



HEALTH

# **Session 1: Developing Goals, Objectives, and Logic Models to Prepare for an Evaluation**

**National Summit on Military and Veteran  
Peer Programs: Advancing Best Practices**

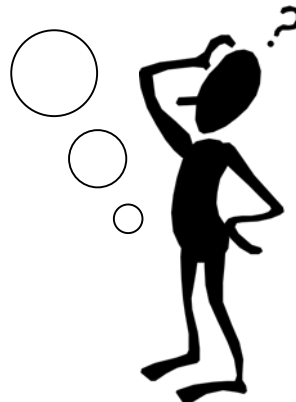
**November 3, 2016**

# The 10 GTO steps support delivering quality programs



## GTO Step 2 Goals

*What are our goals  
and desired outcomes  
for Project CHOICE?*



# ***Why do goals and desired outcomes matter?***

- They are the only way to know whether you are making a difference for the people in your program
- They enable you to tell your stakeholders what you are trying to do and how well it is going
- Specifying the changes you expect and the target population helps to inform what types of programming you should select to implement
- Goals and desired outcomes identify the outcome data you will need in the evaluation

*Logic models show the roadmap  
to outcomes and contain  
the building blocks  
for creating a value story*

# What is the value of logic models?

- Show the relationships between needs, goals and desired outcomes, program activities, and results (outcomes)
- Help you tell a compelling story (“create a value case”) of how your peer program is addressing a public health problem stakeholders care about
- Will help you identify, test, and implement program improvements
- Visually represent a roadmap for GTO steps

# ***Logic models visually map the route from Needs → Program Activities → Outcomes***

- A logic model is a flow chart
- It allows you to clarify assumptions about how each step builds on the preceding until the desired outcome is reached
- It lets you see whether there are any gaps in the logic
- Each box of the model becomes a building block

# ***GTO Step 1: Needs and resources are required to inform logic model***

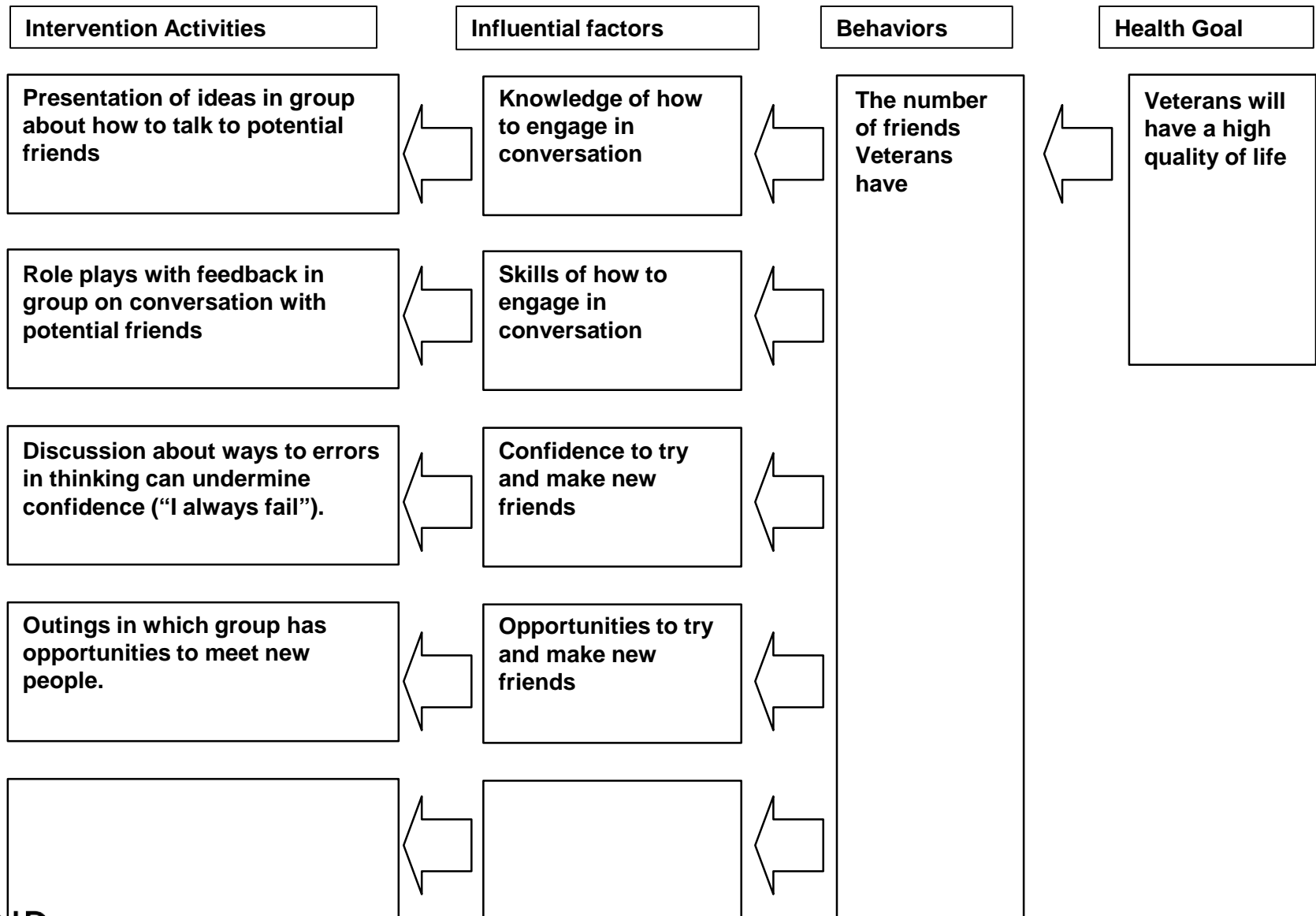
- Shared knowledge about the level of the problem to be addressed (e.g., How many friends do Veterans with SMI have?)
- Identification of risk factors so that you can target resources (e.g., Do Veterans with SMI lack skills? Knowledge? Opportunity?)
- Examples of evidence for program effects to help set reasonable goals and objectives (e.g., What has other peer programs achieved?)



