

Resource 1. LOG Evaluation Logic Model Worksheet



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Learning Opportunities Grant (LOG) Evaluation Logic Model Worksheet

Required

Museum / Organization name: GetFitter Results

Museum / Organization address: 123 Ideal Weight Drive, Personaltrainersville, CA

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Sections marked “required” are the components of the abbreviated evaluation plan. Pale gray sections are “optional,” but recommended. Sections not marked required or optional are strongly recommended.

Required: 1. What is the title of the LOG project whose outcomes you will evaluate?

Managing Calories to Sculpt Your Body

2. What partner institutions are involved in the project? [Optional]

American Medical Association

American Sports Data

American Dietetic Association

LA | FITNESS

24HR FITNESS

MyFoodDiary.com

Garmin

Polar USA

3a. Who are the project's key influencers? [Optional]	3b. What will they want to know about your project participants' outcomes? [Optional]
IMLS	How many people participated in this project or used this product? What were their important characteristics as a target audience for this project or product? What key outcomes and indicators did you use to build the project? How many of these participants or users showed the outcome you hoped for? How do you know? Did you meet the need that shaped the project or product?
People interested in health, fitness, and nutrition	Will this exhibit help me attain my fitness goals safely? Will I obtain information to help me manage my diet and exercise routines? Will this exhibit help increase my motivation and self-discipline?
Physicians, nurses, dieticians, and other health professionals	Will this exhibit help my patients incorporate healthy changes to their lifestyle in terms of eating and exercise? When my patients properly use the information from the exhibit, will I see a decrease in office visits for cases related to obesity, cardiovascular disease, and diabetes?
Fitness Gym Administrators	Will the exhibit promote active lifestyles, and thus increase potential membership sales?
4. What is the purpose of the project?	
<p>Required: 4a. What need did you identify that led you to create the project or product?</p> <p>According to the 2004 IHRSA/ASD Obesity/Weight Control Report derived from a larger study conducted by American Sports Data, 31% of the American population is obese. Some 3.8 million Americans weigh over 300 pounds. Obesity leads to a whole host of illnesses with many serious physical, emotional, and economic consequences. It is important for more people to learn how to take charge of their lives and learn to lead healthier lives that incorporate proper nutrition and exercise.</p>	
<p>4b. What information did you use to identify this need? [Optional]</p> <p>2004 IHRSA/ASD Obesity/Weight Control Report derived from a larger study conducted by American Sports Data -- http://www.americansportsdata.com/obesitystats.asp</p>	
<p>Required: 4c. What group of people has that need (who is your target audience)?</p> <ul style="list-style-type: none"> • People interested in healthy living, incorporating proper diet and exercise. • Interested persons may be seeking to gain weight, maintain weight, or lose excess weight and body fat. 	<p>4d. What general characteristics of that group will be important for project design decisions? [Optional]</p> <ul style="list-style-type: none"> • Obese / overweight – need to lose excess body fat and weight • Too thin – need to gain weight • Weight maintenance – need to learn

