

## Logic Model Lingo

A logic model is a “graphic representation of a program showing the intended relationships between investments and results.”<sup>2</sup> A logic model explicitly spells out the desired outcomes of a program and the steps that need to be taken to accomplish those outcomes. Logic models are also sometimes referred to as the “theory of change” because they show the “if-then” steps from resources to impact, or as an “outcome map” because they serve as a “road map” to outcomes.

Different funders and planning models have different formats for logic models. Some are presented in a matrix, while others are diagrams or flow charts. Most models include the following core components:

- Inputs: Resources dedicated to or used by the program, such as staff and staff time, equipment, materials, supplies, and volunteers.
- Outputs: Tangible and countable products of program activities, usually measured in terms of the volume of work accomplished, such as number of classes taught, number of materials distributed, or number of participants.
- Outcomes: Benefits or changes to individuals or populations during or after participating in program activities, such as changes in awareness, knowledge, attitudes, skills, behavior, or condition.

Other components you may find in logic models include:

- Activities: What the program does with the inputs (resources), such as classroom presentations, mentoring program, hosting training sessions, or legislative advocacy.
- Evaluation methods: List of evaluation tools, data collection and sampling methods, and persons responsible for evaluation tasks.
- Evaluation results: In addition to presenting *desired* outcomes or outputs, you can also present *actual* outcomes and outputs—results of your evaluation—right in the logic model.
- Timeline: Specific time periods for securing inputs, and accomplishing activities, outputs, and activities.
- Goal Statement: Attainable and ambitious change in a universal population, risk group, or selected population that you believe your state, community, or program can actually accomplish. More general than an outcome.
- Impact: The social, economic, civic and/or environmental consequences of the program. Impacts tend to be longer-term and are often equated with goals. In the context of intimate partner violence/sexual violence prevention, impact refers to changes in the prevalence and incidence of IPV/SV (or risk and/or protective factors associated with IPV/SV).
- Situation: Originating problem, or issue, set within a complex of sociopolitical, environmental and economic circumstances.
- Assumptions: Beliefs we have about the program, the people involved, and how we think the program will work.
- External factors: Elements that effect the program over which there is little control, including culture, economic structure, demographic make- up, family circumstances, values, political environment, media, etc. Also referred to as “contextual factors.”
- Needed Capacity: If the current capacity is not sufficient to implement a strategy/program/comprehensive program, this category reflects the motivation/willingness and abilities that need to be built prior to implementation of a strategy/program or comprehensive program.

We include three different examples of logic models in this section:

- United Way logic model example
- DELTA Project recommended template
- Ohio Department of Health Rape Prevention Education format

Sources: Taylor-Powell, E., & Henert, E. *Developing a logic model: Teaching and training guide*. Madison, WI: University of Wisconsin-Extension, Cooperative Extension, Program Development and Evaluation, 2008. <http://www.uwex.edu/ces/pdande>

United Way of America, *Measuring Program Outcomes: A Practical Approach*, 1996.

DELTA CCR Monitoring/Summative Evaluation Report, GTO 10 Step Checklist logic model definitions, Centers for Disease Control and Prevention, 2010.

<sup>2</sup> Taylor-Powell, E., & Henert, E. (2008) *Developing a logic model: Teaching and training guide*. Madison, WI: University of Wisconsin-Extension, Cooperative Extension, Program Development and Evaluation. <http://www.uwex.edu/ces/pdande>