Engaging Coalition Members in Logic Model Development **Facilitator's Guide**

November, 2017

Prevention Training Technical Assistance Service **Center**

Table of Contents

Engaging Coalition Members in Logic Model Development
Facilitator's Guide

Welcome

Play Video #1: Introduction, or summarize the content below if you prefer:

Hello! Welcome to the "Engaging Coalition Members in Logic Model Development" training brought to you by the Prevention Training and Technical Assistance Service Center and [insert your coalition name]. We're glad you're taking 45 minutes of your time to learn about Logic Models and the role they play in prevention planning. Logic Models lay the foundation for **why we do what we do.**

This training will help you to understand why we use logic models. It will also help you to understand how logic models are developed so that you can become more engaged in all five steps of our prevention model, known as, the Strategic Prevention Framework. We have found that when coalition members are involved in the development of the coalition's logic model, which sets the coalition's direction and action steps, they are better able to articulate the coalition's goals and objectives to the rest of the community. Knowing this information will also help you to serve as a coalition spokesperson for your community.

During this training, we'll do some hands on activities and some critical thinking exercises to accomplish three main objectives:

1. Learn about the importance of using logic models to establish a direction for all coalition activities,
2. Become familiar with a simple logic model format, and
3. Practice using the logic model.

Feel free to jot down notes or any questions you may have.

Ready to get started? Let's begin!

Notes:

- If participants have questions about the Prevention TTASC, direct them to our website, preventiontrainingcenter.org.
- Here is a brief description of PTTASC: The Prevention Training and Technical Assistance Service Center was funded by DMHAS starting in 2015 with the goal of establishing a robust, well-informed prevention workforce in CT. TTASC provides high quality, easy to access trainings and technical assistance to prevention coalitions and professionals across the state.

Importance of Logic Models

Play Video #2: Why are logic models important?, or summarize the content below if you prefer:

Can you think of a time when you were trying to solve a problem without knowing what the causes of the problem were?

In other words, you didn't really understand how your actions would actually solve the root cause of problem.

Now, think about that particular situation and answer these questions with a partner:

- Did you fully understand the problem before you began to troubleshoot some solutions?
- Did you have a clear picture as to what the end goal was?
- Did you connect your actions to solve the problem with the end goal?
- Did the process produce the results you wanted?

What are your questions about this task?

Pause the video at 0:45 to allow pairs to discuss the questions posed by the narrator for no more than five minutes:

Invite two or three pairs to share their discussions with the larger group.

Intro to Logic Models Activity

Play Video #3: Intro to logic models activity, or summarize the content below if you prefer:

When we don't have the appropriate understanding of how our actions are related to our end goal, we can feel confused about where we are going or how we'll get there.

Also, we can become frustrated when we don't achieve the results we're looking for, simply because our actions are not effective in helping us achieve our goals.

A logic model helps us to connect our actions to our goals. In short, a logic model is a roadmap for the change we are trying to achieve in our communities.

According to the Community Tool Box, a logic model presents a picture of how your effort or initiative is supposed to work. It explains why your strategies are a good solution to the problem at hand.

A logic model helps participants to keep moving in the same direction by providing a common language and point of reference.

Begin passing out envelopes to small groups at 0:51 as the video says, "Let's start with some simple examples of how logic models work."

Let's start with some simple examples of how logic models work. Find a partner or a small group, no more than three people please, and open up the envelope in front of you and take out the cards. Put the white cards aside for now.

Unfold the long folded card to make three columns that will be "headers" for our simple logic model examples. Next, sort the remaining 9 cards under these three columns while lining up the content in the rows so that they make sense. When you're finished, we'll discuss these simple logic models.

What are your questions about this task?

Pause the video at 1:31 after the narrator says, "What are your questions about this task?" and the instructions appear on screen. **Allow the groups to work** on the activity for no more than five minutes.

Continue on next page...

Intro to Logic Model Activity (Cont.)

Invite a few of the small groups to share their responses with the group.

Restart the video to hear how these examples mimic a logic model, or read below if you prefer:

These are very basic examples of a logic model. First, they start with a problem. Next, they seek to identify the specific causes of the problem. And finally, we are able to take action to solve the problem.

We will build on these simple logic model examples in a few moments, but first, with help from your partner, fill in three white cards using the logic model columns on a "potential problem." You may invent a problem or use an example from your personal experience. When you're finished, we'll ask for a few volunteers to share some examples.

