

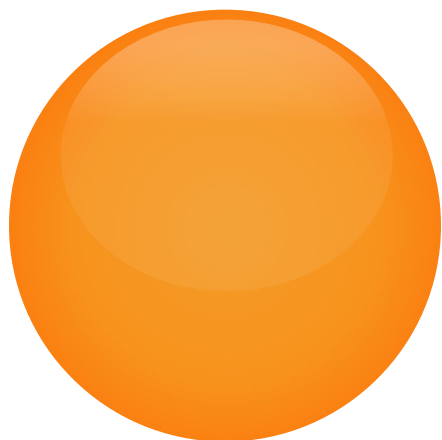




introducing

Logic Model Development





STEPPING UP

Physical Activity Strategy for the Halifax Region

Sarah MacKeigan, Project Lead



The Partnership



Capital Health



- Director, Community Health
- Community Health & Epidemiology
- General Manager, Community Recreation Services
- Area Coordinator, Community Recreation Services
- Coordinator, Education Quality and Accountability
- Director, Health Promotion, Policy & Research
- Executive Director, Primary Health Care
- Regional Representative, Physical Activity, Sport & Recreation



STEPPING UP

Physical Activity Strategy for the Halifax Region

- Over 60 action steps organized in to 4 Goal areas:
 - Awareness and Commitment
 - Supportive Environments
 - Community Built & Natural Environments
 - Leadership and Accountability



Evaluation

- If you don't measure results, you can't tell success from failure
- If you can't see success, you can't learn from it
- If you can't recognize failure, you can't correct it

Logic Model: what are you doing and what do you hope to achieve?

Benefits

- High level illustration
- Relationship between strategy actions, outputs, and outcomes
- Describes the essence of a program/ initiative
- Manages expectations
- Basis for monitoring, evaluation, reporting and accountability
- Funding

Logic Model: what are you doing and what do you hope to achieve?

How we did it: Logic Model process



"It may be a model, Captain, but it's highly illogical."



Project Management Office

Governance Structure



Logic Model Development

1. Start with the end in mind – what do you want to achieve in the long-term
 - A. What are do we want to achieve when we are successful?
 - B. Long term goals = Components
 - C. Objectives = Actions
 - D. Audience = who trying to reach with actions

Our Process:

- Evaluation proposal
- R&E review of proposal
- What do we want to measure?
 - Committee engagement, priorities & action plans
- Several versions of the model were created, reviewed, and edited



- Expertise
- Committees with specific roles: R&E
- Organized strategy:
 - Specific goal areas
 - Objectives
 - Action steps
 - Priorities

- Balance between long-term and current priorities
- Action step language
- Communication and speaking the same PA language
- Action/Operational plans
- Opportunities for Research



- Important to do!
- Expertise
- Resources
- Get organized before you start and start early
- Don't get stuck in the "how"
- SMART goals
- Monitoring and evaluating success are separate but both important





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Physical Activity Strategy for the Halifax Region

Thank You.
?Questions?

