West Virginia ON TRAC Main Street

Growing Healthy Communities

Logic Model Toolkit

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Toolkit

Overview

PURPOSE OF THIS GROWING HEALTHY COMMUNITIES LOGIC MODEL TOOLKIT

This Growing Healthy Communities (GHC) Logic Model Toolkit was developed for you to use as you plan a project to submit for GHC funding. It should help guide your team as way to design, accomplish, and evaluate your project.

STEPS TO USING THIS GROWING HEALTHY COMMUNITIES LOGIC MODEL TOOLKIT

Here are the steps on how to use this document:

1) Download the PDF
2) Part 1: Logic Model

    2a. Read the overview of Logic Models

    2b. Fill out your project's name, description, goal, and funding amount needed

    2c. Fill out Steps 1-5 for your project

        – What you enter will automatically fill in the logic model at the end of Part 1

3) Part 2: Measurement

    3a. Read the overview of Measurement

    3b. Fill out Steps 2-5 for your project

4) Review your completed GHC application with your project team before, during, and after submission.

Part 1:
Logic Model

Logic Model

Overview

WHAT ARE LOGIC MODELS?

A Logic Model is a visual tool, like a flowchart. It is used in project planning and evaluation to identify, record, and visualize the steps of a project and their relationship with each other. Five steps are typically completed as part of a standard logic model. Once completed, these steps illustrate the logical flow between the project resources (inputs), → activities, → outputs (the results of the activities), → outcomes (the effect of the activities on the population) in terms of time (short, intermediate, and long-term).

WHY USE A LOGIC MODEL FOR MY GROWING HEALTHY COMMUNITIES PROJECT?

A logic model offers multiple benefits, including helping staff/volunteers to:[1]

- Plan program activities and outputs
- Identify what will be evaluated
- Determine the timing and duration of the evaluation
- Create a script for all staff to work from to remind them why they are doing what they are doing

HOW DO I USE A LOGIC MODEL FOR MY GROWING HEALTHY COMMUNITIES PROJECT?

The aim of this toolkit is to help you complete the five steps of a logic model relating to your GHC project. This toolkit will help you plan with the end in sight.

[1] University of Wisconsin-Extension. (2016) Welcome to enhancing program performance with logic models. Retrieved from https://fyi.uwex.edu/programdevelopment/files/2016/03/lmcourseall.pdf

Logic Model

Now Apply What You Have Learned About Logic Models to Your GHC Project

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Project Name:

Project Description:

Project Goal:

Funding Amount Needed:

Step 1

INPUTS

WHAT RESOURCES DO YOU NEED FOR YOUR GHC PROJECT?

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Inputs refer to any human, physical, financial or organizational resources needed to conduct the project or carry out its activities.

General Examples	Your Inputs
Grant funding	
Volunteers	
Staff	
Counters	
Advertisements/flyers	
Building space	
Pedometers	
Vouchers	

Step 2

ACTIVITIES

WHAT ACTIVITIES WILL YOUR GHC PROJECT DO?

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Activities are actions undertaken by the program leaders, staff, and volunteers to bring about the desired change stated by the program.

General Examples	Your Activities
Identify community event	
Assess walkability	
Assess weather	
Recruit volunteers	
Convene meetings	
Organize events	
Hold kick-off event	
Host training/class	

Step 3

OUTPUTS

WHAT WILL YOUR GHC PROJECT ACTIVITIES PRODUCE?

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Outputs are the direct products of the activities carried out by the program leaders, staff, and volunteers. These are usually things you can "see" that will lead to future changes in your target population.

General Examples	Your Outputs
# of people at events	
# number of trainings	
# of business patrons	
# of flyers distributed	
# of meetings held	
# of feet of trail built	
# of garbage bags filled during clean-up	
# of product sold	

Step 4

SHORT-TERM OUTCOMES

WHAT DO YOU WANT TO SEE HAPPEN IN 6 TO 12 MONTHS?

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Short-term outcomes are the instant effects that can be measured on your target population as a result of your activities and outputs. These are the outcomes that are measured at the end of program activities and in the 6- to 12 months after the program activities are implemented.

