



## Logic Model Instructions

### What is an Activity Logic Model?

A Logic Model is a type of flow chart that describes how resources and activities relate to project outcomes. The logic model also serves as a map of how your program will work.

### What is the purpose of an Activity Logic Model?

- Show how needs align with activities and desired outcomes
- Establish a clear and consistent program logic or "theory"
- Orient staff to what you want to accomplish and how you plan to do it
- Maintain focus on data that will be most useful for telling the story of what you have accomplished

## ACTIVITY LOGIC MODEL

The Activity Logic Model describes the need for the activity, target population served, resources needed/used to run the activity, strategies and activity components, outputs, and outcomes.

**Need Statement (Why?):** The need statement should describe specific factors that will be addressed by the project. Provide data to support identified needs within the community, including numbers as well as percentages. Refer to local (county-level) data when possible; state and national data may be substituted if necessary. Be sure to cite data sources.

**Program or Activity Elements (What and Where?):** How will you use your resources to address needs? What are the key activities associated with your project? Be specific in describing the services offered (include any curriculum or tools used and frequency of activities). Use brief bullet points that describe strategies or activity components. For each strategy or component, there should be a target population, outputs, and outcomes. Include any incentives if applicable.

**Target Population (Who?):** Who will be served directly by this project (e.g., children, parents, teachers, child care centers)? Include descriptors for the target population as appropriate, e.g., "1- to 3-star child care homes".

**Outputs (How Many?):** Outputs are the direct and measurable products of a program's activities and services; they are often expressed in terms of units delivered. How many times will a service be offered? How many people or organizations will be served directly? Include outputs for each strategy.

*Example: 10 new mothers receiving six home visits.*



**Outcomes (So What?):** Outcomes are the impact of the activities and services. Outcomes often represent the results of multiple outputs; each outcome usually corresponds to more than one output. Describe the short-term changes (in behavior, knowledge, skill, and attitude) the activity is expected to produce for participants. Use numbers as well as percentages, e.g. "90% of participants will\_\_\_\_\_." Include outcomes for each strategy.

*Example: 90% (9 of 10) of new mothers increase their knowledge of child development*

**Long-term Change (How does outcome impact children and families over time?):**

Explain how outcomes lead to changes in the EC Profile or other long-term indicators of a strong early childhood system.

If you have any questions when completing your logic model, please contact our Program Evaluator at 910-938-4683, Autumn Bishop ([autumn.bishop@oneplaceonslow.org](mailto:autumn.bishop@oneplaceonslow.org))