



# Using Logic Models for Program Planning & Evaluation for Tribal Agencies

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# History

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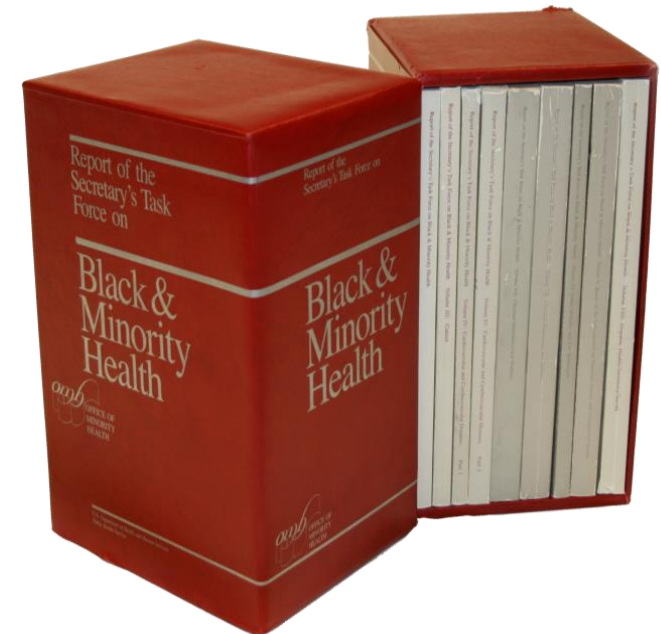
## **Mission**

To improve the health of racial and ethnic minority populations through the development of health policies and programs that will help eliminate health disparities.

# History

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- The Office of Minority Health Resource Center (OMHRC) was established in 1987 by the new Office of Minority Health at HHS as one of its initial efforts to respond to recommendations of the Report of the Secretary's Task Force on Black and Minority Health (the Heckler Report, 1985-86).





**OMH**  
**RESOURCE**  
**CENTER**

**A Nationwide service of the Office of Minority Health**



# Office of Minority Health Resources Center Divisions

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Knowledge  
Center

Information  
Services

Communications  
and Outreach

Capacity  
Building

# Presentation Objectives

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1. Explain the importance of creating specific, measurable, attainable, realistic and time-bound (SMART) objectives and logic modeling
2. Describe how to develop logic models for programs implemented by your tribal agency
3. Illustrate the application of logic models in planning and evaluation
4. Locate resources for creating logic models

# An Intervention...

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- Is an action taken to improve a given situation or context
- Considers the social ecological framework

# Socio Ecological Framework

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# SMART Objectives

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- **S**pecific
- **M**easurable
- **A**chievable
- **R**elevant/Responsive/Realistic
- **T**ime-specific

# How to Achieve Objectives

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Objectives can be...

- Educational (a.k.a. Intermediate)
- Behavioral
- Health-related

*\*Objectives should align with outcomes and impacts of the logic model, but are more specific.*

# Aligning Objectives

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## Educational Objective:

- 85% of participants in the Tribal Health Program will be able to name at least 5 foods low in saturated fats by the **fourth week** of the program.

## Behavioral Objective

- 50% participants in the Tribal Health Program will reduce daily dietary intake of saturated fats to less than 35% of total caloric intake by the **third month** of the program.

## Health Objective

- 35% of participants in the Tribal Health Program will reduce blood cholesterol to below 200 mg/l after **two years** of program implementation.

