



# Logic Models: The Road Map to Success

NCA Supplemental Webinar  
**CADCA Trainer: Kristina Clark**



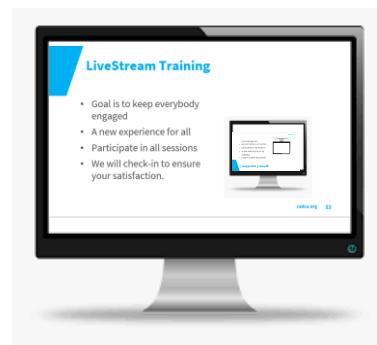
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## On-line Training

- Goal is to keep everybody engaged.
- We will check-in to ensure your satisfaction and field questions.



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## Objectives

- Learn how to review and revise logic models for maximum impact
- Engage in mapping strategy activities
- Learn tips about how to intentionally layer strategies for greater impact

**Why are you here today?**

**What are the biggest barriers you are facing?**

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## CADCA's SPF Milestones



- Based on CADCA's Skills and Processes for the SPF
- Provides specific steps for implementing the SPF
- Provide a reference for assessing a coalition's efforts
- Complement CADCA's existing training and resources

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# CADCA's Coalition Skills and Processes for the Strategic Prevention Framework

**Community Assessment**

1. Define & Describe the Community
2. Collect Needs & Resource Data
3. Conduct a Problem Analysis for each substance
4. Create a Logic Model for each substance
5. Update community assessment as needed

**Build Coalition Capacity**

1. Build Coalition Membership
2. Develop Coalition Structure
3. Cultivate Leadership
4. Identify training opportunities

**Evaluation**

1. Confirm Data on the Logic Model
2. Document Your Coalitions' Work
3. Tell Your Coalition's Story
4. Develop data collection plan

**Sustainability & Cultural Competence**

**Implementation**

1. Prioritize Strategies and Action Plans
2. Obtain Resources
3. Implement Action Plans
4. Ensure Implementation Fidelity

**Strategic & Action Planning**

1. Create a Vision & Mission
2. Write "SMART" Objectives
3. Plan Comprehensive Strategies for prioritized local conditions(s)
4. Develop Action Plans for each substance's prioritized local conditions and strategies

**\*Sustainability**

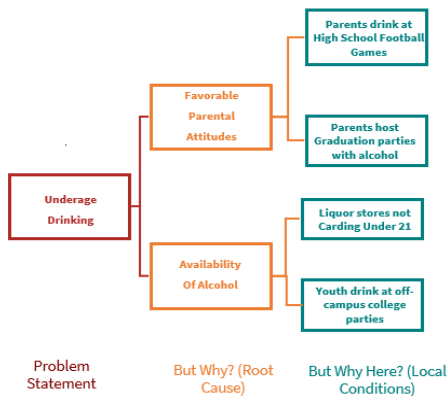
1. Engage Volunteers and Partners
2. Build a Credible Process
3. Ensure Relevancy
4. Create a Sustainability Plan

**\*Cultural Competence**

1. Commit to Cultural Competence
2. Identify Culture & Diversity in the Community
3. Build Cultural Competence Throughout the SPF
4. Recruit members to represent the culture and diversity in the community

## National Coalition Academy

## The Road Map: Logic Model



## Creating a Logic Model

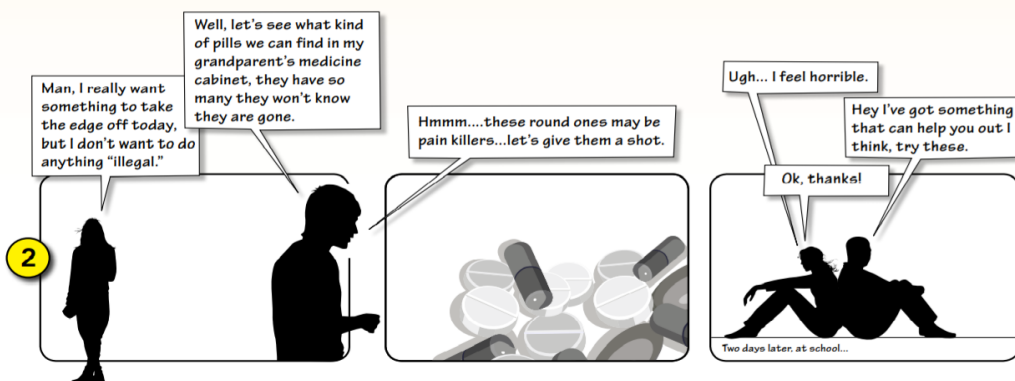


### Criteria for moving from Problem Analysis to a Logic Model:

1. Based on local data
2. Root Causes are guided by Prevention Science
3. Local conditions are specific, identifiable and actionable
4. The logic model will be consistent with community experience and expectations

