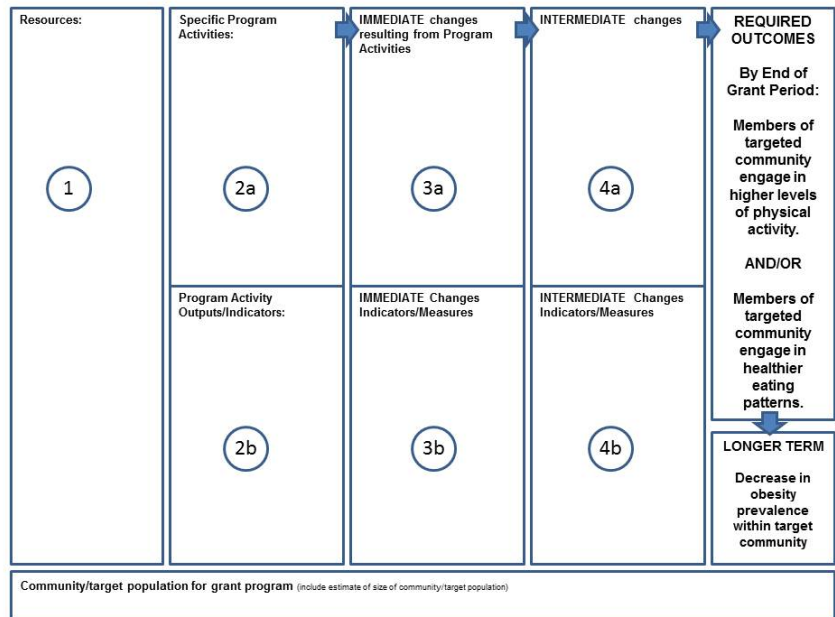


Blue Cross Blue Shield of Louisiana Foundation *Challenge for a Healthier Louisiana* Logic Model Worksheet

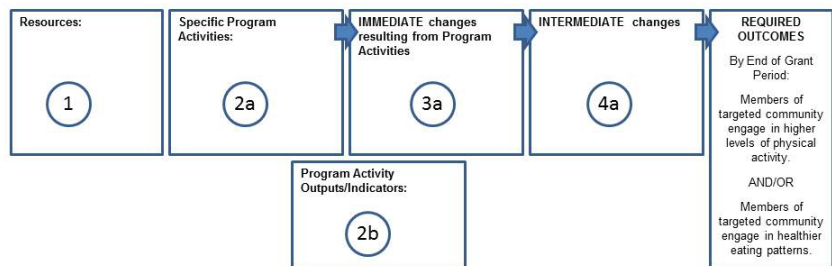
Why complete a logic model?

- A logic model shows the logical progress of steps in your program, from pulling together the right complement of partners and resources to seeing measurable changes in physical activity and/or healthy eating.
- If you are able to organize your thoughts clearly in the logic model, you will find it easier to communicate clearly about your program in the grant application.
- A logic model can help to strengthen the program by identifying barriers or gaps that could be addressed by additional program components.
- A logic model is a required part of the grant application. Additionally, various individual parts of the logic model correspond to other sections of the application narrative.

The *Challenge Grant's* recommended logic model schematic draws from other common logic model frameworks and should aid you in thinking about how your program will work (i.e., implementation and process), why your program will work (i.e., anticipated behavior changes and other outcomes), and how you can evaluate your program's progress and overall success (i.e., evaluation components).



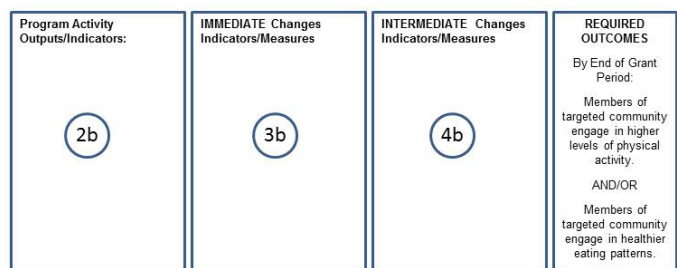
Shows how and why your program will work:



Your Planned Work

Your Intended Results

Shows how you will evaluate your program's progress and overall success – that is, what pieces of information you will collect to help you “improve” your program or “prove” that your program works:



Evaluation: “Improve”

“Prove”

Assistance in completing logic model components

Community/Target Population for Program: Clearly describe the community or target population in which your program aims to promote increased physical activity and/or healthy eating. Include an estimate of the size of the population. You and grant reviewers should be able to compare anticipated program outputs (in 2b) with the size of the population to estimate the proportion of the target population that will be reached by the program.

