
In this presentation, we will cover how to construct and utilize **Logic Models**

Logic Models are useful tools that can be used in a variety of situations for public health professionals. But are especially useful in proposal development.

1. Before, During or After **Proposal Development**
2. To configure **Budgets**
3. To improve and focus **Reports and Deliverables**
4. To determine **Evaluative Priorities**
5. As a general **Outline for elevator speeches**, etc.

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Logic Model Overview – The Basics

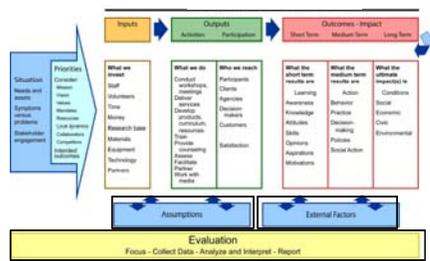
What We Say	Logic Model Language
1. What we Already Have	1. Inputs
2. What we Will Do	2. Activities
3. What we Will Count/Measure	3. Outputs
4. Why This Matters	4. Outcomes
5. What Changes Over Time	5. Impacts: Short/Medium/Long-Term

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Additional Sections of a Logic Model

- **Assumptions** = the beliefs we have about our proposal, the partners and participants involved and how we think the programs and activities will operate.
- **Evaluation components** = any evaluation strategy needs to define concrete successes of the proposal.
- **Statement of Need** = defines proposal priorities using current data, statistics and epidemiological measurements.

Fully detailed logic model



Logic Models Demonstrate CHANGE

- Funders rarely pay you to maintain the Status Quo
- Funders support each of your organizations because you have promised CHANGE
- Organizations need to remain focused on CHANGE ELEMENTS when communicating with Funders. Let them understand how they have partnered with the RIGHT AGENCY to complete their priority activities.
- CHANGE ELEMENTS include the usual factors of: WHO, WHAT, WHEN, WHERE, WHY, *How Much* and SO WHAT?

SO WHAT = How Does Your Information Matter?

- When reporting back to your funders, they are expecting you to retrace the steps your application promised. They count on you to communicate what has changed since *the last time*, and why this matters to:
 - Community
 - Individuals
 - Funder
 - Research At-Large



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Logic Models... Really Help to Focus Information

- As Part of the Proposal** = priorities, design elements, evaluation parameters, current state-of-affairs, organizational readiness
- During the Proposal** = evaluation parameters, current state-of-affairs, changes and updates
- After the Project** = Impact statements and evaluation of outcomes and deliverables
- Reporting to your funders** = formats your information, keeps it direct and easy to comprehend
- Elevator Speeches** = provides the perfect flow of information



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Logic Model Basics

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Logic Models and Budgets

Take a look at the **Inputs and Activities**... these provide some of the *actual costs* associated with your proposal.



- **Direct Costs** are associated with the **Activities**
- **Indirect Costs** are associated with **Inputs**.

More than anything, a Logic Model is an exercise in theory and imagination!

Until you're funded, this is all hypothetical. When the funding becomes real, the activities, evaluations, reports and paperwork begin.

Paperwork & Reports

After working in DC for many a year, I listened to funders and what they said about their less successful partners.



- Misleading communications
 - Incomplete data
 - Fuzzy statistics or data
- Copying information from previous years
- Straying from approved budget line items



Agencies need to maintain solid reporting factors that encourage trust and continued interaction with their funders and community populations.

Logic Models and Evaluation Reporting

- Are you reporting information that relates to your **outputs**, **processes**, or **outcome** data?
- What do your **indicators and measurements** suggest?
- What elements of **CHANGE** will you provide to your funder to keep them happy, informed and wanting to keep the money flowing?



What logic model is not... in and of Itself

- A theory
- Reality
- An evaluation model or method

It is a framework for describing the relationships between investments, activities, and results.

It provides a common approach for integrating planning, implementation, evaluation and reporting.



Logic Model – As A Way to Present Ideas

What We Talk About	Logic Model Language
1. What we Already Have	1. Inputs
2. What we Will Do	2. Activities
3. What we Will Count/Measure	3. Outputs
4. Why This Matters	4. Outcomes
5. What Changes Over Time	5. Impacts: Short/Medium/Long-Term
6. Current Data	6. Statement of Need
7. Follow-Up	7. Priority Setting



In this presentation, we have covered how to construct and utilize **Logic Models**

We've discussed how they are useful tools that can be used in a variety of situations for public health professionals, especially in proposal development.

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Thank-You for Your Participation!

For more information, please contact:

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