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## Breaking Down the Big Picture

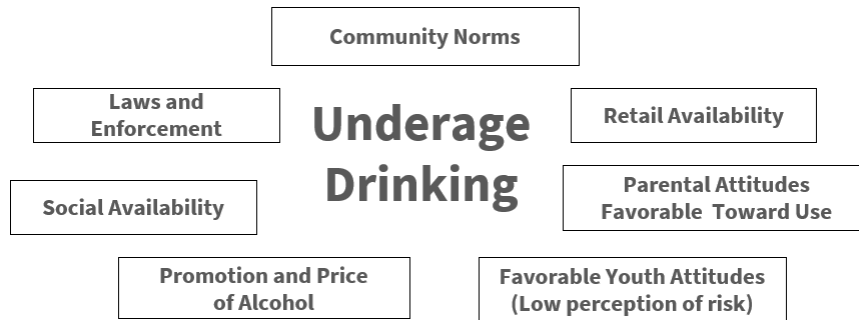


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## Breaking Down the Big Picture

What is the drug of choice? —————> **Problem Statement**

What are the are the two main issues/openings to use? —————> **Root Cause**



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## Breaking Down the Big Picture

What is the drug of choice? —————> **Problem Statement**

What are the are the two main issues/openings to use? —————> **Root Cause**

How are the youth using? Where? When? With who? —————> **Local Conditions**

**Drug of Choice:** Prescription Drugs

**Two Main Issues:** Availability and Youth Favorable Attitudes

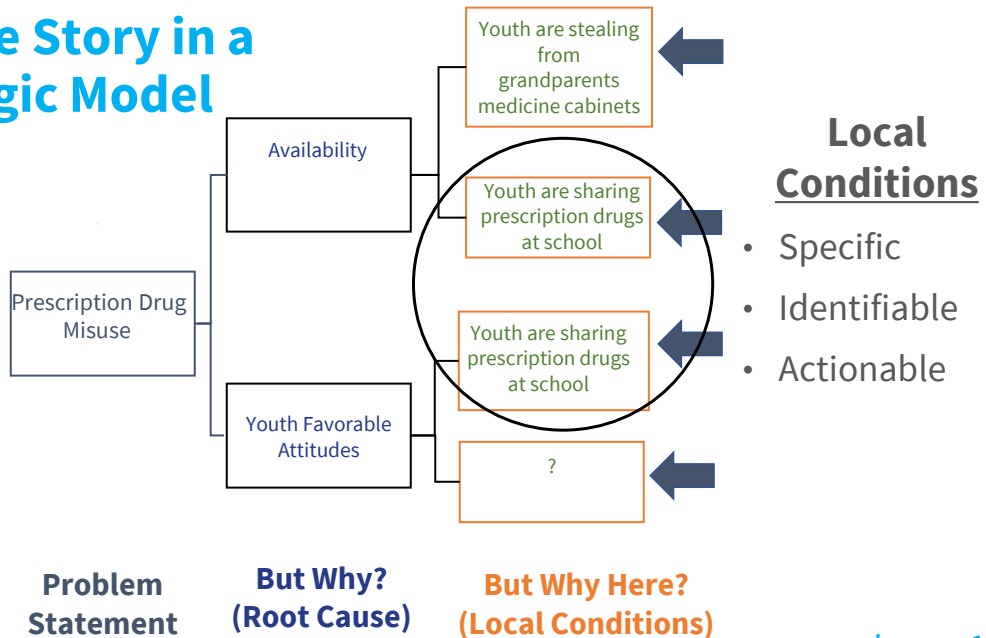
**What does it look like?:**

Youth are stealing prescription drugs from grandparent medicine cabinets

Youth are sharing prescription drugs with friends at school

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## The Story in a Logic Model



