

**Impact Evaluation – Part I:
Designing Logic Models**

**Michael Fagen, Ph.D., M.P.H.
<mfagen1@uic.edu>**

**15th Annual CityMatCH Urban Maternal and Child Health
Leadership Conference**

**Fort Worth, TX
September 11, 2005**

Participant Handouts

1a. Workshop Description

Workshop Description:

What does your public health program *do*? With grant applications requiring detailed descriptions of programs, it is essential for public health professionals, not just evaluators, to learn the skills needed to create a logic model. This session will train participants to create a program logic model by using logic model templates from diverse sources. Furthermore, participants will have the opportunity to use examples from their own agencies and programs during a session skill-building exercise in logic model design.

Workshop Objectives:

By the end of this workshop, participants will:

1. Understand the intended purpose of the logic model;
2. Create a sample logic model; and
3. Understand how logic models are used to achieve desired program outcomes.

Presenter Biography:

Dr. Fagen is an Assistant Professor and the Coordinator of Health Education Programs in the Department of Health and Physical Education at Northeastern Illinois University (NEIU). He is currently on leave from NEIU to participate in the Illinois Public Health Research Program, an interdisciplinary fellowship program located at the University of Illinois at Chicago's School of Public Health. Dr. Fagen has provided evaluation consultation for a number of nonprofit agencies and educational entities, including the Illinois Center for Violence Prevention, the Illinois Caucus for Adolescent Health, and the Chicago Teachers Center. Dr. Fagen's consulting focuses on the use of evaluation to make data-based programming decisions.

1b. Workshop Agenda

Time	Topic
1:00 – 1:05	1. Workshop Overview
1:05 – 1:15	2. Background and Definitions
1:15 – 1:30	3. Logic Models – Examples and Development
1:30 – 2:00	4. Exercise – Logic Model Development
2:00 – 2:15	5. Discussion – Logic Models and Program Outcomes
2:15 – 2:30	6. Questions and Answers

2. Background and Definitions

Evaluation:

“The practice of evaluation involves the systematic collection of information about the activities, characteristics, and outcomes of programs for use by specific people to reduce uncertainties, improve effectiveness, and make decisions with regard to what those programs are doing and affecting.”

Source: Patton, 1997

Logic Models:

“The program logic model is a picture of how your organization does its work – the theory and assumptions underlying the program. A program logic model links outcomes (both short- and long-term) and program activities/processes and the theoretical assumptions/principles of the program.”

Source: W.K. Kellogg Foundation, 2001

3. Logic Models – Examples and Development

Logic Models – Examples:

- Generic – University of Wisconsin Extension
- Outcomes Model – W.K. Kellogg Foundation
- Activities Model – W.K. Kellogg Foundation
- Theory Model – W.K. Kellogg Foundation
- Hybrid Model – W.K. Kellogg Foundation

Sources: Taylor-Powell, 1998; W.K. Kellogg Foundation, 1998

→ See the next pages for each of these logic model examples.

Evaluation Use:

“When the major findings of an evaluation are strategically communicated to influence learning and decision-making.”

Source: Evaluation Resource Institute, 2003

4. Exercise – Logic Model Development

Individual:

Think about an organization and program that you are familiar with. Given this context, complete the “first row” of the logic model template found below.

Logic Model Template:

Inputs →	Activities →	Outcomes
Assumptions/Underlying Theory		

Small Group:

Now that you have started to design a program logic model, please share your emerging models with members of your group. Solicit feedback from your group members, and discuss any barriers you encountered as you started to design your logic model.

Time permitting, we will hear from several participants regarding their initial logic model designs.

Sources Cited in Workshop

Evaluation Resource Institute [ERI]. (2003). *Getting the most from your evaluation: An advanced training course for agencies evaluating their violence prevention programs*. Chicago, IL: Illinois Center for Violence Prevention. For more information on the Illinois Center for Violence Prevention and/or the ERI, please visit: <www.icvp.org>

Patton, M. Q. (1997). *Utilization-focused evaluation* (3rd ed.). Newbury Park, CA: Sage.

Taylor-Powell, E. (1998). *The logic model: A program performance framework*. Madison, WI: University of Wisconsin-Extension.

W. K. Kellogg Foundation. (1998). *Evaluation handbook*. Battle Creek, MI: Author.

W. K. Kellogg Foundation. (2001). *Logic model development guide*. Battle Creek, MI: Author.