

# Information about Logic Models

Logic models are an important tool in strategic planning. A logic model is a diagram that answers the question “Why do you think what you are doing will work?” The diagram is called a logic model because it is based on the “if-then” premise of logic.

In addition to their value for program planning, logic models can help explain your efforts to partners, policymakers, and the community and provide a structure for your evaluation.

To learn more about what they are and how to develop and use them, see the resources listed below.

W.K. Kellogg Foundation. (2004). *W.K. Kellogg Foundation logic model development guide*. Retrieved from

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

This guide, which is a companion publication to the Kellogg Foundation’s *Evaluation Handbook*, focuses on the development and use of the program logic model. It provides an introduction to logic models and information on developing a basic logic model, developing a theory-of-change logic model to help plan and implement a program, and using a logic model to plan for evaluation.

University of Kansas, Work Group for Community Health and Development. (n.d.). *The community tool box*. Chapter 2, Section 1. Developing a logic model or theory of change.

Retrieved from [http://ctb.ku.edu/en/tablecontents/sub\\_section\\_main\\_1877.aspx](http://ctb.ku.edu/en/tablecontents/sub_section_main_1877.aspx)

This section of the Community Tool Box covers the basics of what a logic model is, when it can be used, how to create one, what makes it effective, and its benefits and limitations.

Taylor-Powell, E., & Henert, E. (2008). *Developing a logic model: Teaching and training guide*. Madison, WI: University of Wisconsin Extension. Retrieved from

<http://www.uwex.edu/ces/pdande/evaluation/pdf/lmguidcomplete.pdf>

This guide provides the steps for conducting a training on logic models that covers what a logic model is and looks like, its benefits, how to develop one, and using a logic model to focus an evaluation. It also contains a large number of tools to help in developing a logic model.

Taylor-Powell, E., Jones, L., & Henert, E. (2002). *Enhancing program performance with logic models*.

Madison, WI: University of Wisconsin Extension. Retrieved from <http://www.uwex.edu/ces/lmcourse>

This online course offered by the University of Wisconsin Extension introduces a holistic approach to planning and evaluating education and outreach programs. It helps program practitioners use and apply logic models and provides a foundation in logic models and how to use them for planning, implementation, evaluation, or communicating about a program.

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Centers for Disease Control and Prevention. (n.d.). *Evaluation guide: Developing and using a logic model*. Retrieved from [http://www.cdc.gov/dhdsp/programs/spha/evaluation\\_guides/logic\\_model.htm](http://www.cdc.gov/dhdsp/programs/spha/evaluation_guides/logic_model.htm)  
This brief guide offers a general overview of the development and use of logic models as planning and evaluation tools.

Northwest Center for Public Health Practice. (2012). *Logic models and outcome measurement*. Retrieved from <http://www.nwcphp.org/training/opportunities/online-courses/logic-models-and-outcome-measurement>

This 45-minute online training module shows how to measure the performance of a local health jurisdiction or program using logic models and outcome measurement. It covers measures, indicators, evaluation methods, and why these things are important.