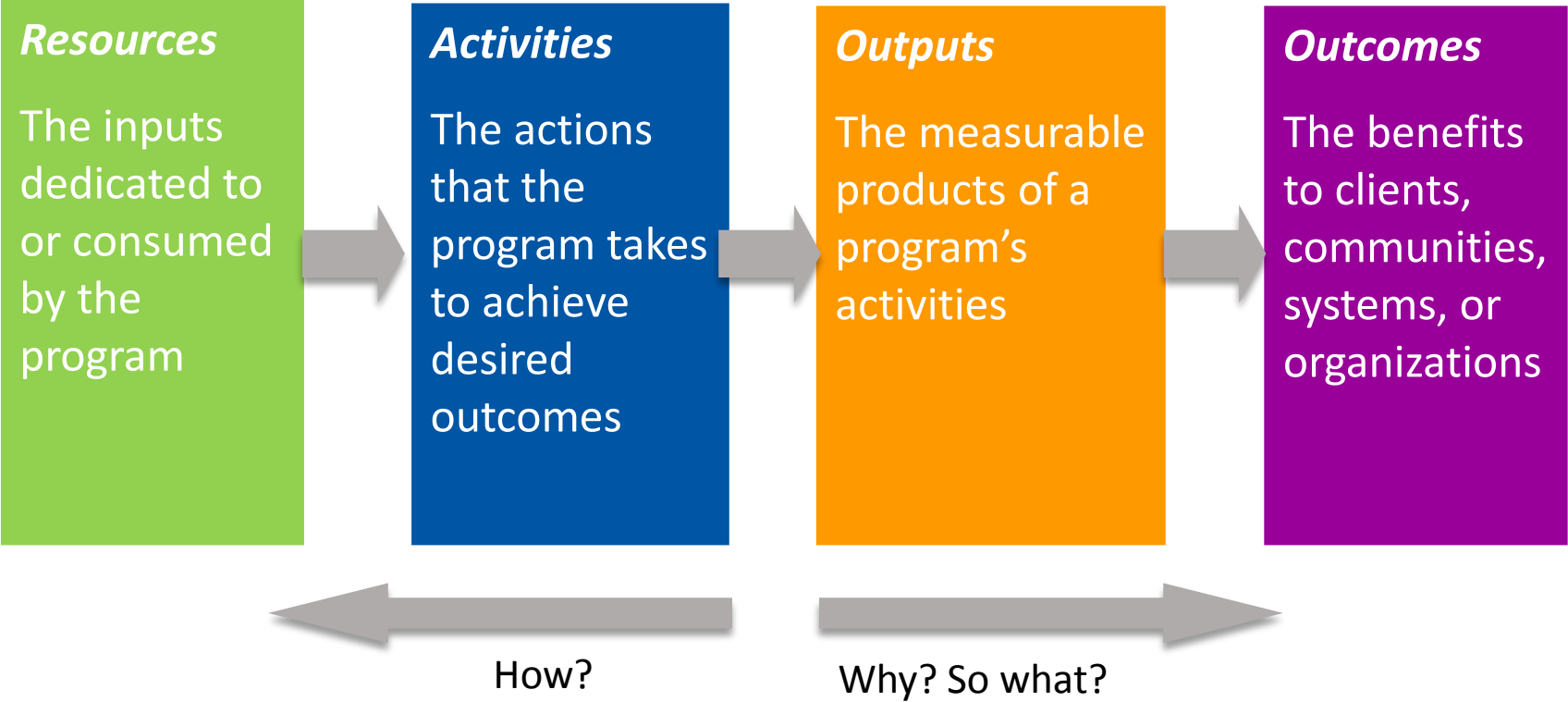
# The Logic Model

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- **A picture of your program:** what you are putting into the organization, what you are doing, and what you are trying to achieve
- **Clarifies the strategy** underlying your program
- **Builds common understanding,** especially about the relationship between actions and results
- **Communicates** what your program is (and is not) about
- **Forms a basis for evaluation**

