

FY 11 WIC Grant

Nutrition Services and Education Plan

Logic Model Instructions

1) Background

The Alaska Department of Health and Social Services (DHSS) is moving towards outcome based performances that can measure how our efforts impact Alaska citizens. The **Logic Model** is a tool to help with the development and evaluation of an outcome based Nutrition Services and Education Plan. Please contact Fatima Hoger at the Anchorage Alaska WIC Program at 269-3459 Office for more information and the availability of training materials.

2) Instructions

- a) Please review the *Developing a Logic Model* (Power Point Presentation by the University of Wisconsin Extension Services)
- b) Choose a Logic Model Form:
 - Logic Model Worksheet Form 1
 - Logic Model Worksheet Form 2

- b) Choose one or more of the Alaska WIC goal areas:
 - (1) **Participation**
 - (2) **Cost Efficiencies**
 - (3) **Quality Nutrition Services**
 - (4) **Access to Food**
 - (5) **Health Outcomes**
 - (6) **Technology**

- c) Complete and submit a Logic Model form to the AK WIC Program Office by August 31, 2010.

LOGIC MODEL INSTRUCTIONS—Form 1

On the attached worksheet, document the following for one or more of your organizational programs:

1. Resources are the elements or ingredients that constitute your program. List the following:

- Who provides your program? (e.g. staff, volunteers, contractors)
- Who participates in your programs? (e.g. individuals, families, etc.)
- Where does the program take place? (e.g. clinic space, classrooms, etc.)
- How is the program funded? (e.g. foundation/government grants, participant fees, etc.)

2. Activities are what you do. These are the processes or events that you undertake using the resources available. List your major programmatic activities. Examples: “Meal Delivery Program,” “Smoking Cessation Program”

3. Outputs describe the number and type of participants served; the number and duration of events, and all products produced by your activities. Please list:

- The number, type and duration of program events or interactions, and the number of program participants. Example: “30 single moms receive one hour of weekly one-on-one counseling on coping skills.”
- The number and types of any products that are created by the program. Example: “1,200 newsletters mailed to clients”

4. Outcomes are what you cause to happen, and describe changes in *beliefs, attitudes, knowledge, and behaviors* that the program produces. Now describe appropriate outcomes for your programs at the individual, organizational, and community level. Example: “Decrease smoking and drug use among low-income youth.” As you identify your program outcomes, determine whether these are short-term, intermediate, or long-term outcomes of your program work. Please structure your outcome statements using the following format:

The Desired Effect	In What	For Whom
Increase	Attitude	Program Participant
Decrease	Perception	Client
Maintain	Knowledge	Individual
Improve	<u>Skill</u>	Family
Reduce	<u>Behavior</u>	Neighborhood
Expand	Condition	Organization
Etc.	Etc.	Community

5. Goals are the ultimate impacts your program expects to make, and are consistent with the larger mission and vision of your program. Goals are often influenced by other factors in addition to your program.

LOGIC MODEL INSTRUCTIONS—Form 2

This is a streamlined approach to creating a WIC Nutrition and Education Services Plan logic model:

1. Choose an Alaska WIC goal area. Goals are the ultimate impacts your program expects to make, and are consistent with the larger mission and vision of your program.

Example: Goal Area—Participation

2. Choose a long-term goal: A long-term goal narrows the focus of the larger goal area. The long-term goal will probably not change from year to year, but may change every three to five years.

Example: Long Term Goal—Increase participation by 5%

3. Intermediate Term Outcomes: These are changes in *beliefs, attitudes, knowledge, and behaviors* that the activity produces.

Example—Potential eligible women and their children will come to WIC for certification.

4. Short Term Outcomes: These are the *activities, processes or events* that you undertake using the resources available to achieve the desired goal. List your major programmatic activities.

Examples: “WIC flyers in grocery stores,” “paid ads in city buses”

5. Outputs/Measurements: These are the ways the activity can be measured.

Example:

- Annual client survey includes question on how they learned about WIC.



Logic Model Form 2



Local Agency: _____

Due by August 31, 2010

Fax to: 465-3416

1. Choose an Alaska WIC Goal Area:

- Participation**
- Cost Efficiencies**
- Quality Nutrition Services**
- Access to Food**
- Health Outcomes**
- Technology**

3. Short-Term Outcome: (Learning/Knowledge)

4. Intermediate Term Outcome: (Activities/Behavior)

5. Outputs/Measurements: (how results will be measured)

2. Long Term Goal: