



## Checklist: Creating a logic model

### Did you review the basic components of the program, including its mission, goals, objectives, and activities?

Creating a logic model starts by having a conversation with your stakeholders about the key building blocks of the program and changes that you want to see. Sometimes grant applications or strategic plans can be useful resources for the conversation. It can be helpful to start the logic model development by walking through a set of questions that guide your conversations with stakeholders. Check out the Conversation Guide included in this tool.

### Have you identified the resources, activities and participation for your logic model?

- **Inputs** are the resources needed to deliver the program and may include: key organizational resources like program staff, funding, specific facilities/equipment, as well as partnerships with other organizations or experts.
- **Activities** are what you do in your program and are usually described in action verbs, such as “assess,” “create,” “provide,” “monitor,” “develop,” “educate,” “train.” It’s helpful to start by brainstorming all the activities and then grouping them into key categories.
- **Participation** is the people who will participate in or be reached by those activities. This should be the target audience for your activities, not the people/groups delivering them. Ask yourself: whom do we need to reach for these activities to be successful?

### Have you identified the right time frame to measure the outcomes of your program?

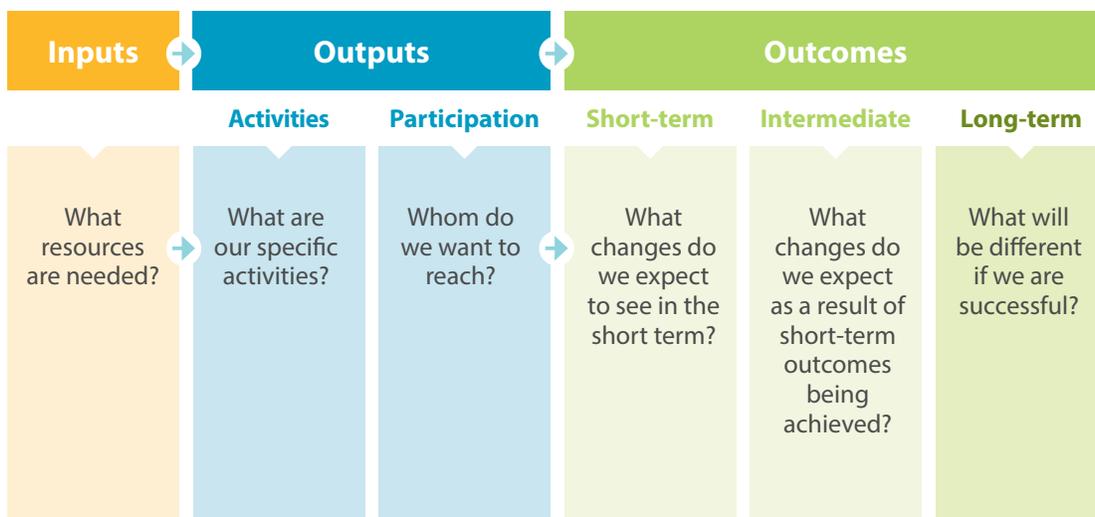
Often people think of short-term outcomes as changes that happen in less than one year, intermediate as 2-5 years, and long-term as more than 5 years, however, your time frame may vary depending on the life of your program.

### Tip:

#### Outcomes build on each other

Make sure each set of outcomes aren’t just “more of the same” over a longer time frame.

Example: A common mistake is to develop a short-term outcome of serving 100 people and then simply adding to the number of people who will be reached for longer term outcomes. Instead, consider the impact you expect your work to have with those 100 people over a longer time frame. For example, how will their behavior have changed?





### Have you identified the outcomes? What do you want to see as a result of your actions?

Make sure your outcomes build on the activities and each other in a stepwise matter. By creating this logical progression, you can visually display progress toward your long-term goals. You may not be able to measure the long-term outcomes for awhile, but by measuring short-term and intermediate outcomes, you are able to demonstrate progress towards the goal you care about.

- **Short-term outcomes** are changes you expect to see fairly quickly as a result of your program’s activities
- **Intermediate outcomes** are often related to actions—e.g., changes in participants’ behaviors due to increased knowledge and changed attitudes.
- **Long-term outcomes** are changes you expect to see in the later stages of your program, or even after the program is over, such as improved health status for program participants.

### Did you review the logic model with key stakeholders to ensure you have a common understanding of the program’s elements?

When you share the logic model with stakeholders, stress to them that a logic model is always in draft form, as a program is always changing and evolving to adapt to external conditions or internal changes. Some questions to ask stakeholders to ensure a comprehensive logic model is developed:

- Are there additional resources being used that are not reflected in the “inputs” column?
- Do the activities listed represent your understanding of what is being carried out?
- Are the participants you listed the people being reached through the activities?
- Are the outcomes what you expect to see as a result? Are the outcomes reasonable to expect given the level of investment, timeline, and activities?

### Did you test the logic of your logic model?

A logic model can work in both directions. Start from the left side if you are evaluating an existing program. Start from the right side if you are developing an evaluation for a new program.

If you start from the left side, you can talk about how you are including specific inputs and activities “so that” you can achieve short and long term changes that are the goal of your program. If you start from the right side, test it by walking backwards from long-term outcomes and asking a series of “how?” questions.



The Cottage Health Evaluation Toolkit was prepared by the Center for Community Health and Evaluation  
[www.cche.org](http://www.cche.org)

## Conversation Guide: How will we describe our program?

Use the following questions to start a conversation about a program or set of activities that you are interested in evaluating. Your responses do not need to be inclusive of all of your organization or coalition's programs and activities, just the one you are evaluating.



1. What is the problem we are trying to solve or issue you are trying to address?
2. What **specific activities** will we undertake (e.g., convenings, press releases, training, direct services, advocacy, etc.) in order to address the problem or issue?
3. For each of the activities identified above, who are we trying to reach?
4. What resources are needed to successfully complete the activities identified? (e.g., time, talent, technology, information, money, community partnerships, etc.)
5. What changes do we expect to see as a result of our activities? (The timeframe below for short, intermediate and long term changes is only a suggestion. Use what makes sense for your program!)
  - What changes do you expect to see in the short term? (e.g., 1 year)
  - What changes do we expect as a result of short-term outcomes being achieved? (e.g., intermediate, 2-5 years)
  - What will be different if we are successful in the long term? (e.g., 5+ years)
6. What is the environmental context in which our program takes place? Are there any factors that might influence its outcome that we should keep in mind?



### Case study example: The *Health Connect* Logic Model

Inputs	Outputs		Outcomes		
	Activities	Participation	Short-term	Intermediate	Long-term
What resources are needed to implement the activities?	What specific activities will you undertake?	Whom are you trying to reach through your activities?	What changes do you expect to see in the short term?	What changes do you expect to see as a result of achieving the short-term outcomes?	What will be different if you are successful?