# *A health goal is a broad statement*

- It represents the overall impact you would like to achieve through your program. Ask...
  - What is your peer program designed to do?
  - What are we trying to accomplish with your program?
    - Increase knowledge
    - Change beliefs
    - Provide skills
    - Change behavior
  - What results should we expect given where we are starting from?
- Write down your broad statements and ideas

# How to make a logic model



# ***A desired outcome is a way to make goals more specific***

## **GTO uses “S-M-A-R-T” desired outcomes**

### **SPECIFIC**

- Concrete changes in the participants
- Answers the question, "Does the desired outcome statement clearly specify what will change?"

### **MEASURABLE**

- The amount of change
- Answers the question, "Does the desired outcomes statement state how much change is expected?"

### **ACHIEVABLE**

- Should makes logical sense given the needs and goals identified and what a particular program can achieve
- Answers the question, "Does the desired outcome statement make sense in terms of what the program is attempting to accomplish?"

### **REALISTIC**

- Can change be met with available resources and plans for implementation?
- Answers the question, "Is the desired outcome realistic given available resources and experience?"

### **TIME-BASED**

- The time within which the desired outcome will be achieved
- Answers the question, "Does the desired outcome statement specify when desired results will be achieved?"

# ***GTO has a tool to help***



## SMART DESIRED OUTCOMES TOOL

Completed by

Date

BEHAVIOR OR INFLUENTIAL FACTOR

SMART DESIRED OUTCOME STATEMENT

### SMART Checklist

S

M

A

R

T

# ***GTO has a tool to help***



## SMART DESIRED OUTCOMES TOOL

Completed by

Date

### BEHAVIOR OR INFLUENTIAL FACTOR

### SMART DESIRED OUTCOME STATMENT

Having friends, social isolation

#### SMART Checklist

S

Decreased social isolation among participants

M

25% from pre to post surveys

A

Less social isolation is in line with program goals

R

25% reductions has been found before

T

By the completion of the program

**At the completion of the program, participants' social isolation will have decreased by 25% from pre- to post-surveys.**

# ***Logic Model Tool Instructions***

- 1. Work as a group, and have copies for everyone**
- 2. You will need a logic model for each goal you identify**
- 3. Use your Step 1 (Needs and Resources) tools**
- 4. Start at the right, and identify your goal. This is a statement about broad change or impact you hope to achieve.**
- 5. Moving left, identify behaviors that directly affect your goal. For example, eating affects a weight loss goal.**

