FRIENDS Evaluation Toolkit and Logic Model Builder

Edi Winkle
FRIENDS IS...

A National Resource Center funded by Administration on Children, Youth and Families, Children’s Bureau to promote the purposes of the Community-Based Child Abuse Prevention (CBCAP) program.
Demonstration

Evaluation Toolkit
http://www.friendsnrc.org/outcome/toolkit/index.htm

Logic Model Builder
www.childwelfare.gov/preventing/developing/toolkit/
Evaluation Toolkit & Logic Model Builder

• help programs identify:

  – Outcomes anticipated by the program
  – Indicators of success
  – Evaluation instruments to measure success
Collaborative Effort

Content
- FRIENDS National Resource Center for Community Based Child Abuse Prevention

Database
- Child Welfare Information Gateway
Evaluation Toolkit and Logic Model Builder

Evaluating the outcomes of prevention and family support programs is critical for program growth and improvement. Programs need to provide convincing evidence that their work makes important differences for the children, families, and communities they serve.

The FRIENDS National Resource Center has developed an Evaluation Toolkit to help prevention programs in their evaluation efforts. The toolkit assists child abuse and neglect prevention, family support, and parenting programs in evaluating their effectiveness in improving outcomes for children and families. Visit the FRIENDS website: Evaluation Toolkit.

One component of the Evaluation Toolkit is the Logic Model Builder for Child Abuse and Neglect Prevention/Family Support Programs. The Logic Model Builder was designed to provide guidance in developing a logic model—that is, a picture of how a program works. Learn more about logic models (PDF - 24 KB). Child Welfare Information Gateway also offers a Logic Model Builder for Postadoption Services Programs.

The Logic Model Builder helps programs identify anticipated outcomes, indicators of success, and evaluation instruments that may be appropriate to measure success. The logic model will help you get started in planning an evaluation of your program.

Enter Logic Model Builder
logic Model Builders

our Logic Model Builders to create logic models for Child Abuse and Neglect Prevention/Family Support and Postadoption Services Programs.

What is a logic model?

A logic model is a map or simple illustration of what you do, why you do it, what you hope to achieve, how you will measure achievement. It includes the anticipated outcomes of your services, indicators of those outcomes, and measurement tools to evaluate the outcomes. If you are unfamiliar with logic models, learn more before continuing.

Logic Model Builder will take you step-by-step through the process of developing a logic model so you can plan program evaluation activities for child abuse and neglect prevention, family support, mentoring, and postadoption services programs. You will then be able to download your logic model to a Word program so you can customize, reformat, or add additional information to your logic model.

Components of this Logic Model Builder are:

- Program Vision
- Population Served
- Population Needs
- Services
- Resources
- Assumptions
- Outcomes

Log In

Don't have an account? Create One.

Email Address*

Password*

Log In

*Case sensitive

Did you forget your password?
**My Logic Models**

The Logic Model Builder will take you step-by-step through the process of developing a logic model so you can plan program evaluation activities for your programs. Each of the steps will ask you to enter information specific to your logic model. Once you have completed all five steps, you will have the opportunity to view and print your logic model.

If your program offers many different services, you may wish to create a separate logic model for each individual service.

Learn more about logic models.

Create a new logic model:

- Child Abuse and Neglect Prevention/Family Support Programs
- Postadoption Services Programs

Continue working on a logic model you started previously:

<table>
<thead>
<tr>
<th>My Prevention/Family Support Programs Logic Models</th>
<th>My Postadoption Services Programs Logic Models</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strengthen Family Relationships</td>
<td>Strengthen Family Relationships</td>
</tr>
<tr>
<td>Supporting Families</td>
<td>Supporting Families</td>
</tr>
<tr>
<td>Edit</td>
<td>Edit</td>
</tr>
<tr>
<td>View</td>
<td>View</td>
</tr>
<tr>
<td>Delete</td>
<td>Delete</td>
</tr>
</tbody>
</table>
Logic Model Builder for Child Abuse and Neglect Prevention/Family Support Programs

Step One: Enter Program Information

You are about to begin building a draft logic model. Once you have completed drafting the logic model, you will have the option to download it into Microsoft Word and edit or modify it as necessary.

Start with basic information about your program and the population you serve. This will help set the stage for developing your logic model.

Each of the fields below provides you with a series of statements or questions to help you enter relevant information about your program. Some examples are also provided. Required fields are marked with an asterisk "*".

You have the option to go directly from Step 1 to Steps 3 and 4, before returning to Step 2. This allows you to select outcomes and indicators before identifying services and is appropriate if you do not have existing services in place or if you are planning to change existing services.