# The Logic Model

*Program Goal:* Overall aim or intended impact



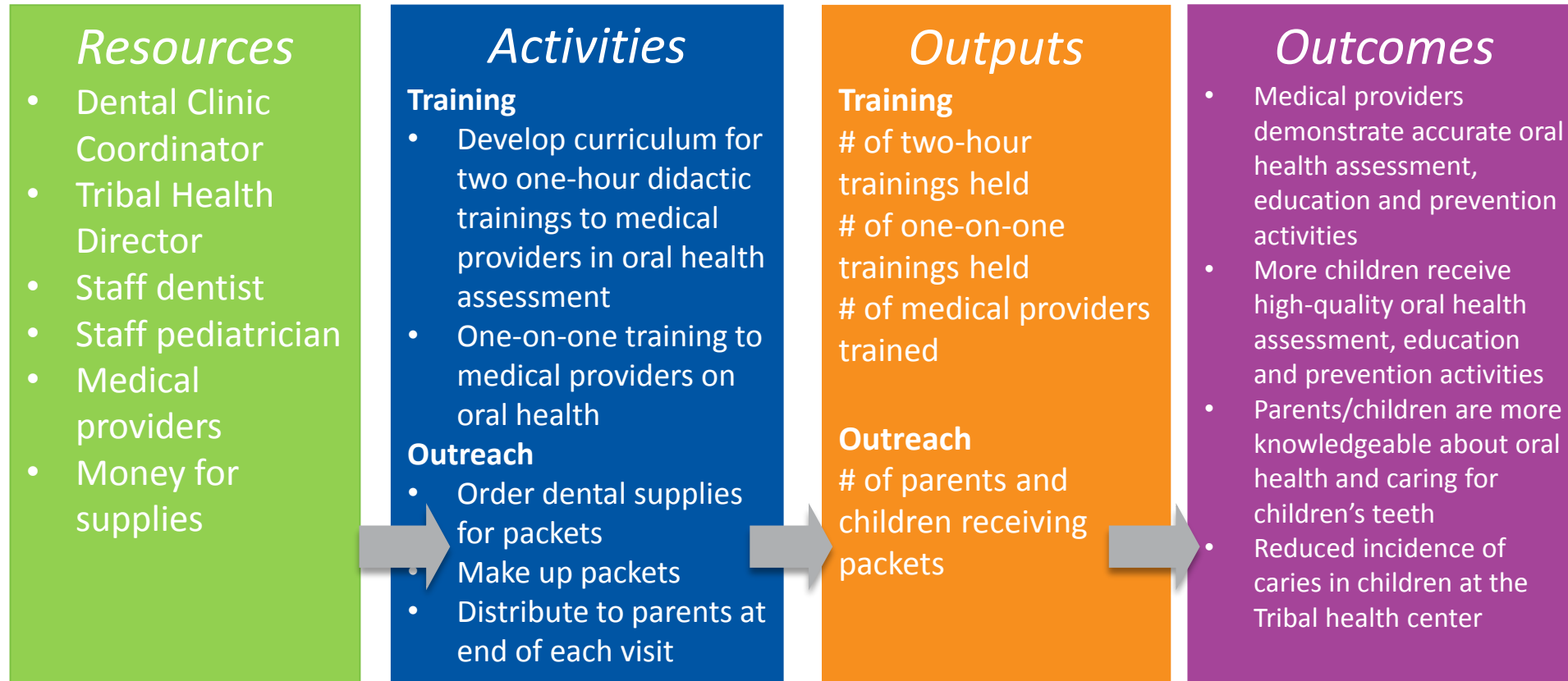
# The Logic Model: Different Looks, Additional Components

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- Can be a graphic, table, flow chart, narrative
- Can also include information about assumptions, externalities/contextual issues, and/or behavioral theories (i.e. Health Belief Model, Social Cognitive Theory, Transtheoretical Model [Stages of Change])
- But, fundamentally, the logic model is a way to communicate what your program is about

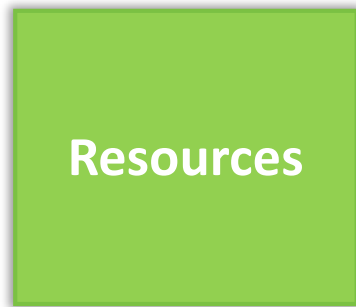
# Logic Model Example

*Program Goal:* To improve the oral health of low-income Native children who receive primary care in a Tribal health center



# The Logic Model: A Series of “If-Then” Statements

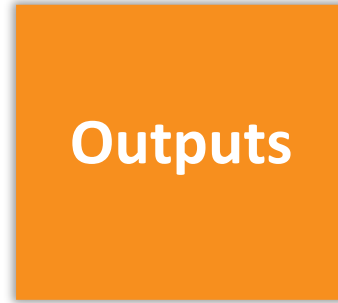
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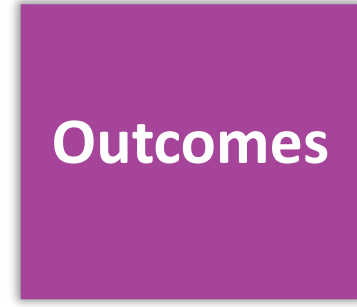
Certain resources are needed to run your program



IF you have access to them, THEN you can accomplish your activities



IF you can accomplish these activities THEN you will have delivered the services you planned



IF you have delivered the services as planned, THEN there will be benefits for clients, communities, systems or organizations





# The Logic Model: Different Looks, Additional Components

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## Main components of a logic model:

- Inputs (resources)
  - ✓ Human resources, partnerships, equipment, supplies
  - ✓ Materials, and community resources
- Outputs (activities)
  - ✓ Products, services, and infrastructure
- Outcomes (results or effects)
  - ✓ Short-term, mid-term, and long-term

# Program Goal:

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## What is your overall aim or intended impact?

