



INSTITUTE FOR
PUBLIC
STRATEGIES

Advancing Social Change through Logic Models

Today's
Presenter...

Brenda Simmons

Chief Executive Officer
Institute for Public Strategies

IPS...

A public health agency focused on partnering with communities to create social change.




Why we're here...

To talk about
building logic
models as a
framework for
problem solving.

Public Health
Campaigns

Policy
Advocacy
Efforts

Community
Change
Projects

The background of the slide features a blurred image of colorful wooden blocks in shades of yellow, orange, pink, green, and blue. Two large, semi-transparent circles are overlaid on the image: a yellow one on the left and a light blue one on the right.

Have you ever
created a
logic model?

...do you refer to a
logic model regularly
in your work?

Logic Model

A graphic depiction of HOW you are going to create the change you want to see in the world.

UNDERAGE DRINKING PREVENTION LOGIC MODEL

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BASIC ASSUMPTIONS

- *Underage drinking prevention programs should be data driven*
- *Underage drinking prevention should be integrated with other health prevention efforts*
- *Successful prevention efforts include communities as full partners in decision making with flexibility to develop prevention infrastructure suited to the context*
- *Prevention approaches that address social, physical, and legal environments affect entire populations*
- *Knowledge and skills of cultural awareness and sustainability should be incorporated in all aspects of a prevention framework*

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LONG-TERM OUTCOMES

Reduction in underage drinking

Reduction in injuries and fatalities (harms)

Shift in cultural norms towards challenging underage drinking

Sustainability of efforts through local ownership and resource expansion

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SHORT-TERM & INTERMEDIATE OUTCOMES

Shared vision and plan developed

Increase skills demonstrated by coalition members & community partners

Increased community awareness of problems

Increased willingness to collaborate across issues

Increased data and resource sharing

Increased knowledge of barriers to change

Increased involvement of diverse community groups in implementing initiatives

Increased community support for prevention efforts

Increased participation of residents in policy decision-making process

Improved policy decisions related to underage drinking

Increased adherence to policies related to underage drinking

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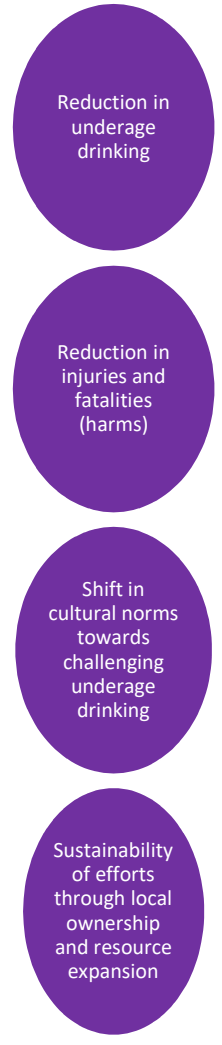
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SHORT & INTERMEDIATE OUTCOMES



LONG-TERM OUTCOMES



INPUTS

- **Data collection**
- **Research**
- **Community organizing**
- **Capacity building**
- **Media advocacy**
- **Spokespersons training**
- **Policy development**
- **Compliance monitoring**

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Existing Partnerships

Training and TA / capacity
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Data TA / monitoring &
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Takeaway #1

Don't be intimidated!



Takeaway #2

State your basic assumptions!

Takeaway #3

Begin with the end!

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and fatalities (harms)

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towards challenging
underage drinking

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through local ownership
and resource expansion

The background of the slide features a close-up, shallow depth-of-field shot of numerous colorful wooden blocks. The blocks are in various colors including yellow, red, green, blue, purple, and orange, and are arranged in a way that suggests they are being built or stacked. The lighting is soft, highlighting the textures of the wood.

Takeaway #4

It's a useful guide, not only for you, but for your partners.



Takeaway #5

Begin with the end!

Thank
You!

Brenda Simmons

Chief Executive Officer, IPS
bsimmons@publicstrategies.org

www.publicstrategies.org

Survey

(Thank you!)



IPS Training and TA:

info@publicstrategies.org



[@VibrantHealthySafeCommunities](https://www.facebook.com/VibrantHealthySafeCommunities)