

## Logic Model/Theory of Change Approach to Program Planning

Mitchell Brown, PhD &  
Kathleen Hale, JD, PhD

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## Overview of Session

- The Utility of a Logic Model & Theory of Change Approach to Program Planning
- Terminology
- How to Develop a Logic Model
- Developing a Theory of Change
- Using a Theory of Change and Logic Model for Self-Evaluation
- Wrap-up



## THE UTILITY OF A LOGIC MODEL & THEORY OF CHANGE APPROACH TO PROGRAM PLANNING



### Definitions

- Theory of change: a theoretical description of a problem, a program (or intervention), and the expected outcomes of the program identifying the links between these elements
- Logic Model: a graphic representation of a theory of change

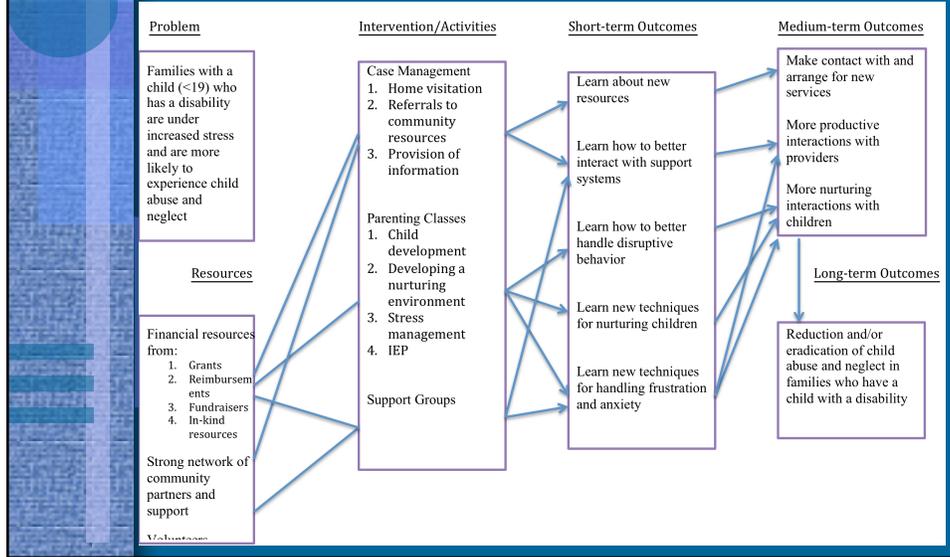
## Components

- Description of context
- Overview of activities
- Articulation of desired goals or outcomes
- Identification of the links between these

## Utility & Limitations

- Utility
  - Guide program planning
  - Determine what and when to measure
  - Support grant applications
- Limitations
  - Captures intent, not actual results
  - Simplify complex causal factors
  - May stifle creativity if followed exactly
  - Focus on positive outcomes only

# Example Program



# TERMINOLOGY

## Key Terms

- Problem: the issue or challenge that needs to be addressed
- Input: resources a program has to address a problem
- Activity: the intervention design to address a problem
- Output: a count of activities and goods and services delivered
- Outcomes:
  - Short-term: learning OR immediate results from the intervention
  - Medium-term: behavior change OR proximate results from the intervention
  - Long-term: cumulative change OR permanent change from the intervention

## Exercise Instructions

- Find the “Terminology Worksheet”
- For each item,
  - Identify what type of a logic model event it is
  - Think through why you answered this way and justify your answer
- Review answers as a group



## HOW TO DEVELOP A LOGIC MODEL

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- ### Steps
1. Start with the problem and the long-term outcome
  2. Identify resources
  3. List activities
  4. Lay out short- and medium-term outcomes
  5. Make the causal links
  6. Review for missing pieces

## Exercise Instructions

- Work with the people from your organization or alone
- Find the “Logic Model Worksheet Instructions” and “Logic Model Worksheet”
- Complete Parts I and II
- Large group discussion (will need 2-3 volunteers)

**DEVELOPING A THEORY  
OF CHANGE**

## Major Components

- 1-2 page narrative to accompany the logic model
- Usually includes:
  - Articulation of need
  - Understanding of change
  - Overview of organization
  - Program overview and justification

## Exercise Instructions

- Work in the same groups you were in for the logic model exercise
- Find the “Theory of Change Worksheet”
- Answer the questions in Part I
- If time permits, use the instructions in Parts II-IV for planning



## USING A THEORY OF CHANGE AND LOGIC MODEL FOR SELF- EVALUATION



### Why Self-Evaluate

- Mid-course corrections
- Future planning
- Grant applications

## Benchmarks and Indicators

- A benchmark (or indicator) is an observable, empirical measure of an activity or outcome
- For each activity, consider possible benchmarks (our outputs from earlier)
- For each outcome, consider possible benchmarks that will help you mark progress

## Exercise Instructions

- Continue working with your earlier groups
- Pull out your completed “Logic Model Worksheet”
  1. For each activity, identify measurable outputs
  2. For each outcome, identify measurable benchmarks
  3. Use this to brainstorm about what to measure and when