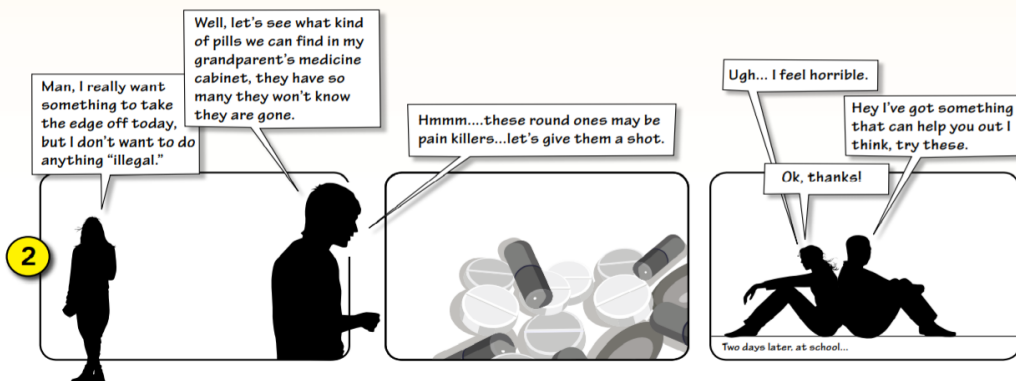
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## But it fits with both...

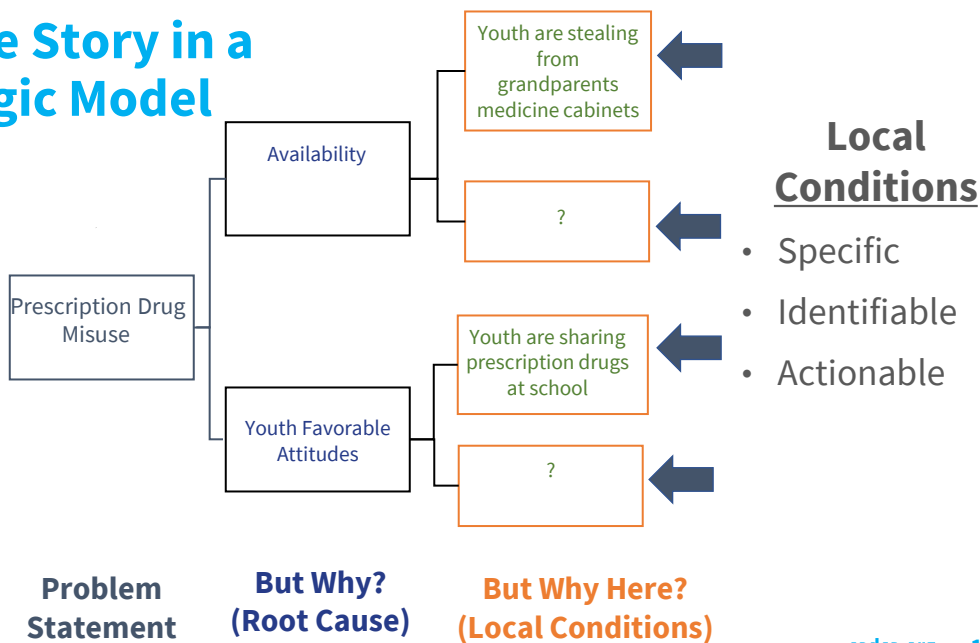
- Bring it back to the data
  - Does data show low perception of harm or high favorable attitudes?
  - Does data illustrate sharing as first source of availability?
  - Why are they sharing?
- Biggest Impact
  - Community concern higher
  - More capacity to create change

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# Local Condition – Best Fit

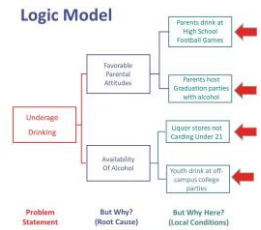


## The Story in a Logic Model



# Local Conditions – “But Why Here?”

- **Specific** – is it a behavior or condition that is observable?
- **Identifiable** – Does it occur enough to be measured?
- **Actionable** – Can strategies be implemented that will change the behavior or condition?