① **Resources:** List the partner organizations for this project, including a very brief description of each organization's roles and responsibilities. Also describe in broad terms the resources (financial, human capital, donated services) available to the project. The descriptions should be just enough to give someone a picture of the project structure and allow them to determine whether the project is well-organized and comprehensive in terms of its partnerships and resources.

②a **Specific Program Activities:** List the major activities associated with implementation of the proposed program. Many, if not all, are ones that will also be listed on the "multilevel worksheet." The list of activities may also include activities associated with key milestones that will be included in your project timeline. Ultimately, all activities that produce key changes in the overall cascade of changes leading to increased physical activity and/or healthy eating should be listed. This way, someone reviewing your logic model will be able to understand why and how the changes are expected to occur.

Extra: It may be helpful to indicate which activities are one-time and which ones are ongoing. This information will be important as you plan for your program's sustainability. Your project will be evaluated in terms of its sustainability, and the grant narrative should clearly describe which partners will be maintaining the ongoing activities and with what resources.

②b **Program Activity Outputs/Indicators:** List outputs and measures that can be used to measure the process of implementing the program, including the degree to which the program was implemented as planned. Include estimates of the number of people within the target population you expect to reach in the various activities. Outputs are indicators that capture how many of an activity or service your program has provided – examples would include items like number of public service announcements (PSAs) or estimated number of persons viewing a PSA (for a media campaign), number of educational sessions conducted and number of children participating (for an educational intervention), number of vouchers distributed and number of vouchers redeemed (for a voucher intervention), and completion of the construction of a walking path (for an environmental intervention).

③a **IMMEDIATE Changes Resulting from Program Activities:** List changes that DIRECTLY result from program activities, i.e., that you expect to see upon immediate completion of various program activities. Whereas outputs (from above) were indicators of how the activities are implemented, the outcomes are the changes that you expect to see as a result of the activities. In the current logic model framework, this section should reflect the changes that will occur as a direct, immediate result of the program activity, as opposed to ones farther down the cascade of positive changes. Using the examples from above, immediate changes resulting from a PSA could be knowledge of a website or phone number to call for information or increased knowledge about a health issue; immediate changes resulting from an educational session could be increased knowledge, or a change in attitude, about a health topic; immediate changes resulting from a voucher program could be the ability to acquire whatever the voucher can be redeemed for; and an immediate change resulting from the environmental intervention could be access to a traffic-free place to walk for people living around the walking path.

③b **IMMEDIATE Changes Indicators/Measures:** List measures/indicators that can be used to measure whether program activities accomplished the desired effects. Think about how you would measure the changes noted in 3a. Using the examples from above, how can you measure how many people know about a website or a phone number? How can you measure whether education session participants leave the session with increased knowledge or a different attitude?

