

Logic Model Use for Breast Health in Rural Communities

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Purpose/Objectives: To describe the use of a logic model methodology in the development, implementation, and evaluation of a regionally based cancer health network.

Data Sources: Published articles; online references; published reports from government, state, and private organizations; and regional breast health project results.

Data Synthesis: Through the use of the logic model, the program objectives and outcomes were identified and actualized.

Conclusions: The logic model served as a framework for developing the key components of the program: infrastructure, implementation, and sustainability. Supportive structures, such as the timeline, process evaluation, and outcome evaluation plan, enhanced the use of the logic model by adding clarity to program development and program evaluation.

Implications for Nursing: Nurses, particularly advanced practice nurses and nurse managers, play a key role in leading program development. A logic model can be used to guide program development, implementation, and evaluation. It serves as an excellent framework for developing a program that integrates service, practice, and research.

Key Points . . .

- A logic model is a systematic and visual way to present and share an understanding of the relationships among the resources necessary to operate a program, the activities needed to run a program, and the changes or outcomes to be achieved through the program.
- A logic model can provide a format for developing a comprehensive program, identifying a service need, or outlining a trajectory for related research.
- The addition of supportive structures, such as a timeline, process evaluation, and outcome evaluation plan, enhances the use of a logic model.

A logic model is a useful guide to nurses for program planning and development. Nurses, particularly advanced practice nurses (APNs) and managers, often have program planning as a component of their role. The program planning process can take on a variety of facets, ranging from conceptualization through evaluation. Although use of a logic model is not unfamiliar to community and public health practitioners, its use by nurses has been somewhat limited. The authors chose to use a logic model to guide their planning as they created a regionally based cancer health network.

Background

A logic model is a systematic and visual way to present and share an understanding of the relationships among the resources necessary to operate a program, the activities needed to run a program, and the changes or outcomes to be achieved through the program. A logic model is a conceptual map. It is useful in clearly outlining the necessary components of a program, including the relationships among the program goals, objectives, activities, and measurable outcomes. The model clearly shows how a program is structured and is an easy tool to use for communicating to stakeholders. By using a logic model, a program planner can develop the “big picture” and then systematically add specific details.

Logic models have been used widely in public health, health promotion, and educational program development. Examples include smoking cessation programs, weight loss programs, managed community health clinics, cardiovascular health pro-

motion programs, and women’s clinics (Dykeman, MacIntosh, Seaman, & Davidson, 2003; Letts & Dunal, 1995; Moyer, Verhovsek, & Wilson, 1997). One benefit of a logic model is that it easily serves as a framework for monitoring program implementation and program evaluation (Dykeman et al.). A logic model depicts the key components of a program, including desired outcomes. Therefore, evaluation can be linked directly to each aspect of the program. Other benefits of such a model include providing a format for developing a comprehensive program, identifying a service need, or outlining a trajectory for research related to either the program or service activity.

A common schemata for a logic model is depicted in Figure 1. Note that the model is displayed in a flowchart format and that the key components include

- Define the problem.
- Identify the intervention.
- State the goal.
- Outline key objectives.
- Determine desired outcomes.

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