A Logic Model for Evaluation

THE MICHIGAN BIRTH DEFECTS SURVEILLANCE SYSTEM

JANICE BACH, JOAN EHRHARDT, GLENN COPELAND, LORRIE SIMMONS, NANCY DEISING, WON SILVA, STEVE KORZENIEWSKI

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Michigan Birth Defects Timeline

MBDR established

Statewide reporting begins

CDC Cooperative Agreements provide funding to improve birth defects surveillance and promote integration of surveillance data in public health prevention and intervention programs

Prevention and Follow-up Program begins

The Michigan Birth Defects Team

**Goals:**

- Improve, expand and evaluate Michigan’s population-based birth defects surveillance system
- Implement and evaluate a population-based birth defects prevention program
- Expand and evaluate the effectiveness of activities to improve access to health services and early intervention programs for children with birth defects and their families

**CDC Cooperative Agreement for Population-based Birth Defects Surveillance Programs and the Utilization of Surveillance Data by Public Health Programs, 1999-2010**
Shortcomings of current logic model

- Doesn’t target improvements in the registry itself
- Too little emphasis on evaluation indicators/metrics
- Doesn’t address infrastructure/capacity building
- Doesn’t identify short term outcomes
- Partners not prioritized
- Has not been revisited since the original application!
Existing Work Matrix- 24 pages

Our Process

- Introductory information from CDC (Cara)
- Designated a “logic model” coordinator (Joan)
- Met as a team to brainstorm
- Worked individually to refine
- Met as a team to review
Our Process

- Worked individually and in pairs to refine
- Met as a team to review
- Worked individually to refine
- Team reviewed and agreed on “final” draft
- ~100 person hours

Our Process

- Started with CDC template and our cooperative agreement goals
- Worked through surveillance, prevention and referral components, starting with outcomes and inputs, meeting in the middle
- Separate process for each component; combined elements from each to create a comprehensive logic model describing our surveillance system
- Incorporated capacity development and evaluation within each component
Challenges

- Mixed staff experience with logic model development
- Developing a relevant and useful evaluation plan
- Developing planning documents that require input/collaboration among multiple individuals from different disciplines
- Balancing time between planning, action, and evaluation

Benefits

- Examines:
  - What we are doing
  - Why we are doing it
  - Whether there is any relationship between what we are doing and our desired outcomes
- Clarifies:
  - Roles of internal and external partners
  - Measurable outcomes
- Builds:
  - Consensus among birth defects team members concerning activities and desired outcomes
Next Steps

- Refine partner list
- Complete evaluation plan template, including data-driven indicators
- Share and solicit feedback from partners
- Focus activities in accordance with evaluation plan
- Review and revise over time

Lessons Learned

- Think critically, strategically and logically
- Involve multiple team members
- Allow time
- Re-visit
- Embrace new ideas and methods
- Have fun!