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

Inputs	\Box	Outputs Activities	Outputs Participation		Outcomes - Impact Short	Outcomes - Impact Medium	Outcomes - Impact Long
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Assumptions					External Factors		

Logic Model Example

Inputs	口	Outputs Activities	Outputs Participation	\vdash	Outcomes - Impact Short	Outcomes - Impact Medium	Outcomes - Impact
WHAT RESOURCES ARE IMMEDIATELY AVAILABLE? Federal staff time: oversight group Campaign management team (CMT) time and specialized team roles Federal funding Consider honoraria or grants for community partners Consider honoraria for individuals Volunteers and partners Scientific research Technology, tools, infrastructure Data (open and accessible through data use agreements)		WHAT WE DO? Conduct research and analyses to understand the communities the campaign and program actions will activate. Identify potential community partners, influencers, and decision-makers to approach and commit to participate. Track public sentiment and public conversations occurring organically on social media. Develop model simulations and design analytic tools to proactively inform campaign leadership decisions. Develop and disseminate emotionally resonant, culturally sensitive messaging and delivery products that pursue health equity across campaign actions and goals. Evaluate and apply scientific discovery. Train or hire staff and expertise to fill gaps in federal capacity.	WHO WE REACH? Community leaders and influencers Potential plasma donors General public Clinicians and practitioners Public health officials and state agencies State and local officials		GOALS/OBJECTIVES Increase public awareness of need for plasma donation. Increase community understanding and commitment Identify regional areas for campaign focus based on highest disease impact on residents. Identify potential scientific champions (clinical and research). Secure needed data, staffing, and other resources that were not immediately available.	GOALS/OBJECTIVES Communication products, tools, and messages are developed and disseminated on regular schedule and updated systematically. Community partners are committed to the donor activation program. Scientific community and community champions accept program objectives and amplify messages, Public sentiment positively responds to program messages and products distributed across multiple channels. Data and analytics are systematically updated and applied to program decisions. Plasma donations increase at a measurable rate and program can identify levers that impact changes.	OVERALL GOALS Campaign messaging directs individuals to donate sufficient plasma to support a national stockpile to meet demand. Regional donor center reporting to FCR accurately reflects changes in national stockpile. Data modeling, public sentiment analyses, and media evaluations demonstrate positive influence of campaign activities in reducing the PHE's impact on individuals, including lives saved. Community partners, public, and scientific community sees federal government and campaign team as positive agents of change and trusted partners.

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.