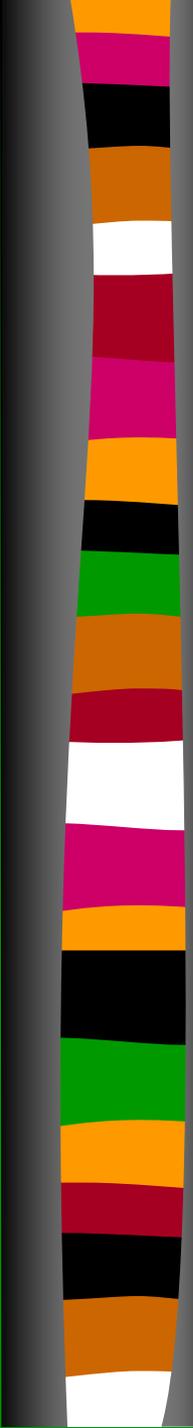


Developing Outcomes & Indicators

October 22, 2008

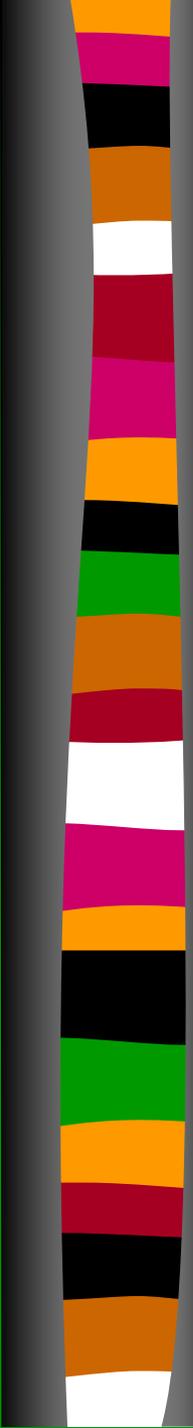
PHMC's Community Health Data Base





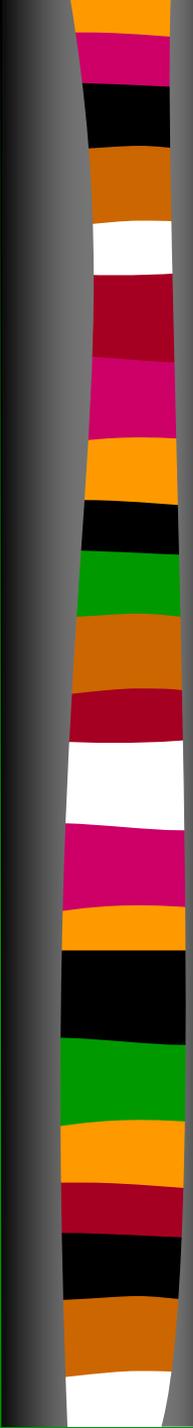
Outcomes for this Workshop

- To increase participants' understanding of Logic Models, and why they are important;
- To improve participants' ability to define outcomes as part of a Logic Model for their program;
- To increase participants' ability to develop indicators for their outcomes.



Outcome Measurement is:

- A system for measuring benefits or changes for individuals or populations during or after participating in program activities
- Used to see if programs really make a difference in the lives of people and to help programs improve services
- Logic Models are a tool used to depict the outcome measurement system

