

Guidance for AARP Foundation Logic Model Development

Logic Models

There are many ways to map or develop a program model and describe the logic behind how change should unfold. Furthermore, there are many names used to refer to the process of mapping change¹, describing the theory and assumptions behind how change happens, etc. AARP Foundation refers generically to logic models visually presenting how a program is supposed to work and how the particular strategy is a good solution for the problem the program is addressing. A logic model includes the program's activities (what will be done) and the resources (or inputs) needed to carry out the work. Expected results are the outputs and outcomes (short, medium, and long term) that are measured to track progress and measure success.

What is the difference between a logic model and theory of change?

The theory of change is developed from a bigger picture perspective, linking the desired outcomes to how and why the desired change is expected to occur. A theory of change provides a rationale for the expected links between program resources, activities, and outcomes illustrated in the logic model. It explains how and why activities are expected to lead to outcomes in the particular order depicted.

A logic model drills down into specifics about how the program will be executed with various inputs, outputs and outcomes, usually as a graphical illustration. Ideally a logic model is a learning and management tool that can be used and modified, as needed, throughout the life of the program, project or initiative.

Developing a Logic Model

There are many resources available to help guide the development of a logic model. One such resource was created by the W.K. Kellogg Foundation, *Logic Model Development Guide* (February 2, 2006). The resource is available as a free download from the W.K. Kellogg Foundation's website located at: <https://www.wkkf.org/resource-directory/resource/2006/02/wk-kellogg-foundation-logic-model-development-guide>.

The logic model template used by AARP Foundation is meant to be a guide. While there is not a one size fits all logic model, the following components should be included in a logic model.

Inputs: human, financial and organizational resources a program has available to direct towards the work

Activities: processes, tools, events, technology and actions that are an intentional part of program implementation (i.e., what is done to produce the desired outcomes)

Outputs: direct products of program activities; include types, levels and targets of services to be delivered by the program

Outcomes: a clear statement of the targeted change; examples are changes in circumstances, change in status, change in behavior, change in knowledge and change in functioning.

Short-term outcomes are immediate effects: weeks to months

Intermediate outcomes are intended effects that occur over the mid-term: months to years

Long-term outcomes are the long-term intended effects: years to decades

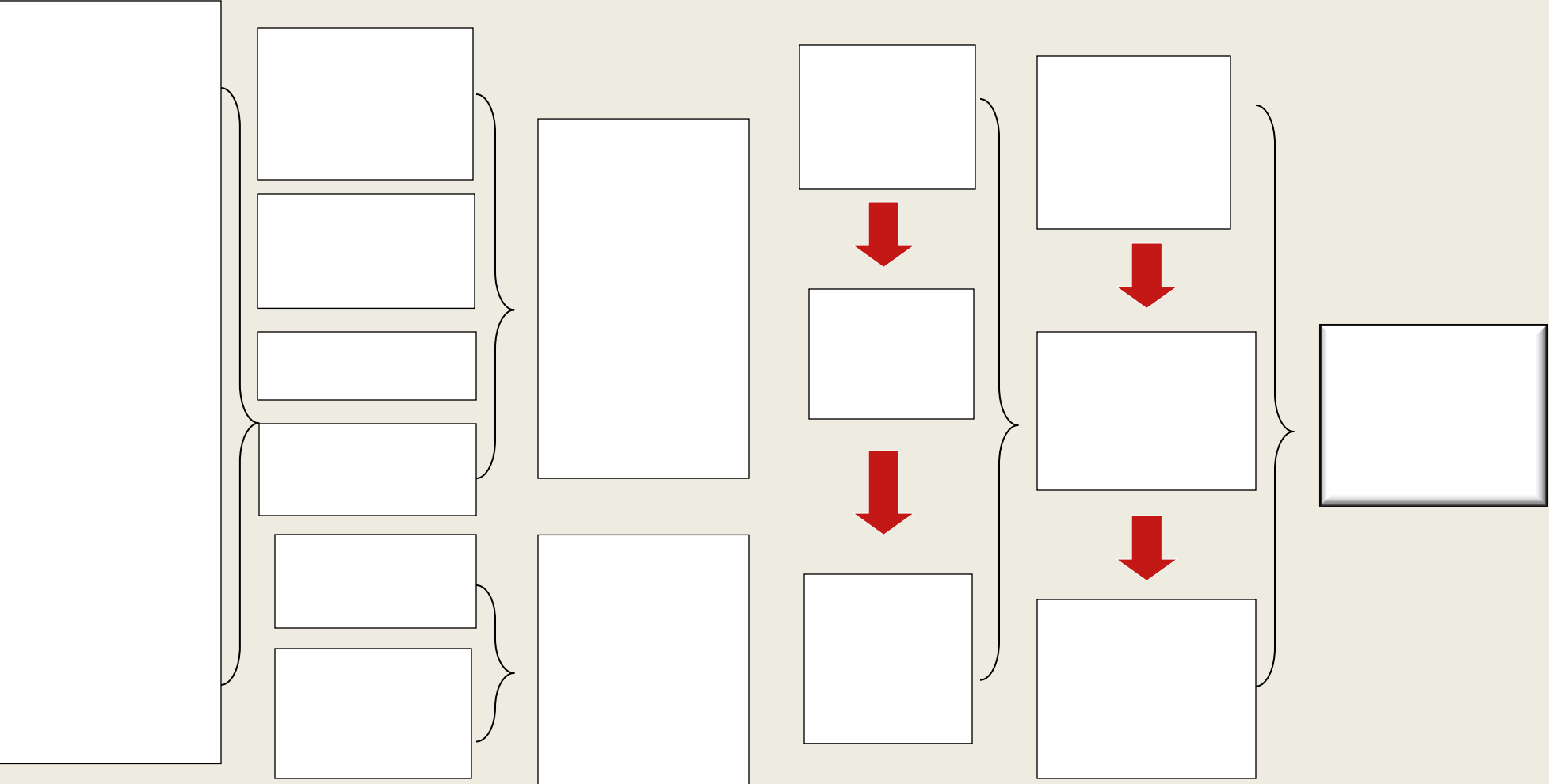
¹ Other words used include: road map, conceptual map, mental model, program framework, program theory, causal chain, rationale, program hypothesis, model of change

AARP Foundation Logic Model Template

Inputs
Resources

Outputs
Activities Participation

Outcomes
Short Medium Long



Assumptions

Contextual Factors