

Appendix B. Program Logic Model

The Program Logic Model is a diagram showing the progression of implementation activities among the young gay/bisexual participants, within the community at large, and within the service organization.

Please note: The materials on the following pages have been reproduced from the Mpowerment Project Replication Package. References to pages, figures, modules, or appendices refer to the Replication Package modules, rather than this document.

Young Gay/ Bisexual Men

Conduct Community Assessment:
Determine where YGM congregate, what are major subgroups of YGM in community

M2 Community Assessment
E Formative Evaluation

Identify popular leaders of subgroups of YGM

M2 Community Assessment

Locate Project space

M4 Project Space

Determine pertinent issues for YGM in the community

M2 Community Assessment
M8 fig 2: focus groups
E Formative Evaluation

Collect baseline information about sexual risk behavior and sexual communication among friends from the different subgroups of YGM in the community

M1 Overview
M8 fig 1: spot survey
E Outcome Evaluation

Community

Determine Community Stakeholders

M2 Community Assessment

Discuss goals and methods with Community Stakeholders

M2 Community Assessment

Implementing Agency

Director of Prevention conducts widespread search to locate qualified and highly competent individuals to become Coordinators for Project

M3 Operating Structure

Project Staff (Director of Prevention and Coordinators) **attend** training, **read** Overview Manual and **watch** Overview Video

M1 Overview

Project Staff **communicate** Project goals and structure to other staff of implementing agency

M1 Overview
M3 Operating Structure

Early Activities

Early Outcomes

Convene Core Group of YGM representing each of the major subgroups identified in the community assessment, including popular leaders

M1 Overview
M3 Operating Structure

Core Group

- * determines Project name and logo
- * identifies unmet needs of YGM in community
- * begins talking with friends about Project
- * furnishes and decorates Project space

M3 Operating Structure
M2 Community Assessment
M3 Operating Structure
M3 Operating Structure
M4 Project Space

Develop plans for initial formal outreach at community venues and via outreach events

M5 Outreach
M8 fig 5: event planning
E Process Evaluation

Form Community Advisory Board (CAB)

M3 Operating Structure

Determine optimal media outlets for publicity

M2 Community Assessment
M7 Publicity

Develop publicity plan

M1 Overview
M2 Community Assessment
M5 Outreach
M7 Publicity

Coordinators **learn** how to conduct M-groups

M6 M-groups
M-group Facilitators Guide
M-group Meeting Guide
M-group Training Video

Director of Prevention and Coordinators **establish approach** for supervision, establish weekly behavioral objectives, reporting procedures

M3 Operating Structure

Core Group members and other volunteers begin to **know** more names and faces from the community

M5 Outreach
M8 fig 4: anecdotal reports
E Process Evaluation

Friends and acquaintances of Core Group begin to **hear** about the Mpowerment Project

M3 Operating Structure
M5 Outreach
M6 M-groups

Opportunities created for volunteer involvement in Project activities

M3 Operating Structure
M5 Outreach
M8 fig 5: event planning
E Process Evaluation

Communication with Community Stakeholders ongoing

M3 Operating Structure

Implementing agency functioning with hands-on management, **clear accountability** of Coordinators, **clear communication** with Director of Prevention and other staff re: Project vision, long-term goals, Project activities

M3 Operating Structure

Intermediate Activities

Intermediate Outcomes

Core Group continues to talk about the Project in their social groups and brings friends to Project

M3 Operating Structure
M5 Outreach
M6 M-groups

A variety of small and large scale outreach events begin to be implemented

M5 Outreach
M8 fig 8: event record

Implement M-groups

M6 M-groups
M-group Facilitator Guide
M-group Meeting Guide
M-group Training Video
M8 fig 6: M-group record
fig 7: M-group eval.
E Process Evaluation

Collect pre-test/post-test information about men attending M-groups

M6 M-groups
M8 fig. 10: pre/post test
E Outcome Evaluation

Implement publicity plan, including placing advertisements in media & distributing materials throughout community

M7 Publicity
M2 Community Assessment
M5 Outreach

Meet with CAB to discuss Project activities

M3 Operating Structure

Continue to communicate Project goals & structure to staff of implementing agency

M1 Overview
M3 Operating Structure

YGM experience formal outreach at community venues & at outreach events

M5 Outreach
M8 fig 4: anecdotal reports
fig 8: event record
E Process Evaluation

Friendships supportive of safer sex are formed through involvement in Project activities

M1 Overview
M4 Project Space
M5 Outreach

Increased number of YGM & YGM from different groups attend Project activities

M5 Outreach
M8 fig 8: event record
E Process Evaluation

Event feedback from participants used to design, plan & implement future outreach events

M8 fig 9: event survey
E Process Evaluation

Volunteers design & implement all aspects of the Project

M5 Outreach
M8 fig 5: event planning form

YGM attend M-groups

M6 M-groups
M8 fig 6: M-group record sheet
E Process Evaluation

YGM increase sexual communication skills & feel safer sex is more enjoyable.

M6 M-groups
M8 fig 10: pre-test/post-test
E Outcome Evaluation

Ongoing communication with CAB

M3 Operating Structure

Implementing agency continues to function with hands-on management, clear accountability of Coordinators, clear communication with Director of Prevention & other agency staff re: Project vision, long-term goals, Project activities

M3 Operating Structure

On-going Activities

Long-Term Outcomes

Core Group **implements** long-term & weekly outreach activities

M3 Operating Structure
M5 Outreach

Conduct outreach at community venues

M5 Outreach

Evaluate outreach events

M5 Outreach
M8 fig 5: event planning
fig 8: event record
fig 9: event survey
E Process Evaluation

Recruit new members to Core Group

M2 Community Assessment
M3 Operating Structure

Recruit men to M-groups

M6 M-groups
M-group Facilitator Guide
M-group Training Video
M8 fig 6: M-group record sheet
E Process Evaluation

Continue implementing publicity plan, including placing advertisements in media & distributing materials throughout community

M2 Community Assessment
M5 Outreach
M7 Publicity

Meet with CAB to **discuss** Project activities

M3 Operating Structure

Communicate with staff from implementing agency in periodic meetings

M3 Operating Structure

YGM **communicate** with each other about the need for safer sex

M1 Overview
M5 Outreach
M6 M-groups
M8 fig 1: spot survey
E Outcome Evaluation

Project activities **reach** all parts of YGM community

M1 Overview
M2 Community Assessment
M8 fig 1: spot survey
E Outcome Evaluation

Project **provides** alternative social space for YGM

M1 Overview
M5 Outreach
M8 fig 5: event planning
fig 8: event record
fig 9: event survey
E Process Evaluation

Self-reported rates of unprotected anal sex decrease, increase in sexual **communication** with friends

M1 Overview
M8 fig 1: spot survey
E Outcome Evaluation

Community leaders know of & **support** the Mpowerment Project

M3 Operating Structure

Staff at implementing agency **understands** the Mpowerment Project & **supports** the Director of Prevention and Coordinators

M3 Operating Structure

Key

M = Module

E = Evaluation approach

fig= Figures found in appendix of Module 8