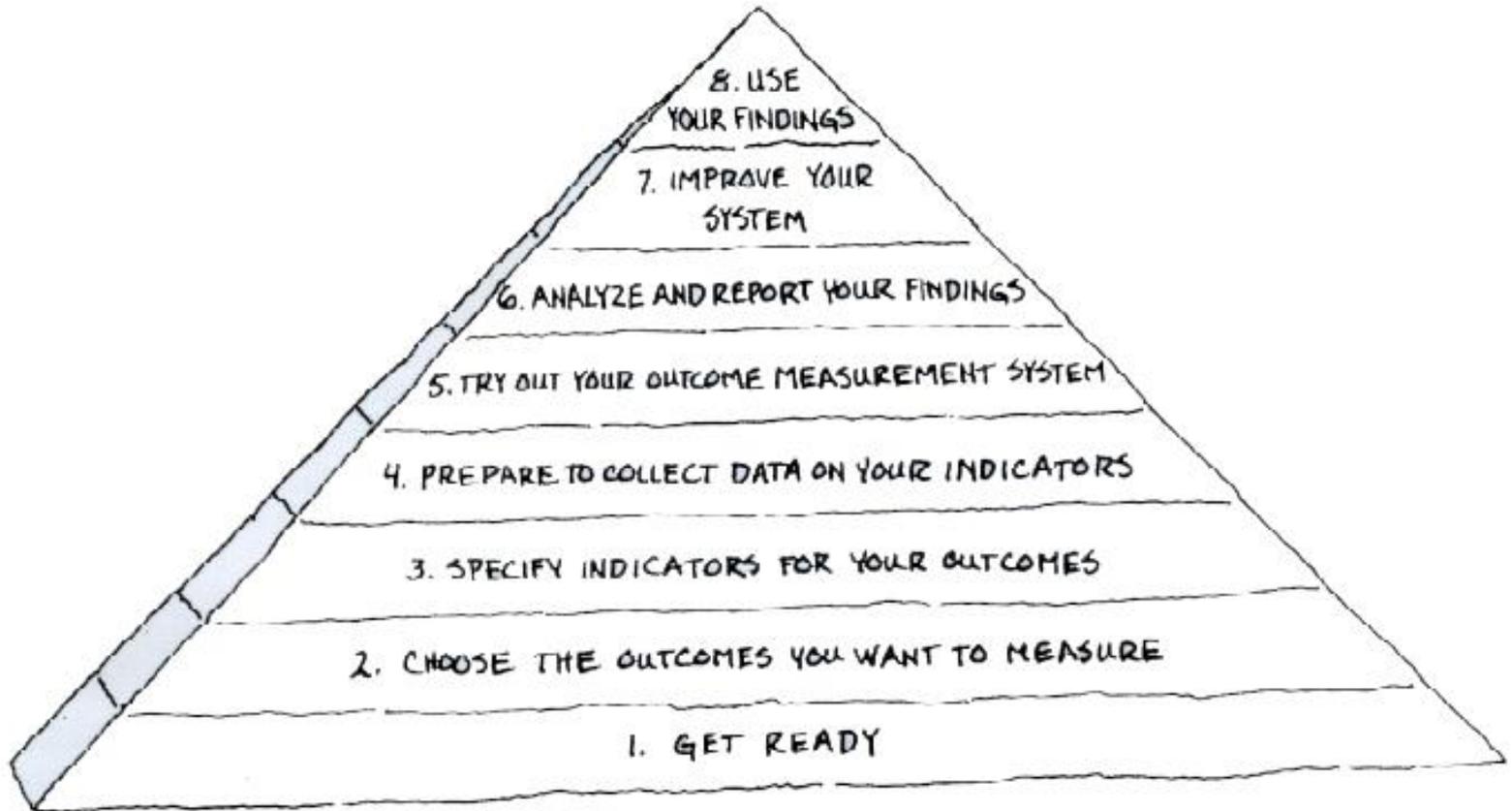


Outcome Measurement: Why Do It?

1. Tell program's story
 - a. Describe program successes
 - b. Identify areas for improvement
2. Attract funds
3. Improve program
4. Inform development of new programming