*Program Name
This is the name that you will use to refer to your logic model.

(Do not exceed 10 words)

Strengthen Family Relationships
**Step Two: Enter Services, Assumptions, and Resources**

Each of the fields provides you with a series of statements or questions to help you enter relevant information into the field. Some examples are also provided.

**Services (Sometimes called Outputs, Activities, Objectives)**

Describe the services your participants will receive. If desired, in this section you can identify numbers of participants to receive services and service "dose." Example "25 families will receive 10 home visits."

(Do not exceed 350 words)

- Parent education classes 1 x per week for 8 weeks
- Youth activities 1 x per week for 8 weeks


Please note: There will not be space in your draft logic model to describe specific details of your services. However, those details should be spelled out elsewhere, either in the text of a grant application or in your program's work plan.

**Assumptions/Underlying Theory**

The services you offer should be based on what is known to be effective (evidence-based practice). If you are uncertain of the empirical foundations of your approach, it would be worthwhile to review research related to what works in child abuse prevention programs. Two links below to assist you:

Read more about using theory and research to guide service strategies.

Learn more about what works in preventing child abuse and neglect and strengthening families.

View national registries that describe programs with research to support their effectiveness. Be sure that any program you may select is the right fit with the population you serve, your desired outcomes, and the resources you have available:
Research on What Works in Prevention

Identify resources that evaluate the effectiveness of programs to prevent child abuse and neglect or strengthen families. Search for abstracts of literature and websites from the Child Welfare Information Gateway Library.

Search by either:

- Types of program approaches
- Programs that address specific issues

Emerging Practices in the Prevention of Child Abuse and Neglect
Office on Child Abuse and Neglect, Children's Bureau (2003)
Identifies best practices in the field of child abuse prevention. Provides an overview of child abuse prevention and describes each of the selected programs. (PDF - 2,038 KB)

Family Connections - National Program Replication Project
University of Maryland, Baltimore
**Step Three: Search and Select Outcomes**

Outcomes are changes in attitudes, beliefs, or behaviors that are expected to take place as a result of your services. Outcomes are sometimes called goals, objectives, performance indicators, anticipated results. If you are unfamiliar with outcomes, learn more before continuing.

To continue building your logic model:

- Choose the type of outcome you want for your program. Choose short-term (participant engagement and learning) or intermediate/long-term (participant behavior change).
- Limit the number of outcomes to 3 or 4 for each program or service.
- Select a domain (also known as a construct or category).
- Select all relevant search criteria and then choose the "Search" button below. You can search for an outcome using a combination of any of the fields below.
- Once you have selected all the outcomes you want to achieve for the program, choose "Add Outcomes" and move to the next section to select indicators.

**Note:** You can view the entire menu of Outcomes and Indicators on the FRIENDS website, grouped by Domains and grouped by Protective Factors.

---

**Select an Outcome Type:** Select Short-Term Outcomes (changes in attitude, beliefs, or knowledge) or Intermediate/Long-Term Outcomes (changes in behaviors)

- All Outcome Types
  - All Outcome Types
    - Intermediate/Long Term
    - Short Term
  - All Domains

**Select a Subdomain:**

- All Subdomains

If you don't find a domain that is relevant, then enter a keyword or phrase. **Search For:** Enter keyword or phrase
Limit the number of outcomes to 3 or 4 for each program or service.
Select a domain (also known as a construct or category).
Select all relevant search criteria and then choose the "Search" button below. You can search for an outcome using a combination of any of the fields below.
Once you have selected all the outcomes you want to achieve for the program, choose "Add Outcomes" and move to the next section to select indicators.

**Note:** You can view the entire menu of Outcomes and Indicators on the FRIENDS website, grouped by Domains and grouped by Protective Factors.

**Select an Outcome Type:** Select Short-Term Outcomes (changes in attitude, beliefs, or knowledge) or Intermediate/Long-Term Outcomes (changes in behaviors)

**Select a Domain (also called category or construct):**

**Select a Subdomain:**

If you don't find a domain that is relevant, then enter a keyword or phrase.

**Search For:** Enter keyword or phrase

The outcomes and indicators in this Logic Model Builder are relevant to child abuse and neglect prevention programs, family support, and parenting programs. Additional outcomes will be added to this database over time.
Anticipated Outcomes

Select an outcome by clicking on the checkbox beside it. Once you have selected an outcome, choose "Add Outcomes."

