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WEBINAR

Using Logic Models for Program Planning and Evaluation for Tribal Agencies

April 24, 2017 at 2pm ET

 Cancer Center

Disclosure

This work was supported by Cooperative Agreement #1U38DP004972-03 from the Centers for Disease Control and Prevention. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the Centers for Disease Control and Prevention.

Housekeeping

- Please...
 - Mute your phones
 - Do not put your phone on hold
- This webinar will be recorded
- Link to today's slides are available

Learning Objectives

- Explain the importance of creating specific, measurable, attainable, realistic and time-bound (SMART) objectives and logic modeling
- Describe how to develop logic models for programs implemented by your tribal agency
- Illustrate the application of logic models in planning and evaluation
- Locate resources for creating logic models

Speaker



Elton Naswood

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Capacity Building Division
Office of Minority Health
Resource Center



Using Logic Models for Program Planning & Evaluation for Tribal Agencies



Elton Naswood, Senior Program Analyst, OMHRC
April 27, 2017



An Intervention...

- Is an action taken to improve a given situation or context
- Considers the social ecological framework

SOCIO ECOLOGICAL FRAMEWORK



SMART OBJECTIVES

- **S**pecific
- **M**easurable
- **A**chievable
- **R**elevant/Responsive/Realistic
- **T**ime--specific

HOW TO ACHIEVE OBJECTIVES

Objectives can be...

- Educational (a.k.a. Intermediate)
- Behavioral
- Health-related

**Objectives should align with outcomes and impacts of the logic model, but are more specific.*

ALIGNING OBJECTIVES

Educational Objective:

- 85% of participants in the Tribal Health Program will be able to name at least 5 foods low in saturated fats by the fourth week of the program.

Behavioral Objective

- 50% participants in the Tribal Health Program will reduce daily dietary intake of saturated fats to less than 35% of total caloric intake by the third month of the program.

Health Objective

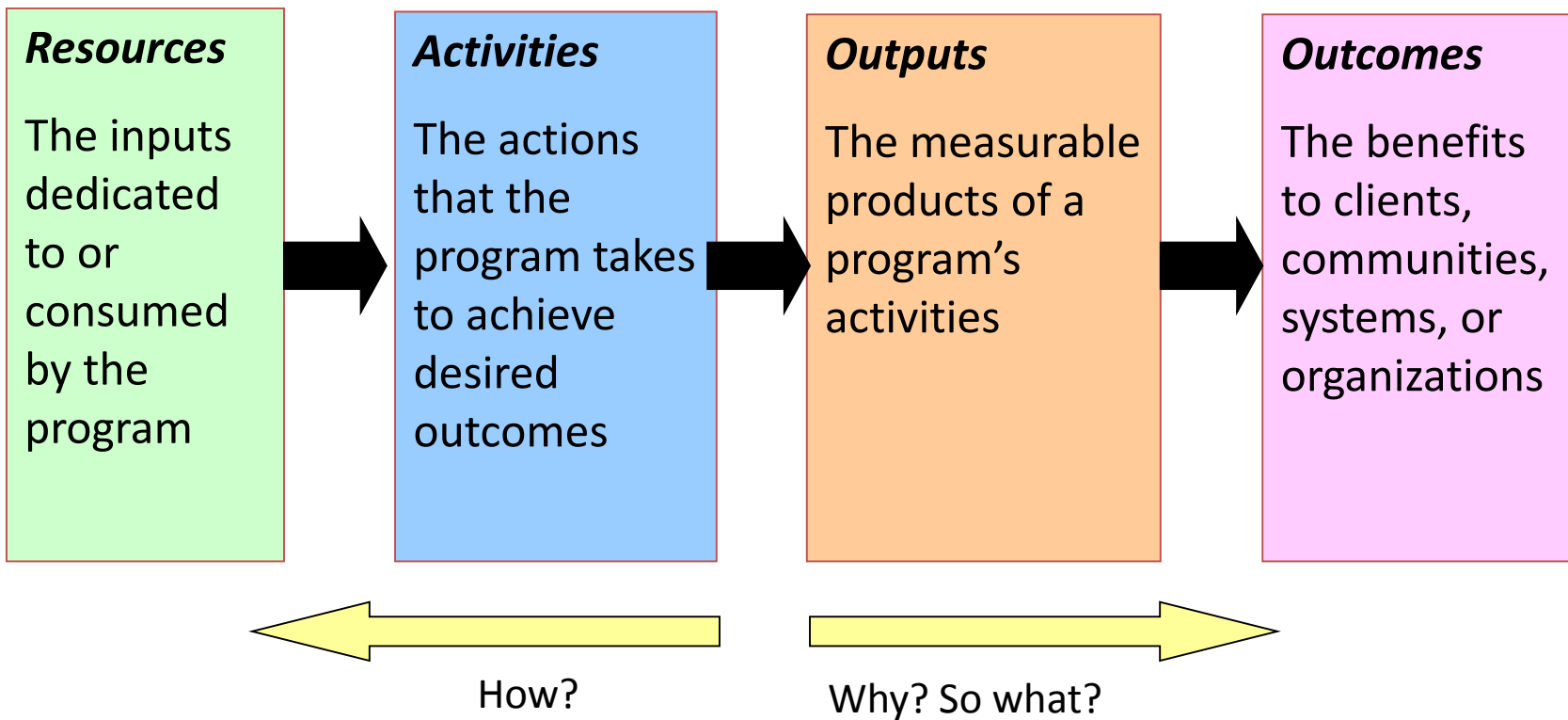
- 35% of participants in the Tribal Health Program will reduce blood cholesterol to below 200 mg/l after two years of program implementation.

