Program Logic for good program design

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Program

• Introductions – background
• Program logic – why are you doing what you are doing?
• Basics program evaluation
• Focus groups/interviews
• Surveys and evaluation design
  – Good, Better, Best….
Overview of Program Logic Model (Taken from Kellogg Foundation)

1. Problem or issue – describe the problem that your program addresses
2. What does community needs assessment suggest?
3. What are the desired results of your program?
4. What could influence change in your community?
5. What is the evidence to suggest your approach will work?
6. Assumptions

1. Problem or issue – describe the problem that your program addresses

- Not to be confused with the solution or strategy to fix
  - Often jump and become ‘solution focused’ too quickly
  - Should spend most of your time focusing on problem and need
  - Be a scientist – put emotion aside

- Ask others who might know, have an opinion, likely to have experience of the problem
  - Are there other underlying causes to the problem?
    > A child’s behavioural problem in schools underpinned by family with parental mental illness (i.e. child having to get self to school and no breakfast).
    > Program you run will be very different!
2. Community Needs/Assets

How do you know that there was a need for this program?

– Population data; Govt. Priorities; Hospital/health service statistics and reports; Community meetings/focus groups/surveys; Consumers/carers

What relationships already exist in this community to enhance and support the program?

– Professional groups; Industry; Funders; others to help run program, venues, design help with program, stats people for evaluation, media.....
3a. Desired Results – as Processes

- Number of community members that attend
- Brochure produced and distributed
- Web pages viewed
- Protocols developed

- SMART- Specific, Measurable, Action Oriented, Realistic, Timed
3b. Desired Results – as Impact

- Specific changes in:
  - attitudes, behaviors, knowledge, skills status, level of functioning

- ....as a result of program activities.

**Example** *Change in people’s attitudes to discussing depression with family members, increase in patients seeking early intervention form mental health care professionals.*

- Short term or long term

- **SMART**- Specific, Measurable, Action Oriented, Realistic, Timed
3c. Desired Results – as Outcomes

• Broader changes – organisations, community, or system level changes that might result from program activities, and which might include improved conditions, increased capacity, and/or changes to policies

Example: reduction in the number of children who become adult patients requiring treatment for depression in later life.

• SMART- Specific, Measurable, Action Oriented, Realistic, Timed
4. Influential factors

What could influence change in your community (e.g. protective and/or risk factors)?

• What are the potential barriers and/or supports that might impact on the change that you hope to achieve?

• Do you have support of:
  – Management, other influential staff, government policy, your participants, referral networks/pathways, local professionals with influence, instrumental support
5a. Strategies
What is the evidence to suggest your approach will work?

Why do you believe your program (strategy) will work?
5b. Why it is important to identify program evidence?

• So you don’t have to re-invent the wheel;
• You can learn from others’ mistakes and achievements;
• You don’t waste yours or anyone else’s time;
• Funders like this sort of information;
• More chance that the program will be effective
• Most importantly –more likely your program will impact in positive ways on end users/consumers
5c. Where to find evidence?

- Academic literature
- Grey literature (unpublished material often found on the internet)
- Past evaluation reports
- Government reports
- Statistical data
- Expert wisdom
- Practice wisdom
- Community knowledge and perspectives
- Generate it yourself from program evaluation
For example
The Cochrane Library:
www.thecochranelibrary.com
6. Assumptions

- What beliefs underpin your change strategy and how might they help or hinder?
  - Other beliefs in your community impacting on your strategy?

- What ideals or values underpin your change strategy and how might they help or hinder?
  - Other ideals or values in your community impacting on your strategy?
(1) Problem or issue & (3) Desired result or outcome

• Why is these so important?
  - Clearly defining what your program is trying to change that is driven by needs of your participants

• For Program Evaluation?
  - Drives what questions you ask in focus groups/interviews
  - Drives choice of questionnaires, subscales and items
What will change as a result of your program?

- **You:** Work with partner to define clearly what your program will change in participants

- **Partner:** Make them SMART- Specific, Measurable, Action Oriented, Realistic, Timed
  - Ask could you be more specific?
  - How would you measure that?
  - What actions/behaviours will change – or new actions etc etc etc

- **Write down for them what will change in their program** – no more than 3 main things
Key factors underpinning a strong evidence base are:

- a strong research design to the study
- quality measures used to evaluate the effectiveness
- the findings (evidence) are replicated at a variety of sites with multiple independent researchers
- the findings are maintained over time