Search again

Your selected search criteria included All Outcome Types, Parenting, and All Sub-Domains

<table>
<thead>
<tr>
<th>Outcome</th>
<th>Outcome Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participants know how to manage child behavior in a nurturing and effective manner (behavior management, discipline).</td>
<td>Short Term</td>
</tr>
<tr>
<td>Participants care for their personal needs.</td>
<td>Intermediate/Long Term</td>
</tr>
<tr>
<td>Families of children with special needs support one another in positive ways.</td>
<td>Intermediate/Long Term</td>
</tr>
<tr>
<td>Participants understand typical development.</td>
<td>Short Term</td>
</tr>
<tr>
<td>Participants foster optimal cognitive, academic, and literacy development.</td>
<td>Intermediate/Long Term</td>
</tr>
<tr>
<td>Participants develop healthy relationships with peers.</td>
<td>Intermediate/Long Term</td>
</tr>
<tr>
<td>Participants begin their postsecondary education.</td>
<td>Intermediate/Long Term</td>
</tr>
<tr>
<td>Participants understand the dynamics of their children's challenging behaviors.</td>
<td>Short Term</td>
</tr>
<tr>
<td>Children use prosocial behaviors to communicate and to get their needs met.</td>
<td>Intermediate/Long Term</td>
</tr>
<tr>
<td>Participants know when their emotions interfere with their ability to parent well.</td>
<td>Short Term</td>
</tr>
<tr>
<td>Participants know how to access formal support systems in their communities.</td>
<td>Short Term</td>
</tr>
<tr>
<td>Participants know how to prevent a repeat pregnancy.</td>
<td>Short Term</td>
</tr>
<tr>
<td>Participants know how to develop healthy relationships with peers.</td>
<td>Short Term</td>
</tr>
<tr>
<td>Participants are prepared to complete their secondary education.</td>
<td>Short Term</td>
</tr>
<tr>
<td>Participants are prepared to begin a postsecondary education.</td>
<td>Short Term</td>
</tr>
<tr>
<td>Couples know skills and behaviors that support a healthy marriage/relationship or other coparenting relationship.</td>
<td>Short Term</td>
</tr>
</tbody>
</table>
Step Four: Select Indicators

Indicators answer the question, "What would I see or hear that would tell me that an outcome was being achieved?" Indicators are sometimes called performance indicators, performance milestones, or performance measures. If you are unfamiliar with indicators, learn more before continuing.

To continue building your logic model:

- Select indicators below. It is desirable to limit your indicators to no more than 3 or 4 per outcome.
- Select an indicator by clicking the checkbox beside it.
- Once you have selected all of the indicators you want to add to this logic model, choose "Save and Continue."
- If you want to add additional outcomes to your logic model, choose "Select More Outcomes" below.

Participants understand how to foster their children’s optimal developmental achievement.

Select Indicators

- Participants identify developmentally appropriate activities and materials appropriate for fostering cognitive development.
- Participants identify developmentally appropriate activities and materials appropriate for fostering physical development.
- Participants identify developmentally appropriate activities and materials appropriate for fostering language and literacy development.
- Participants provide developmentally appropriate activities that foster social/emotional development.
- Participants describe a daily routine that provides their infants or children with ample time for rest, nourishment, and play.
- Participants correctly identify their children's verbal and nonverbal cues.
- Participants correctly identify appropriate responses to their children's verbal and nonverbal cues.

Participants care for their personal needs.
Note: View all of the annotated tools on the FRIENDS website. If you cannot find a measurement that is appropriate for intended indicators, you may need to develop your own tools. Read more about developing your own rating scales.

Participators understand how to foster their children’s optimal developmental achievement.

Selected Indicators

- Participants identify developmentally appropriate activities and materials appropriate for fostering language and literacy development.
- Participants correctly identify their children’s verbal and nonverbal cues.

Select Tools

- Resiliency Scales for Children & Adolescents - A Profile of Personal Strengths (RSCA)
- Parent-Child Relationship Inventory
- Family Assessment Form
- Child Abuse Potential Inventory
- Keys to Interactive Parenting Scale (KIPS)
- Hawaii Early Learning Profile (HELP) Checklist
- Home Observation for Measurement of the Environment (HOME) Inventory
- NCAST Parent-Child Interaction Scales
- North Carolina Family Assessment Scale-General (NCFAS-G)

If you know the name of your preferred evaluation tool, please enter it in the field below and choose ‘Save’ to add it to the measurement tools list. To edit or delete an outcome, click on ‘Delete This Outcome’.
Participants understand typical development.