- To improve access to health care for 100 Native people with limited transportation from the reservation to the Tribal clinic in 6 months
  - To improve oral health by reducing the incidence of cavities in 100 Native children ages 5-10 years old over the course of 12 months who frequent a Tribal community health center
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# Resources:

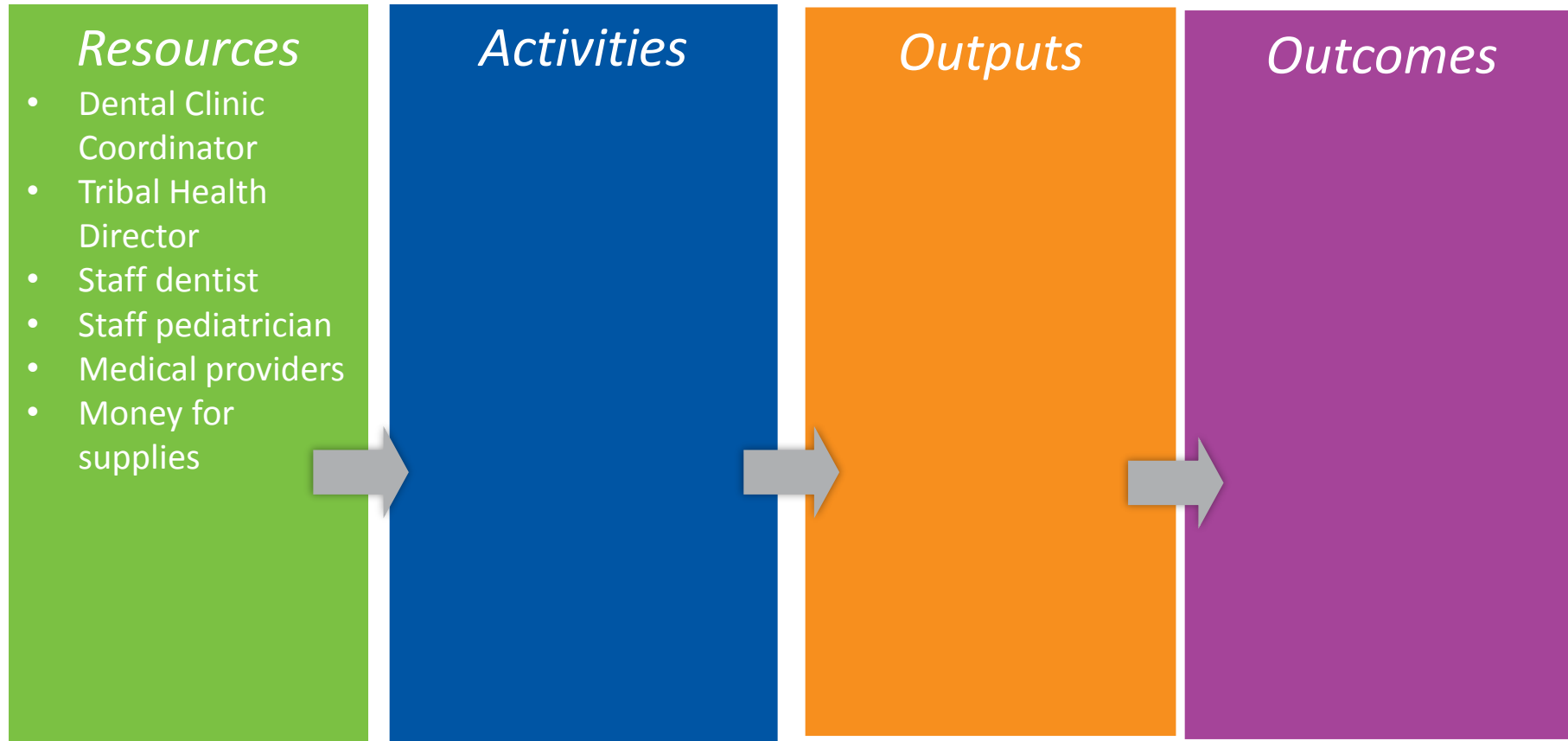
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What inputs are dedicated to or consumed by the program?

- Human resources
- Facilities
- Equipment/supplies
- Partners
- Technology

# Logic Model Example


*Program Goal:* To improve the oral health (by cavity reduction) of 100 Native children ages 5-10 years old over a 12 month period who receive primary care in a Tribal health center



# Activities:

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## What is the program doing?

