Using a logic model to guide program design and activities

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9:00 – 10:15 a.m. EST

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

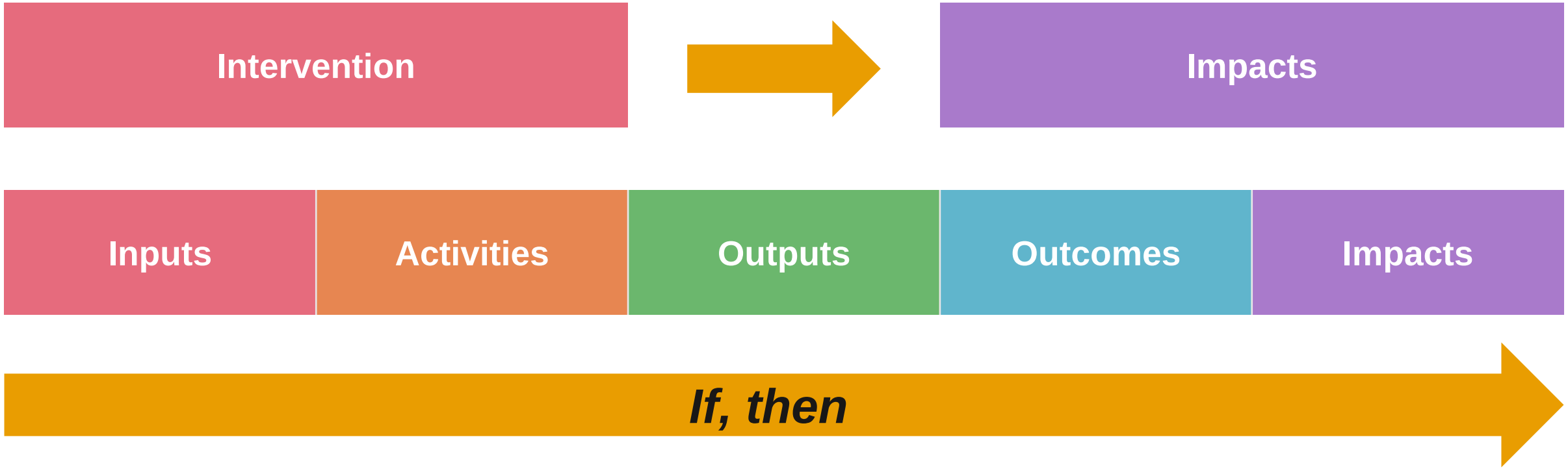
Impacts: ***Long-term, population level impact***

