

LOGIC MODEL TEMPLATES

A logic model is a diagrammatic representation of a program. It illustrates the relationship between the main strategies of a program and associated goals, objectives, target population, and indicators. There are a variety of ways to lay out a program logic model.

Program Goal

A statement that summarizes the ultimate direction or desired achievement of a program.

Target Population

Population(s) of interest or group(s) served by a program. There may be different targets for each strategy identified component or different targets for your intended activities.

Mid/Long-term Outcome Objectives

A brief statement specifying the desired impact, or effect, of a program (i.e.: how much of what should happen to whom by when).

Mid/Long-term Objectives: specify the outcomes or changes needed to achieve program goals such as the reduction in the incidence of a problem. The time frame for a long-term objective is usually 2-5 years and beyond.

Mid/Long-term Outcome Indicators

A variable that can be measured. Indicators are used to assess the extent to which short and long term objectives have been met. Outcome indicators measure the impact of a program on the population of interest.

Short-term Outcome Objectives

Short-term Objectives: specify the short-term, or intermediate, results that need to occur to bring about sustainable long-term changes. The time frame for short-term can be as short as 2-3 months or up to 2 years.

Short-term Outcome Indicators

Short-term outcome indicators provide direct measures of the intended outcome while Long-term outcome indicators may provide direct and indirect measures of the intended outcomes.

Components/ Strategies

Broad types of interventions or approaches undertaken to achieve the objectives and over all goals. Examples: Education, community engagement, environmental changes, advocacy, social marketing, etc.)

Output/Process Objectives

Refers to objectives set out for the implementation team (i.e. what you plan to do and deliver on).

Outputs/Process Indicators

Developed to track and monitor how the program is being implemented and what is getting done. They may be used to capture the structure (setting, staff, or equipment), the deliverables or to document the progress of implementation. These are different from outcome indicators which are measures of effects in the target population.

A Note on Objectives:

Objectives should be SMART: Specific, Measurable, Attainable, Realistic with the resources available and Time-limited.

Generic Program Logic Model

Goal

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Population(s) of Interest

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Short-term Objectives

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Short-term Indicators

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Long-term Objectives

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Long-term Indicators

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Strategies

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Activities

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Process Indicators

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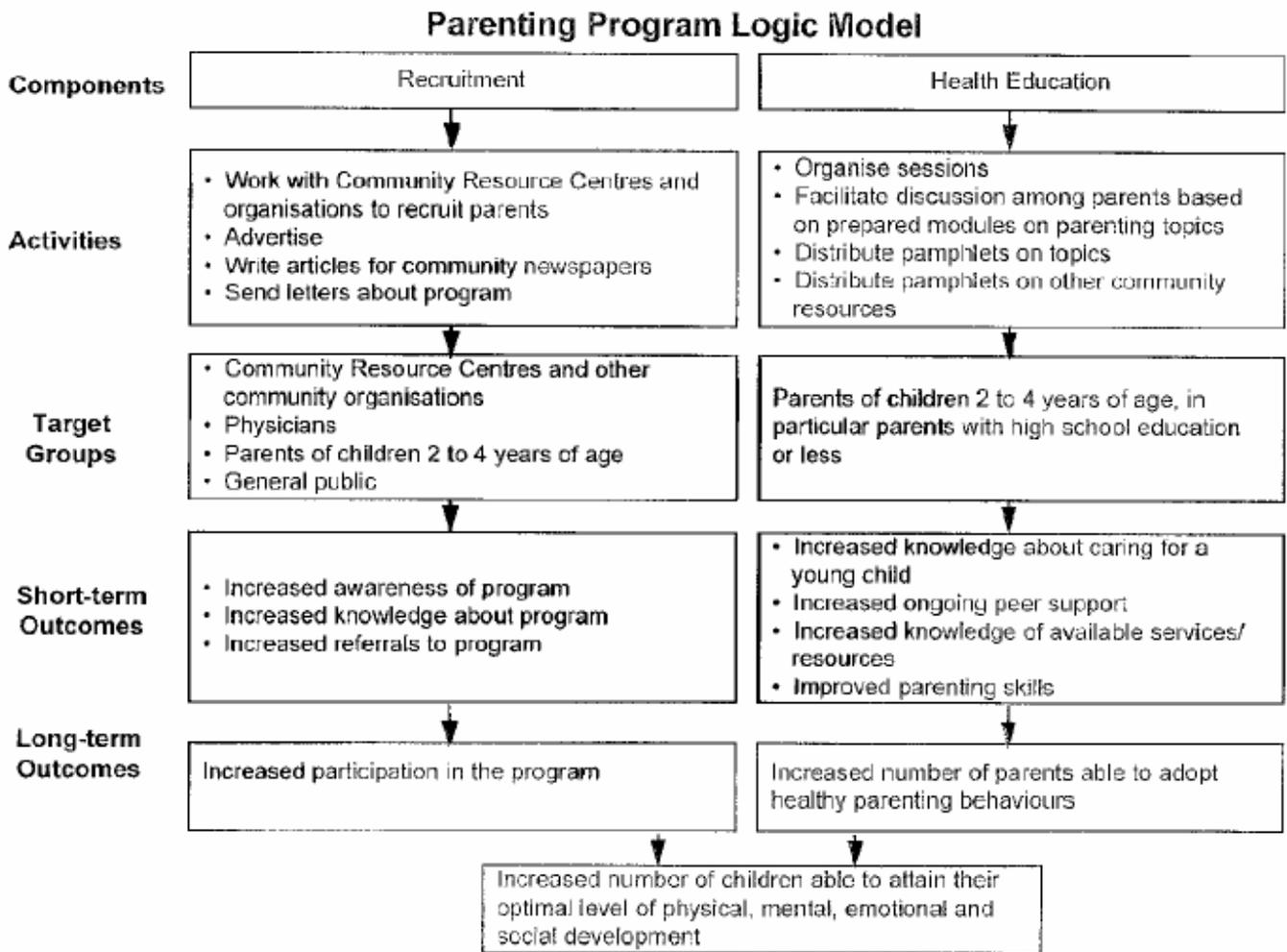
Available Resources

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Example Program Logic Models



Refer to the [Logic Models Workbook](#) by the Health Communication Unit for more in-depth information and training on how to develop and use logic models, as well as more examples.