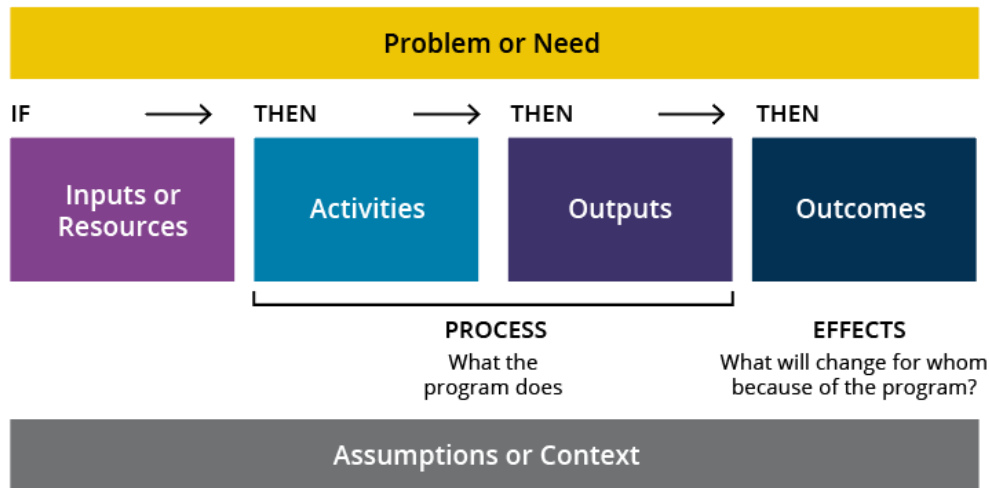# Developing a Logic Model

A logic model is one of many tools to help you describe your program. It is a graphic depiction of the relationship between your program's activities and its intended effects, an implicit 'if-then' relationship of the program elements. This handout will help you develop a logic model, which supplements the Program Description section of the Evaluation Plan and Step 2 of the evaluation process.

Logic Model Components

Component	Description
Problem or need	Logic models may include a problem or need that the program is trying to solve to link the program and outcomes back to its larger purpose and goals.
Inputs	Inputs are the actual or anticipated resources needed to plan and implement the program, both material and intellectual. Inputs are not necessary to include in logic models. However, tracking inputs may help to understand the investments and resources.
Activities	Activities are the actions of the programs—what the program does to create, or contribute, to change.
Outputs	Outputs are the countable products of the activities. They are measures of activities similar to the way indicators are measures of outcomes.
Outcomes	Outcomes are the benefits, results, or changes that you expect to occur during or after your program activities. Outcomes are typically categorized by specific timeframes (e.g., 1–2 years, 3 – 5 years, 5+ years): • Short-term: Immediate effects from completing the program • Intermediate or mid-term: Changes seen prior to larger sustainable impacts • Long-term: Sustained group or population-level impacts
Contextual factors or assumptions	Contextual factors or assumptions can help clarify the problem the program aims to address, the suitability of programming in a specific setting, and potential weaknesses in program design. They help understand factors outside the scope or control of program activities that may influence the outcomes. These factors are typically depicted in the margins or outside of the logic model.

How Do You Develop a Logic Model?

There is not one right way to develop a logic model. The goal is to ensure it makes logical sense. You can think about it as an if-then, so that, or chain-reactions sequence. You will provide information about the activities and move to outcomes, using arrows to show the relationships between items.

Logic models are usually one page. One key tip is to find the balance between being detailed enough yet concise enough so that someone who doesn't know your program could get a general understanding of your program.

Engaging your stakeholders can provide diverse perspectives on the program leading to a more holistic picture that includes more distal/long-term outcomes. Their input will help you draw the boundaries of your work within the broader context (e.g., what else may be going on or being implemented in the community).

A logic model template is provided on the following page. Steps to help you move from brainstorming to refining your logic model are provided below. To fill out this PDF, you can type directly into the text fields using a PDF editor or print a copy to complete by hand.

1	**2**	**3**	**4**	**5**
Gather existing information you have about the program. Work with stakeholders to identify key program information.	Start from activities and move to outcomes (left to right) **OR** start from the end goal and move to activities (right to left).	Brainstorm a list of outcomes that your program intends to affect.	List your outcomes based on relationships and logical sequence.	Fill gaps by relating outcomes back to the problem or need.

Review the Identifying Outcomes tip sheet to further refine your logic model outcomes.

Additional Resources
- https://www.cdc.gov/eval/steps/step2/index.htm
- https://ctb.ku.edu/en/table-of-contents/overview/models-for-community-health-and-development/logic-model-development/main
- https://www.wkkf.org/resource-directory/resources/2004/01/logic-model-development-guide

Logic Model

Problem or Need

IF → THEN → THEN

Inputs	Activities	Outputs

THEN ↓

Outcomes

Short Term	Intermediate	Long Term

Assumptions or Context