

Outcomes

Changes in behavior, skills, knowledge, attitudes, condition or status.

Must be:

- ▶ Realistic and attainable
 - ▶ Related to core business
 - ▶ Within program's sphere of influence
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Outcomes: Reminders

- ▶ Time-sensitive
 - ▶ Programs have more influence on more immediate outcomes
 - ▶ Usually more than one way to get an outcome
 - ▶ Closely related to program design – program changes usually = outcome changes
 - ▶ Positive outcomes are not always improvements.
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Indicators

Specific, measurable characteristics or changes that represent achievement of an outcome.

Indicators are

- ▶ Directly related to the outcome, help define it
 - ▶ Specific, measurable, observable, seen, heard, or read.
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Indicator: Reminders

- ▶ Many outcomes have more than one indicator
 - ▶ Identify the set of indicators that accurately signal achievement of an outcome (**get stakeholder input**)
 - ▶ When measuring prevention, identify meaningful segments of time and determine whether events happen.
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