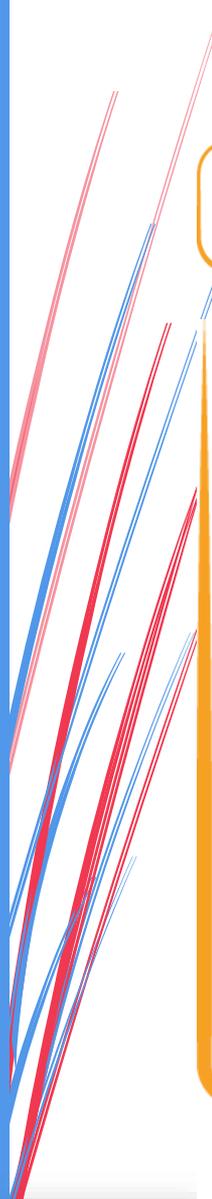


# OUTCOMES AND OUTPUTS



# Outcomes

Movement towards or attainment of a change in attitude, belief, behavior

What has changed as a direct result of the services you offered?

What has changed in the systems you work with as a direct result of your activities?

# Envisioning CHANGE



If you conduct your program's activities and succeed, what will the resulting changes be in beliefs, attitudes, and behaviors?

What one or two changes do you believe will occur as a result of your activities?

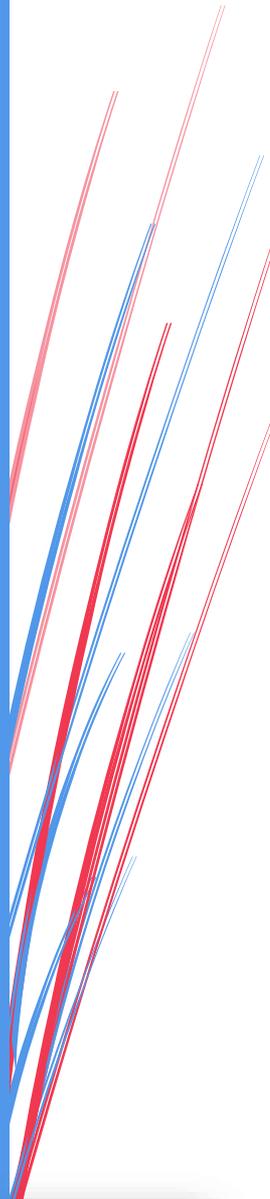
# Challenges in Evaluating Outcomes



Claiming responsibility for outcomes that were influenced by factors other than your efforts

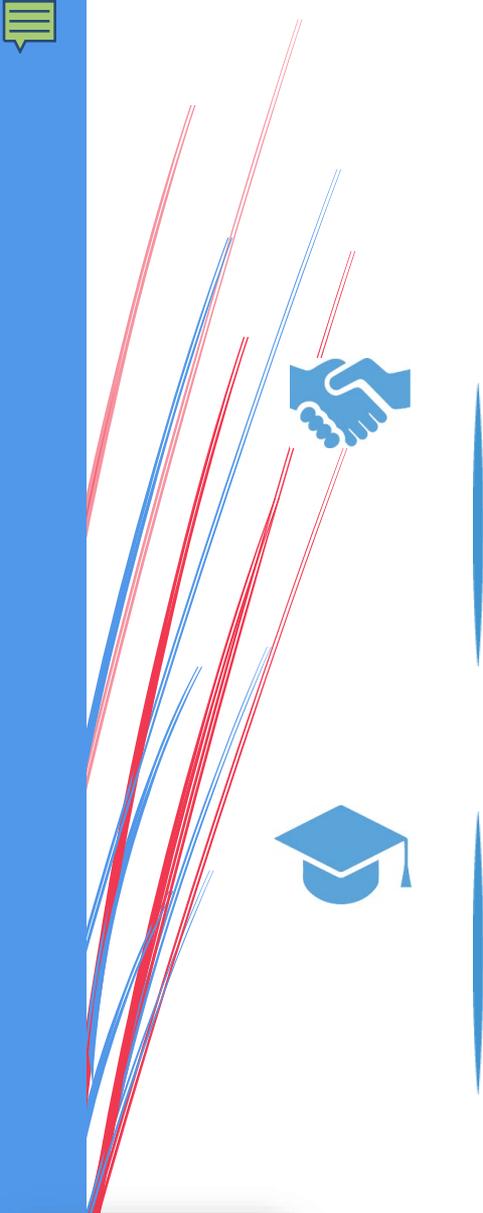


Showing long-term growth within a short and rigid time-frame



# Outcomes

- Short-term
- Intermediate
- Long-term



# Short-Term Outcomes

## Engagement outcomes:

First steps, gaining trust, interest, and involvement

## Learning outcomes:

Changes in knowledge, attitudes, beliefs

# Intermediate Outcomes



# Long-term Outcomes (integration)

When new behaviors are integrated into a system or systems

Consistently practicing new skills and behaviors.

Continuous Quality Improvement

# Outputs (activities, services)

Quantifiable events or products provided to meet a goal, such as:

- Respite hours received
- Meetings held
- Financial contributions
- Trainings offered
- Partners engaged

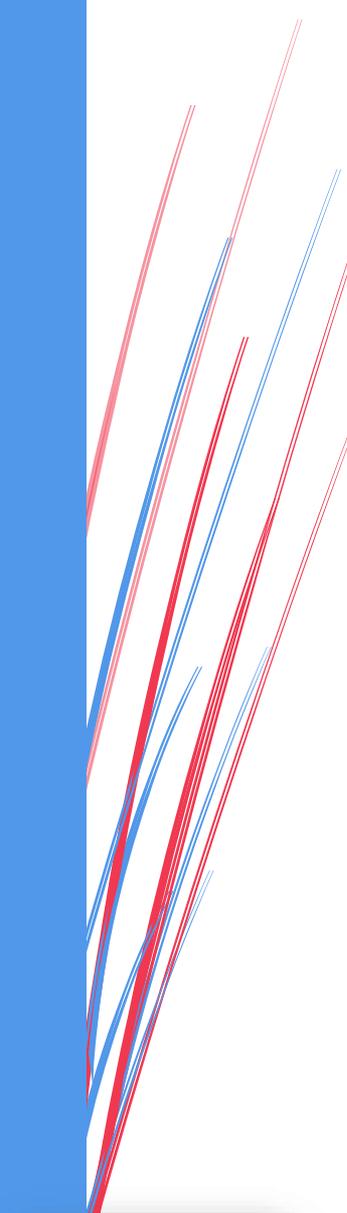
# Where they Meet

- If your stated goal is to increase membership in your coalition, then an outcome might be:
  - increased membership

But isn't that an output?

You decide. Or your funders decide. What is logical?  
What is useful? What is important?

It is an Art -- not a Science.



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