- Outreach
  - Training
  - Consultation
  - Staff Development
  - Partnership Development
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# Activities:

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## Narrow components and expand details:

### Outreach

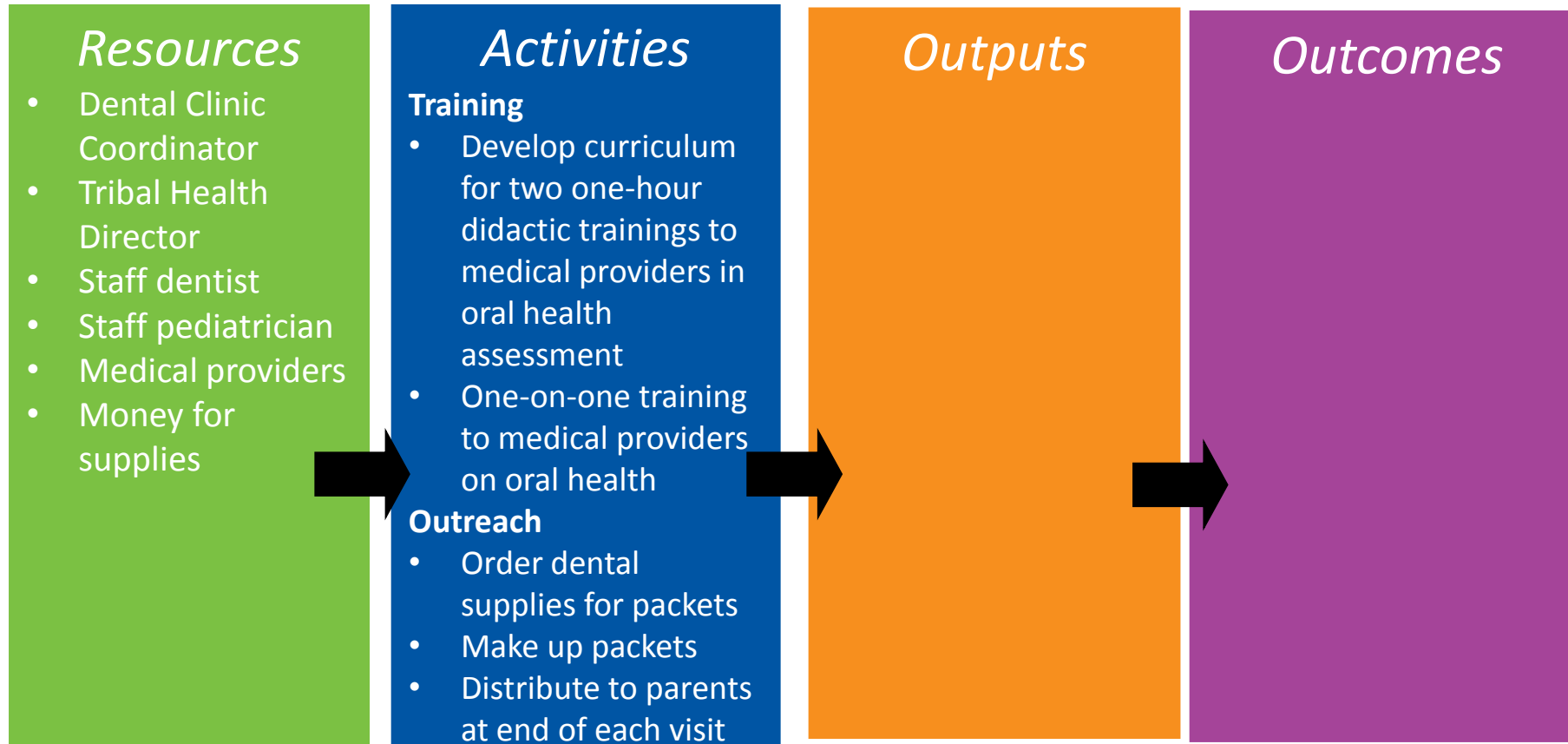
- Develop and distribute flyers
- Meet with community stakeholders/schools/parents
- Conduct focus group with target population
- Develop press packet
- Identify media contacts
- Send press packet out to media contacts

### Training

- Hire curriculum development team
- Develop training curriculum
- Recruit training team
- Recruit participants
- Provide training session

# Logic Model Example

*Program Goal:* To improve the oral health (by cavity reduction) of 100 Native children ages 5-10 years old over a 12 month period who receive primary care in a Tribal health center



