

An Introduction to Logic Models

This document is intended to provide users with a basic introduction to program logic models. There are many guides and tools to help you build your own detailed logic models. For more information on these guides, please visit the Skill-Building Resources section of the Parachute website.



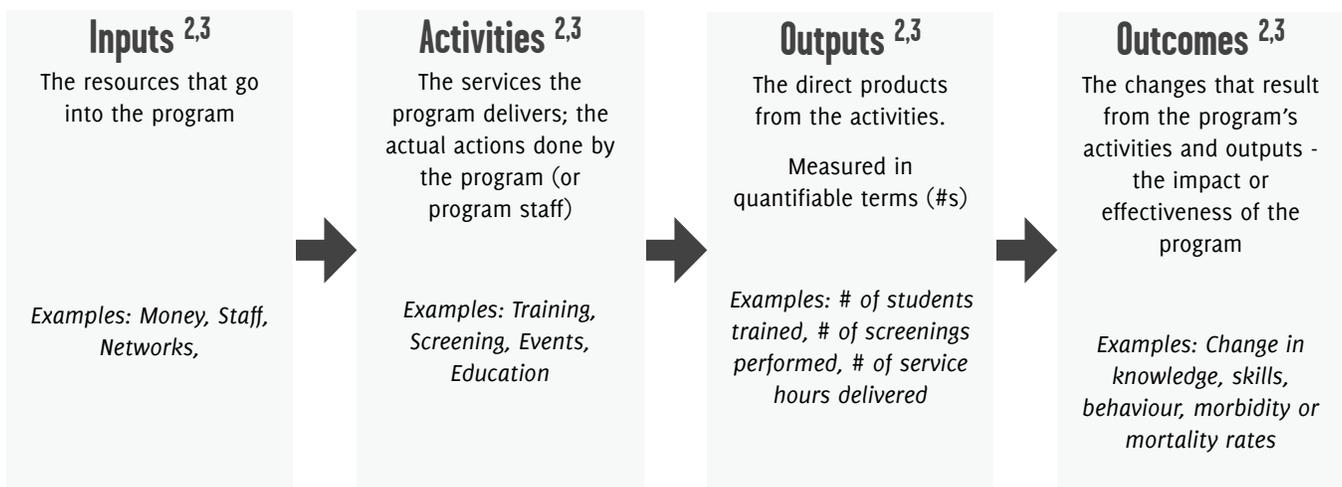
What is a logic model?

Simply put, a logic model is a “roadmap” of your program. It’s visualization of the program components: the resources invested, the activities that take place, the products of the program and the changes that result from the program. Logic models may take many different shapes and can be presented in various levels of detail, but all are designed to demonstrate the link between resources, activities, products and outcomes.^{1, 2}

When do I use one?

A logic model can be very helpful during the program design phase. Or maybe you need to evaluate a program that doesn’t yet have a logic model or roadmap; then a logic model is a great place to start to map out your program components and see where and how an evaluation plan could align with your program logic model.

Logic Model Components



Other Components to Include

The model presented above outlines the most basic elements to be included in a logic model. You can add more components to your logic model as you like, depending on its intended use and on how much detail you want to provide to the end-user.

These optional elements include: program goal, program objectives, context and conditions under which the program is being delivered, potential external factors, and assumptions associated with the planned program.¹

Breaking Down the Outcomes

You may find that your program has multiple layers of outcomes - some may be immediate (ex. change in awareness of the program), and some impacts that won’t be

evident for quite some time (ex. increase in quality of life of individuals).

If appropriate, you may choose to break your outcomes column down into Short Term, Medium Term, and Long Term Outcomes.

Now What?

Now that you have designed your Program Logic Model, you can use this as a tool to help focus your evaluation. For more information on how to do that, visit the *Introduction to program evaluation for public health programs: A self-study*

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guide by the CDC, available at <http://www.cdc.gov/eval/guide/index.htm>

References

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2. Centers for Disease Control and Prevention. (n.d.) Step 2B: Logic Models. Retrieved July 15 from http://www.cdc.gov/oralhealth/state_programs/pdf/logic_models.pdf
3. Adapted from the Canadian Evaluation Society Ontario - Essential Skills Series, 2014
4. Centers for Disease Control and Prevention. (2011). Introduction to program evaluation for public health programs: A self-study guide. Atlanta, GA: Centers for Disease Control and Prevention.