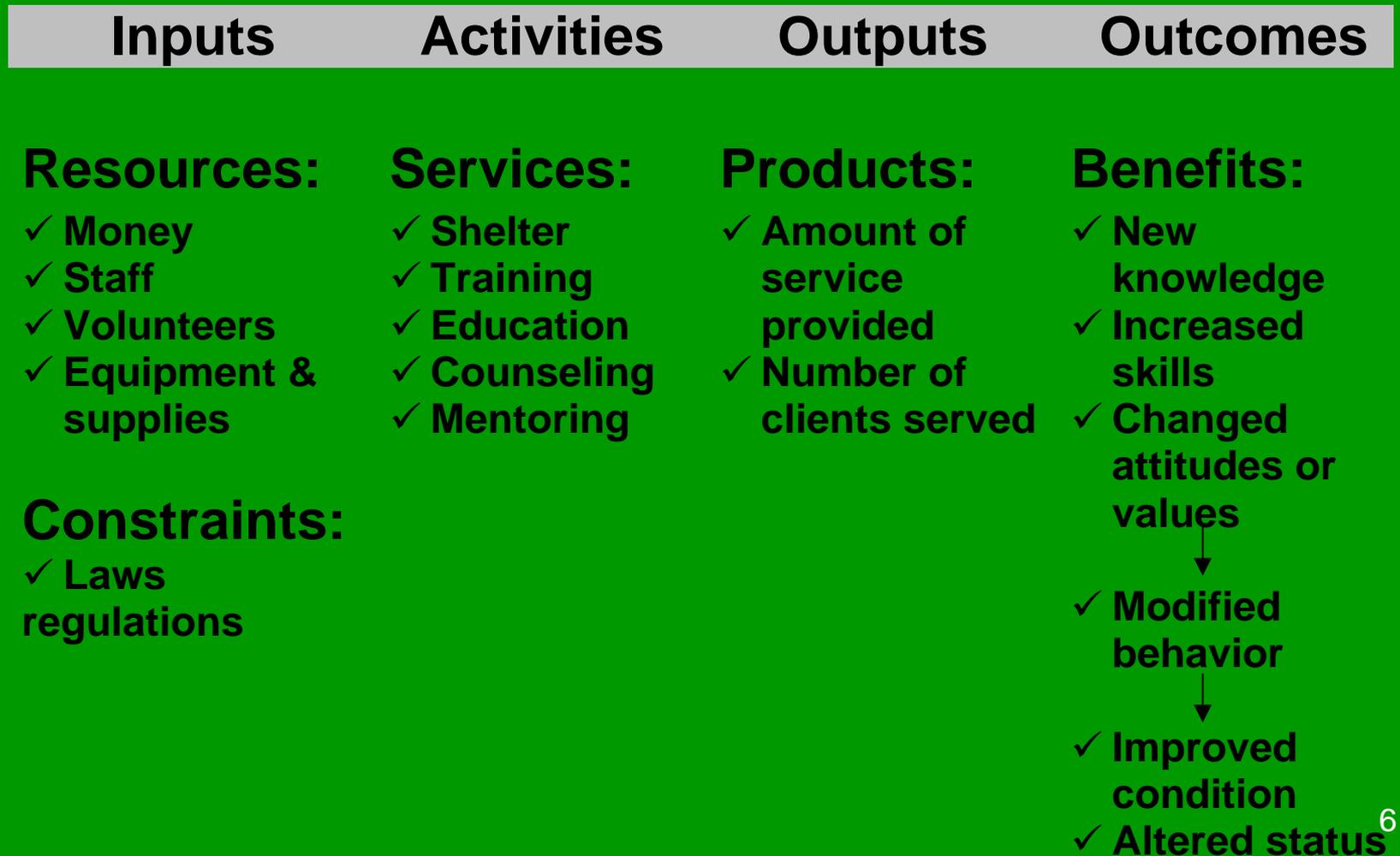
■ Good news... You already do it! But, it may be informal.

