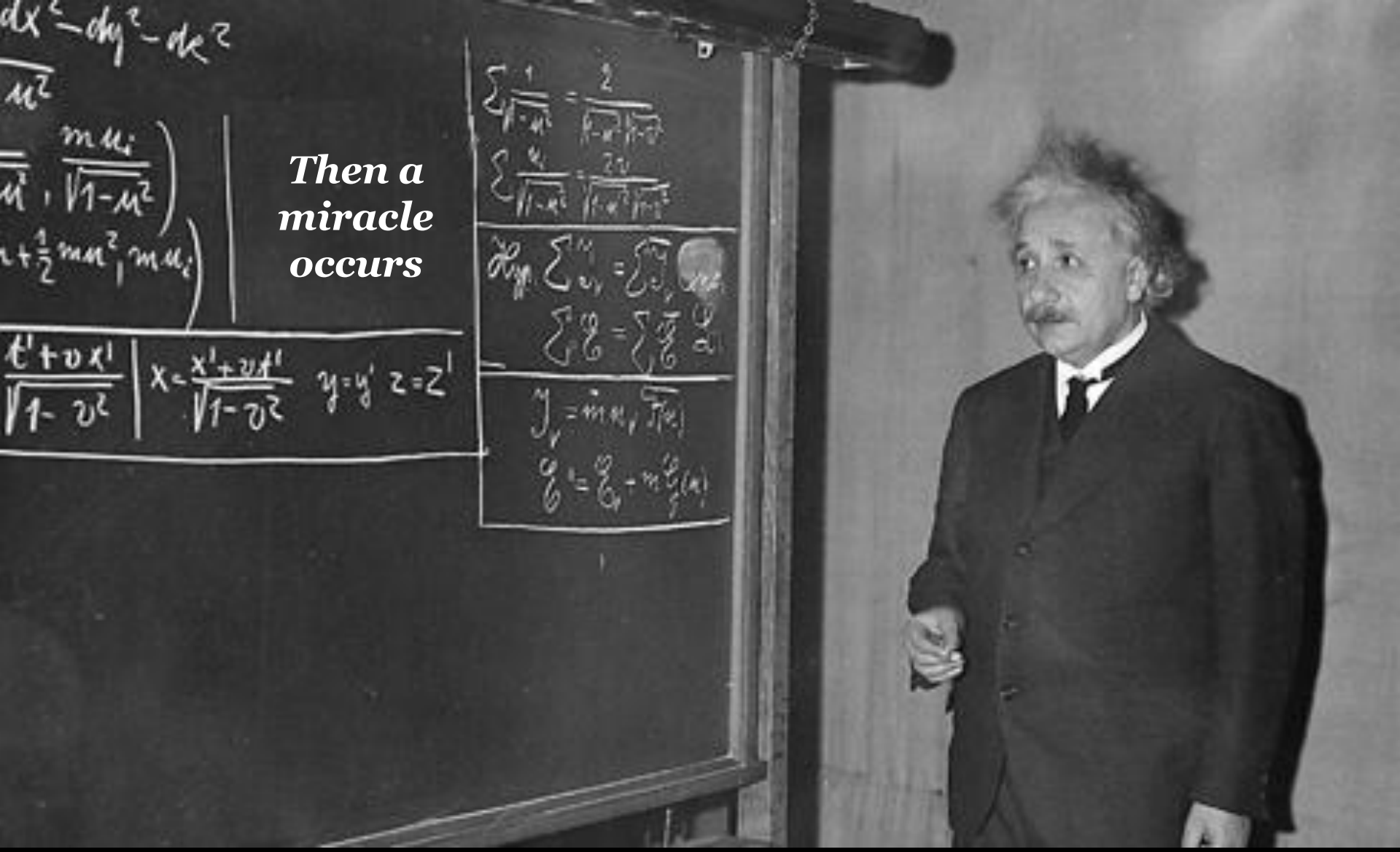
List your Program Activities

- ✓ Activities are the actions you will be implementing in order to achieve your outcomes and goal.





"A perfection of means, and confusion of aims, seems to be our main problem."

