

EXAMPLE LOGIC MODEL AND TEMPLATES

This appendix is a logic model template with a completed example provided to illuminate the response strategy for the FCR campaign. Logic models are constructed early during strategic planning to ensure a deliberate flow of activity to results. All logic models rely on visual expressions to chart how change is anticipated to occur. They are mapping or modeling techniques to organize relationships between the various factors that will support or impact change. In this Playbook, they help the oversight team convey to the campaign management team (CMT) how individual campaign components connect to strategic outcomes and timeframes. Several agencies within the Department of Health and Human Services (HHS) have developed tip sheets and examples to help develop logic models for planning and program implementation. The Office of the Assistant Secretary for Planning and Evaluation (ASPE) has resources, including How to Include Social Capital in a Human Services Logic Model. The Administration for Children and Families (ACF) developed a Logic Model Tip Sheet that also includes additional resources and references.

ACF Tip Sheet: https://www.acf.hhs.gov/sites/default/files/documents/prep-logic-model-ts_0.pdf

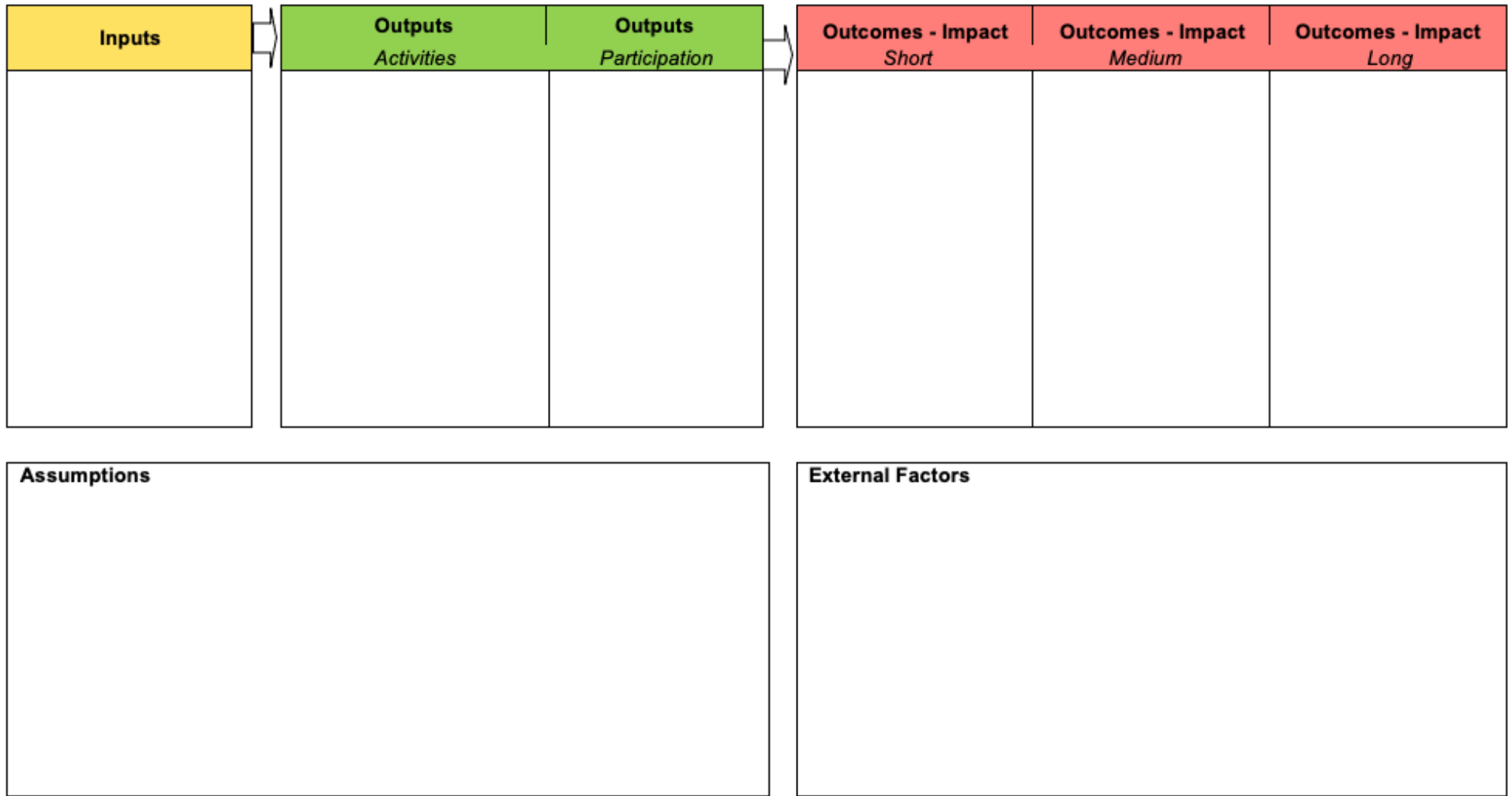
ASPE Human Capital example logic model: https://aspe.hhs.gov/system/files/aspe-files/263496/social-capital-logic-model-tool_0.pdf