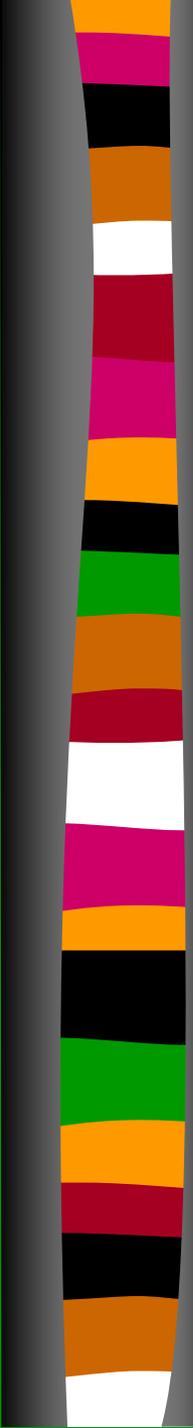
Outcome Measurement is a Process



Measuring Program Outcomes

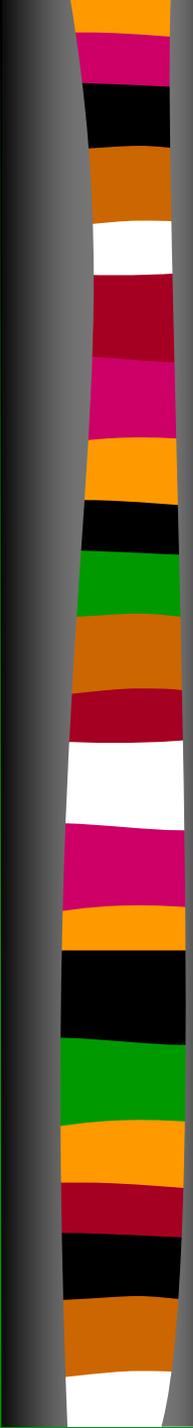
Program Logic Model





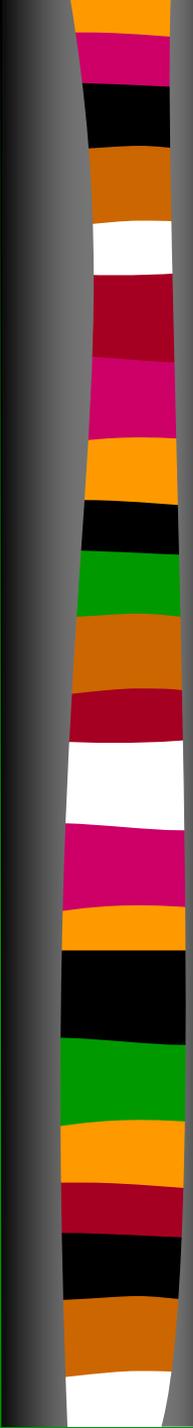
What is an Outcome?

- Outcomes are benefits or changes for individuals or populations during or after participating in program activities.
- They may relate to behavior, skills, knowledge, attitudes, values, conditions, status, or other attributes.



Limitations on Outcomes

- Outcomes may show that participants are not experiencing intended benefits, they do not show where the problem lies or how to fix it.
- Outcomes do not prove that the program, or program alone, caused the outcome.

