

Senior Center Outreach Project

The following case study is designed to demonstrate how to develop a logic model and an evaluation plan. For this case, activity directors from an agency that provides services to senior citizens partner with health science librarians to design a health information outreach project targeted for the over-65 population in their senior program. In this project, MedlinePlus training is offered to seniors, agency staff, and family members of the seniors. The goal of the program is to improve seniors' access to consumer health information, both by improving their skills and training others who can help them.

We first present completed worksheets, based on the case example described here. The first worksheet presents a logic model for this project. The second worksheet presents three objectives and evaluation plan to assess outcomes related to those objectives. The third worksheet presents a pre-project assessment plan and the fourth presents a process assessment plan. Blank versions of these worksheets are included for you to use in your project planning.