

PRACTICE CREATING A SIMPLE LOGIC MODEL

1. **Theory of Change:** The reason you believe a chosen intervention will lead to a particular expected change. Write your theory of change as an “if, then” statement. See example in logic model template.

Horizontal lines for writing the Theory of Change.

2. **SMART Outcomes:** Describe the desired changes that will result from your activities. How will your target population change? Or how will social, environmental or political conditions be different? State your outcomes in SMART terms—Specific, Measurable, Attainable, Relevant and Time-limited. Identify the desired amount of change, eg., 25% improvement in some indicator. **Specify short-term (e.g., at the end of your intervention) and longer-term outcomes—what you ultimately want to see happen in 3-5 years.** Write the long-term outcomes first, then figure out what must happen before these results can be realized. What would a “trail of results” look like?

A. Short-term SMART Outcomes: \_\_\_\_\_

Horizontal lines for writing Short-term SMART Outcomes.

B. Longer-term SMART Outcomes: \_\_\_\_\_

Horizontal lines for writing Longer-term SMART Outcomes.

**3. Indicators to Measure Short- & Long-term Outcomes:** Consider the 3 types of indicators when working with people: knowledge, attitude, and behavior. Ultimately, behavior change is your desired outcome. Usually, knowledge must change first, then attitudes, then behaviors. What is measurable? What can be documented objectively? What must you rely on participants to tell you? Examples of quantitative (measurable) indicators: *Documented measure of a knowledge gain pre- and post-program, Self-reported measure of attitude change pre- and post-, and Reported measure of positive behavior after an intervention.*

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**4. Tools and Methods:** What are the ways you will measure or otherwise demonstrate that your short-term and longer-term outcomes have been achieved? Use both qualitative methods (such as interviews) to collect non-measurable information and quantitative methods (e.g., surveys) to document measurable progress. Be specific about *when* and *with whom* you will use each indicator. What are feasible data collection methods?

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