The Logic Model

- **A picture of your program:** what you are putting into the organization, what you are doing, and what you are trying to achieve
- **Clarifies the strategy** underlying your program
- **Builds common understanding,** especially about the relationship between actions and results
- **Communicates** what your program is (and is not) about
- **Forms a basis for evaluation**

The Logic Model

Program Goal: Overall aim or intended impact



The Logic Model: Different Looks, Additional Components

- Can be a graphic, table, flow chart, narrative
- Can also include information about assumptions, externalities/contextual issues, and/or behavioral theories (i.e. HBM, SCT, TTM)
- But, fundamentally, the logic model is a way to communicate what your program is about

Example 1: Logic Model

Program Goal: To improve the oral health of low-income Native children who receive primary care in a Tribal health center

Resources

- Dental Clinic Coordinator
- Tribal Health Director
- Staff dentist
- Staff pediatrician
- Medical providers
- Money for supplies

Activities

Training

- Develop curriculum for two one-hour didactic trainings to medical providers in oral health assessment
- One-on-one training to medical providers on oral health

Outreach

- Order dental supplies for packets
- Make up packets
- Distribute to parents at end of each visit

Outputs

Training

- # of two-hour trainings held
- # of one-on-one trainings held
- # of medical providers trained

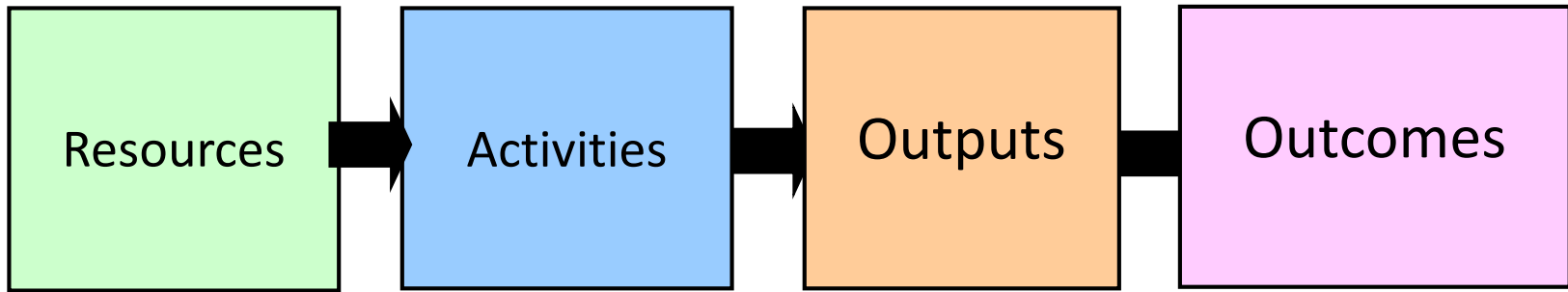
Outreach

- # of parents and children receiving packets

Outcomes

- Medical providers demonstrate accurate oral health assessment, education and prevention activities
- More children receive high-quality oral health assessment, education and prevention activities
- Parents/children are more knowledgeable about oral health and caring for children's teeth
- Reduced incidence of caries in children at the Tribal health center

The Logic Model: A Series of “If-Then” Statements



Certain resources are needed to run your program

IF you have access to them, THEN you can accomplish your activities

IF you can accomplish these activities THEN you will have delivered the services you planned

IF you have delivered the services as planned, THEN there will be benefits for clients, communities, systems or organizations

The Logic Model: Different Looks, Additional Components

Three components of a logic model:

- Inputs (resources)
 - Human resources, partnerships, equipment, supplies
 - Materials, and community resources
- Outputs (activities)
 - Products, services, and infrastructure
- Outcomes (results or effects)
 - Short-term, mid-term, and long-term

Organizational Goal:

What is your overall aim or intended impact?