General Examples

Developed project plan
Increased awareness (feedback)
Increased use of walking path
Decreased trash on river trail
Increased local produce eaten
Increased community involvement

Your Short-Term Outcomes

Step 5

LONG-TERM OUTCOMES

WHAT DO YOU WANT TO SEE HAPPEN IN 2 TO 3 YEARS?

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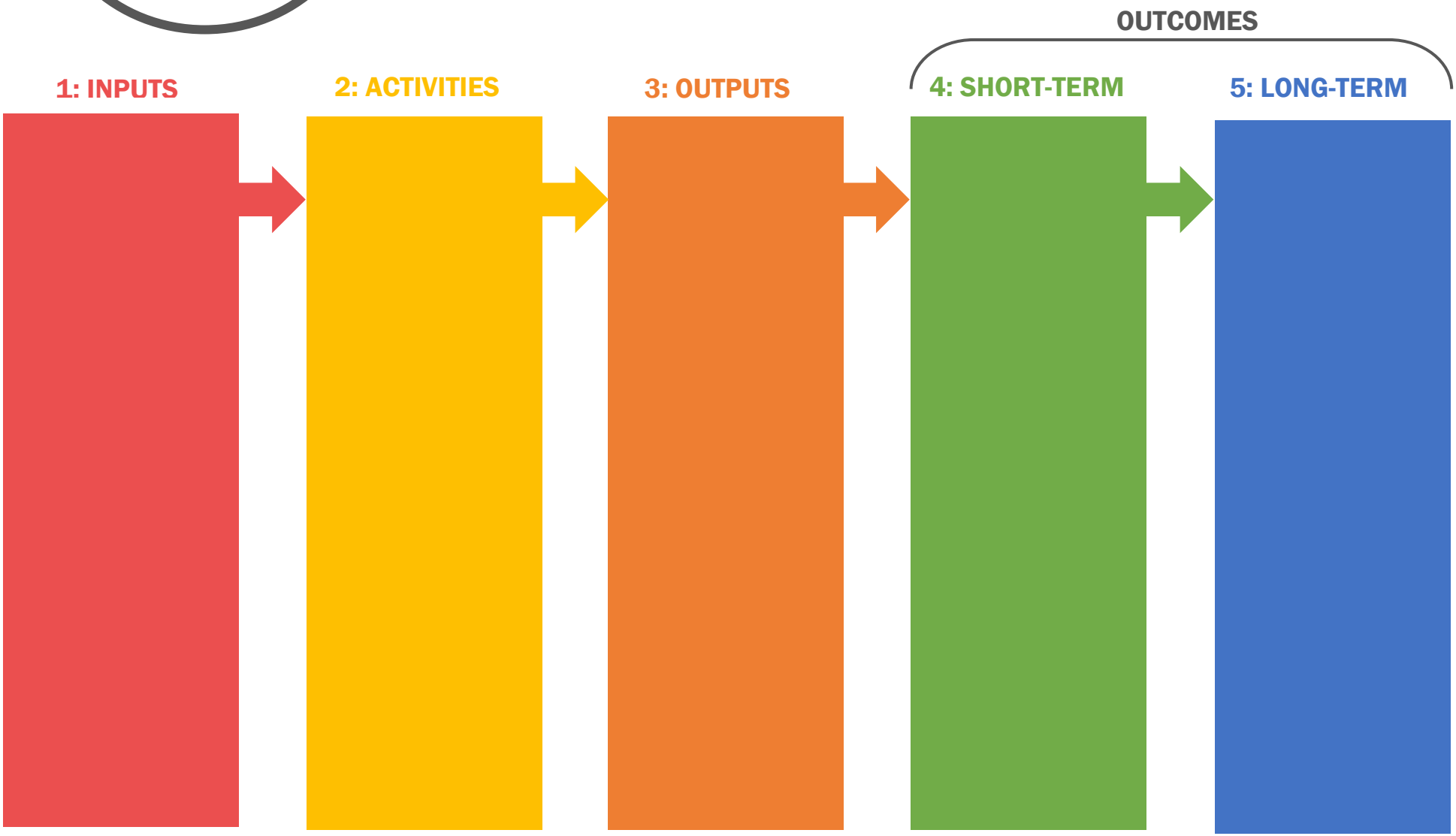
Long-term outcomes are the distant effects of the program. These are the outcomes that are measured years after the program activities are implemented. Measuring these outcomes may not be possible within the context or duration of the program.