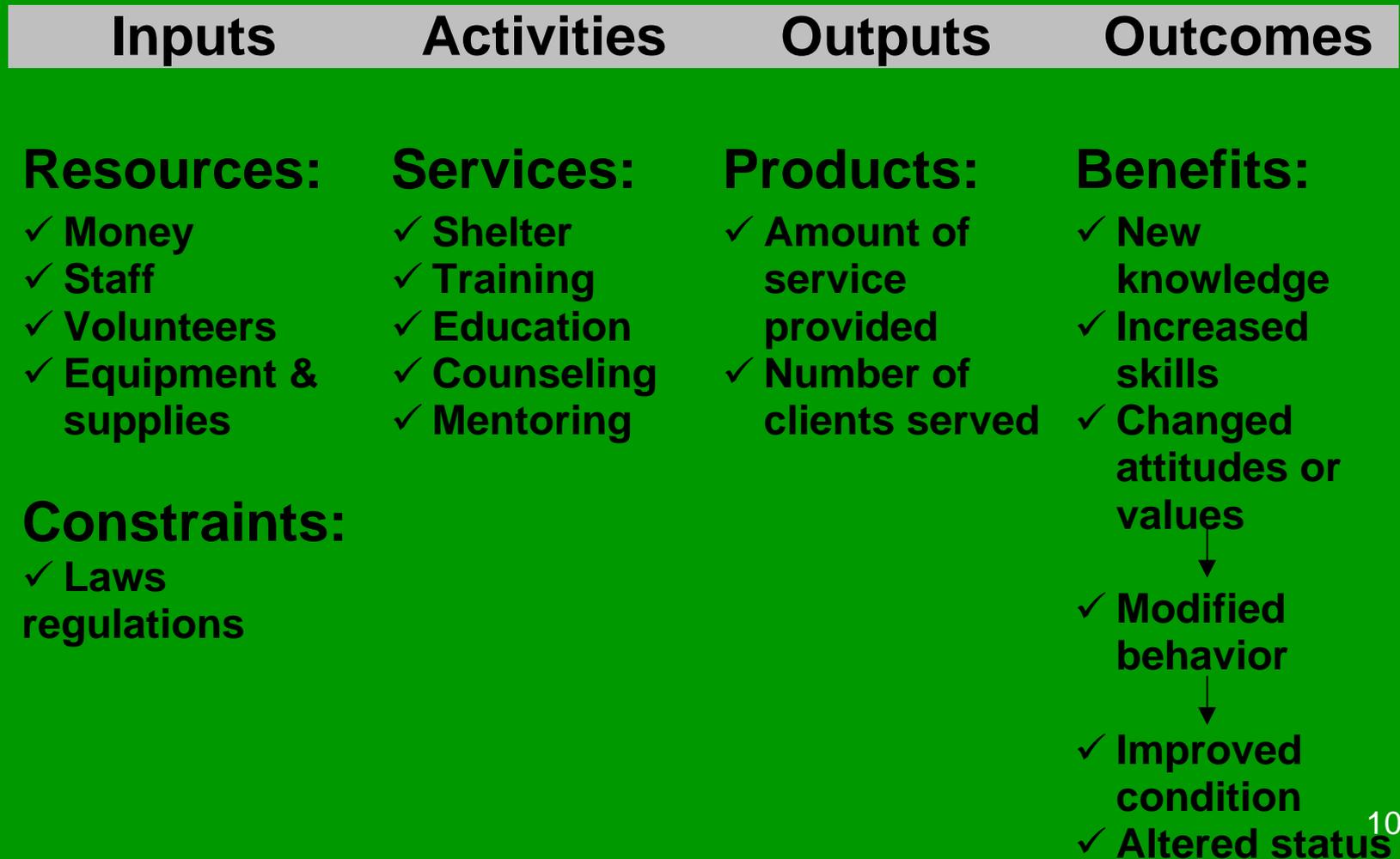


Exercise: Defining Program Outcomes

- Work together with agency colleagues, or alone, and define two outcomes for one of your agency's programs.
- Choose one person to report these outcomes to the group.
- Discuss.