- To improve access to health care for 100 Native people with limited transportation from the reservation to the Tribal Clinic in 6 months
- To improve oral health by reducing the incidence of cavities in 100 Native children ages 5-10 years old over the course of 12 months who frequent a Tribal community health center

Resources:

What inputs are dedicated to or consumed by the program?

- Human resources
- Facilities
- Equipment/supplies
- Partners
- Technology

Activities:

What is the program doing?

Think first about components:

- Outreach
- Training
- Consultation
- Staff Development
- Partnership Development

Activities:

Narrow components and expand details:

Outreach

- Develop and distribute flyers
- Meet with community stakeholders/schools/parents
- Conduct focus group with target population
- Develop press packet
- Identify media contacts
- Send press packet out to media contacts

Training

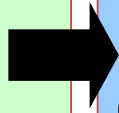
- Hire curriculum development team
- Develop training curriculum
- Recruit training team
- Recruit participants
- Provide training session

Logic Model: Example

Program Goal: To improve the oral health (by cavity reduction) of 100 Native children ages 5-10 years old over a 12 month period who receive primary care in a Tribal health center

Resources

- Dental Clinic Coordinator
- Tribal Health Director
- Staff dentist
- Staff pediatrician
- Medical providers
- Money for supplies



Activities

Training

- Develop curriculum for two one-hour didactic trainings to medical providers in oral health assessment
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Outreach

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Outputs



Outcomes

Outputs:

What is the program producing?

- # of training workshops held
- # of participants attending each workshop
- # of partnerships formed
- # of policy briefings conducted
- # of press packets disseminated

Example: Logic Model

Program Goal: To improve the oral health of 100 Native children (by reducing cavities) ages 5-10 years old over a 12 month period who receive primary care in a Tribal health center

Resources

- Dental Clinic Coordinator
- Tribal Health Director
- Staff dentist
- Staff pediatrician
- Medical providers
- Money for supplies

Activities

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Outreach

- # of parents and children receiving packets

Outcomes

Example: Resources

What difference is the program making?

Outcomes are about change:

- New knowledge
- Increased skills
- Changed attitudes or values
- Modified behavior/practice
- Changed conditions

Logic Model: Example

Program Goal: To improve the oral health (by reducing cavities) of 100 Native children ages 5-10 years old over a 12 month period who receive primary care in a Tribal health center

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- Reduced incidence of caries in children at the Tribal health center

Chain of Outcomes

- Short term: are the most direct results of activities and outputs, generally achievable in one year.
- Intermediate: link a program's short-term outcomes to long-term outcomes.
- Long term: result from the achievement of short and intermediate term outcomes and often take a longer time to achieve.

Chain of Outcomes

Project Goal: To improve the oral health (by reducing cavities) of 100 Native children ages 5-10 years old over a 12 month period who receive primary care in a Tribal health center

Activities

Training

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Outputs

Training

of two-hour trainings held
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of medical providers trained

Outreach

of parents and children receiving packets

Short-Term Outcomes

Medical providers demonstrate accurate oral health assessment, education and prevention activities

Parents/children are more knowledgeable about oral health and caring for children's teeth

Inter.-Term Outcomes

More children receive high-quality oral health assessment, education and prevention activities during well-child visits

Long-Term Outcomes

Reduced incidence of caries in children receiving care from the Tribal health center