<table>
<thead>
<tr>
<th>Selected Indicators</th>
<th>Select Tools</th>
</tr>
</thead>
<tbody>
<tr>
<td>There are no selected indicators for this outcome.</td>
<td>Ressiliency Scales for Children &amp; Adolescents - A Profile of Personal Strengths (RSCA)</td>
</tr>
<tr>
<td></td>
<td>Parent-Child Relationship Inventory</td>
</tr>
<tr>
<td></td>
<td>Beck Youth Inventories (Second Edition)</td>
</tr>
<tr>
<td></td>
<td>Vanderbilt Assessment Scales</td>
</tr>
<tr>
<td></td>
<td>Bayley Scales of Infant Development-2nd Edition (BSID-II)</td>
</tr>
<tr>
<td></td>
<td>Hawaii Early Learning Profile (HELP) Checklist</td>
</tr>
<tr>
<td></td>
<td>Knowledge of Infant Development Inventory (KIDI)</td>
</tr>
<tr>
<td></td>
<td>Protective Factors Survey (PFS)</td>
</tr>
<tr>
<td></td>
<td>North Carolina Family Assessment Scale-General (NCFAS-G)</td>
</tr>
</tbody>
</table>

If you know the name of your preferred evaluation tool, please enter it in the field below and choose 'Save' to add it to the measurement tools list. To edit or delete tools that you have added, make the edits or delete the text in the field below and choose 'Save' to save the changes.

(Do not exceed 25 words)

Save

View Logic Model
Select More Outcomes
Step Six: View Logic Model

Congratulations! You have created a first draft of a logic model. You can use this draft to further plan your program evaluation activities. You will need to make edits to your logic model, finalize plans on using identified evaluation tools, and consult with consumers and colleagues about your plan.

Additional guidance on implementing your evaluation plan can be found in the Evaluation Toolkit.

The logic model you created can be viewed below or downloaded to a Microsoft Word document so you can customize, reformat, or add additional information to your logic model.

Download and save your draft logic model to a Microsoft Word document to begin editing. Choose “Save” when asked in the pop-up window, “Do you want to open or save this file?”

Program Name: Strengthen Family Relationships

Program Vision: Families do not have conflicts.

Population Served: Families in Tulsa county that have children under age 12.

Population Needs to be Addressed by Services: Increase in law enforcement involvement in families of the younger children.

Services: Parent education classes 1x per week for 8 weeks Youth activities 1x per week for 8 weeks
Your **DRAFT** Logic Model begins on the following page.

Please read this message before continuing:

- The logic model you developed through the Logic Model Builder is a **draft** for internal planning purposes only.

- This draft should not be used as your final logic model without further editing and formatting. This is especially true if you plan to submit it as part of a grant application. Funders often require different formats for their logic models, and you should format yours to fit their requirements.

- If you are submitting a logic model as part of a grant application, try to limit it to one page. Carefully review your selected outcomes and indicators, and narrow them down to the **most important ones** to be targeted by your services. Tailor the wording to fit your program. A multiple-page logic model is quite reasonable for internal planning purposes but may not be appropriate for a grant application.

- Identify your outcomes as Short-Term, Intermediate, or Long-Term.

- Many Requests for Proposals (RFPs) do not require that you identify measurement tools in your logic model. If you keep measurement tools in your finished logic model, carefully review the appropriateness of those you have chosen. It may not be realistic to choose more than one or two tools.
# Draft Logic Model

**Program Name:** Strengthen Family Relationships  
**Program Vision:** Families do not have conflicts.

**Population Served:** Families in Tulsa county that have children under age 12.

**Population Needs to be Addressed by Services:** Increase in law enforcement involvement in families of the younger children.

<table>
<thead>
<tr>
<th>Outcomes</th>
<th>Indicators</th>
<th>Measurement</th>
<th><strong>Services</strong></th>
<th>Resources</th>
</tr>
</thead>
</table>
| Participants understand how to foster their children’s optimal development and achievement. | ● Participants identify developmentally appropriate activities and materials appropriate for fostering language and literacy development.  
   ● Participants correctly identify their children’s verbal and nonverbal cues. | ● Parent-Child Relationship Inventory                                   | Parent education classes 1 x per week for 8 weeks Youth activities 1 x per week for 8 weeks | meeting space, recreation tools (basketballs, wrestling mats), copy paper, pencils, facilitator |
| Participants care for their personal needs.                              | ● No Indicators Selected                                                  | ● No Tools Selected                                        |                                                                             |                                               |
| Families of children with special needs support one another in positive ways. | ● No Indicators Selected                                                  | ● No Tools Selected                                        |                                                                             |                                               |
Contact Information

Edi Winkle
ediwinkle@windstream.net