Using a logic model to guide program design and activities

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The Webinar Series and Webinar One Objectives

This webinar series will consist of four webinars
- Using a logic model to guide program development and activities (today)
- Designing a program to demonstrate impact (December 4)
- Generating evidence on the distinctives of FBOs in the HIV response (faith-based health facilities/systems) (February 5)
- Generating evidence on the distinctives of FBOs in the HIV response (national-level or smaller NGOs/FBOs and local religious communities) (March 5)

Webinar one learning objectives:
- Describe the key components and theoretical assumptions of a logic model.
- Assess organizational capacities in relation to feasible interventions.
- Apply a logic model to a case.
Learning Objective A

Describe the key components and theoretical assumptions of a logic model
What is a logic model?

• A graphical representation of the inputs, activities, outputs, outcomes, and impacts of a project or program

• A framework for describing how program elements work together to reach its goals and objectives

Three key attributes of a logic model:

1. A coherent causal pathway of how the program works
2. Is logically sequential (If, Then)
3. Facilitates planning and program/project execution
4. Clearly communicates projects and programs to internal and external stakeholders
Uses of a Logic Model

• For planning

• For communication and stakeholder engagement

• For monitoring, evaluating, and learning
Key Components of a Logic Model

**Inputs:** *Resources used for the program*
Money, people, tools, expertise, organization resources

**Activities:** *The processes or actions carried out*
# of trainings conducted

**Outputs:** *Tangible, direct result of the activities*
# of things produced, persons trained/served

**Outcomes:** *Key intermediate change – can be short or long-term*
Change in knowledge or practices among participants and beneficiaries

**Impacts:** *Long-term, population level impact*
Reduction of new cases of a disease in a population
Theoretical Assumptions of Logic Models

Contextual Assumptions

Underlying Conditions

Intervention → Impacts

If, then

Inputs | Activities | Outputs | Outcomes | Impacts
Logic Model

Inputs → Activities → Outputs → Outcomes → Impacts

- Inputs
- Activities
- Outputs
- Outcomes
- Impacts
Program Logic for planning discussions on curriculum and evaluation

**Inputs**
- S & D in health care facilities
- In-country resources: CHAN, UNAIDS Nigeria, NACA, NASCOP, NFBWG, NINERELA
- Curriculum content sources and Nat’l Policy Information
- Other partners: UNAIDS, ACHAP, Emory

**Activities**
- Develop Work Plan
- Assemble Curriculum Content
  - HCW
  - Rel. Leaders
- Develop learning objectives
- Develop M&E Plan/Tools
- Conduct TOT for X# of health facilities and training of religious leaders
- Review program evaluation results, assess for revision and replication (scale up)

**Outputs**
- HCW and Religious Leader curriculum(a)
  (Two?)
- Numbers trained (TOT and facility level)
- Developed design for replication and scale up

**Outcomes**
- Attitude changes and knowledge increases in religious leaders
- Attitude changes, knowledge and skill increases in facility training participants
- Each facility developed or committed to code of conduct and (possible facility self assessment tool)

**Impacts**
- Consistent facility adherence to codes of conduct – (reports based on facility self assessments?)
- Increase testing
- Increase in adherence and retention in care
- Reduced viral load of those infected and > in # of thriving productive lives!

**Evaluation**
- Knowledge and skill increases and attitude changes in TOT participants
- Action Plans developed by TOT participants
- Completed plan for replication and scale up with secured necessary resources
Assessing Organizational Capacities

John Blevins
Emory University Interfaith Health Program
November 6, 2018
Organizational Assessment

Your logic model informs a program. Is your organization a good “fit” for the program?

- Do the program’s goals and objectives align with your organization’s mission and vision?
  - Do the goals and objectives reflect your organization’s priorities and strengths?
  - Do the goals and objectives challenge your organization to grow in the right ways?

- Do the funder’s priorities align with those of your organization?
  - The funding environment is challenging
  - Are the funding opportunities your organization would say “no” to?

- Do the required deliverables match with your organization’s capacities?
  - What are your organization’s resources?
  - Are they the right match for achieving the required deliverables?
Your logic model informs a program. How can your organization achieve program deliverables?

- Are the program outputs feasible for your organization?
  - What inputs does your organization possess?
  - How do those inputs contribute to the program outputs?

- Do the outputs reflect your organization or contribute to your organization’s long-term growth?
  - Is there a strong alignment between your organization’s mission and these activities?
  - If not, do these activities move your organization in constructive ways or distract you from your mission?

- How do you evaluate your progress in completing the outputs?
  - What is a feasible plan for evaluation of outputs? What are your metrics?
  - What does your organization need to do complete such an evaluation?
Working through a real-life example

[Please get a pen and paper ready!]
Logic Model
Mini case

There is a problem in rural settings, with women having too many children too closely together, which impacts poorly on maternal and child health.

You have an idea that if you work with religious leaders – who are very influential in their local communities – you can spread healthy messages about birth-spacing from religious leaders, to their congregations, to their broader communities, and improve this situation.

You decide to train local facilitators, and run workshops with religious leaders, which utilises specific religious texts (theology), and public health messages about birth-spacing.

You will count the number of people that attend the workshops, and get them to answer a brief questionnaire, about whether they have been influenced by the workshop, and whether they plan to spread the messages in their local congregations.
Logic Model

Inputs (Resources)
- Support for facilitators
- Support for workshops and material development
- Support for research or M&E

Activities (Processes / actions)
- Trained facilitators
- Religious leader workshops
- Surveillance Selection of indicators

Outputs (Direct / tangible results)
- Effectively run workshops
- RLs Knowledge on BS increases and attitude changes
  - RLs behaviour changes (motivated to spread KA change to congregation)

Outcomes (Intermediate effects)
- RLs share KAB with congregation
  - Congregation shares KAB to community
  - Change takes root

Impacts (Long-term effects)
- Improved birth-spacing in community
- Improved MCH

MCH
Real-world Reminder: interventions have long and unpredictable paths of implementation
Real-world reminder: logic models are a road map

• Graphic depictions of the relationship between a program’s activities and its intended outcomes

• A ‘roadmap’ that shows the underlying logic behind the program ie: why it should work

• Over time the understanding of what does and doesn’t work will deepen, and the logic model would change accordingly
In webinar one, we have introduced the logic model as a useful resource for program planning. We also focused on assessment of your organization’s capacities to match the expected deliverables and outputs required by a funder.

In webinar two, we will examine the relationship between outputs, outcomes, and impact and discuss ways that your organization can develop and measure those outputs, outcomes, and impact.
We invite you to join us for webinar two on December 4, 2018. The learning objectives for webinar two are:

- Describe the flow and causal relationships across the logic model.
- Define outputs, outcomes, and impact.
- Describe methods (quantitative, qualitative, and mixed) for measuring outputs, outcomes, and impact.
- Case application (what happens in the real world—e.g., organization and funder conflict)
- Identify ways in which capacity built for demonstrating evidence can be a resource for the organization itself.

Please invite your colleagues within your organization or colleagues from other organizations to join us. The webinars are free of charge. Registration is required.

The webinars are being recorded so anyone can access content after it is completed.

Registration and recorded webinars can be found at: http://ihpemory.org/webinars/