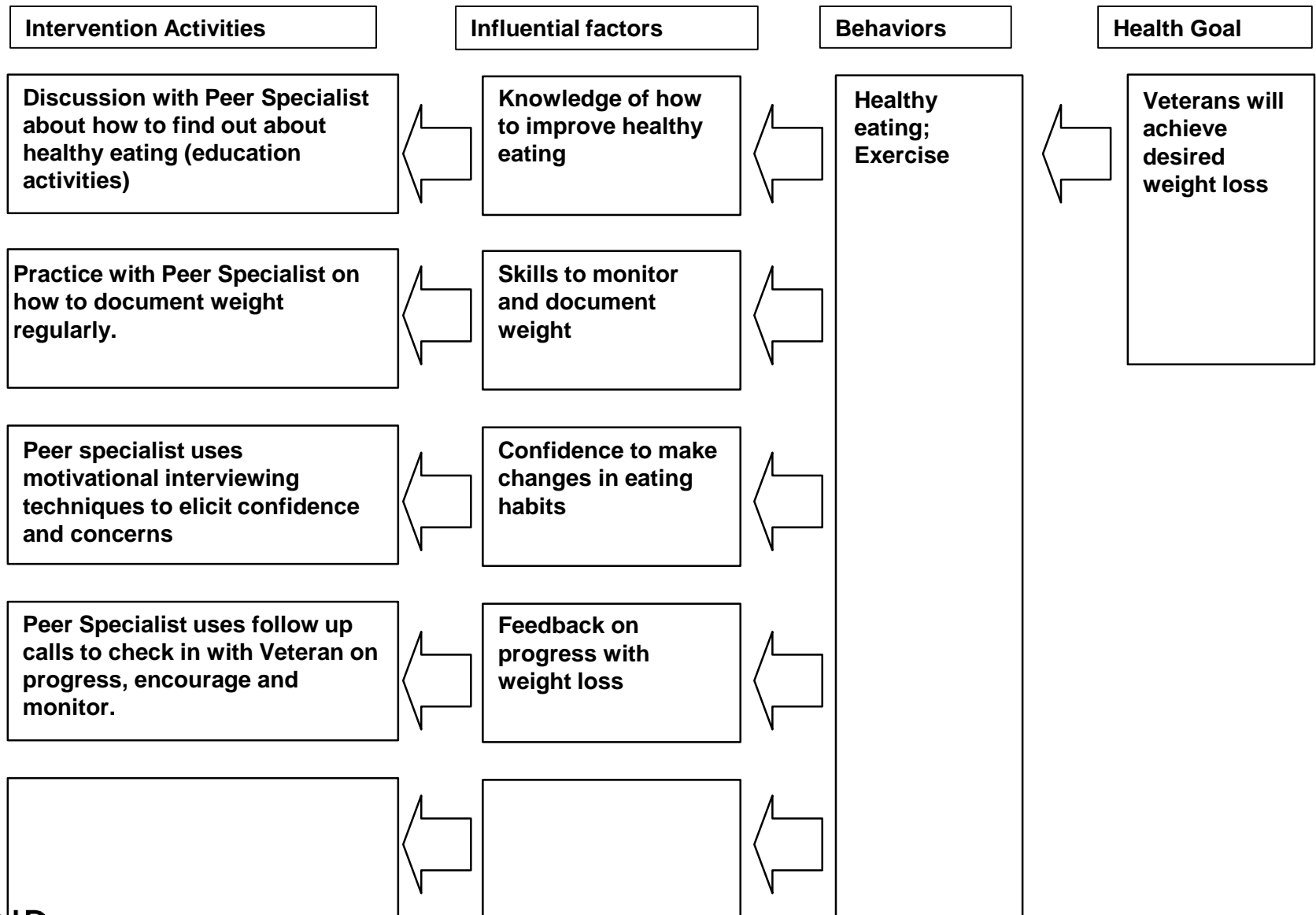
# ***Logic Model Tool Instructions***

**6. Next, identify and write down the factors that have a strong influence on the behavior. Consider what factors influence eating?**

**7. Now define activities that correspond and address each of the influential factors you have identified.**

**Let's try an example:**

# Veteran weight loss logic model





# ***What kind of SMART desired outcomes can we develop?***

- **Specific: How much weight loss (% of body weight?)**
- **Measurable: Weekly weight measured**
- **Achievable: Based on Veteran's own input**
- **Realistic: Based on similar program outcomes**
- **Time based: At conclusion of program**