General Examples

Increased number of places to be active
Increased local farm to table produce
Increased percentage of residents getting 30 minutes of daily physical activity
Changes in social norms for local food access
Increased number of downtown businesses, revenue, or customers
Decreased retail vacancies in downtown

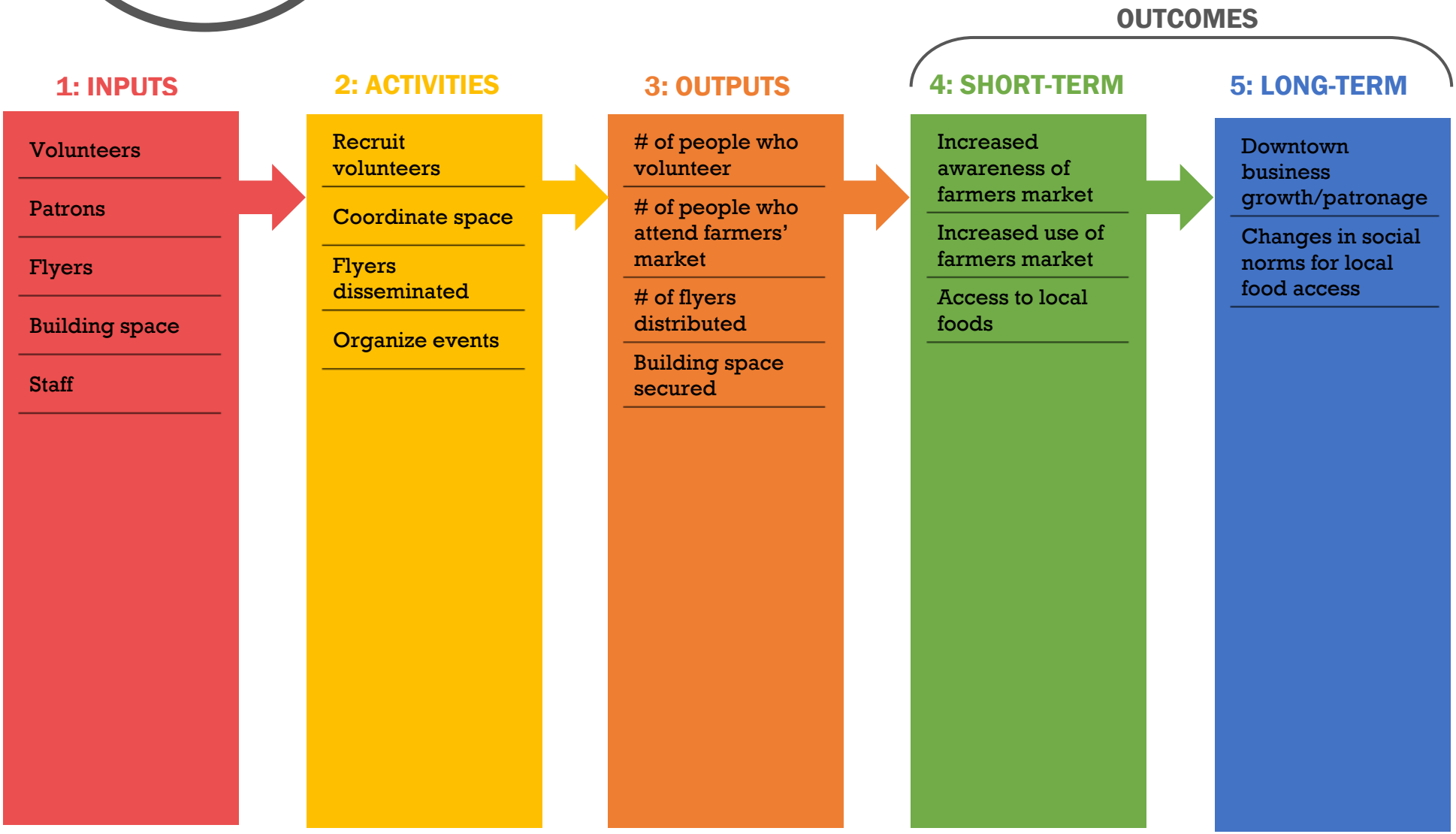
Your Long-Term Outcomes

Logic Model


OUTCOMES
1: INPUTS
2: ACTIVITIES
3: OUTPUTS
4: SHORT-TERM
5: LONG-TERM

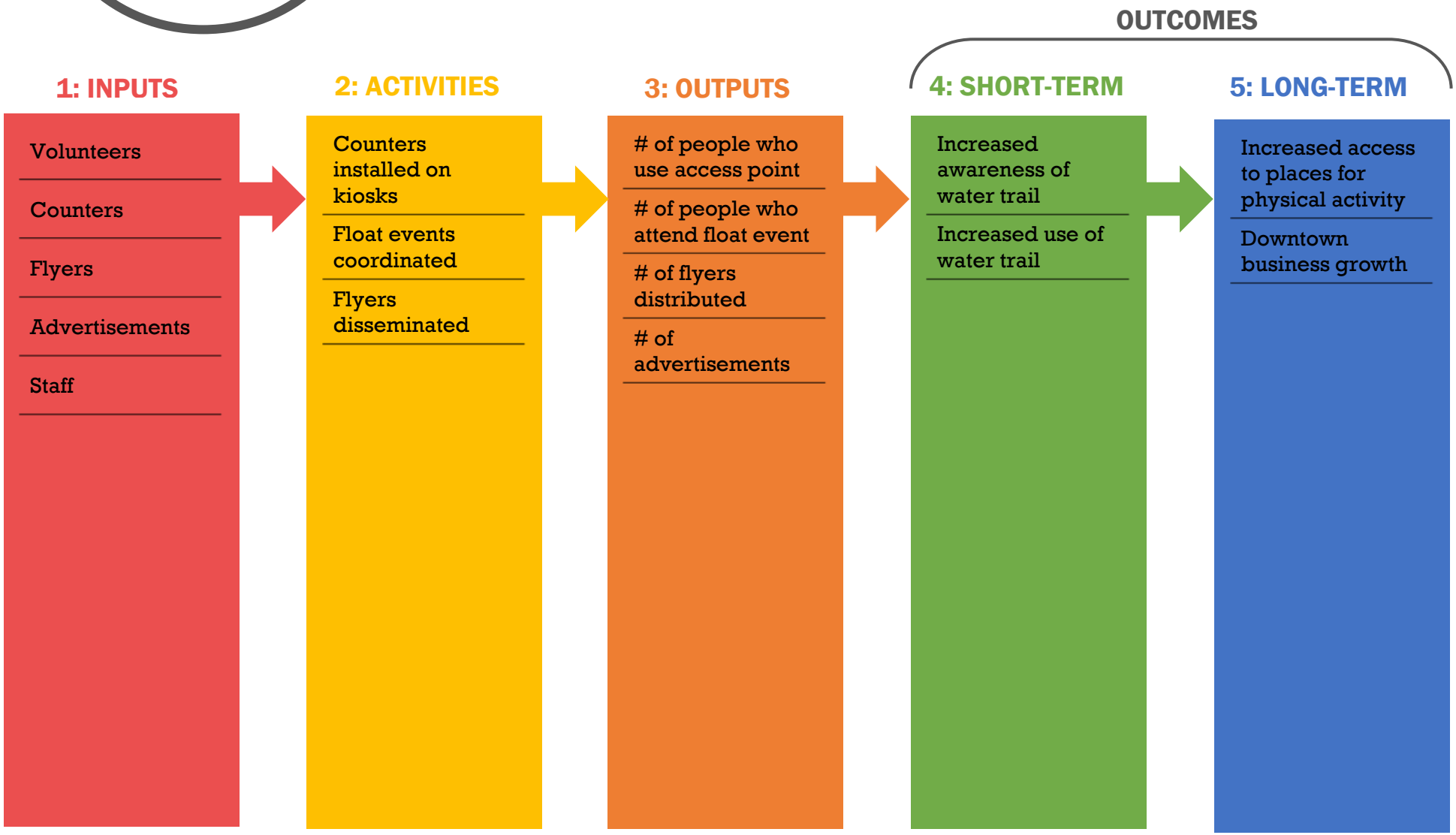
Logic Model

Farmers' Market Example



Logic Model

Water Trail Example



Part 2: Measurement

Logic Model Measurement Overview

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WHY SHOULD I MEASURE?

This toolkit will help you to identify what to measure based on your activities, outputs, short-term outcomes, and long-term outcomes. The benefits of measurement include identifying:

- What in your GHC project is working
- What in your GHC project can be improved
- Changes your GHC project has made in the community

WHAT TO MEASURE

To identify what to measure look back at your Logic Model and find what you put for:

(2) Activities

(3) Outputs

(4) Short-Term Outcomes

(5) Long-Term Outcomes

HOW TO MEASURE

There are many ways to measure what you put for activities, outputs, short-term outcomes, and long-term outcomes in your Logic Model. For each item (activities, outputs, short-term outcomes, and long-term outcomes) listed in your Logic Model think about the following questions:

- Can it be counted?
- Can you ask someone to answer a question on it?
- Can you observe it and record it?