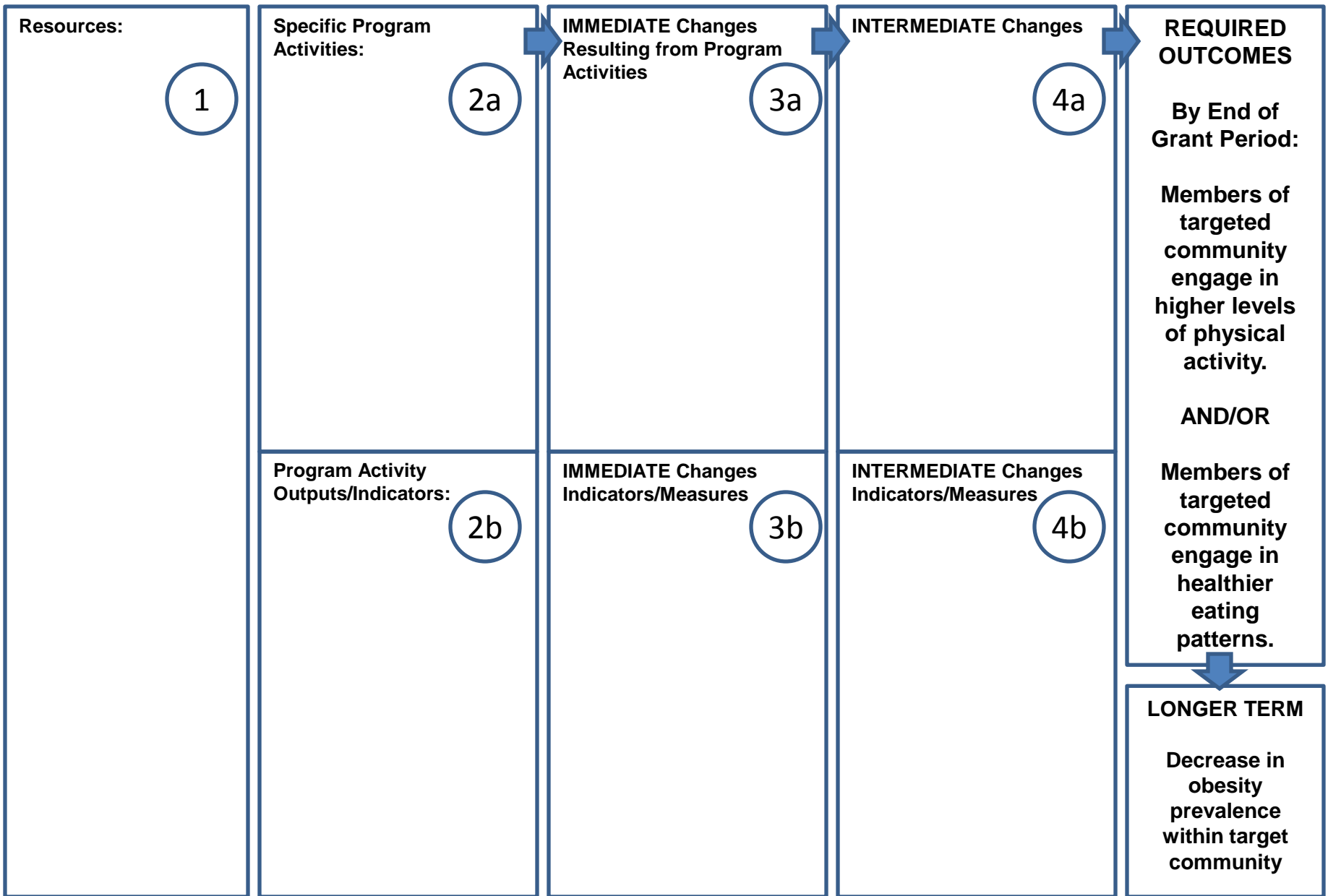
④a **INTERMEDIATE Changes:** List changes (“outcomes”) that you expect to see in a more intermediate time frame, including expected changes that would link program activity outcomes to the required behavioral outcomes. The purpose of separating immediate versus intermediate changes is to aid you and the grant reviewer in thinking about whether it makes sense that the program activities will indeed lead to community-level behavior change. In this section, you should identify any additional changes that will link your program activities to increases in physical activity and/or healthy eating. Going back to the examples from above, an intermediate outcome for a PSA could be calling the phone number or visiting the website, which would hopefully result in other intermediate outcomes – increased knowledge or changed attitudes, or maybe joining a social network around the health topic. Intermediate outcomes from the voucher program could be use of the voucher, continued redemption of the voucher, and continued purchase of the items in the absence of the voucher. Intermediate outcomes from the walking-path intervention could be an increase in the number of people using the walking path and the number who walk for leisure or transportation in the community.

④b **INTERMEDIATE Changes Indicators/Measures:** List measures/indicators that can be used to measure whether program activities accomplished the desired effects. Think about how you would measure the changes noted in 4a.

Additional resources for completing a logic model:

- The W.K. Kellogg Foundation has produced a logic model guide geared towards nonprofits. It is an excellent guide, and some of its content – like two of the figures on the first page of this worksheet – have been replicated here because we found them to be so helpful in conveying important concepts. Don’t let its length scare you away, though – about half of the document is composed of appendices with helpful checklists and additional resources.

<http://www.wkcf.org/knowledge-center/resources/2006/02/WK-Kellogg-Foundation-Logic-Model-Development-Guide.aspx>



Community/Target Population for Program (include estimate of size of community/target population)

1

Resources: Organizations & roles, matching funds & uses

2a

Specific Program Activities: List the major activities associated with implementation of the proposed program.

2b

Program Activity Outputs/Indicators: List outputs and measures that can be used to measure the process of implementing the program, including the degree to which the program was implemented as planned. Include estimates of the number of people within the target population you expect to reach in the various activities.

3a

IMMEDIATE Changes Resulting from Program Activities: List changes that DIRECTLY result from program activities, i.e., that you expect to see upon immediate completion of various program activities.

3b

IMMEDIATE Changes Indicators/Measures: List measures that can be used to measure whether program activities accomplished the desired effects.

4a

INTERMEDIATE Changes: List changes that you expect to see in a more intermediate time frame, including expected changes that would link program activity outcomes to the required behavioral outcomes.

4b

INTERMEDIATE Changes Indicators/Measures: List measures that can be used to measure whether program activities accomplished the desired effects.