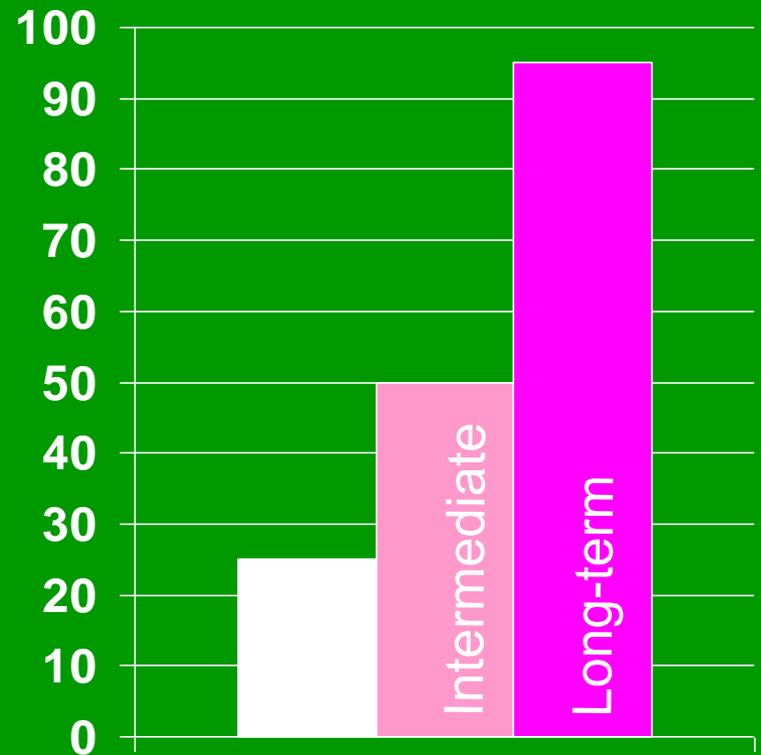
Measuring Program Outcomes

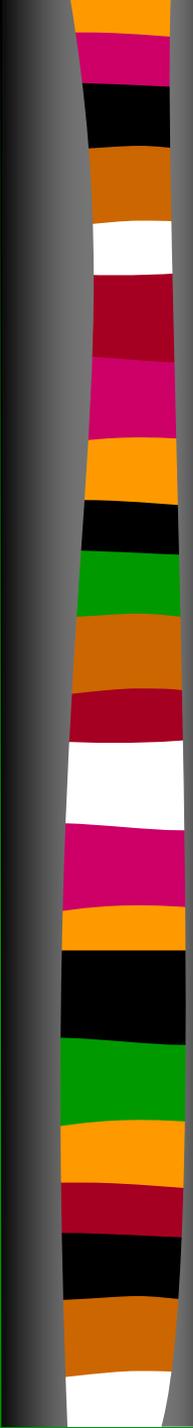
Program Logic Model



Outcomes Over Time

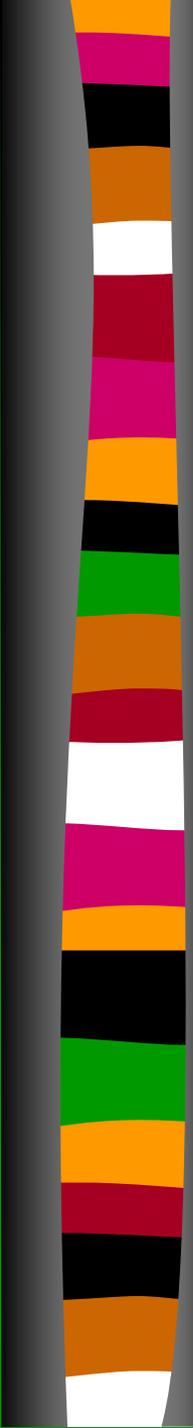
- **Initial outcomes** are the first benefits or changes participants experience. Often initial outcomes are changes in participants' knowledge, attitudes, or skills.
- **Intermediate outcomes** link a program's initial outcomes to the longer-term outcomes. They are often changes in behavior.
- **Longer-term outcomes** are the ultimate outcomes a program desires to achieve for its participants. They often represent changes in condition or status.





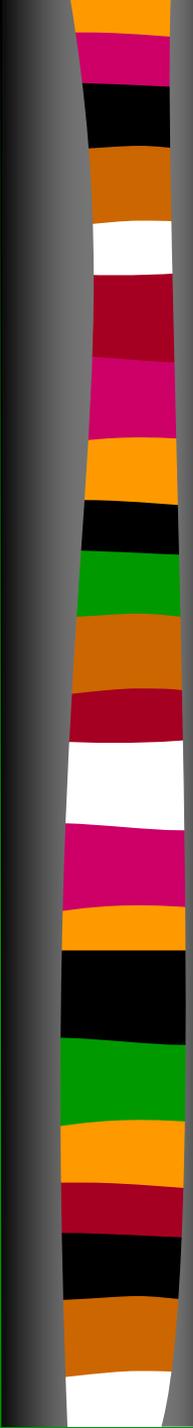
Issues in Defining Outcomes

- The program's outputs, initial, intermediate, and longer term outcomes should relate to each other logically.
- The more immediate the outcome, the more influence a program generally has on its achievement
- The longer term an outcome, the greater the chance that outside forces will affect its achievement.
- Consider unintended and negative outcomes carefully.



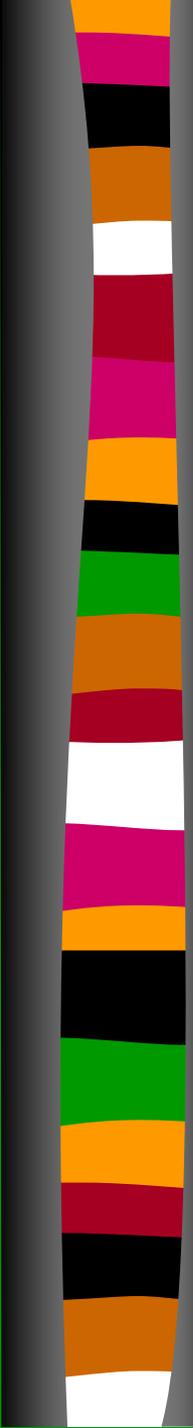
Issues in Defining Outcomes

- There is not a right number of outcomes for a program.
- Some programs may have more than one “outcome track”
- For some programs, initial outcomes may be closer to outputs because initial outcomes rarely represent major change.



