Co-Presenters:
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Abstract:
How do you know if your program will have an impact on its targeted audience? How do you actually measure and document that impact? A common response to the first question is “I just know.” A common response to the second question is “I don’t know.” A logic model is one way to show the link between program design and evaluation. It provides a visual picture of how what we do connects to our desired results, thus showing a theory of how we expect change to occur. When using logic models, program planning and evaluation go hand-in-hand. In fact, program monitoring and evaluation permeate every component of a logic model. But those are just some of the benefits of using a logic model when designing a program. When a team approach is used to develop a logic model, as in community-academic partnership projects, an added bonus is the relationship building and shared ownership and understanding that occurs through the process. This session will highlight the components of a logic model and a theory of change, describe how a logic model informs program planning and evaluation, and share examples of how the process of constructing logic models builds team relationships.

Session Goals:
- Explain the idea of “a theory of change”
- Identify components of a logic model
- Understand how logic models inform program planning and evaluation while building team relationships

Learning Objectives:
- Use if-then statements to understand a theory of change
- Understand components of a logic model
- Describe how the use of logic models can inform program planning and evaluation while building team relationships

Agenda:
- Explain theory of change and if-then statements
- Present components of logic models and examples of different logic model formats
- Describe how logic models are used to inform program planning and evaluation
- Share examples of how the process of developing logic models builds team relationships and shared understanding