# Outputs:

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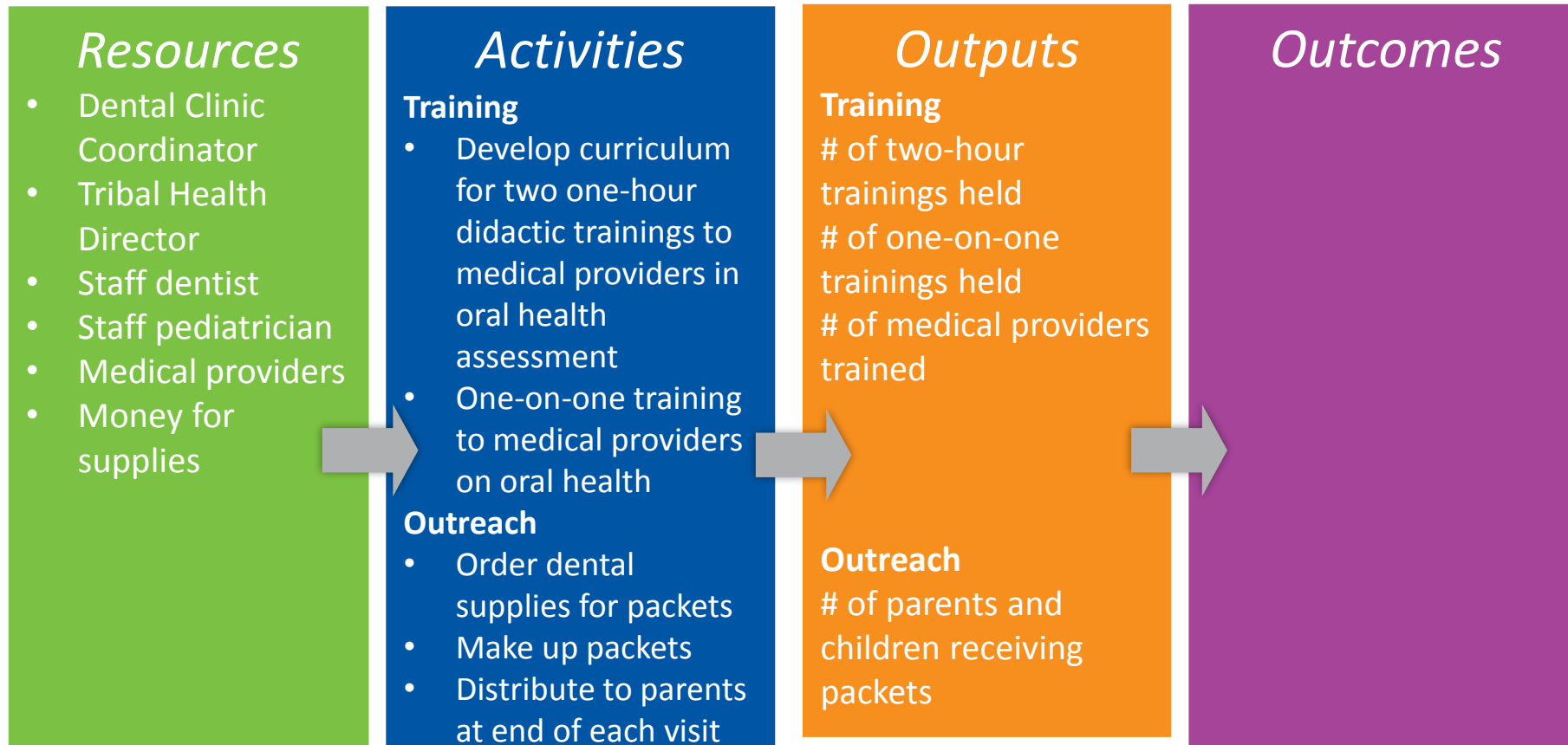
What is the program producing?