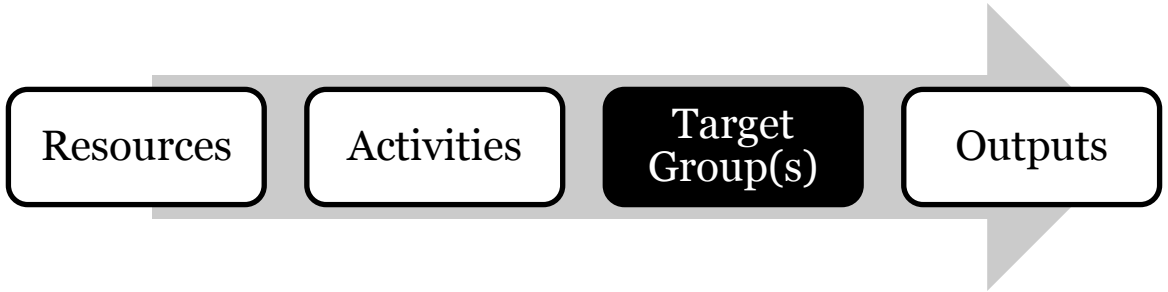


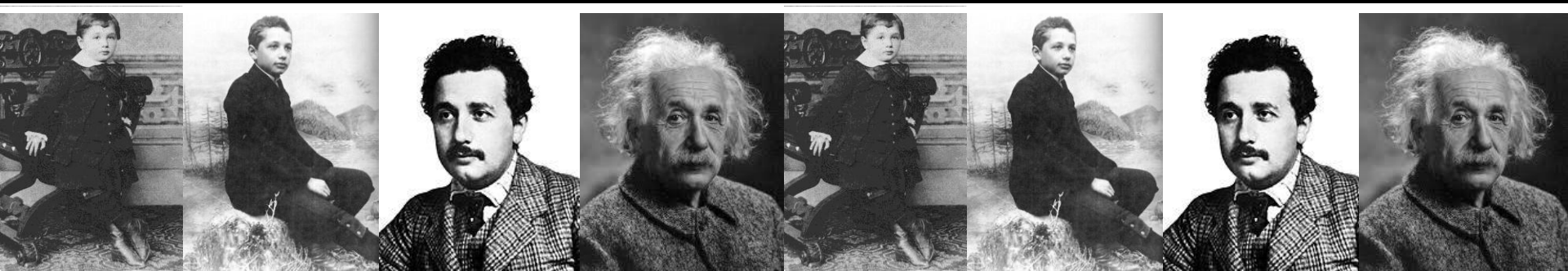
"I think I should be more explicit here in step 2"

Target Group(s)

Determine your Target Group(s)

- ✓ Refers to the group(s) of people served by the program.

