



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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The LEWIN GROUP



National
Resource
Center on
Domestic
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Presentation Objectives

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**





Presentation Overview



- **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.”¹
- A logic model is your road map.²
 - Where are you going?
 - How will you get there?
 - What will tell you when you’ve arrived?



¹ Bickman, L. (Ed.) (1987). Using program theory in evaluation. In New directions for program evaluation series: No. 33. San Francisco: Jossey-Bass, p. 4.

² Taylor-Powell, E. Logic models to enhance program performance. University of Wisconsin-Extension Service. Presentation downloaded from <http://www.uwex.edu/ces/pdande/evaluation/pdf/LMpresentation.pdf> on October 6, 2005.



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?



Why Create a Logic Model? (cont.)

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



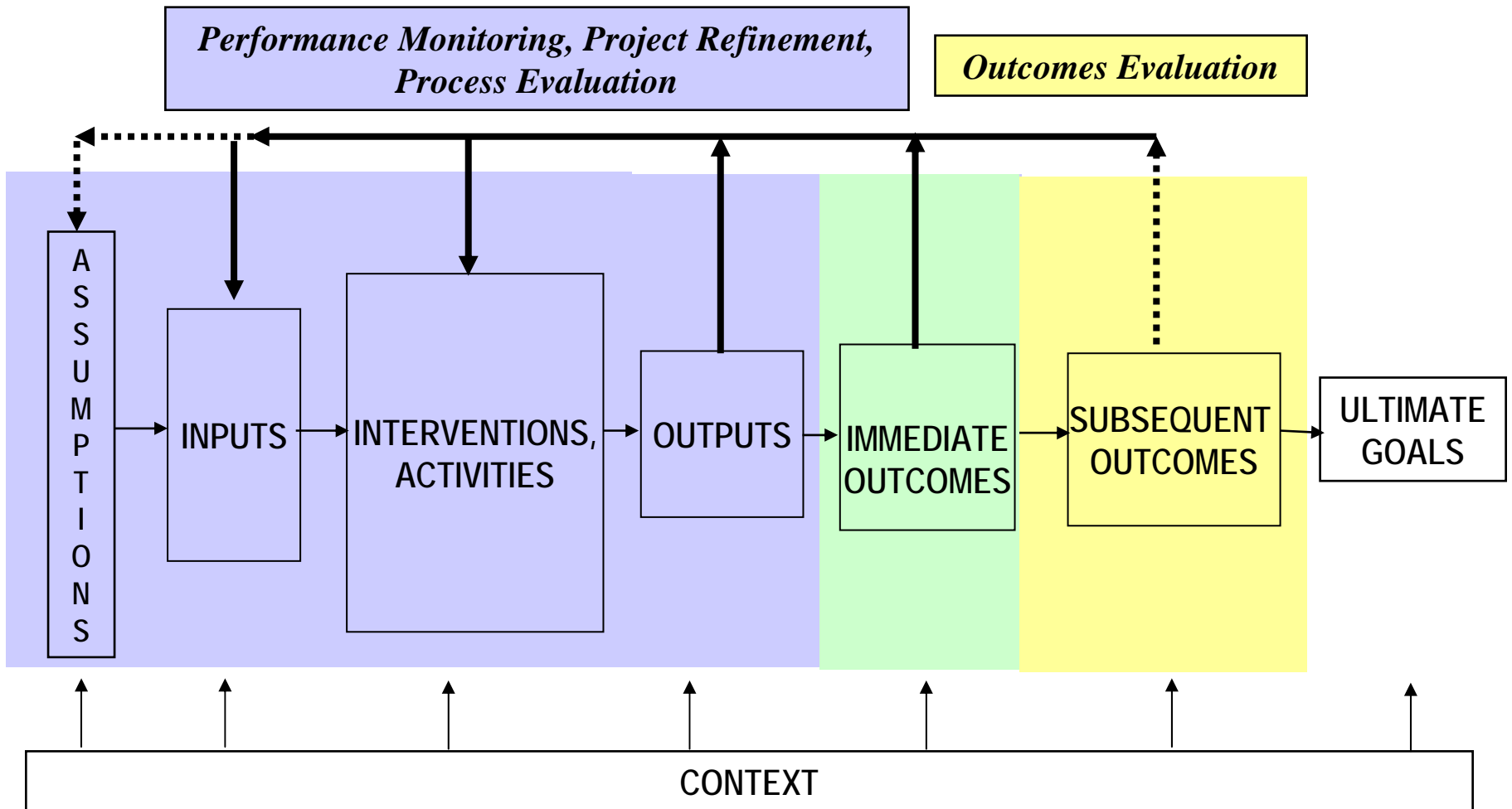
- *Ultimate Goal:* What is the overarching goal you seek to achieve?
- *Assumptions:* What are your underlying assumptions about the nature of the problem, clients' needs, and what will help?
- *Context:* What is the environment in which your project will operate?
- *Inputs:* What resources are needed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

Elements of a Logic Model (cont.)