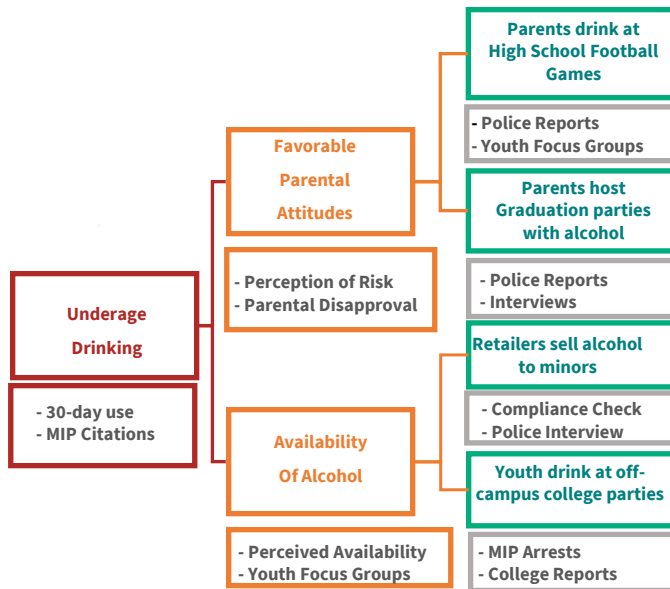


## But Where? But When? But What Occasions?

*Engagement Tip: Provide coalition members with key data points and ask them to draw what this looks like in your community. Don't have the data yet or a good grasp on the local condition provide the problem and root cause data. You might just uncover what you need.*

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# Adding Data to the Logic Model



### Considerations:

- 2 pieces of data for each element
- Include quantitative and qualitative data
- Must be able to collect the same data multiple times
- Data must include measure, data, source and date

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## Critiquing a Logic Model

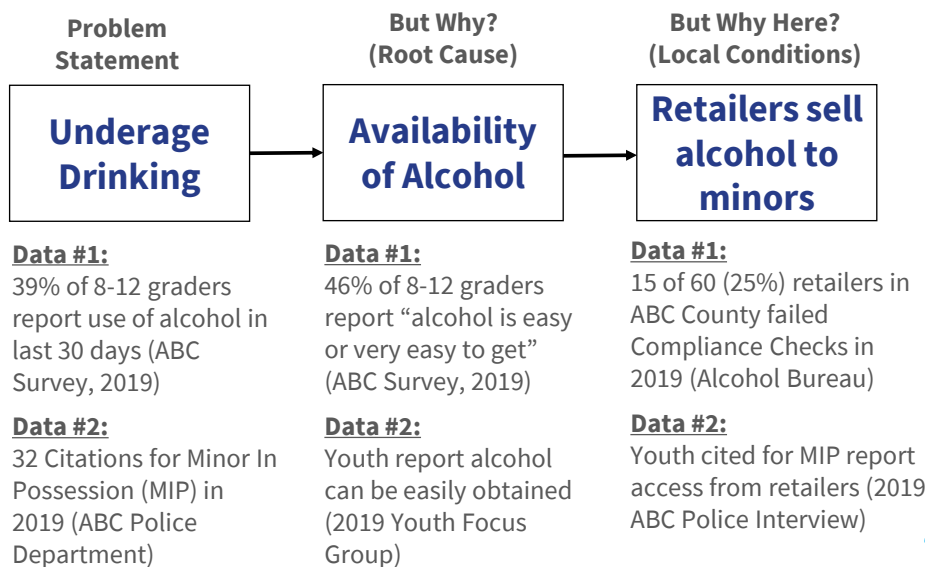
**Criteria** for critiquing a logic model includes:

1. Data included for problem, root causes and local conditions
2. Local conditions are specific, identifiable and actionable
3. Line logic (right to left)
4. Reflects community conditions and concerns



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## Critiquing a Line of Logic

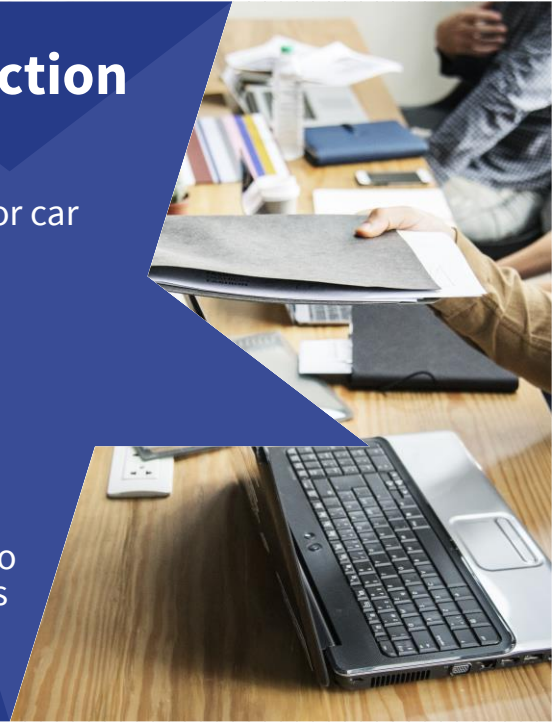


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# Logic Models: Data Collection and COVID-19