What are your questions about this task?

Pause the video at 2:17 when the instructions appear on screen.

Allow the groups to work on the activity for no more than five minutes.

Invite a few of the small groups to share their responses with the group.

Logic Models in Depth

Play Video #4: Logic Models in Depth, or summarize the content below if you prefer:

Pass out the sample logic models so coalition members can follow along.

For our coalition work, we use an easy to understand logic model format. We start with a problem statement, such as: "28% of 7th to12th graders have used marijuana in the last month, including 49% of 12th graders."

The problem statement includes community level data and cites the data source.

We then need to ask ourselves "why is this a problem? And what is causing this problem?" These are our "Root Causes" of the problem, and we determine root causes by seeking out local data that helps us to find an answer.

Our logic model can use either quantitative or qualitative data. Quantitative data contains numbers, like data from surveys, crime data from police, and drug suspension data from schools. Qualitative data contains descriptive information about characteristics of the problem that cannot be expressed numerically. Some examples of qualitative data come from focus groups, interviews, and observations.

In this sample logic model, our data tells us that there is a substantial percentage of both young people and adults that do not think that the use of marijuana by our youth is harmful.

Next, we need to analyze why some community members believe that marijuana usage among youth is not harmful, when science clearly proves that it is harmful. In other words, what are our community's local conditions that aid in the misconception that marijuana usage among youth is not harmful?

Again, we look to our data to determine our local conditions. Often, we use both quantitative and qualitative data to describe our local conditions in our logic model.

Continue on next page...

Logic Models in Depth (Cont.)

An example of quantitative data is that, "26% of youth reported that there were no clear rules in their family about using marijuana, from our 2017 youth survey." Can you guess why this is quantitative data rather than qualitative data? **[Pause for answers]** If you guessed that it is quantitative because there are numbers involved, you are correct!

How about this example? "Parents and other adults reported that they weren't familiar with the studies done on the impact of marijuana on the developing adolescent brain, from our 2017 adult focus groups." This is an example of…**[pause for answers]** yes! Qualitative data, because it describes the root cause of the low perception of harm in a non-numerical way.

Once we have our local conditions mapped out and substantiated with our local data, we can take the next step of creating an action plan that attempts to change these local conditions, in order to rectify the problem. So this logic model explains why our strategies will be a good solution to our problem since they clearly address the "why" behind it, which is what we call the "local conditions" and "root causes."

As we previously stated, this logic model will help to keep our coalition members working together toward a common goal by providing a common language and point of reference for our work.

Logic Models:

- Explain why strategies are a good solution
- Address why the problem exists
- Keep coalitions working together on the right track

Some other things to keep in mind about this logic model format is that if your coalition is working on more than one "problem", like alcohol **and** marijuana, or the misuse of prescription drugs **and** behavioral health issues, you'll need to create one logic model for each problem your coalition is addressing.

While multiple logic models will often have areas of overlap, such as similar root causes or local conditions, they'll also have distinct areas that will be important to address with your data. This logic model format is also used by both state and national funders of substance abuse prevention coalitions.

Notes:

- If your coalition is grant funded, explain the logic model requirements of the funder.

Knowledge Check

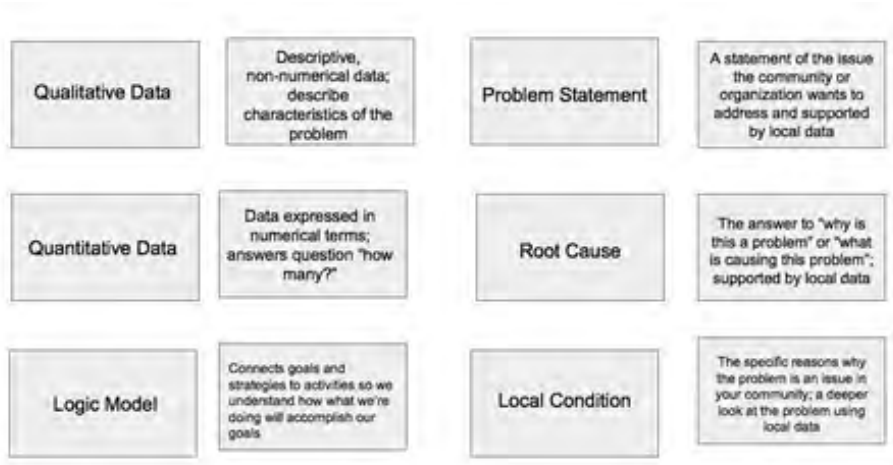
Play Video #5: Knowledge Check, or summarize the content below if you prefer:

Complete Knowledge Check Exercise on the computer

We've just gone over a lot of key terms; let's check your comprehension by playing a quick game of "Concentration." In this activity, I need one volunteer to use the mouse to drag and drop the words to match the correct definitions on behalf of the group. We'll all provide our input to figure out which go where.

