

Logic Model Template¹

Program: Health Information Outreach Program					
Goal: Improve community members' abilities to find, evaluate, and use health information					
INPUTS		ACTIVITIES		OUTCOMES	
What we invest	What we do	Who we reach	Why this project: short-term results	Why this project: intermediate results	Why this project: long-term results
<ul style="list-style-type: none"> • Staff • Volunteers • Time • Money • Research findings • Materials • Equipment • Technology • Partners 	<ul style="list-style-type: none"> • Conduct workshops and meetings • Train • Deliver services • Develop products, curricula, resources • Facilitate access to information • Work with media 	<ul style="list-style-type: none"> • Participants • Clients • Agencies and community-based organizations (CBOs) • Decision-makers • Customers • Clinical professionals • Members of CBOs 	<p><i>Learning</i></p> <ul style="list-style-type: none"> • Awareness • Knowledge • Attitudes • Skills • Opinions • Aspirations • Motivations 	<p><i>Action</i></p> <ul style="list-style-type: none"> • Behavior • Practice • Decision-making • Policies • Social Action 	<p><i>Conditions</i></p> <ul style="list-style-type: none"> • Health • Social • Economic • Civic • Environmental

<p>Assumptions</p> <ul style="list-style-type: none"> • Beliefs about the environment and community • Should be confirmed before beginning the program 	<p>External Factors</p> <ul style="list-style-type: none"> • Positive and negative influences • Culture, economics, politics, demographics • Should be confirmed before beginning the program
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¹ Blank logic model templates available at http://nnlm.gov/evaluation/booklets/booklet2/booklet2_blank_worksheet1_form.pdf and also in Word and Excel formats at http://nnlm.gov/evaluation/booklets/booklet2/booklet2_blank_worksheet1_form.doc and http://nnlm.gov/evaluation/booklets/booklet2/booklet2_blank_worksheet1_form.xls

Project:					
Goal:					
INPUTS	ACTIVITIES		OUTCOMES		
What we invest	What we do	Who we reach	Why this project: short-term results	Why this project: intermediate results	Why this project: long-term results

Assumptions	External Factors

Sample Logic Model²

Project: Connecting Parents to Quality Online Health Information Related to Children’s Health and Wellness (Partnership of Health Science Library, Public Library, and three nonprofit community-based organization providing support to families)					
Goal: Improve parents’ ability to find children’s health information					
INPUTS	ACTIVITIES		OUTCOMES		
What we invest	What we do	Who we reach	Why this project: short-term results	Why this project: intermediate results	Why this project: long-term results
<ul style="list-style-type: none"> • Consumer health information training session modules • Trainers (public and health science librarians to conduct training sessions) • Computer-training facilities • Funding • Promotional materials for online health information 	<ul style="list-style-type: none"> • Promote online health information to CBO clients • Promote use of reference services at local libraries among CBO clients • Conduct 10 or more online search classes with parents who use the CBOs 	<ul style="list-style-type: none"> • 70 or more parents trained • 150 or more public library users receive MedlinePlus brochures • CBO clients 	<ul style="list-style-type: none"> • Parents will increase their ability to find online health information • Parents will identify ways to contact local reference librarians 	<ul style="list-style-type: none"> • Parents will use online health information resources to research their future health concerns • Parents will contact reference librarians for assistance with health information • CBOs will request more training sessions for parents 	<ul style="list-style-type: none"> • Improved health literacy • Improved child health • Improved community support for public library
Assumptions <ul style="list-style-type: none"> • Convenient computer training facilities can be identified • Parents in the CBO programs can be motivated to attend online computer training sessions • Reference librarians are available to teach at times convenient to parents 			External Factors <ul style="list-style-type: none"> • (+)The main branch of the public library has a computer training facility with 10 computers and Internet access • (-) Anticipated cuts in the public library budget may lead to staff lay-offs and decreased hours of operation 		

² See “Figure 1: Basic Logic Model Template” on page 3 of the NN/LM Outreach Evaluation Resource Center’s *Booklet 2: Including Evaluation in Outreach Project Planning* for information about sections of the logic model. Blank logic model templates available at http://nmlm.gov/evaluation/booklets/booklet2/booklet2_blank_worksheet1_form.pdf and also in Word and Excel formats at http://nmlm.gov/evaluation/booklets/booklet2/booklet2_blank_worksheet1_form.doc and http://nmlm.gov/evaluation/booklets/booklet2/booklet2_blank_worksheet1_form.xls