

COMMUNITY HEALTH IMPROVEMENT PLANNING (CHIP)

Planning and Logic Model

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Point of Contact

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Introduction

This handout is designed to help link the improvement planning terminology to some common logic model terminology and definitions. Because logic models are very good in helping to evaluate programs and theories of change, we hope this will assist you as you think about evaluation of your improvement plan. Please note that although some of the long-term outcomes (and perhaps even the intermediate outcomes) may have timelines beyond the life of your CHIP, it is still a good idea to include them and to illustrate how your activities, intervention strategies, and objectives can ‘move the needle’ toward some of those bigger changes.

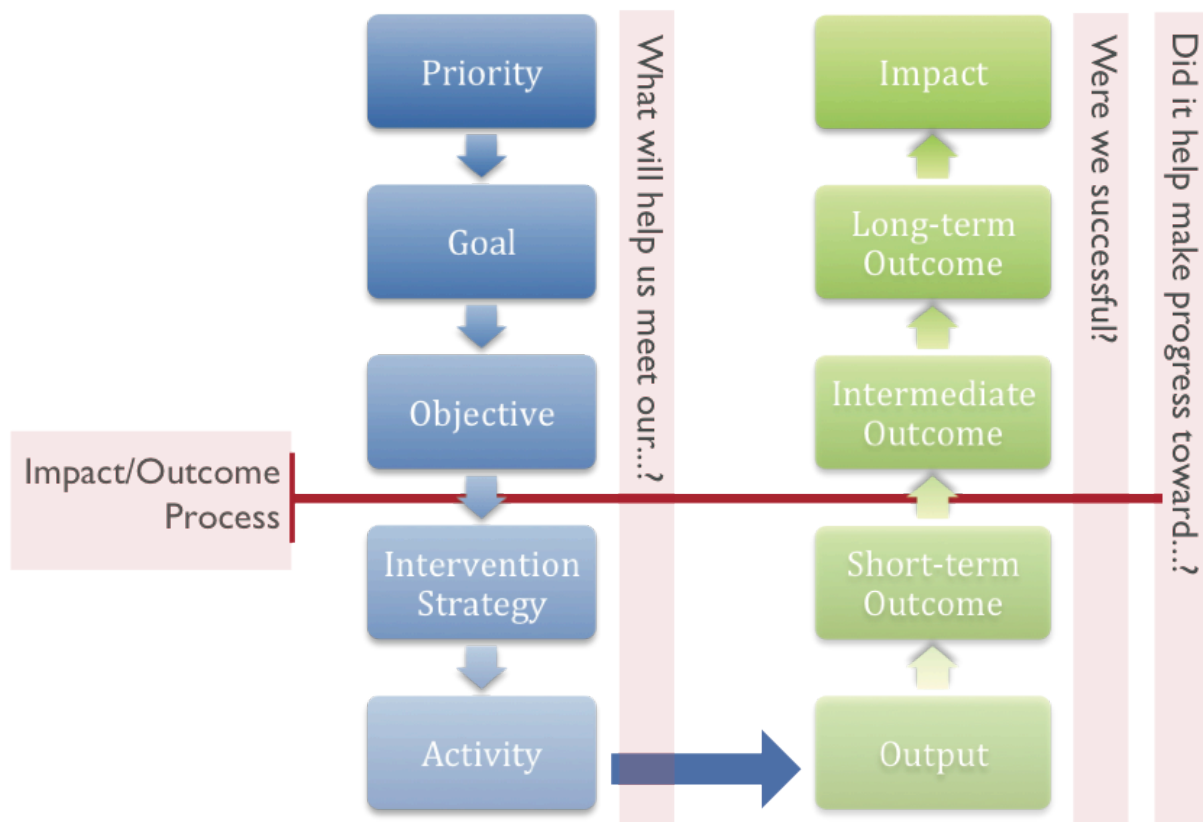


Table I

Definitions and examples of some components of an improvement plan.

Element of Plan	Description	Time Frame	Example
Strategy/ Intervention Strategy	The approach you choose to achieve your goals. The resources, activities, and outputs necessary to affect the desired outcomes.	Variable, depending on your plan. Usually as long as the duration of your project.	Develop education and awareness efforts regarding the health impacts of sugar-sweetened beverages through increased number of organizations adopting wellness policies.
Activities/ Action Steps	Your actions, what you do.	Variable, depending on your plan. Usually as long as the duration of your project.	Create and run a radio ad to increase awareness of the health impacts of sugar-sweetened beverages
Output/ Process Measure	Unit of service delivered. The immediate product of your activities. Often tangible or countable products.	Immediately after your activities.	Curriculum for classes developed. Number of teens attending the classes. Number of educational brochures printed. Number of radio ads run.
Outcomes/ Outcome Measures	Element that the program wants to affect and change. Usually a health theme that you can define and measure.	Short-term, intermediate, and long-term — see below	See below

Table I (continued)

Definitions and examples of some components of an improvement plan.

<p><i>Short-term outcomes</i></p>	<p>First changes that you can detect on the path toward achieving your goals.</p> <p>Usually a reflection of your objectives.</p> <p>Often related to knowledge, awareness and skills development.</p>	<p>Variable, often 1–3 years</p>	<p>Increase in knowledge about health impacts of sugar-sweetened beverages.</p> <p>Increase in knowledge about recommended daily servings of fruits and vegetables.</p>
<p><i>Intermediate outcomes</i></p>	<p>Changes that take longer than short-term outcomes, but do not indicate full achievement of the desired goals.</p> <p>Usually a reflection of your objectives.</p> <p>Often related to attitude, skills development and changes in behaviors, policies, and practices.</p>	<p>Variable, often 4–6 years</p>	<p>Increase in sales of healthy foods in vending machines.</p> <p>Increase in the self-reported consumption of fruits and vegetables.</p> <p>Decrease in consumption of sugar-sweetened beverages.</p>
<p><i>Long-term outcomes</i></p>	<p>Final desired change in the community.</p> <p>Usually a reflection of the goals of your intervention.</p>	<p>Variable, often 7–10 years</p>	<p>Decrease in obesity.</p> <p>Decrease in diabetes.</p>
<p>Impact</p>	<p>Final effect of your program.</p> <p>The impact is portion of the desired change in the long-term outcomes that can be attributed to your intervention (as opposed to other external factors making the change.)</p>	<p>Variable, usually the same as long-term outcomes</p>	<p>Our program contributed to the decline in obesity between 2005 and 2015.</p> <p>Our program decreased diabetes in the intervention group.</p>

Table 2

Relationships among components and results of an improvement plan.

	Resources, activities, and outputs necessary to achieve your goals	What you do to implement your program	The immediate, tangible result of activities	Changes in knowledge, attitude, skills	Changes in behaviors, policies, practices	Desired change in health status	The effect of your program <i>(the amount of change in health status derived from your program)</i>
Strategy/ Intervention Strategy	X						
Activities/ Action Steps		X					
Output/ Process Measure			X				
Short-term outcomes				X			
Intermediate outcomes					X		
Long-term outcomes						X	
Goal						X	
Objective				X	X		
Impact							X