



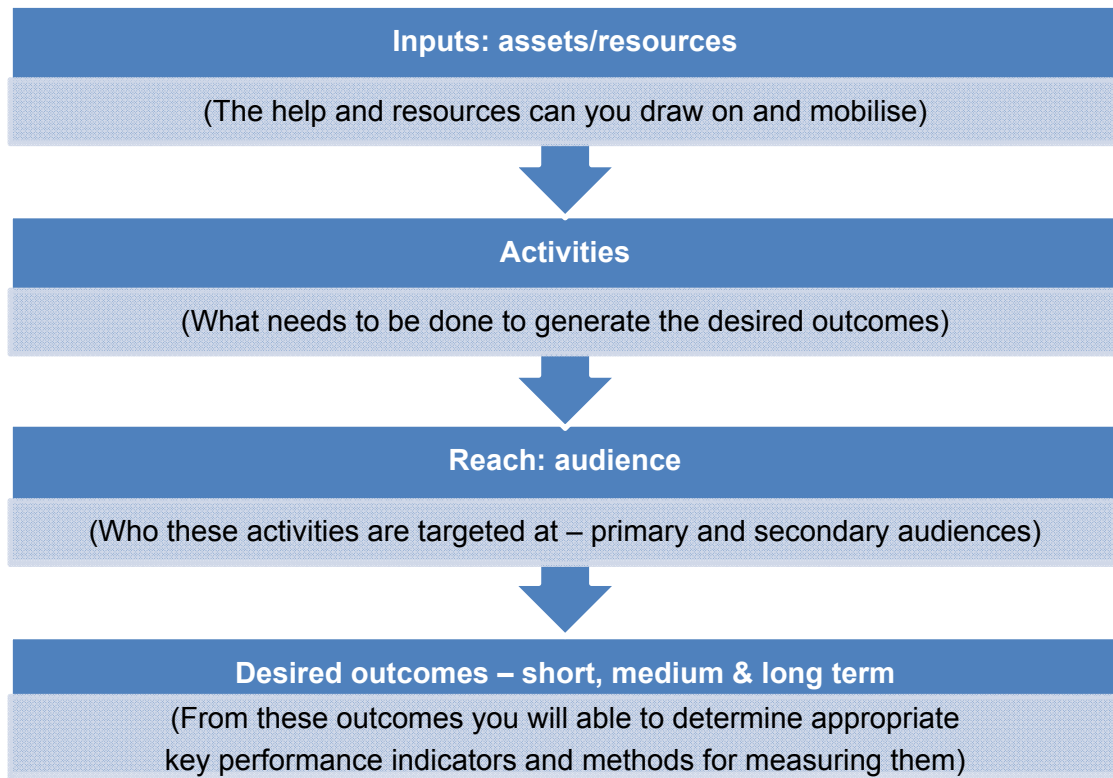
LOGICAL FRAMEWORK EXAMPLE

Purpose

To help build an evaluation framework it is helpful to develop an 'outcomes roadmap' (or logic model). This sets out the underlying logic of your thinking about how the intervention will work to change people's behaviour in different ways over time. The outcomes you identify can then be translated into key performance indicators and appropriate methods of measurement identified.

Logic models convey not only the activities that comprise the intervention, but the link between those components and the outcomes. Over time, evaluation, research, and day to day experiences will deepen the understanding of what does and does not work, and the model will change and develop further.

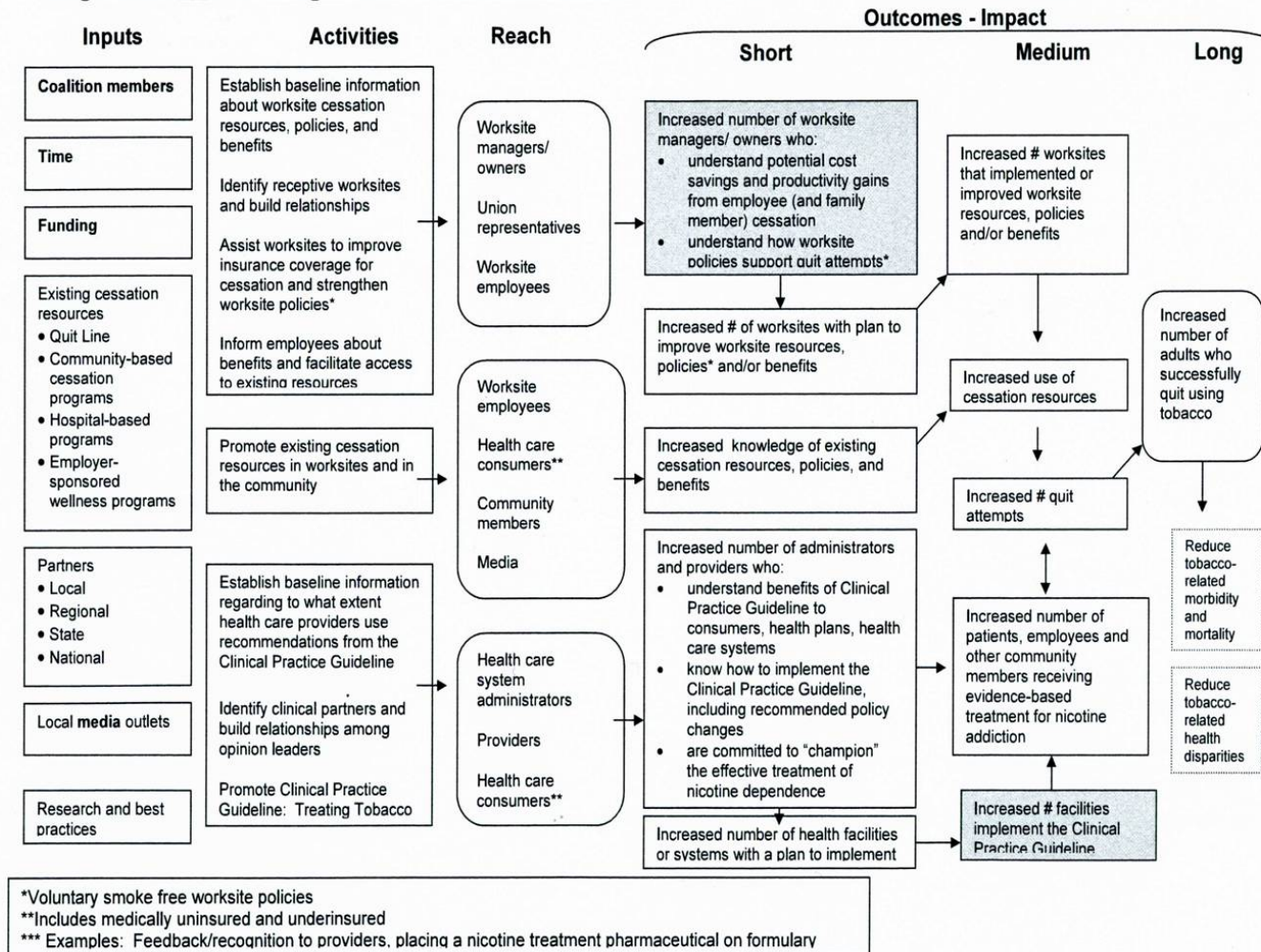
Logic models set out how different parts of your plan work together:



How to use or apply

You can use this example as a basis for developing a logical framework appropriate for your social marketing project.

Logic Model for Treating Tobacco Addiction in Adults



UW-Extension-Cooperative Extension, Local evaluation project. DRAFT, Fall 2003

Source(s)/Reference(s)

- www.thensmc.com
- www.uwex.edu/ces/pdande/evaluation