

# COMMUNITY HEALTH IMPROVEMENT PLANNING (CHIP)

## *Planning and Logic Model*

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### Authors

Gianfranco Pezzino, M.D., M.P.H.  
Sarah Hartsig, M.S.

## Introduction

This attachment is designed to help link the improvement planning terminology to some common logic model terminology and definitions. Logic models are a great tool to help evaluate programs and theories of change and should assist in planning the evaluation of an 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 a CHIP, it is still a good idea to include them and to illustrate how the activities, intervention strategies and objectives can ‘move the needle’ toward some of those bigger changes.

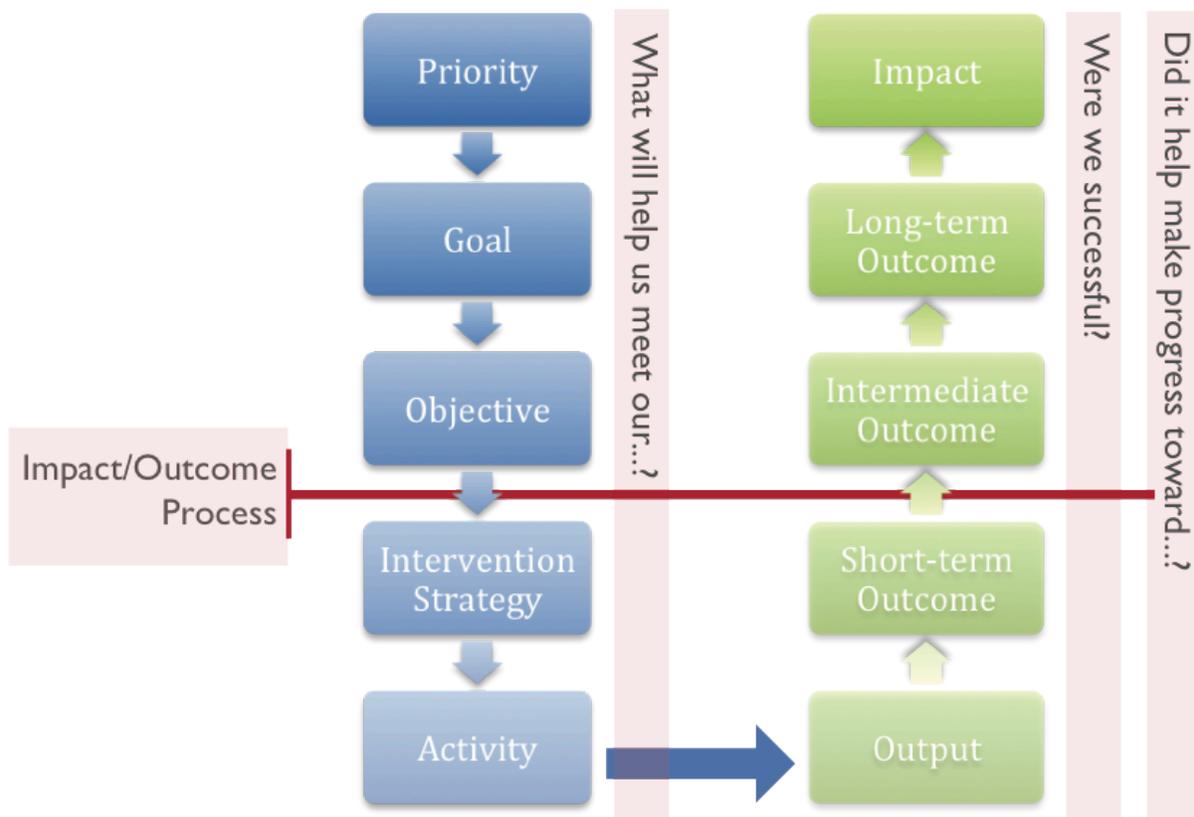


Table I

Definitions of logic model elements and components of an improvement plan.

Element of Plan	Description	Time Frame	Example
Activity/ Action Step	Actions: what, specifically, is done.	Variable, depending on the plan. Usually action steps are individual activities and thus are short-term, but action steps will be planned for the duration of the 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 the activities. Often tangible or countable products.	Immediately after the activities.	Curriculum for classes developed.  Number of teens attending the classes.  Number of educational brochures printed.  Number of radio ads run.
Strategy/ Intervention Strategy	The approach chosen to achieve the goals and objectives. The resources, activities, and outputs necessary to affect the desired outcomes.	Variable, depending on the plan. Usually as long as the duration of the project.	Develop education and awareness efforts regarding the health impacts of sugar-sweetened beverages through increased number of organizations adopting wellness policies.
Outcome/ Outcome Measure	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 of logic model elements and components of an improvement plan.

<p><i>Short-term outcome</i></p>	<p>First, changes that can be detected on the path toward achieving the goals.</p> <p>Usually a reflection of the 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 outcome</i></p>	<p>Change that take longer than short-term outcomes, but does not indicate full achievement of the desired goal.</p> <p>Usually a reflection of the objective.</p> <p>Often related to attitude, skills development and change in behavior, policy, and practice.</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 outcome</i></p>	<p>Final desired change in the community.</p> <p>Usually a reflection of the goals.</p>	<p>Variable, often 7–10 years</p>	<p>Decrease in obesity.</p> <p>Decrease in diabetes.</p>

Table I (continued)

Definitions of logic model elements and components of an improvement plan.

Objective	Statement specifying what the efforts or actions are intended to attain or accomplish in the community. The objective statement is about the measure of change.	Variable, usually a mix of short, intermediate and long-term outcomes.	By 2016, 35 percent of the county's adults are consuming the recommended amount of fruits and vegetables
Goal	Broad target. A projected state of affairs that a person or a system intends to achieve.	Variable, usually the same as long-term outcomes.	Decrease obesity in the county through promoting healthy lifestyles.
Impact	<p>Final effect of <b>the program being evaluated</b>.</p> <p>The impact is portion of the desired change in the long-term outcomes that can be attributed to the intervention of interest (as opposed to other external factors making the change).</p>	Variable, usually the same as long-term outcomes	<p>This program contributed to the decline in obesity between 2005 and 2015.</p> <p>This program decreased diabetes in the intervention group.</p>

Table 2

Relationships among components and results of an improvement plan.

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