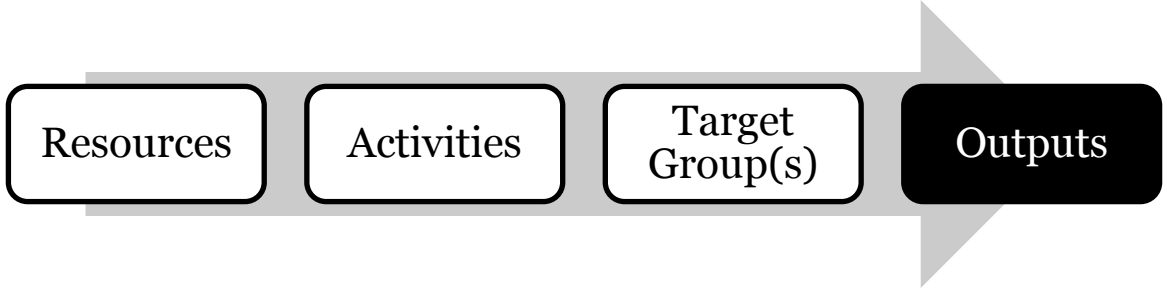


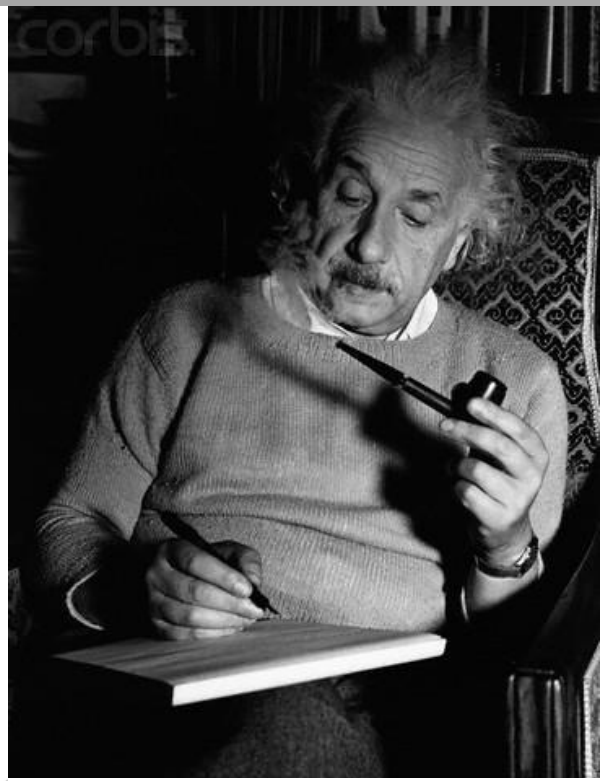


Outputs

Identify your Outputs

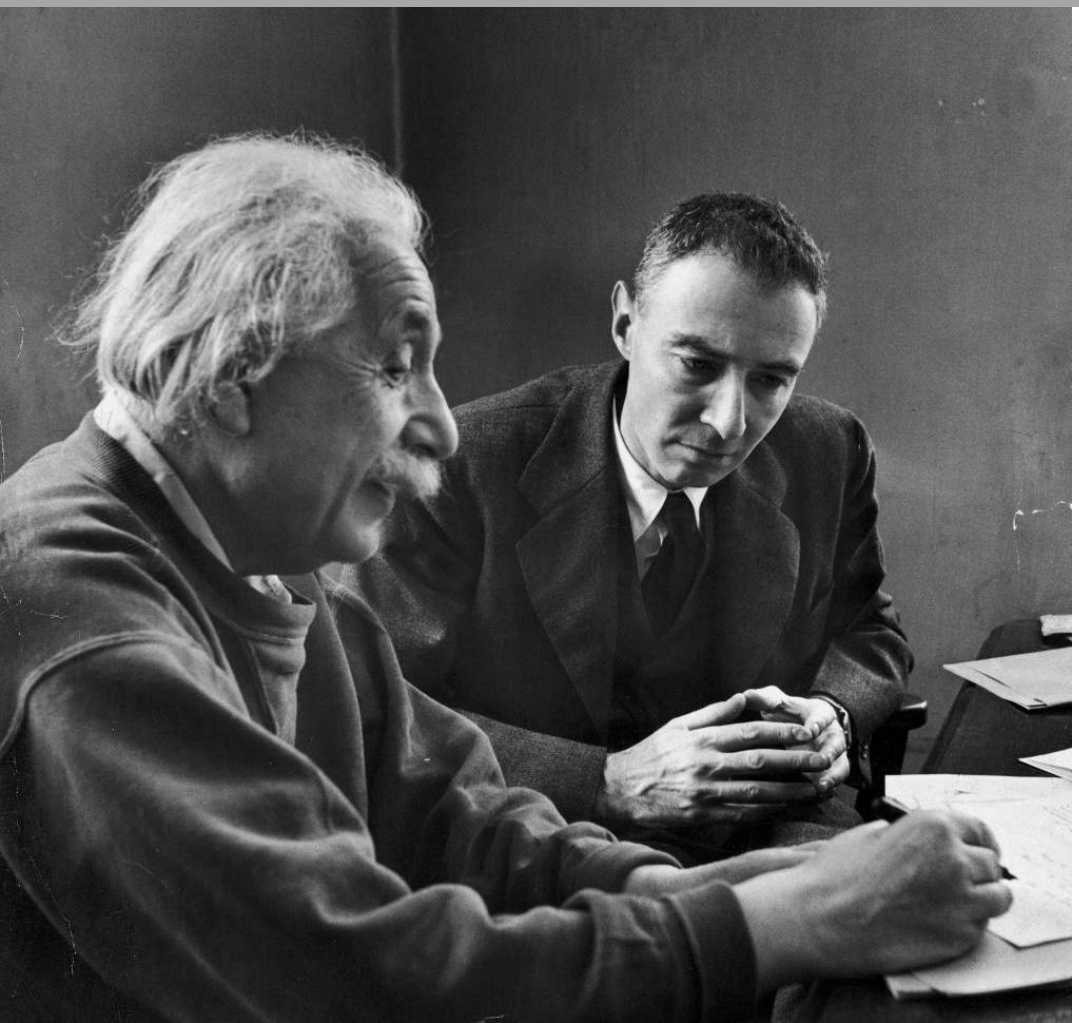
- ✓ Outputs are the direct products of program activities.
- ✓ Outputs show how busy you are, outcomes show that you have made a difference.