- # of training workshops held
- # of participants attending each workshop
- # of partnerships formed
- # of policy briefings conducted
- # of press packets disseminated



# Logic Model Example

*Program Goal:* To improve the oral health of 100 Native children (by reducing cavities) ages 5-10 years old over a 12 month period who receive primary care in a Tribal health center




# Outcomes

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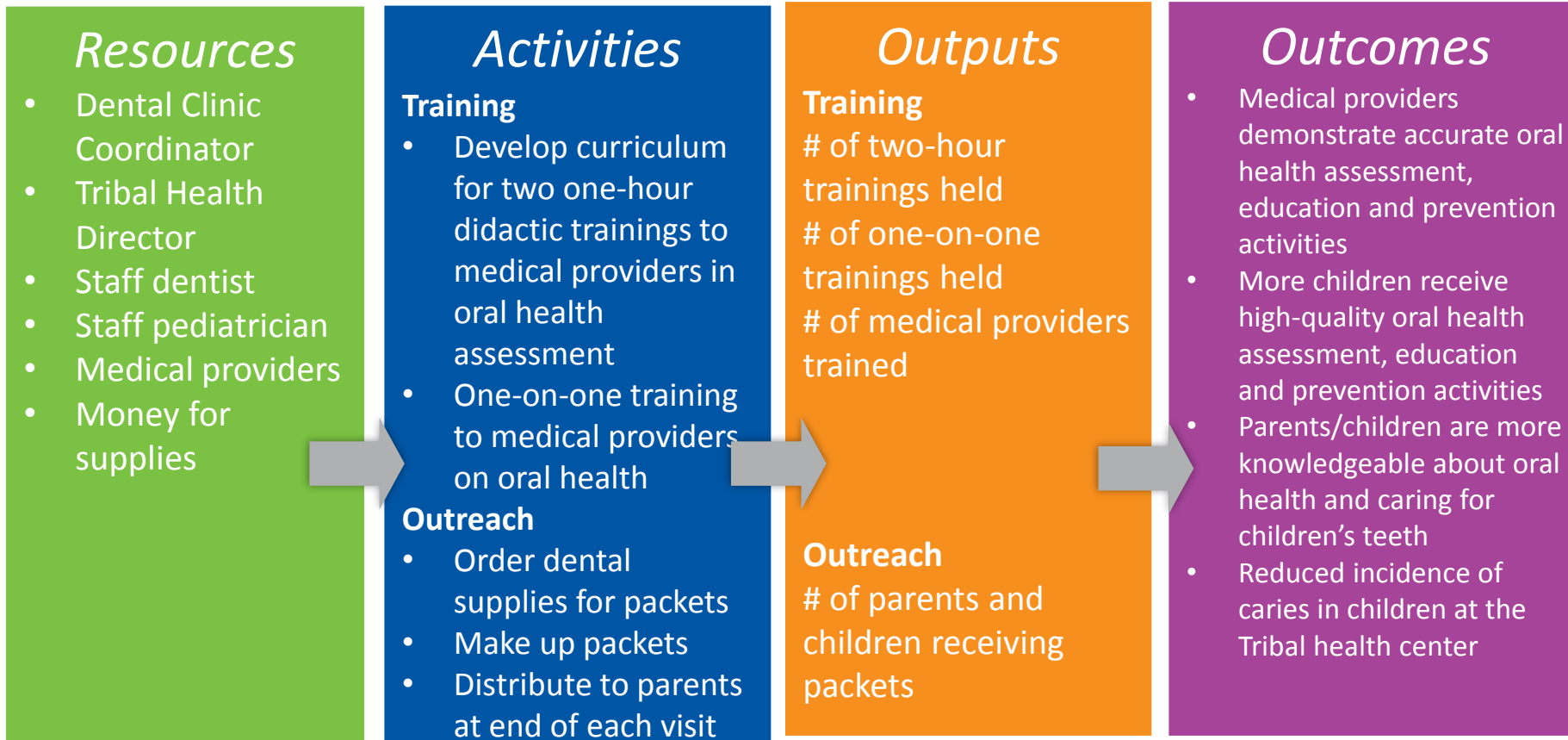
What difference is the program making?

Outcomes are about change:

- New knowledge
  - Increased skills
  - Changed attitudes or values
  - Modified behavior/practice
  - Changed conditions
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# Logic Model Example

*Program Goal:* To improve the oral health (by reducing cavities) of 100 Native children ages 5-10 years old over a 12 month period who receive primary care in a Tribal health center