Measuring Program Outcomes: Hard to Measure Outcomes

- Anonymous participants
- Short-term assistance
- Very long-term outcomes
- Unreliable answers from participants
- Intangible outcomes
- Advocacy programs
- Activities aimed at whole community
- Support to other agencies vs. individuals
- Prevention programs

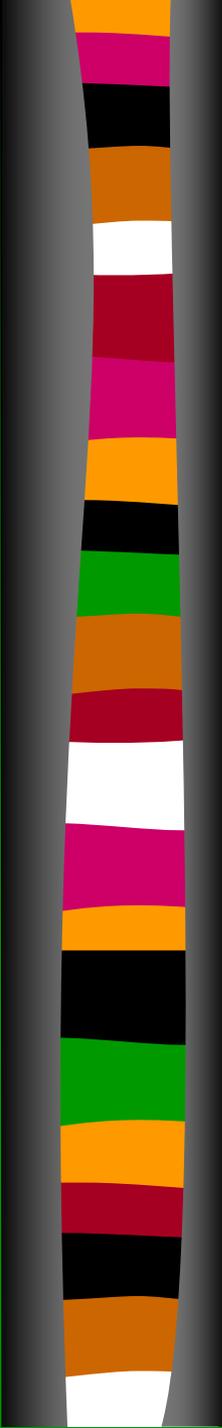


Additional Considerations: Common Factors That Influence Outcomes

- Participant Characteristics
 - age
 - gender
 - race/ethnicity
 - income
 - household size/composition
 - health/disability status
- Geographic location
- Organizational service unit
- Amount or type of service provided
 - length of time in program
 - group versus individual

- Difficulty of participant's situation

Information on influencing factors must be collected at program intake.



Next Step: Specify Indicators for Your Outcomes

- Identify one or more indicators for each outcome you have developed

The Outcome Measurement Framework

Outcome

The change in the participants after participating in the program

Indicator(s)

The specific item of information that tracks a program's success on an outcome.

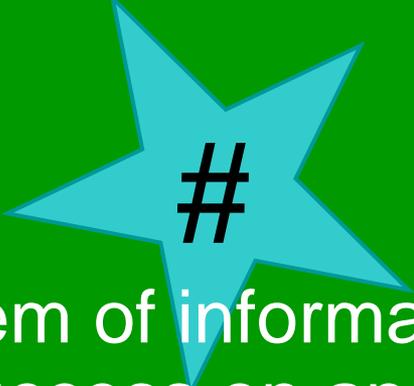
Data Source

The person or agency in control of the information you seek.

Collection Method

The method you will use to obtain the information

Indicators



#



%

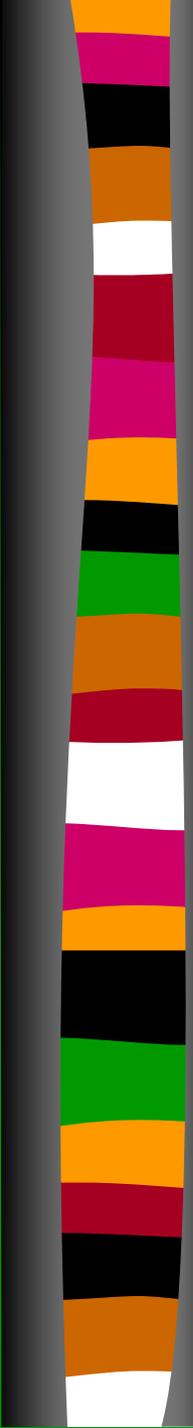
- The specific item of information that tracks a program's success on an outcome:
 - Identifies the **characteristic or change** that signals an outcome has been achieved
 - Is **observable and measurable**
 - Usually is expressed as number and/or percent of participants achieving the outcome

→ Information on indicators must be collected from program participants when they enter a program and when they leave in order to measure whether a program has achieved its outcomes.

