

The Creative Health Logic Model Template

NEED	APPROACH	OUTPUTS	INTERMEDIATE OUTCOMES	OUTCOMES	IMPACTS
Clear identification of need	Description of activities and resources needed to meet the need	Quantifiable evidence of what the project did or delivered	Qualitative description of people's experience of taking part in the project	Measurable change as a result of the project	Evidence or logical hypothesis of how the project might contribute to wider impacts
<p>For example: Why did you develop the project?</p> <p>How does the project relate to the health needs of local people?</p> <p>What identified health and wellbeing needs does the project address?</p> <p>How have you identified these needs?</p> <p>Continued</p>	<p>For example: What will you do in response to this need?</p> <p>What activities will you deliver?</p> <p>What creative input do you need?</p> <p>How many sessions, workshops, activities, etc will you deliver?</p> <p>How long will each session, workshop, activity, event last?</p> <p>Continued</p>	<p>For example: Number of co-production and consultation activities</p> <p>Activity plan or programme</p> <p>Artist briefs</p> <p>Policies and procedures for ensuring safety and managing risk</p> <p>Training and support available to ensure the safety of participants, creative practitioners, volunteers and staff</p> <p>Continued</p>	<p>For example: What intermediate or short-term changes do you expect?</p> <p>What might people experience or feel? E.g. Enjoyment, safety, belonging, connection, expression, confidence, hope etc</p> <p>These intermediate outcomes are sometimes referred to as "soft outcomes" – i.e. changes which are reported or observed but cannot be measured</p> <p>Continued</p>	<p>For example: What measurable changes do you expect your project to lead to?</p> <p>For example, intermediate outcomes including enjoyment, connection and belonging might lead to a measurable reduction in loneliness (ONS 4 Loneliness¹)</p> <p>Continued</p>	<p>For example: What wider, longer-term changes might your project support?</p> <p>Ideally, these will be impacts that align with the needs of local people, ICS priorities or wider NHS priorities</p> <p>For example, reduced loneliness might lead to reduced isolation, through which someone might be more likely to seek help and less likely to end up in crisis care</p> <p>Continued</p>

¹www.measure-wellbeing.org/measures-bank/loneliness-ons

The Creative Health Logic Model Template (continued)

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<p>Have people with Lived Experience been involved in developing the project?</p> <p>How does the project respond to current research and / or policy priorities?</p> <p>E.g. Core20PLUS5, Vital 5, and the strategic health priorities of SE London ICB etc?</p>	<p>How will you ensure the safety of participants, creative practitioners, volunteers and staff?</p> <p>Who do you want to engage or reach?</p> <p>How many people will you engage or reach?</p> <p>When and where will it take place?</p> <p>What will it cost to deliver?</p> <p>How will you evaluate the project?</p> <p>Etc</p>	<p>Number and duration of sessions, workshops, activities, events etc</p> <p>Number of people reached or engaged</p> <p>Demographics of those engaged</p> <p>Project dates and venues</p> <p>Cost to deliver the project</p> <p>Evaluation Plan</p> <p>Evaluation Report</p> <p>Dissemination activities</p> <p>Etc</p>	<p>Intermediate outcomes play a vital role in helping us to understand how and why taking part in a project might lead to specific measurable outcomes</p> <p>Use the Health Outcomes and Impacts Guide to help you consider which might be relevant to your project</p>	<p>Or, intermediate outcomes including safety, no judgement, increased confidence might lead to a measurable reduction in anxiety (Generalised Anxiety Disorder Assessment (GAD-7)²)</p> <p>Use the Health Outcomes and Impacts Guide to help you consider which might be relevant to your project</p>	<p>Identify intended financial impacts by referencing the 'Frontier Economics Health and Wellbeing Report - Culture and Heritage Capital: Monetising the Impact of Culture and Heritage on Health and Wellbeing' for information on the economic impact or monetary value of culture and heritage on health and wellbeing.³</p> <p>Use the Health Outcomes and Impacts Guide to help you consider which might be relevant to your project</p>

Note: Logic Model prompts are not exhaustive. You may come up with more or different ones according to the context and scale of your project

²<https://patient.info/doctor/generalised-anxiety-disorder-assessment-gad-7>

³www.frontier-economics.com/media/21bntjtz/monetising-the-impact-of-culture-and-heritage-on-health-and-wellbeing.pdf