Reduction of new cases of a disease in a population

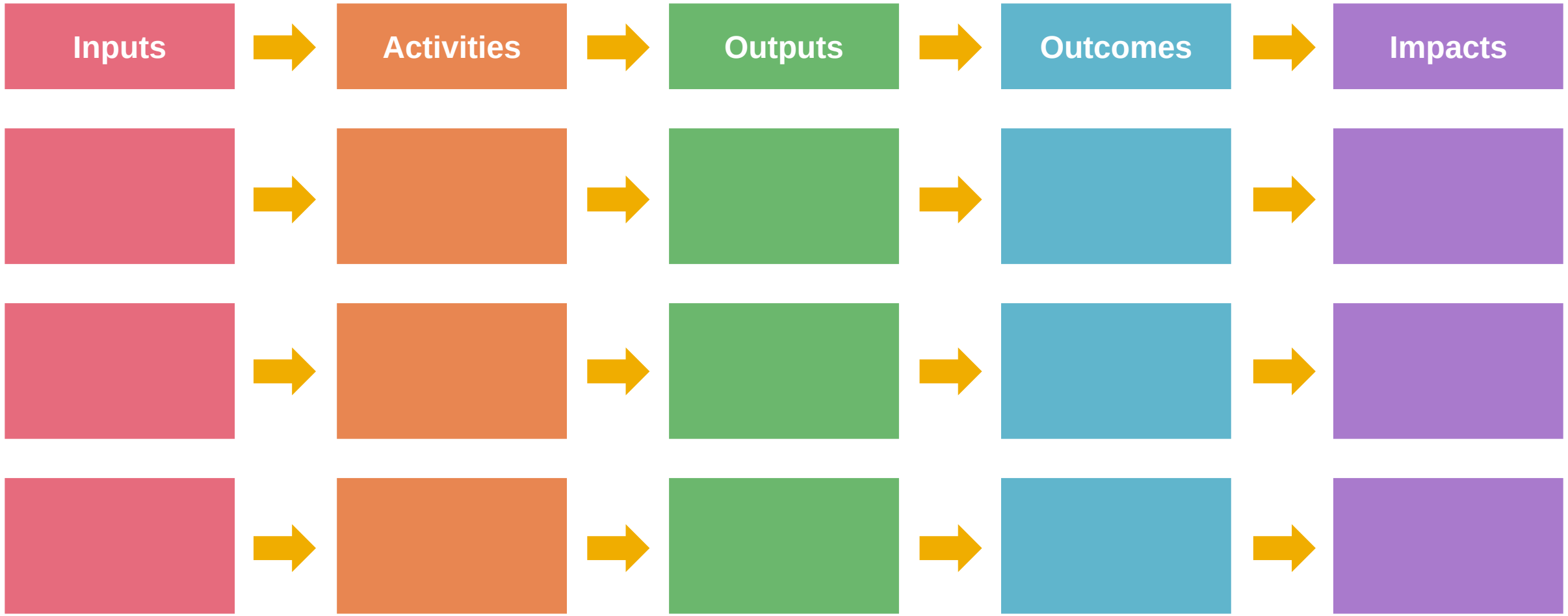
Theoretical Assumptions of Logic Models

Contextual Assumptions

Underlying Conditions



Logic Model



Program Logic for planning discussions on curriculum and evaluation

Inputs	Activities	Outputs	Outcomes	Impacts
S & D in health care facilities	Develop Work Plan		Attitude changes and knowledge increases in religious leaders	**Consistent facility adherence to codes of conduct – (reports based on facility self assessments?)**
In-country resources: CHAN, UNAIDS Nigeria, NACA, NASCOP, NFBWG, NINERELA	**Assemble Curriculum Content** • **HCW** • **Rel. Leaders** **Develop learning objectives**	**HCW and Religious Leader curriculum(a) (Two?)**	• **Knowledge and skill increases and attitude changes in TOT participants** • **Action Plans developed by TOT participants**	Increase testing
Curriculum content sources and Nat'l Policy Information	Develop M&E Plan/Tools		Attitude changes, knowledge and skill increases in facility training participants	Increase in adherence and retention in care
Other partners: UNAIDS, ACHAP, Emory	**Conduct TOT for X# of health facilities and training of religious leaders**	**Numbers trained (TOT and facility level)**	**Each facility developed or committed to code of conduct and (possible facility self assessment tool)**	**Reduced viral load of those infected and > in # of thriving productive lives!**
	Review program evaluation results, assess for revision and replication (scale up)	Developed design for replication and scale up	Completed plan for replication and scale up with secured necessary resources	

Evaluation **Evaluation** **Evaluation** **Evaluation**

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?

Program Assessment

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?

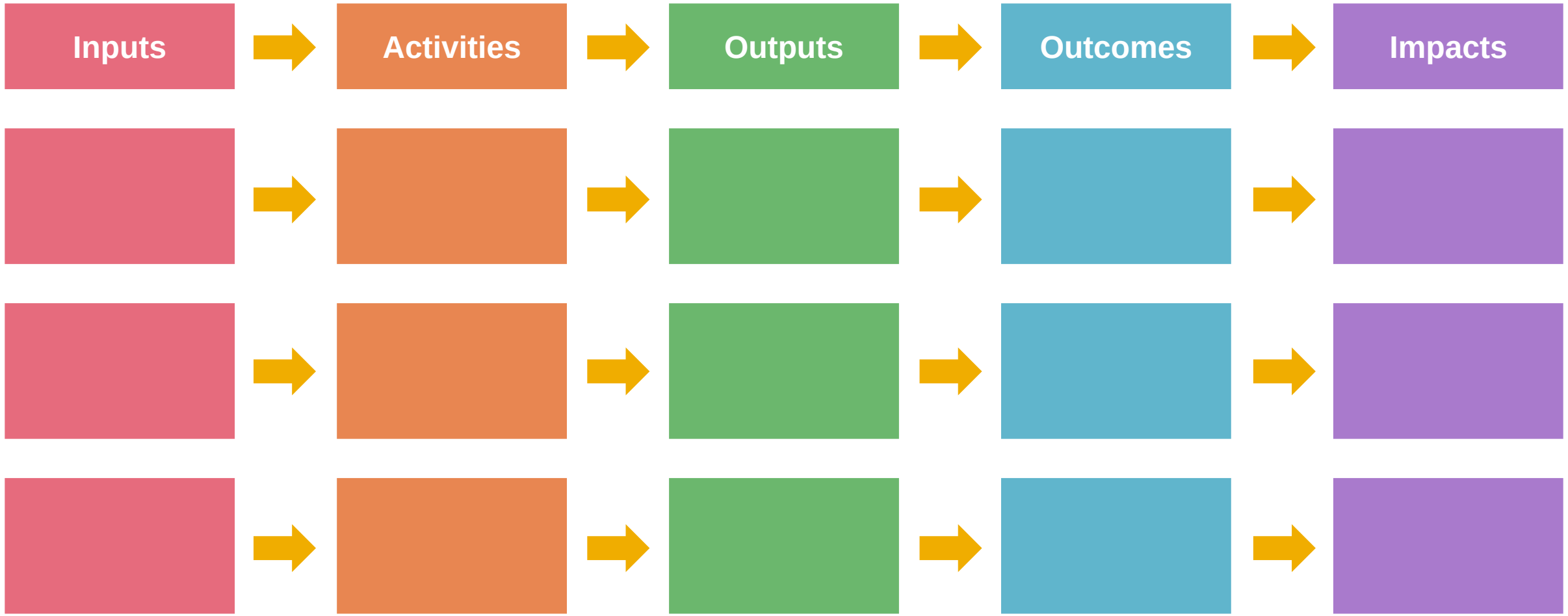
- Do the outputs reflect your organization or contribute to your organization's long-term growth?
  - Is there a strong alignment between your organization's mission and these activities?
  - If not, do these activities move your organization in constructive ways or distract you from your mission?