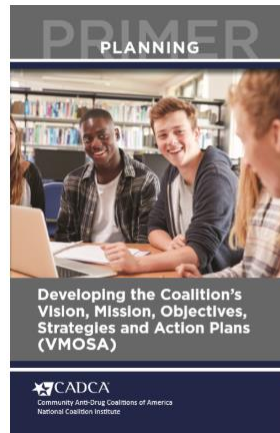
- Environmental Scans – Social media or car
- Archival Data Collection
- Listening Sessions
- Coffee Talks/Story Drives
- Shared Drives/Google Docs
- Mural, Padlet, etc.

Think short but powerful opportunities to engage coalition members in the process



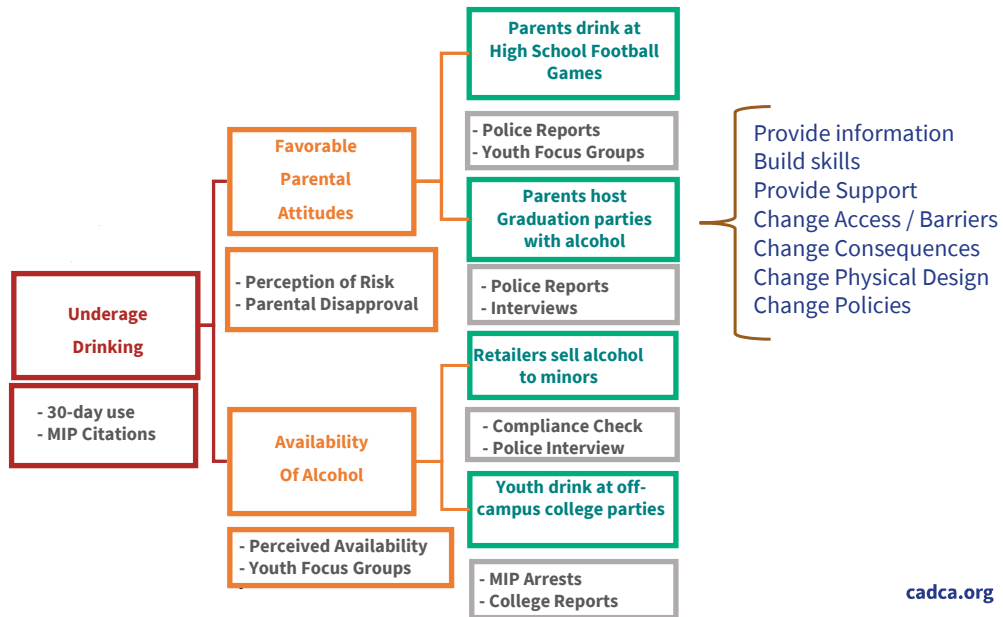
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## Mapping Comprehensive Strategies



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## Comprehensive Strategies



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## A Layered Approach for Maximum Impact

- Drink more water
- Eat nutrient dense foods
- Exercise
- Stand more
- Learn new recipes and workouts
- No eating after 8 pm
- Quality sleep
- Meditation
- Daily routine changes



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## A Layered and Coordinated Approach for Maximum Impact



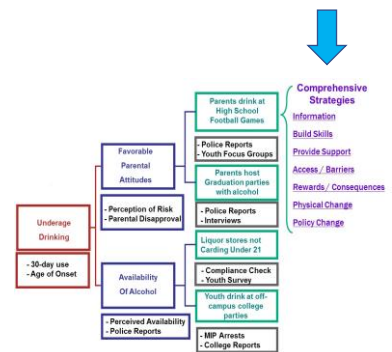
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## Strategies