Logic Model Resources

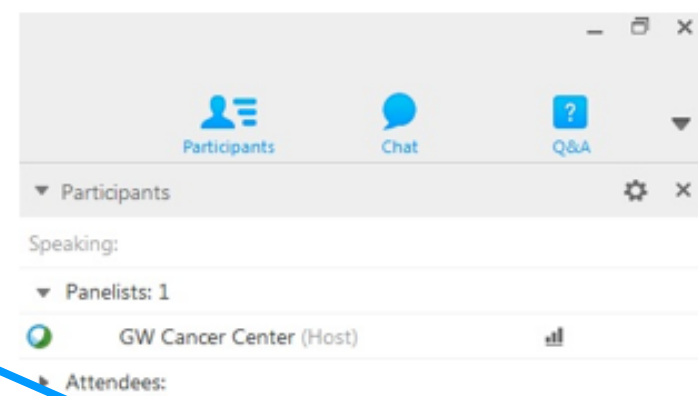
- **Online course on developing logic models and evaluation plans.** Offered by University of Wisconsin, Extension and designed for the beginner. www1.uwex.edu/ces/lmcourse/
- **W. K. Kellogg Foundation Logic Model Development Guide.** Clear and concise discussion of the use of logic models. www.wkkf.org/Pubs/Tools/Evaluation/Pub3669.pdf
- **Logic Model Tools.** A comprehensive list provided by the CDC. www.cdc.gov/eval/resources.htm#logic%20model
- **Innovation Network's Workstation:** an online workstation with evaluation and planning tools designed specifically for nonprofit organizations. www.innonet.org
- **Community Tool Box.** ctb.ku.edu/tools/en/sub_section_examples_1877.htm

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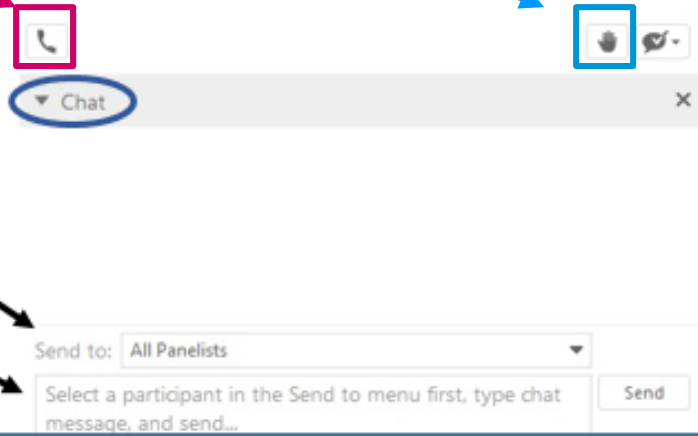
Please ensure you are connected to **audio**

If you would like to verbally ask a question, please click on the **raise hand** icon



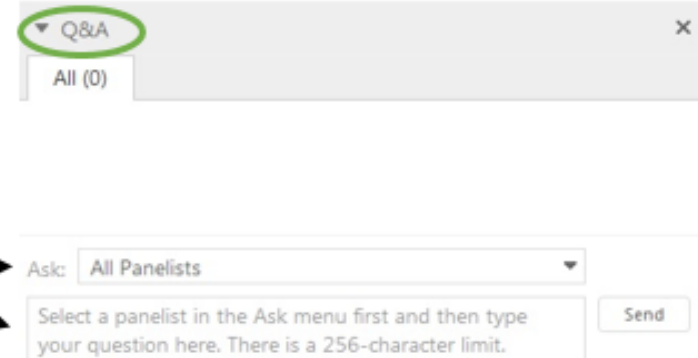
Chat Feature

1. Select **Send to: All Panelists** or **Send to: All Participants**
2. Type your comment in the **Chat box**
3. Click **Send**



Q&A Feature

1. Select **Ask: All Panelists**
2. Type your question in the **Q&A box**
3. Click **Send**



www.CancerControlTAP.org

- Free online learning modules on:
 - Patient navigation
 - Cancer survivorship
 - Communication and Media
- Comprehensive Cancer Control toolkits and guides
- Webinars and Ask-the-Expert sessions
- ...and more!

The screenshot shows the homepage of the Cancer Control TAP website. At the top, there is a navigation bar with the GW logo and 'School of Medicine & Health Sciences'. Below this is a search bar and a main banner for the 'eNewsletter' with the text 'GET THE LATEST IN COMPREHENSIVE CANCER CONTROL' and 'Tap into resources to control cancer'. The main content area is divided into several sections: 'HOME' with a list of links (COOP, RESOURCES, ONLINE ACADEMY, etc.); 'About the GW Cancer Institute Technical Assistance Portal' with a brief description; 'Resource Repository' featuring a 'Comprehensive Cancer Control National Partners (CCCNP)' resource; 'Featured Resources' including 'Communication Training for Comprehensive Cancer Control Professionals' and 'HPV Cancer and Prevention Profiles 2017'; 'Webinars' with a 'Webinars' tag cloud and a 'TAP eNewsletter' section; 'Events' with three upcoming webinars; and 'Online Academy' with a 'What We're Tweeting' section. The bottom of the page features a 'SUBSCRIBE' button and a 'View All Resources' link.

Thank you!



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Sign-up for the GW Cancer Center's Cancer Control Technical Assistance E-Newsletter. bit.ly/TAPenews