"Not everything that can be counted counts, and not everything that counts can be counted."

Step 3- Review and Revise



1. Review logic model for:
   - ✓ Completeness
   - ✓ Logic
   - ✓ Presentation
2. Present and discuss with staff and management
3. Revise
4. Implement

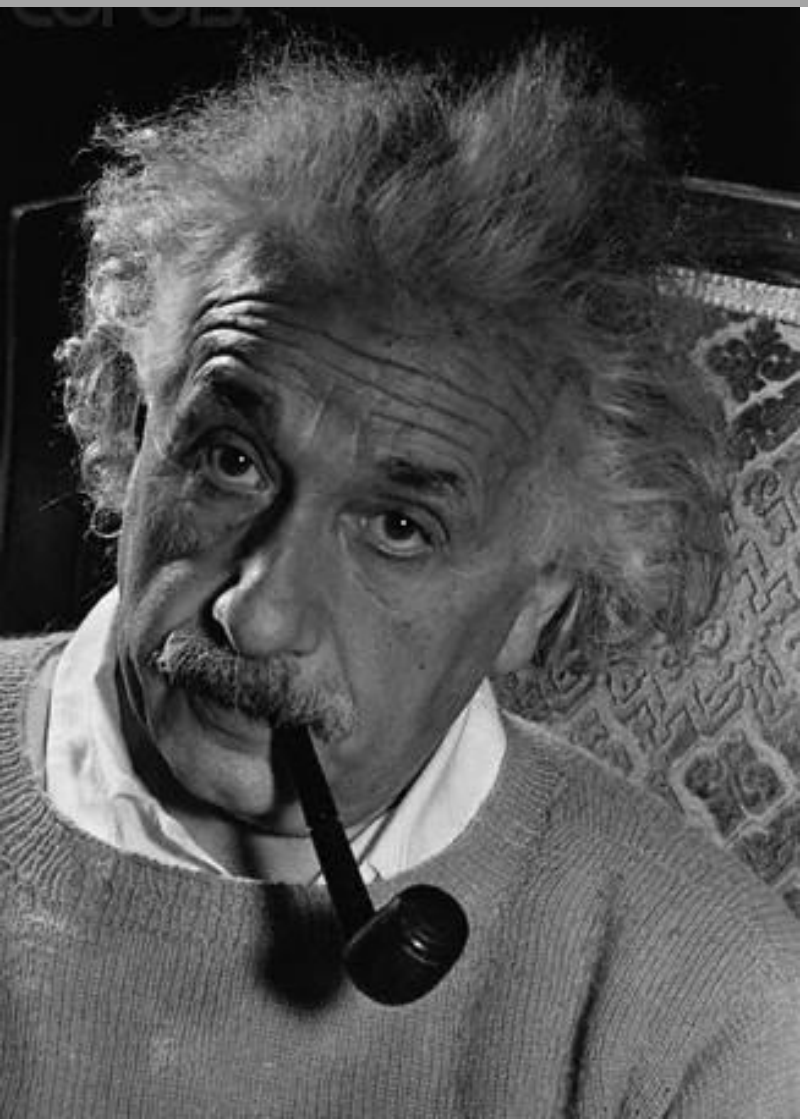
Limitations

Logic Models…

- ✓ Are not a true picture of reality
- ✓ Show how your program *contributes* and *influences* intended outcomes but **does not determine** them
- ✓ Do not reflect unintended or unexpected outcomes
- ✓ Can't determine whether or not you are doing the right thing

"Once we accept our limits, we go beyond them."

Cautions



A logic model…

- ✓ Can become too time consuming – and just paperwork
- ✓ Does not have to be perfect
- ✓ Can become ‘fixed’ rather than flexible and dynamic

The end…
Or is this just the beginning?

"**Logic**

will get you from A to B.

Imagination

will take you everywhere"

~ Albert Einstein ~

In case of a
Logic Model Emergency
please contact:

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kjubenville@parentresource.ca

PARENT RESOURCE CENTRE

Thank you

"The only source of knowledge is experience."

Albert Einstein

1879-1955