- 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

IMPACT

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

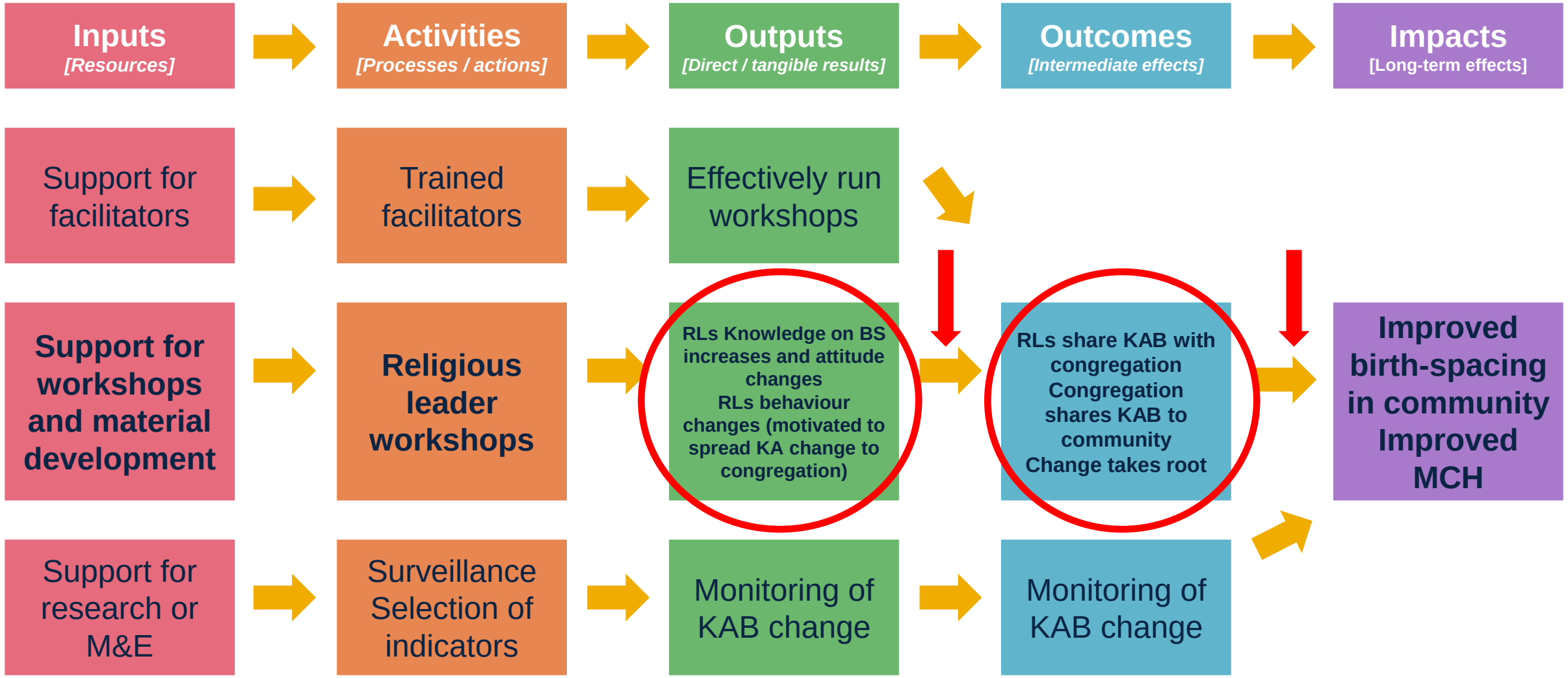
- You have an idea that if you work with **religious leaders** – who are very influencial in their local communities – you can spread healthy messages about **birth-spacing** from religious leaders, to their congregations, to their broader communities, and improve this situation.