Use these questions to help you choose how to measure. Examples of measurement tools include:

- Trackers to count the number of people who use your GHC project
- Surveys
- A recorded observation of what was done (i.e., number of people who attended an event)

As you select how you will measure, think about the following questions:

- Do you have the resources (e.g., time, volunteers, funding) to carry out the proposed measurement activities?
- Will you be able to complete the proposed measurement activities?

WHEN TO MEASURE

To identify when to measure think about your activities, outputs, short-term outcomes, and long-term outcomes. Each item (activities, outputs, short-term outcomes, and long-term outcomes) listed in your Logic Model may be measured at a different timepoint in your GHC project:

(2) Activities – before, during, and/or immediately after the activities occur

(3) Outputs – immediately after the activities occur

(4) Short-Term Outcomes - 6 to 12 months after the activities occur

(5) Long-Term Outcomes – 2 to 3 years after the activities occur

Step 2

MEASUREMENT OF ACTIVITIES

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GENERAL EXAMPLES

What will be measured?	How will It be measured?	When will it be measured?
Space Coordinated	Identify written plans concerning the space	Before the activity
Flyers disseminated	Observe/record that the flyers were distributed	During the activity
Counters installed on kiosks	Observe/record that the counters were installed	After the activity

YOUR GHC PROJECT

What will be measured?	How will It be measured?	When will it be measured?

Step 3