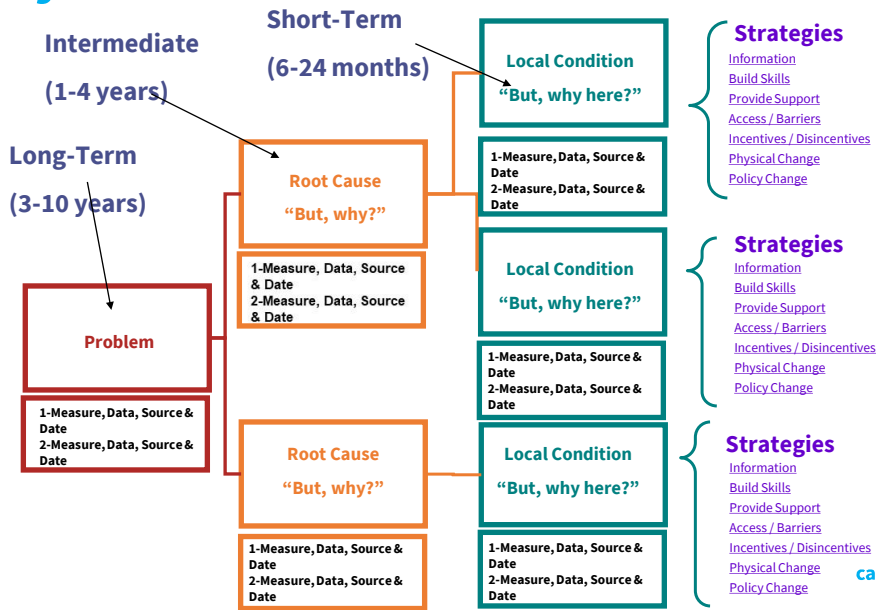
A Coalition's **Strategies** will:

- Address each local condition on the logic model
- Directly impact the short-term objectives
- Be based on “evidence”
- Be implemented within the next 6 – 24 months
- Be culturally and politically appropriate



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# Objectives



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## Strategy Selection and COVID-19

- Is it feasible at this time?
- Is it a strategy that can be adjusted for the circumstances?
- Will it impact the local condition and the data collected for that local condition during the pandemic?
- Will the community and stakeholders support it during this time?

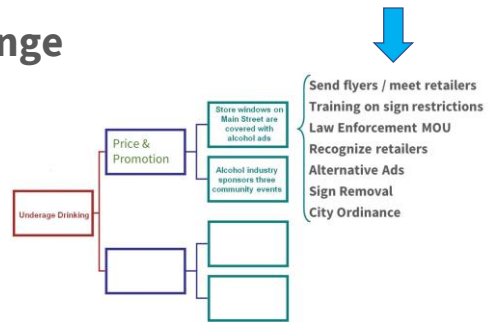
Review your current logic models and mapped strategies through the lens of COVID-19



# Comprehensive Strategies

## Seven Strategies for Behavior Change

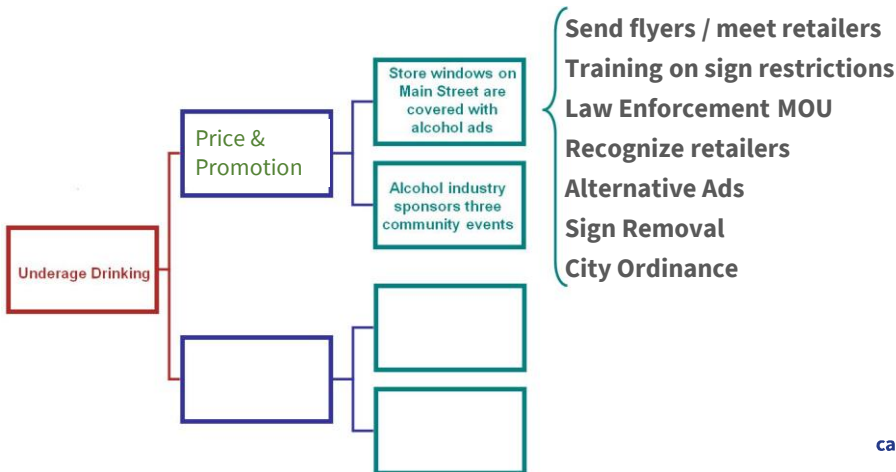
1. **Provide** information
2. **Build** skills
3. **Provide** support
4. **Change** barriers / access
5. **Change** consequences / incentives
6. **Alter** the physical design of the environment
7. **Change** policies, rules, practices, procedures



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# Comprehensive-based Strategies

## Comprehensive Strategies



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## Comprehensive Strategies

### Seven Strategies for Behavior Change

1. **Provide Information:** Presentations, workshops, brochures, billboards, social norms campaigns, town hall meetings, web-based information, etc.
2. **Build Skills:** Workshops/seminars designed to teach skills needed to achieve population-level outcomes.
3. **Provide Support:** Assisting others to conduct training, obtaining funding for equipment, training, reach specific target audiences.