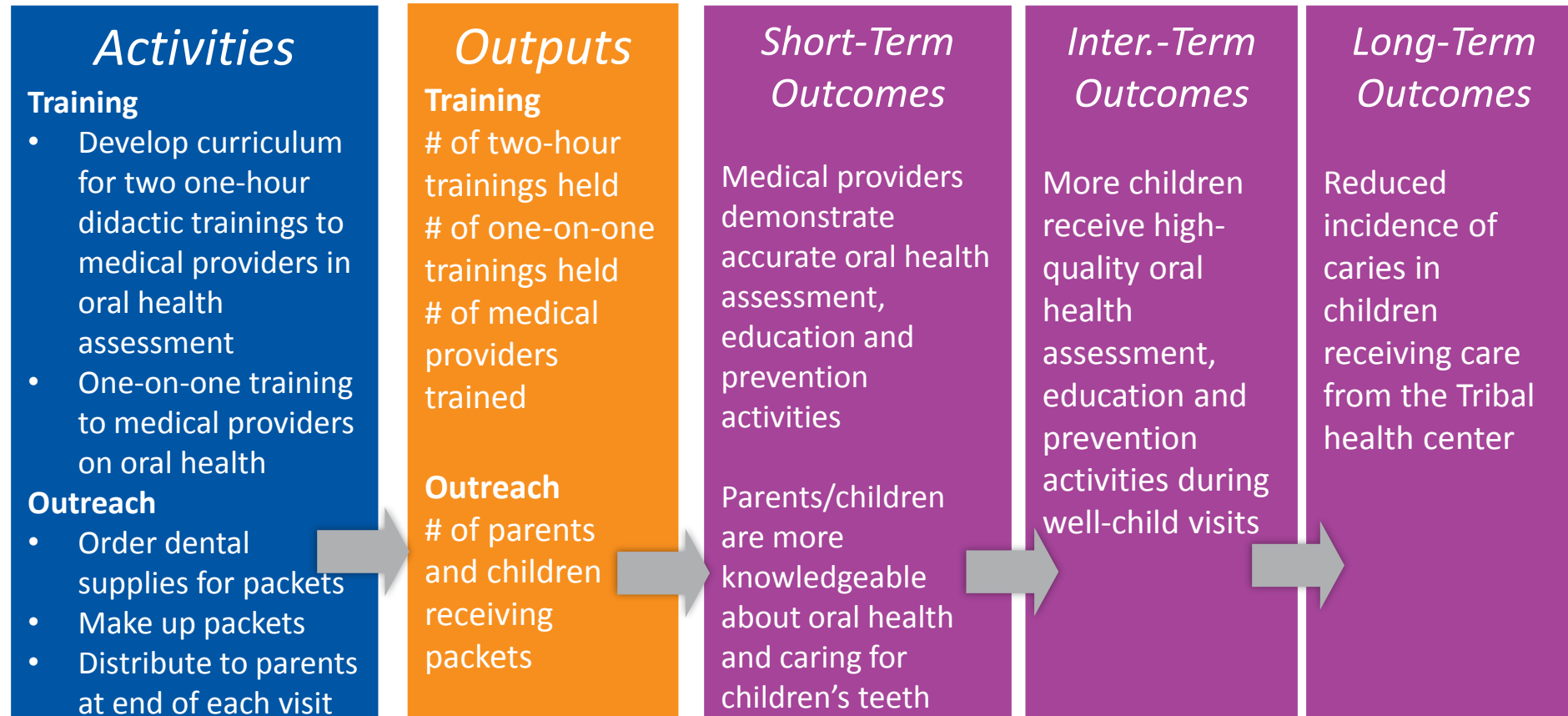
# Chain of Outcomes

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- Short term: are the most direct results of activities and outputs, generally achievable in one year.
- Intermediate: link a program's short-term outcomes to long-term outcomes.
- Long term: result from the achievement of short and intermediate term outcomes and often take a longer time to achieve.

# Chain of Outcomes

*Project Goal:* To improve the oral health (by reducing cavities) of 100 Native children ages 5-10 years old over a 12 month period who receive primary care in a Tribal health center



# Logic Model Resources

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- **Online course on developing logic models and evaluation plans.** Offered by University of Wisconsin, Extension and designed for the beginner.  
<https://fyi.uwex.edu/programdevelopment/logic-models/>
- **W. K. Kellogg Foundation Logic Model Development Guide.** Clear and concise discussion of the use of logic models. <https://www.wkkf.org/resource-directory/resource/2006/02/wk-kellogg-foundation-logic-model-development-guide>
- **Logic Model Tools.** A comprehensive list provided by the CDC.  
<https://www.cdc.gov/eval/resources/index.htm>
- **Innovation Network's Workstation:** an online workstation with evaluation and planning tools designed specifically for nonprofit organizations.  
<https://www.innonet.org/>
- **Community Tool Box.** <https://ctb.ku.edu/en>

# Questions?

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# Contact Us

Available Monday through Friday 9am-5pm EST.



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