

Long-term Planning Using a Logic Model: A structured interview approach

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PLANNING - IMPLEMENTATION - EVALUATION

SITUATION ANALYSIS	PRIORITY SETTING	PROGRAM ACTION - Logic Model					
		Inputs	Outputs		Outcomes - Impact		
			Activities	Participation	Short Term	Medium Term	Long Term
Needs and assets Symptoms versus problems Knowledge base Stakeholder engagement	Consider: Mission Vision Values Mandates Resources Local dynamics Collaborators Competitors Intended outcomes	What we invest Staff Volunteers Time Money Research base Materials Equipment Technology Partners	What we do Conduct workshops, meetings Deliver services Develop products, curriculum, resources Train Provide counseling Assess Facilitate Partner Work with media	Who we reach Participants Clients Agencies Decision-makers Customers Satisfaction	What the short-term results are Learning: Awareness Knowledge Attitudes Skills Opinions Aspirations Motivations	What the medium-term results are Action: Behavior Practice Decision-making Policies Social action	What the ultimate impact(s) is Conditions: Social Economic Civic Environmental
Assumptions			External Factors				
EVALUATION <i>Focus - Collect Data - Analyze and Interpret - Report</i>							

<http://www.uwex.edu/ces/pdande/progdev/index.htm>

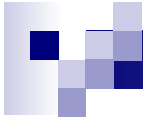
The Planning Question

Q: How will tobacco use in our community look different in 2005 related to the Wisconsin Tobacco Control Board (WTCB) goals?

WTCB Goals

By 2005

- Tobacco use among middle and high school age youth will decline by 20%
- Tobacco use among adults will decline by 20%
- Tobacco consumption will decline by 20%
- 100 Wisconsin municipalities will establish smoke-free restaurant ordinances
- 100% of municipal governments will have smoke-free government-owned buildings
- 90% of workplaces will establish smoke-free environments
- 70% of homes will voluntarily establish smoke-free environments.



WTCCB emphasis:

Change in clean indoor air policies in workplace, restaurants, government buildings, and homes

Long Term Outcomes/Impact

Q: What changes do you want to see by the end of 2005 in

- Restaurants?
- Government buildings?
- Workplaces?
- Homes?

What's your dream?

Situation

Let's start with where you are:

Q: What is the current situation in your workplaces, restaurants, government buildings and homes?

- What kinds of programs or policies are currently in place?
- What has been tried in the past?
- What has the coalition done so far in these areas?
- How are youth involved?
- What disparities exist that you need to pay attention to?

Situation...

Q: What are the major competing health or economic issues in your community?

- For example, is there a high unemployment rate, increased violence, CWD, etc.?

Q: Who is on your side? Politicians? Medical community? Activist groups? How widespread is your support?

Situation...

- Q: Who is against you? Who do you need to watch out for?
- Q: What do people in your community know already about tobacco, addiction, health effects, etc.?
- Q: What do we know about what works and doesn't work in a community like yours to affect policy change?

Inputs

Q: What do you have to invest in a tobacco control effort?

- Staff?
- Funding?
- Materials/Equipment/Technology?
- Partners/Collaborators/Volunteers?
- Other community assets?



Let's choose one of your long-term goals – one of your dreams – and think about how you might achieve that. Please choose a priority goal – one that you really are committed to.

Q. What needs to happen in order to achieve that dream? For example, in order to have smoke-free government buildings, what needs to exist for your government buildings to be smoke-free?

Drawing the outcome chain

Q. Have we included all the prerequisite steps?
What needs to come before what in order to
achieve your goal?

Participation

Q. Now, who needs to be involved – who needs to be reached in order for your sequence of events to occur?

Think about the individuals as well as groups and organizations that determine whether your outcomes will be achieved.

Activities

Q. What will you do to create the changes you desire for the community?

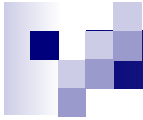
Think about:

- Media
- Workshops
- Meetings
- Service delivery
- Product development
- Curriculum development
- Training
- Ongoing community assessment
- Partnerships
- AND MORE...



Activities...

Keep in mind what you have done already, what you can build upon, and where you want to go.



Now let's see if everything adds up -

Q: Is it likely that with what you have here you will achieve your long-term outcome – your dream?

Does one thing lead to another? Have you missed anything?

Assumptions

Q. So, what are you assuming if this is what you are hoping for? Looking at your inputs, activities, participation, and outcomes what assumptions are you making?

- Will staff be available?
- Will you have the funding to carry out the activities you desire?
- Will certain audiences be easier or harder to reach?

Base your assumptions on your past experience and your best educated guesses of what might be.

External Factors

I know you can't predict the future, but, assuming that you have all the resources you need, carry out the activities you desire, and reach all the people and organizations you wish to reach...

Q. What kinds of things (that are generally out of your control) might be expected to negatively or positively affect your ability to achieve your outcomes?

- Example: positive effect on HIV prevention that Magic Johnson's announcement of being HIV + had.



Evaluation

Evaluation activities and measure should be tied to these program planning stages, and are part of this process...

However, that is another talk!