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## Comprehensive Strategies

### Seven Strategies for Behavior Change

#### 4. Change Access/Barriers:

##### Access:

- Provide instructions/training in multiple languages
- Give scholarships to training programs
- Provide training at vendor locations

##### Barriers:

- Enhance law enforcement efforts for dealing with MIP
- Remove tobacco machines from public venues
- Place pseudoephedrine behind the counter

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## Comprehensive Strategies

### Seven Strategies for Behavior Change

#### 5. Change Consequences / Incentives

##### Incentives:

- Provide awards to businesses who pass Compliance Checks
- Public Recognition (as part of a overall effort)
- Decrease in liability insurance for attending trainings

##### Disincentives:

- Increase Citations/Fines
- Increase Excise Taxes
- Use/Lose Laws

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## Comprehensive Strategies

### Seven Strategies for Behavior Change

#### 6. Alter the Physical Design

Change the physical environment around a local condition:

- Lighting in parks
- Signage
- Alcohol Outlet Density/Proximity
- Advertising (Restrictions)
- Product Placement
- Packaging

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## Comprehensive Strategies

### Seven Strategies for Behavior Change

#### 7. Modify Laws, Policies, Procedures, By-Laws:

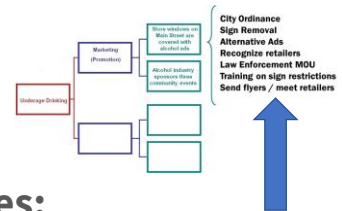
**Laws:** Social Host Liability, School Drug Policy

**Policies: Procedures:** MIP Processing by Police & Courts, County process for alcohol permits

**By-Laws:** Chamber of Commerce alcohol use policy, HS Booster Club Family Friendly policy

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## Comprehensive Strategies



#### When developing comprehensive strategies:

- Consider all 7 behavior change strategies
- Policy change can be “Big P” or “little p”
- Plan for multiple, complementary strategies
- Identify multiple “target audiences” for each strategy
- Plan to implement the strategies over time
- Focus on changing the local condition

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## Local Conditions – Example #1

<b>“Poor” Local Condition</b>	<b>Strategy</b>
<b>Describe a perception or attitude:</b> “Youth don’t think marijuana is harmful”	<ul style="list-style-type: none"> <li>• Provide education to youth on the dangers of marijuana</li> </ul>
<b>“Good” Local Condition</b>	<b>Comprehensive Strategies</b>
<b>Describe a behavior resulting from attitude or perception:</b> “Youth vape marijuana (and other substance) in the parking lot at lunch”	<ul style="list-style-type: none"> <li>• Enhance monitoring of the parking lot during lunch</li> <li>• Update procedures &amp; train school staff to address students who are high/drunk in class</li> <li>• Update school policy to include vaping / e-cigarettes</li> </ul>

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## Local Conditions – Example #2

<b>“Poor” Local Condition</b>	<b>Strategy</b>
<b>Describe a general behavior:</b> “Drinking alcohol is a rite of passage in our community”	<ul style="list-style-type: none"> <li>• Public awareness campaign on the health risks of excessive alcohol use</li> </ul>
<b>“Good” Local Condition</b>	<b>Comprehensive Strategies</b>
<b>Describe a specific behavior in the community:</b> “Parents and youth picnic with alcohol in the city park during the ‘Fourth of July Bash’”	<ul style="list-style-type: none"> <li>• Enhance enforcement of open container and minor in possession laws during community celebrations</li> <li>• Update city permitting process to control alcohol consumption at events on public property</li> </ul>

