Advancing Skills in Program Planning and Evaluation: Using Logic Models to Help Your Program Excel

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Learning Objectives

At the end of this session, participants will be able to:

- Describe key components of program evaluation and evaluation cycles
- Discuss the key components of a program logic model as a method to evaluate and advance a program, especially in a resource-limited area
- Apply program planning and evaluation concepts to critique examples of two logic models from a resource-limited program

Your tasks for today

- Get the basics of program evaluation
- Use logic models as a method for improvement
- Critique two examples of logic models

Program evaluation happens in cycles

Image source: https://www.cdc.gov/mmwr/PDF/rr/rr4811.pdf

Our rural clinic setting

- Agricultural villages
- Primary care and maternity
- Community education and outreach
- Year-round local staff
- 1-3 visiting medical teams/yr

Some programmatic problem areas

- Doing just for doing's sake?
- Is it worth the funds and effort?
- How do we make it better?

Logic model basics

- Outline your logic model components
- Make your goals SMART

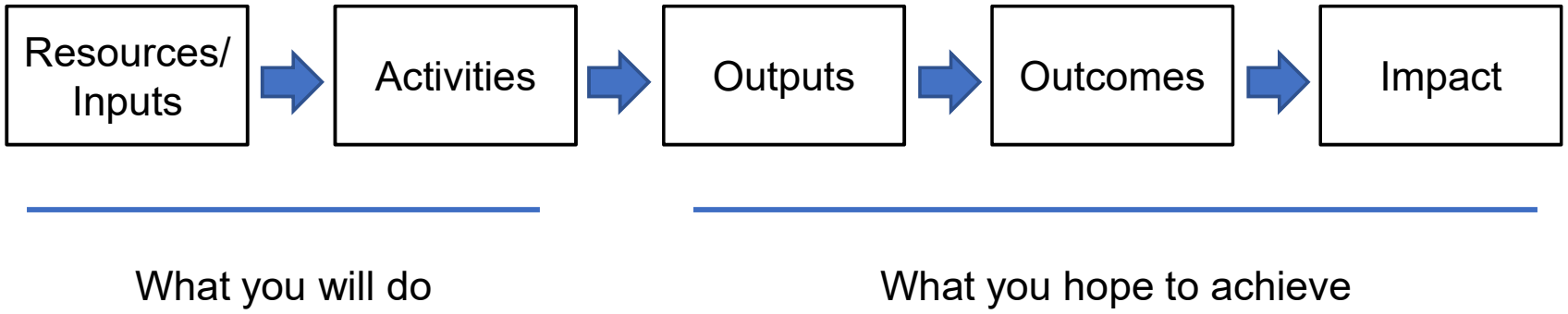
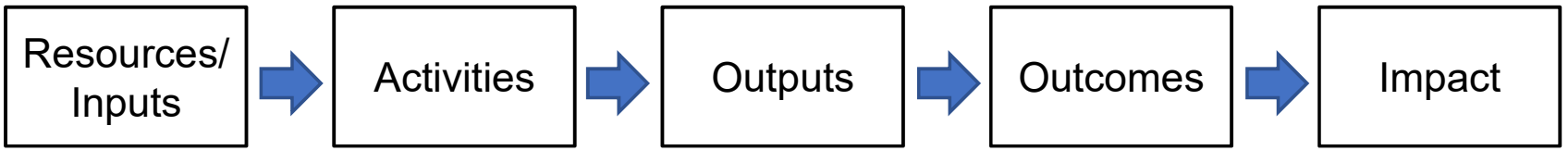


Image adapted from: https://www.bttop.org/sites/default/files/public/W.K.%20Kellogg%20LogicModel.pdf

What are SMART goals again?

- S – specific
- M – measurable
- A – achievable
- R – realistic/relevant
- T – time-bound

Example



What you will do

What you hope to achieve

Group time: Critique logic model examples

- Group 1 (clinical example) = Maternity services logic model
- Group 2 (educational example) = VHT training program logic model

Small group: 10 minutes

Reconvene for discussion

Let's discuss in 3-2-1 format

3-2-1 worksheet:

(3) 3 critiques on this logic model

(2) 2 questions:

What criteria do you have for a successful program?

What benefits to you see with using a logic model?

(1) What is one barrier you have in applying a logic model to your program?

Try using a logic model to evaluate your program

- How can a logic model be helpful in programs?
- How might a logic model be helpful in your program(s)?

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