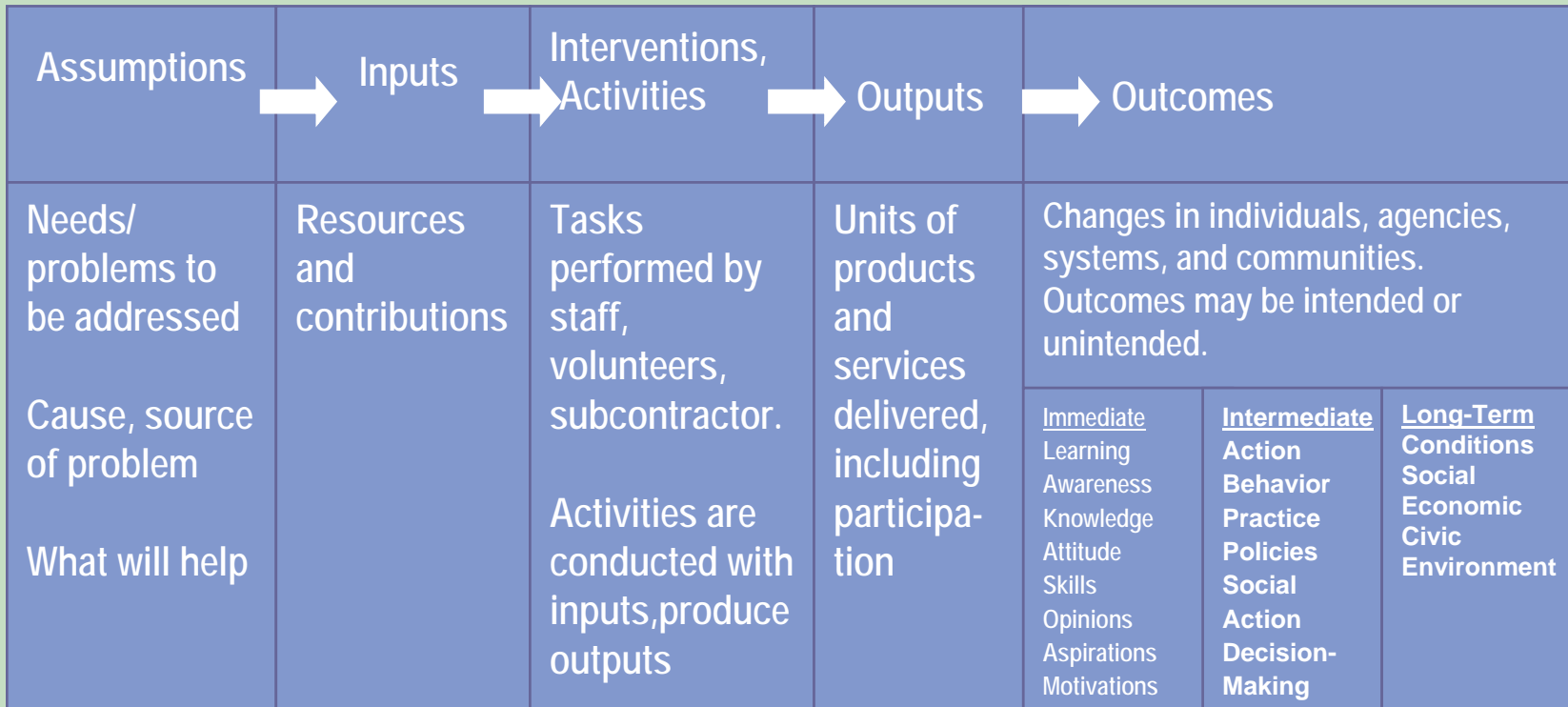


- ***Interventions/activities:*** What will you do, for whom (target population)?
- ***Expected outputs:*** What will the program produce that will ultimately benefit participants?
- ***Expected outcomes:*** What are the expected results? How will participants benefit?

Logic Model: How the Pieces Fit



Logic Model: How the Pieces Fit



↑ ↑ ↑ ↑ ↑ ↑ ↑

CONTEXT: External factors that influence the program



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