# *GTO has a tool to help*



## SMART DESIRED OUTCOMES TOOL

Completed by

Date

### BEHAVIOR OR INFLUENTIAL FACTOR

Having friends, social isolation

#### SMART Checklist

S

Personalized weight loss goals for each individual

M

80% meet their individual weight goal

A

Veteran involvement in setting the goal improves achievability

R

Other programs have achieved an 80% goal with personalized plans

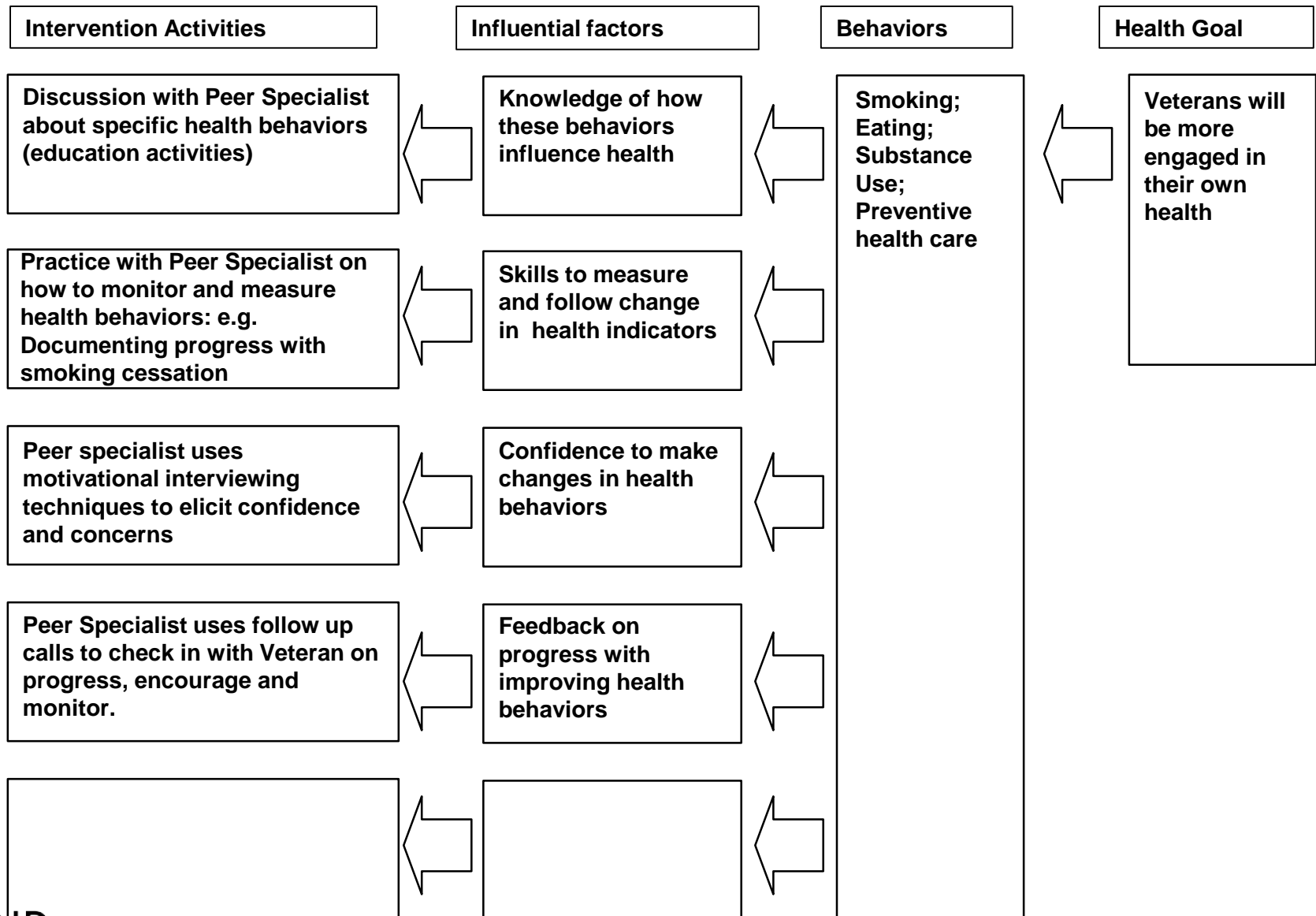
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By the completion of the program

### SMART DESIRED OUTCOME STATEMENT

**At the completion, 80% of participants will have accomplished their personal weight loss goal for the program.**

# Broader level logic model



## ***Exercise: Try it yourself!***

- **You can work individually or with a small group; people from the same peer program may want to work together.**
- **Try filling out the logic model for a goal relevant to your own program.**
- **Use the logic model to write down a SMART Desired Outcome for your program.**
- **We will circulate and answer questions and offer suggestions.**
- **If you are not involved in a specific program, ask for our case example.**

# ***Questions, answers and reflection***

- **How was your experience?**
- **What challenges did you face writing the logic model?**
- **What challenges did you face in creating the SMART Desired Outcome?**
- **How does this work lead you to think about evaluation of your program?**

***Thank you!***

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