Logic Model for Evaluating Knowledge-sharing Activities
NCCHPP Internal Tool
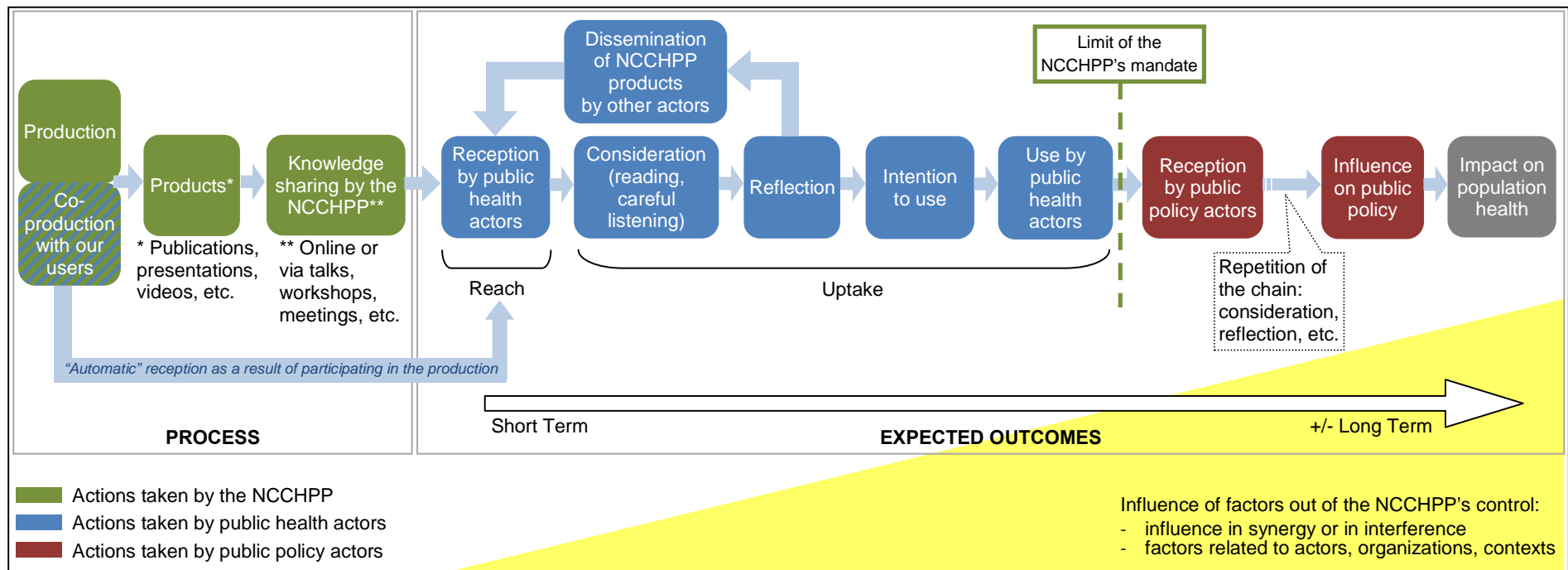## October 2013 Version

Background: At the National Collaborating Centre for Healthy Public Policy (NCCHPP), we constantly seek to improve our knowledge-sharing practices to ensure that our work better meets the needs of Canadian public health actors, reaches them more effectively and is used more frequently to promote healthy public policy.

One of the results of these efforts has been the development of a logic model representing the process and expected potential outcomes of our knowledge-sharing activities. This logic model is a first step in guiding the evaluation of our knowledge-sharing activities, in that it breaks down the various aspects to be evaluated and thus helps to develop the corresponding indicators.

This tool has been developed in response to the NCCHPP's own needs. We expect it to evolve along with our reflection on and experience in knowledge sharing. We have nevertheless decided to make the logic model publicly available in its current form as it may resonate with other organizations that are exploring similar issues or undertaking similar evaluation processes. It is our hope that this tool will contribute to further reflection and discussion in this regard.

Procedure: To assess knowledge-sharing activities related to a specific project, adapt this generic logic model accordingly (add/delete boxes, reword the content according to project activities and goals, etc.), then develop evaluation indicators for each box.

Production

Co-production with our users

Products*

Knowledge sharing by the NCCHPP**

* Publications, presentations, videos, etc.

** Online or via talks, workshops, meetings, etc.

Dissemination of NCCHPP products by other actors

Reception by public health actors

Consideration (reading, careful listening)

Reflection

Intention to use

Use by public health actors

Limit of the NCCHPP's mandate

Reception by public policy actors

Influence on public policy

Impact on population health

Reach

Uptake

Repetition of the chain: consideration, reflection, etc.

"Automatic" reception as a result of participating in the production

Short Term

+/- Long Term

PROCESS

EXPECTED OUTCOMES

Actions taken by the NCCHPP
Actions taken by public health actors
Actions taken by public policy actors

Influence of factors out of the NCCHPP's control:
- influence in synergy or in interference
- factors related to actors, organizations, contexts

Centre de collaboration nationale sur les politiques publiques et la santé

National Collaborating Centre for Healthy Public Policy

Institut national de santé publique Québec

Major sources of inspiration:

An exhaustive bibliography would be difficult to assemble, as the development of this logic model has been influenced by years of monitoring the literature on knowledge sharing and of professional experience of the authors in this field.

A few key sources of inspiration are worthy of mention, however:

- Distinction between "process" and "outcomes":
  - Lavis, J., Ross, S., McLeod, C., & Gildiner, A. (2003). Measuring the impact of health research. Journal of Health Services Research & Policy, 8(3), 165–170. doi: 10.1258/135581903322029520
- Distinction between "reach" and "uptake":
  - Skinner, K. (2007). Developing a tool to measure knowledge exchange outcomes. *The Canadian Journal of Program Evaluation, 22*(1), 49–73.
- The idea of "intention" with regard to the use of knowledge was inspired by Skinner (2007) and her "Do you plan to…" questions.
- The steps in the logic model were conceived and formulated by the NCCHPP with the goal of maintaining a highly pragmatic approach (what is happening in concrete terms?). Still, our thinking was also shaped by ideas in other documents, the most prominent being:
  - The questionnaire used to assess knowledge exchange outcomes developed by Skinner (2007, see above);
  - Knott, J. & Wildavsky, A. (1980). If dissemination is the solution, what is the problem? *Knowledge: Creation, Diffusion, Utilization, 1*(4), 537–578. doi: 10.1177/107554708000100404 (cited in Skinner, 2007);
  - Lemire, N., Souffez, K., & Laurendeau, M.-C. (2013). *Facilitating a knowledge translation process: Knowledge review and facilitation tool.* Institut national de santé publique du Québec. Retrieved from: www.inspq.qc.ca/pdf/publications/1628_FaciliKnowledgeTransProcess.pdf