ACTIVITIES

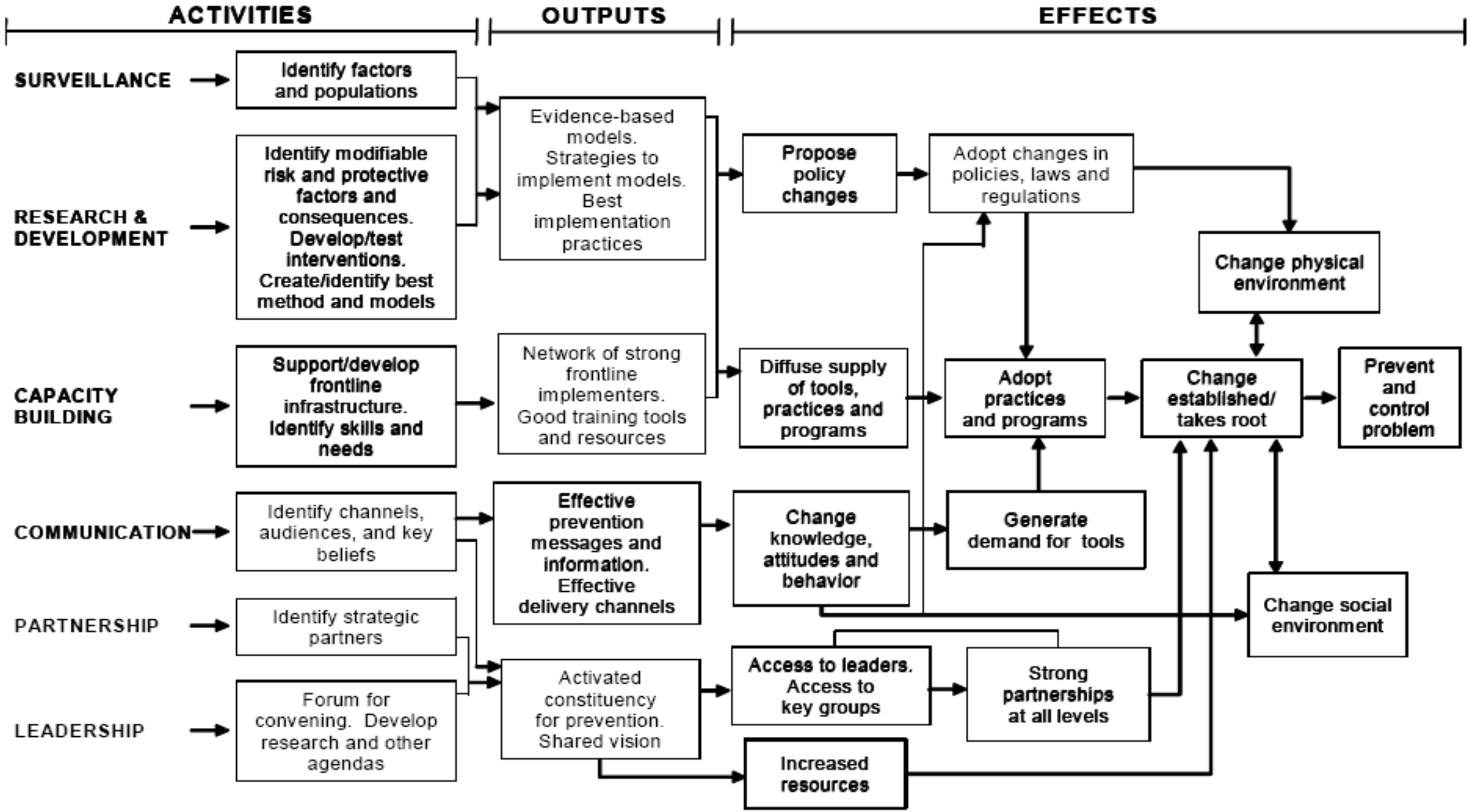
- You decide to **train local facilitators**, and **run workshops** with religious leaders, which utilises specific religious texts (theology), and public health messages about birth-spacing.