How to Develop the Logic Model:

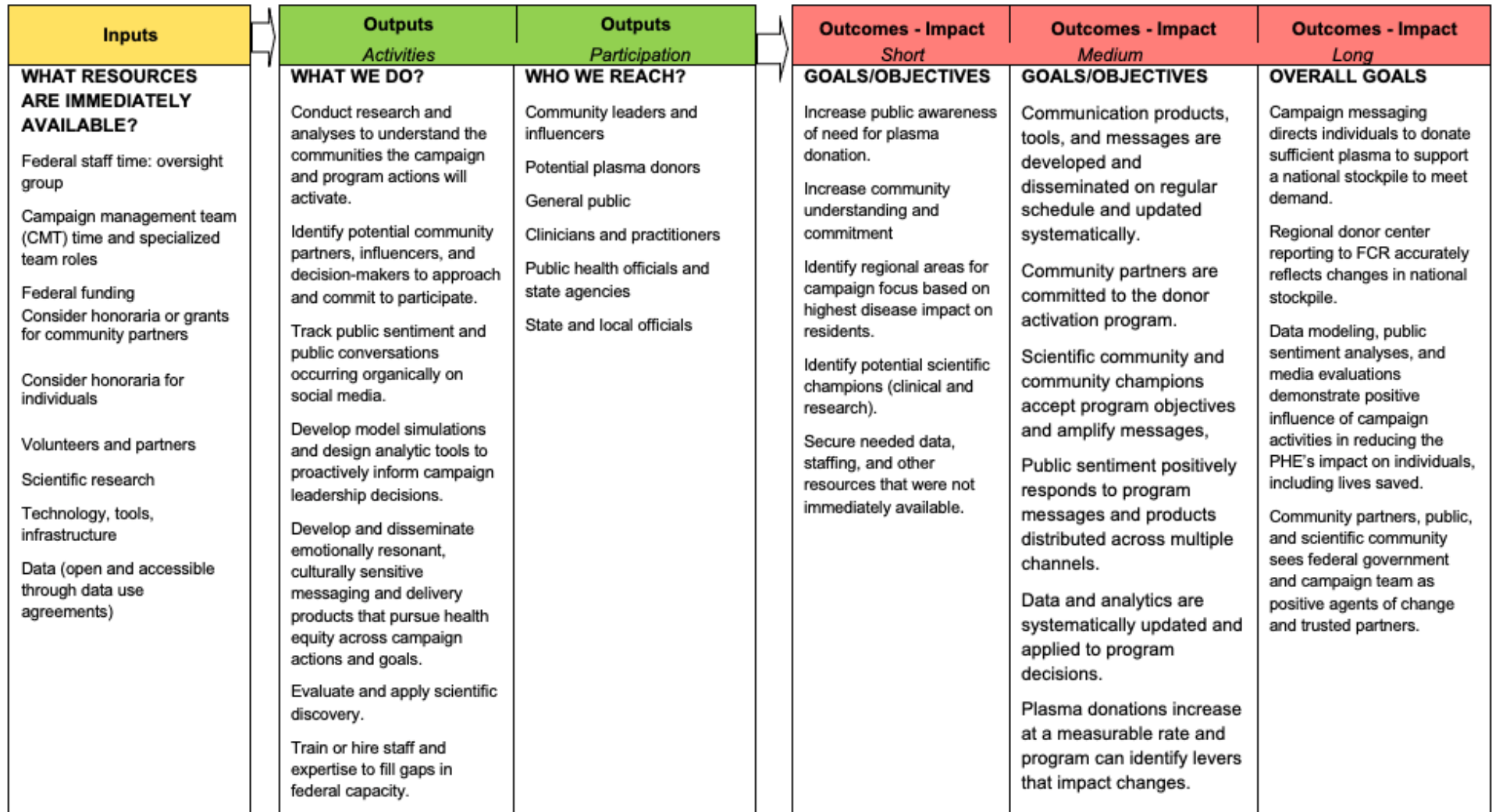
- Clarify the Mission and Define the Scope
- Determine the Key Campaign Inputs.
 - What are the resources available for the campaign?
 - What is needed to operate the campaign?
- Determine Key Campaign Outputs.
 - What is the campaign going to do? What we do?
 - Who is the campaign doing it for? Who we reach?
- Identify Campaign Outcomes.
 - What are the campaign goals? Short Term, Medium Term, and Long Term
- Create a Logic Model Outline using the template below.

In tandem with developing the campaign response strategy, use the logic model to develop the monitoring and evaluation framework (See Playbook [Section 2.6](#) and [Appendix G](#)).

Logic Model Template



Logic Model Example



- Assumptions**
- Community partners/ public will engage with the federal government.
 - The campaign will "follow the science."
 - The campaign will rapidly on available data without complete clarity on situations, and revise plans.

- External Factors**
- Availability of external expertise and data to inform decisions and do the work.
 - Scientific rigor will identify evidence that campaign target is a PHE solution.
 - Public audience will be positively motivated to act and not diverted by other crises.