

LOGIC MODELS AS A PLATFORM FOR PROGRAM EVALUATION PLANNING, IMPLEMENTATION, AND USE OF FINDINGS

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Half day	Beginner to Intermediate levels
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Evaluation practitioners use logic models to describe important components of a program; make visible a theory of change; and link activities to intended outcomes. A well-constructed logic model provides an accurate, concise statement of the program in preparation for monitoring and evaluation design and subsequent tasks. For the purposes of monitoring and evaluation, it provides a much needed foundation for identifying evaluation questions and prioritizing data needs. In fact, all of the decisions regarding the evaluation are rooted in a clear definition and understanding of the object of the evaluation.

The workshop addresses two questions: What are the hallmarks of a well-constructed, scientifically-sound, and useful logic model? And, how do we maximize the use of high-quality logic models for monitoring and evaluation planning, implementation, and use of findings?

To this end, learning objectives include: (1) identify the purposes and intended uses of the logic model; (2) distinguish the logic model from similar tools used in health and human service contexts; (3) identify the hallmarks of a well-constructed, scientifically-sound logic model; (4) discuss the value of the logic model as a precursor to planning and implementation of monitoring and evaluation tasks; and (5) demonstrate the use of logic models to identify the questions to be addressed via monitoring and evaluation.

The workshop targets those who design and implement monitoring and evaluation activities; stakeholders who participate in monitoring and evaluation tasks; and those who use findings or recommendations.

Goldie MacDonald has presented this workshop at conferences of the American Evaluation Association.

BIO

Goldie MacDonald, PhD is a Health Scientist at the U.S. Centers for Disease Control and Prevention. Dr. MacDonald provides technical expertise in the areas of monitoring and evaluation planning, implementation, and use of findings. Currently, her work includes collaborative evaluation of pandemic influenza preparedness and response programs in more than forty countries. She works with stakeholders to identify appropriate, resource-efficient strategies to document program implementation and progress toward intended outcomes. She is lead author of "Introduction to Program Evaluation for Comprehensive Tobacco Control Programs." For their work on this resource, the authors received the Alva and Gunnar Myrdal Award for Government from the American Evaluation Association (AEA) in November 2002.