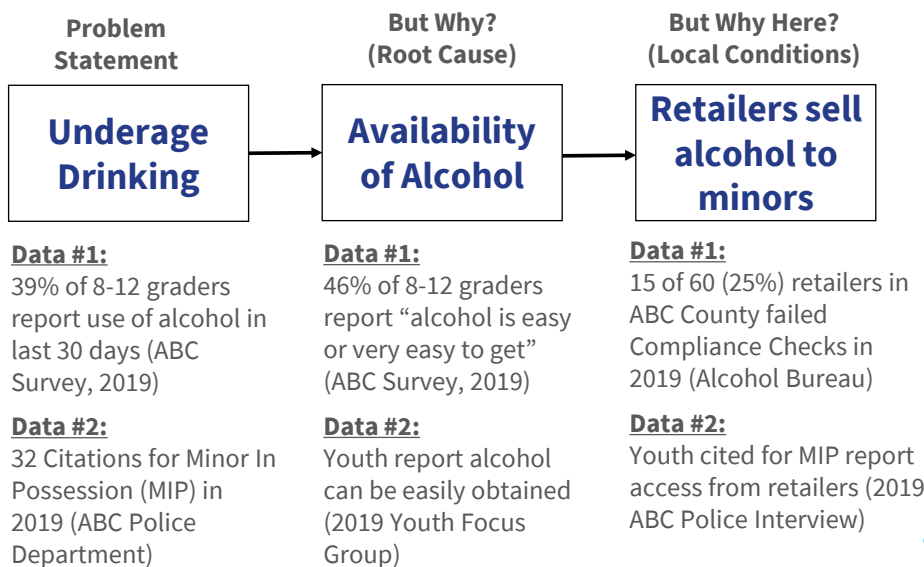
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## Local Conditions – Example #3

“Poor” Local Condition	Strategy
<p><b>Describe a lack of a resource</b>                      “There is no education on the dangers of Rx drug use”</p>	<ul style="list-style-type: none"> <li>• Provide drug use and misuse education in Middle and High School Health Classes</li> </ul>
“Good” Local Condition	Comprehensive Strategies
<p><b>Describe a Behavior:</b>                      “High school athletes share their prescribed pain killers with their fellow athletes”</p>	<ul style="list-style-type: none"> <li>• Train coaches and nurses to monitor the athletes’ Rx use</li> <li>• Work with prescribers to regulate prescriptions and educate parents</li> <li>• Update school policies and procedures to ensure monitoring of athletes’ Rx use</li> </ul>

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## Comprehensive Strategies



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# Comprehensive Strategies

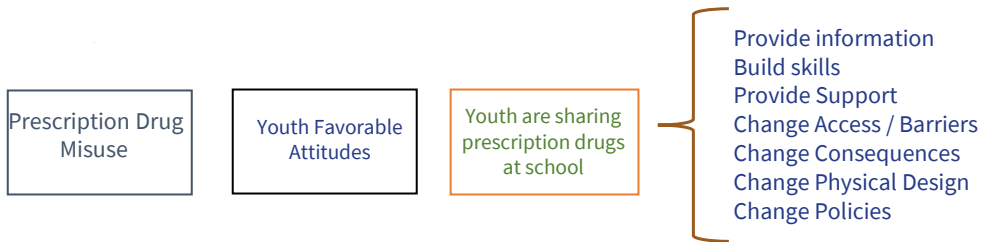
## Example

### Local Condition: Retail stores are selling alcohol to minors.

1. Provide Information— Provide information to retailers on current laws
2. Build Skills—Train merchants to check ID’s and look for fake ID’s
3. Provide Support— Assistance to store owners in posting signs and training clerks
4. Access/Barriers—Translate merchant education materials to Spanish
5. Consequences —Increase fines for failed checks /Recognize sellers for passing
6. Physical Design—Post signs: “We don’t sell to minors...”
7. Policies or Regulations— Increase compliance checks/fines

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# Mapping Strategies Activity



**Problem Statement**

**But Why? (Root Cause)**

**But Why Here? (Local Conditions)**

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## Key Points

- This is a process. They are documents that should change and evolve as our communities change and evolve.
- Think layered and coordinated.
- If you are doing something that is not directly related to your logic model...change the logic model or change what you are doing.
- It works if you work it!!

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## Strategic and Action Planning

### **Organizing for Strategic and Action Planning:**

- Provide training for coalition members - use CADCA's On-line "Core Essentials" Course
- Create separate work groups – can be organized by drug, root cause, local condition or strategy
- Prioritize and sequence the strategies and activities
- Access CADCA Coalition Development Support

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## CADCA Contacts

CADCA Coalition Development Support	CADCA National Coalition Academy Support
<p data-bbox="287 606 589 639">800-54CADCA x240</p> <p data-bbox="301 697 622 736"><i><u><a href="mailto:training@cadca.org">training@cadca.org</a></u></i></p>	<p data-bbox="815 606 1118 639">800-54CADCA x221</p> <p data-bbox="843 697 1093 736"><i><u><a href="mailto:nca@cadca.org">nca@cadca.org</a></u></i></p>

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**Thank You!**



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