Use of Logic Models in Healthy Marriage Programs

Presentation at the Entrance Conference for Healthy Marriage and Promoting Responsible Fatherhood Grantees

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After this session, participants will:

- Understand the definition and purpose of logic modeling
- Know the elements of logic modeling and how they fit together
- Appreciate the advantages and benefits of logic modeling
- Be able to build appropriate logic models for their programs
• Definition: What is a logic model (LM)?

• Purpose: Why create a LM?
  - Program Design
  - Performance Monitoring and Project Refinement
  - Program Evaluation

• Elements: How the pieces fit together

• Advantages: So what?

• Building a LM: Let’s give it a try!
Definition:
What is a logic model?
What is a Logic Model?

- A logic model is “plausible and sensible model of how a program is supposed to work.”

- A logic model is your road map.
  - Where are you going?
  - How will you get there?
  - What will tell you when you’ve arrived?


Purpose:
Why Create a Logic Model?
Why Create a Logic Model?

Project planning
- What do you want to achieve, for whom? *(Goals)*
- How will you get there? What will it take to make a success? *(Interventions and Activities)*
- What constitutes “success”? How will you document this?
Performance monitoring and project refinement

- Are you doing what you proposed to do? (Activities)
- Are you producing what you said you’d produce? (Outputs)
- Are participants learning the material? (Immediate Outcomes)
Why Create a Logic Model? (cont.)

Project evaluation

- Is the program having the desired results? (Subsequent Outcomes—Short term)
- Does the program make a difference in participants’ lives? (Subsequent Outcomes—Long term)
Elements of a Logic Model, and How the Pieces Fit Together
Elements of a Logic Model

- **Ultimate Goal**: What is the overarching goal you seek to achieve?
- **Assumptions**: What are your underlying assumptions about the nature of the problem, clients’ needs, and what will help?
- **Context**: What is the environment in which your project will operate?
- **Inputs**: What resources are needed to operate the project?
Elements of a Logic Model (cont.)

- **Interventions/activities:** What will you do, for whom (target population)?

- **Expected outputs:** What will the program produce that will ultimately benefit participants?

- **Expected outcomes:** What are the expected results? How will participants benefit?
Logic Model: How the Pieces Fit

Performance Monitoring, Project Refinement, Process Evaluation

Outcomes Evaluation

Context

Inputs → Interventions, Activities → Outputs → Immediate Outcomes → Subsequent Outcomes → Ultimate Goals

Assumptions → Inputs → Interventions, Activities → Outputs → Immediate Outcomes → Subsequent Outcomes → Ultimate Goals

Assumptions → Inputs
# Logic Model: How the Pieces Fit

<table>
<thead>
<tr>
<th>Assumptions</th>
<th>Inputs</th>
<th>Interventions, Activities</th>
<th>Outputs</th>
<th>Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Needs/ problems to be addressed</td>
<td>Resources and contributions</td>
<td>Tasks performed by staff, volunteers, subcontractor. Activities are conducted with inputs, produce outputs</td>
<td>Units of products and services delivered, including participation</td>
<td>Changes in individuals, agencies, systems, and communities. Outcomes may be intended or unintended.</td>
</tr>
</tbody>
</table>

**CONTEXT:** External factors that influence the program

**Immediate**
- Learning
- Awareness
- Knowledge
- Attitude
- Skills
- Opinions
- Aspirations
- Motivations

**Intermediate**
- Action
- Behavior
- Practice
- Policies
- Social
- Action
- Decision-Making

**Long-Term**
- Conditions
- Social
- Economic
- Civic
- Environment
Advantages of Logic Modeling
Advantages of Logic Modeling

• Clarifies relationships between goals, activities, outputs, and outcomes
• Helps make explicit what is often left implicit
• Solidifies focus on your target populations
• Pithy way to illustrate and describe program
• Process of building a LM strengthens staff and partner relations
• Guards against “project drift” by facilitating self-correction
• Facilitates successful evaluation
Building Your Logic Model
**A Healthy Marriage Example**

**Ultimate Goal:** Healthier marriages, more stable families, improved economic well-being, improved child well-being

**Assumptions**
- Family instability caused by lack of knowledge and skills on how to form and sustain a healthy marriage.

**Inputs**
- OFA funding
- Staff time
- Staff training
- HM curriculum
- HM materials
- HM mentors
- Meeting space
- Supplemental services?

**Interventions Activities**
- 1. Train trainers:
  - ID and recruit
  - Train on curric
  - Train on DV
  - Assess confid., competence
- 2. Provide HM services:
  - ID and recruit
  - Provide four 2-hour weekly group sessions

**Outputs**
- 1. Train trainers:
  - # recruited
  - # trained
- 2. Provide HM services:
  - # participating
  - % completing
  - Contact hours

**Immediate Outcomes**
- 1. Train trainers:
  - % reporting confident
  - % displaying competence
- 2. Provide HM services:
  - Learning
  - Changed skills knowl., values, attitudes
  - Behavioral intentions

**Subsequent Outcomes**
- 1. Train trainers:
  - Sustained supply of facilitators
- 2. Provide HM services:
  - Retain learning
  - Behavior change

**Ultimate Goal:** Healthier marriages, more stable families, improved economic well-being, improved child well-being