Outcome Measurement Plan – Sample

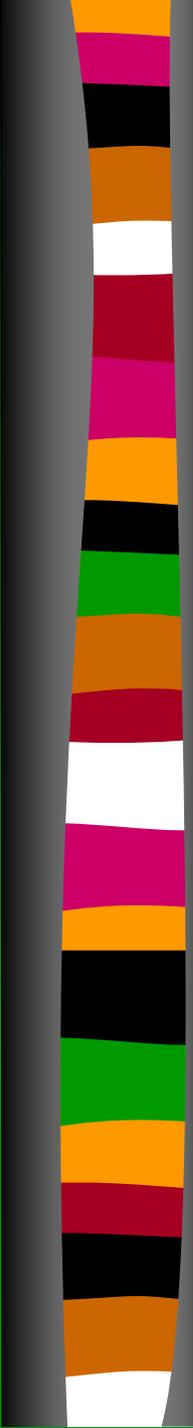
Program Name: _____

Outcome	Indicator(s) (may be more than one per outcome)	Source of Data	Data Collection Method



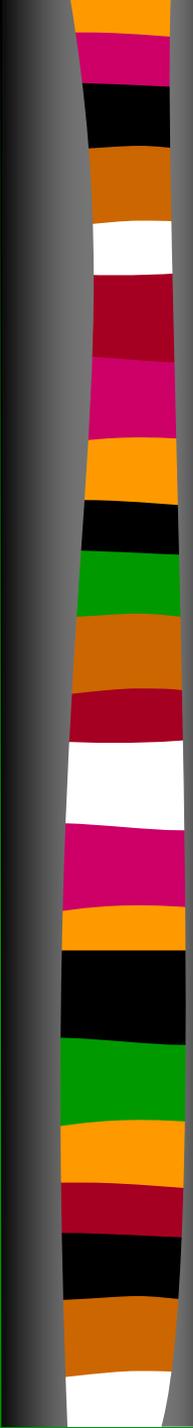
Indicators – Activity

- Enter both outcomes for your program on the blank outcome measurement plan
- Develop one or more indicators for each outcome
- Report to group and discuss



Review Your Indicators

- Is there at least one indicator for each outcome?
- Does each indicator measure an important aspect of an outcome?
- Is wording sufficiently specific? Does it tell you what characteristic or change you will count?
- Does each indicator identify the statistic that will summarize the program's performance on that outcome?

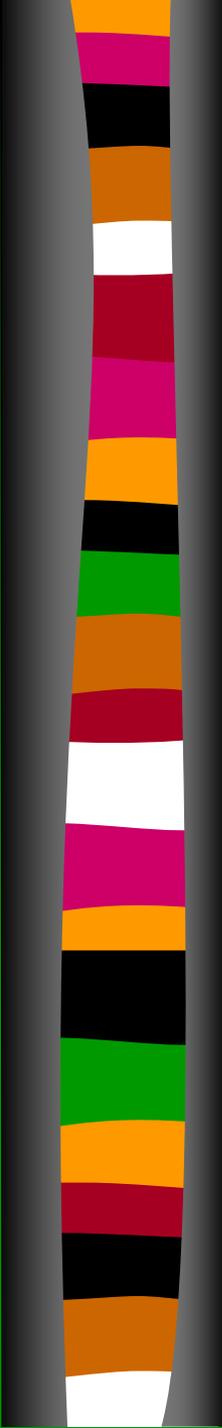


Next Steps

- Identify sources for data on indicators
- Develop a data collection plan
- Develop and/or revise data collection instruments
- Collect and enter data
- Analyze results

Measuring Program Outcomes: Outcome Measurement Resources

- *Measuring Program Outcomes: A Practical Approach.* (United Way of America: 1996) Item #0989. 703-836-7100.
- <http://national.unitedway.org/outcomes/library/>
- <http://www.urban.org/center/cnp/projects/outcomeindicators.cfm>
- *Outcome Measurement in Nonprofit Organizations: Current Practices and Recommendations.* Morley, et al. (Independent Sector: 2001) 888-860-8118.
- *Logic Model Development Guide.* (W.K. Kellogg Foundation: 2001) Item # 1209. 800-819-9997 or www.wkkf.org



www.phmc.org/chdb

**For more information about the Community
Health Data Base, please contact us at
215-985-2548 or visit www.phmc.org/chdb**