- 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

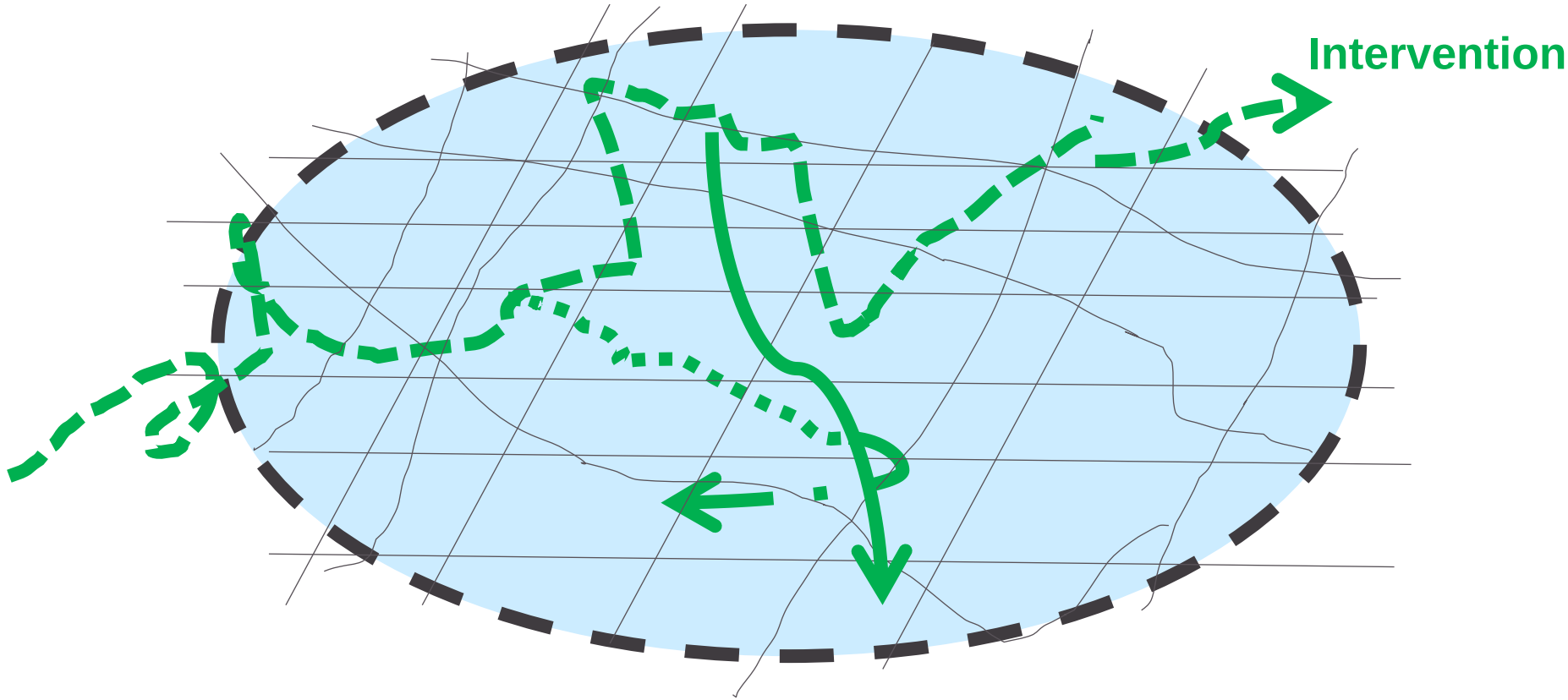
Logic Model


Inputs
[Resources]
Activities
[Processes / actions]
Outputs
[Direct / tangible results]
Outcomes
[Intermediate effects]
Impacts
[Long-term effects]
Support for facilitators
Trained facilitators
Effectively run workshops
Support for workshops and material development
Religious leader workshops
RLs Knowledge on BS increases and attitude changes
RLs behaviour changes (motivated to spread KA change to congregation)
RLs share KAB with congregation
Congregation shares KAB to community
Change takes root
Improved birth-spacing in community
Improved MCH
Support for research or M&E
Surveillance
Selection of indicators
Monitoring of KAB change
Monitoring of KAB change

Prevention Program - Elaborated Logic Model



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 it's **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 two…

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.

Announcements

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/