Logic Model Logic Model Key Elements

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
• Staff • Volunteers • Time • Money • Research findings • Materials • Equipment • Technology • Partners	• Conduct workshops and meetings • Train • Deliver services • Develop products, curricula, resources • Facilitate access to information • Work with media	• Participants • Clients • Agencies and community-based organizations (CBOs) • Decision-makers • Customers • Clinical professionals • Members of CBOs	*Learning* • Awareness • Knowledge • Attitudes • Skills • Opinions • Aspirations • Motivations	*Action* • Behavior • Practice • Decision-making • Policies • Social Action	*Conditions* • Health • Social • Economic • Civic • Environmental

Assumptions	External Factors
• Beliefs about the environment and community • Should be confirmed before beginning the program	• Positive and negative influences • Culture, economics, politics, demographics • Should be confirmed before beginning the program

Example of Completed Logic Model

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
• 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	• Promote online health information to community-based organizations (CBOs) • Promote use of reference services at local libraries among CBO clients • Conduct 10 or more online search classes with parents who use the CBOs	• 70 or more parents trained • 150 or more public library users receive MedlinePlus brochures • CBO clients	• Parents will increase their ability to find online health information • Parents will identify ways to contact local reference librarians	• 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	• Improved health literacy • Improved child health • Improved community support for public library

Assumptions	External Factors
• 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	• (+)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