Scroll down to the knowledge check and **ask for a volunteer to use the mouse or mouse pad.**

Ask participants to match definitions to terms, and when consensus is achieved, the volunteer can try the matches and see if they're correct.



Logic Model Learning Task

Play Video #6: Logic Model Learning Task, or summarize the content below if you prefer:

Now that you have an understanding of what a logic model is and why we use it, we're going to give you the opportunity to apply that knowledge with some of your fellow coalition members.

Pass out community data sheets at 0:10 as the narrator says, "First, you will need to form a small group; no more than 4 people please."

Take a look at the community data sheet that is being passed out. The data sheet includes both quantitative and qualitative data related to one drug that is a priority focus in your community.

As a reminder, ***Quantitative data*** are expressed in numerical terms to answer the question ***how many***? and give perspective on the breadth of an issue.

Qualitative data are ***non-numerical descriptive information about the characteristics of the problem.***

Learning Task:
In your small group, review the data and determine a problem statement for the priority substance. Next, use the data to decide on two root causes.

When you're finished, we will discuss the problem statement and root causes that all of the groups came up with.

We'll use the data and your input to come to a consensus on two root causes.

What are your questions about this task?

Continue on next page...

Logic Model Learning Task (Cont.)

Pause the video at 1:11 to allow participants to complete the task. Allow small groups to work for no more than **10 minutes,** then facilitate a discussion of the problem statements and root causes developed by the groups.

Notes:

- Write the groups' suggestions on easel paper as they are speaking.
- Guide the participants in coming to a consensus on one problem statement and two root causes.
- Allow -- minutes for this learning task.

Restart the video, or summarize the content below if you prefer:

Now that we have agreed on two root causes that are related to our problem statement, we need to determine our local conditions.

Each small group will be assigned one of the root causes and will work together to decide on two local conditions that are supported by data.

Be sure to write down or highlight the data you have to support these local conditions and ask yourselves what additional information you still need to collect?

Be aware that often times, when developing our logic model, we will discover areas in which we will need to collect additional data.

Once the small groups have determined their local conditions, we will come together to discuss them while your facilitator takes notes to use at your next coalition planning meeting; that is when you will actually create the logic model.

What questions do you have about this task?

Continue on next page...

Logic Model Learning Task (Cont.)

Pause video at 2:14 to allow small groups to complete the task for no more than *10 minutes*, then facilitate a discussion of the local conditions developed by the group.

Notes:

- Take notes on each group's local conditions during the discussion to be used at your next coalition planning meetings.
- Ask the groups what additional data they feel needs to be collected and what sources they think could provide the information needed.
- Allow 10 minutes for this learning task.

Next Steps

Play Video #7: Next steps, or summarize the content below if you prefer:

Now that you have developed part of a logic model for your community, it is time to think about the next steps your coalition needs to take to complete its logic model.

First, with your coalition, create a timeline for completing your logic model. As you continue to develop and revise your logic model, consider the following questions:

- Do you need additional data to substantiate problem statements, root causes and/or local conditions?
- If yes, do you need quantitative data, qualitative data, or both?
- What sources in your community or state might have this data and how can you get it?

Next, creating a planning committee to develop your coalition's logic model can be an effective way to proceed. Identify and recruit the coalition members who are interested and important to implementing your logic model to help create it.

Next, creating a planning committee to develop your coalition's logic model can be an effective way to proceed. Identify and recruit the coalition members who are interested and important to implementing your logic model to help create it.

If time allows, pause the video at 0:53 to begin creating a timeline for completing the logic model(s).

Restart the video and play the ending segment.

Thank you for volunteering your time to learn about Logic Models and how they fit into a coalition prevention planning process. I hope you enjoy becoming a part of this important task of creating your coalition's direction by getting involved in developing your coalition's logic model!