MEASUREMENT OF OUTPUTS

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GENERAL EXAMPLES

What will be measured?	How will it be measured?	When will it be measured?
Building space secured	Obtain the record that the space was booked	After the activity
# of advertisements	Count the # distributed	After the activity
# of people who attend farmer's market	Count the # of people who attended	After the activity

YOUR GHC PROJECT

What will be measured?	How will it be measured?	When will it be measured?

Step 4

MEASUREMENT OF SHORT-TERM OUTCOMES

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GENERAL EXAMPLES

What will be measured?	How will it be measured?	When will it be measured?
Increased use of farmers market	Visitor sign-in sheet	6 months after the activity
Increased awareness of water trail	Survey	8 months after the activity
Increased use of water trail	Counter that records the # of people	12 months after the activity

YOUR GHC PROJECT

What will be measured?	How will it be measured?	When will it be measured?

Step 5

MEASUREMENT OF LONG-TERM OUTCOMES

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GENERAL EXAMPLES

What will be measured?	How will it be measured?	When will it be measured?
Business growth	Yearly sales records	3 years after the activity
Changes in social norms	Interview residents	2 years after the activity
Increased access to places for physical activity	Observe/record # of places for physical activity yearly	3 years after the activity

YOUR GHC PROJECT

What will be measured?	How will it be measured?	When will it be measured?

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