	healthy ways to sustain ideal weight after weight gains or losses
Required: 4e. What services will you provide to address the need?	
<ul style="list-style-type: none"> • Introductory video of people successfully having morphed their bodies through calorie management <ul style="list-style-type: none"> ○ Skinny to fat ○ Obese to trim • Handouts of sample meal plans for healthy diets based on body sculpting goals • Handouts of sample burn rates of exercises and physical activities • Simulation demonstration on laptop computer using real data of how calorie management works • Capstone activity at the exhibit where learner inputs some hypothetical data based on personal physical goals, and sees calorie management in action 	
Required: 4f. What will your audience learn that will help meet their need?	
<ul style="list-style-type: none"> • Know the calorie range for daily food consumption in order to either lose, maintain, or gain weight • Recognize and appreciate the benefits of maintaining an active lifestyle • Increase awareness of various calorie values for sample meals on a healthy diet • Increase awareness of various calorie burn rates for different physical activity levels and exercises • Know how to use a calorie database to manage daily calorie intake and burn rates • Estimate the amount of time required to reach target weight based on daily calorie intake burn rates 	
5. What are the key project inputs? [Optional]	
<ul style="list-style-type: none"> • IMLS Grant • Exhibit space at the National Nutrition and Fitness Convention • Laptop with wireless Internet access (productivity software included) 	<ul style="list-style-type: none"> • Paid access to http://myfooddiary.com • Subject Matter Expertise from medical, nutritional, and exercise physiologist professionals • Consultation and orientation services from fitness gymnasiums (i.e. LA FITNESS, 24HR FITNESS)
6. What key administrative activities will the project need? [Optional]	
<ul style="list-style-type: none"> • Building the exhibit façade • Designing the exhibit deliverables, i.e. learning tools including: <ul style="list-style-type: none"> ○ Videos ○ Handouts ○ Capstone activity • Designing and developing promotional materials for GetFitter Results and other sponsors (print, electronic, and online) 	<ul style="list-style-type: none"> • Designing and developing promotional materials for exhibit (print, electronic, and online) • Designing and developing internal training materials for GetFitter Results consultants to help exhibit visitors learn to perform the calorie management capstone activity

7. What are the anticipated outputs of the project?

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| <ul style="list-style-type: none">• Increase the following year's attendance to the National Nutrition and Fitness Convention by 10%• Increase paid gym memberships to LA FITNESS and 24HR FITNESS by 15%• Increase paid subscriptions to MyFoodDiary.com by 25% | <ul style="list-style-type: none">• Decrease the incidence of office visits (related to obesity, cardiovascular disease, and diabetes) to health professionals by 5%• Increase sales of Garmin and Polar heart rate monitors by 2% |
|--|---|

Required: 8. What key outcome have you designed your project to have? (What outcome will you measure?)

8a. Increase awareness of benefits of healthy, active lifestyles through proper nutrition and exercise				
8b. Indicator(s)	8c. Applied to	8d. Data Source	8e. Data Interval	8f. Goal
(1) Number and percent of exhibit visitors who watch the introductory video	Visitors who stayed for the duration of the three-minute video	1. Post-video informal verbal survey (three questions) 2. Completed feedback cards / requests for information	1. Talk with visitors after the video 2. Give feedback cards to visitors at the start of the video and ask them to complete it after the video	1. 75% of visitors will answer all three questions 2. 50% return of completed feedback cards for subsequent follow-up
(2) Number and percent of exhibit visitors who request to observe the calorie management demonstration	Visitors who stay for the demonstration after watching the video	1. Demonstration handout / worksheet (Part 1) with blanks for visitors to complete (guided practice) – observe and count how many completed the handout 2. Completed feedback cards / requests for information	1. Visitors complete as the demonstration proceeds 2. Ask visitors to keep feedback cards after the video, and return completed cards after Part 1 of the demonstration if they are not going to stay for Part 2	1. 90% of visitors who have stayed for the demonstration 2. 90% return of completed feedback cards for subsequent follow-up

If you would like to add another outcome, do so here.

9a. Know how to take calorie inputs and burn rates to forecast when target weight will be reached using a calorie management tool like http://myfooddiary.com				
9b. Indicator(s)	9c. Applied to	9d. Data Source	9e. Data Interval	9f. Goal
(1) Number and percent of exhibit visitors who request to try the calorie management using their own personal data	Visitors who stayed for the introductory video and participated in the calorie management demonstration	1. Demonstration handout / worksheet (Part 2) with blanks for visitors to complete (guided practice) – observe and count how many completed the handout 2. Checked box on feedback card that states they completed part 2 of the demonstration	1. Visitors complete as the demonstration proceeds 2. Ask visitors to keep feedback cards after the video, and return completed cards after Part 2 of the demonstration	1. 90% of visitors who have stayed for the demonstration 2. 90% return of completed feedback cards for subsequent follow-up
(2) N/A				

For additional outcomes or audiences, copy this worksheet format.