



# Program Evaluation: Outcome Measurement

Safe Communities Networking  
Conference

August 14, 2011





# What is Outcome Measurement?

- Outcome measurement is the regular, systematic measuring of progress toward intended outcomes in order to:
  - Increase effectiveness
  - Communicate the value



# Uses of Outcome Findings by Organizations

- Internal Uses to your Safe Community coalition:
  - Provide direction for coalition members
  - Improve programs and services
  - Support long-range and annual planning
  - Guide budgets and resource allocations



# Uses of Outcome Findings by Organizations

- External Uses:
  - Recruit talented, resource rich, committed members
  - Promote the program to potential participants and referral sources
  - Identify partners for collaboration
  - Enhance the program's public image
  - Seek, retain and increase funding



## Developing Outcomes: *Questions to ask yourself*

- What do we want to be true of participants because of their involvement with our program? ... What do we want to be able to say about them?
- If we succeed with a participant (or don't), what has changed (or hasn't)?
- If we conduct this activity, then what do participants believe, know, have, or do as a result? ... And what benefit or change flows from that?



# Developing Your Road Map

- A Logic Model
  - systematic and visual way to present and share understanding of the relationship among resources to operate your program, the activities you plan to do, and the changes or results you hope to achieve.
- Guiding Principles:
  - Proceed through the process step by step, don't get ahead of yourself
  - Avoid making any assumptions
  - Develop your model and OM plan based on your particular situation
  - Stay open to ideas and perspectives



# Outcomes Approach: Program Implementation

Inputs	Activities	Outputs	Initial Outcomes	Intermediate Outcomes	Long-term Outcomes
In order to accomplish our set of activities we will need the following:	In order to address the problem or build assets we will accomplish the following activities:	We expect that once accomplished these activities will provide the following evidence of service delivery:	If accomplished these activities will lead to <b>changes in knowledge, attitudes, and skills:</b>	If accomplished these activities will lead to <b>changes in behavior</b> resulting from new knowledge, attitudes, and skills:	If accomplished these activities will lead meaningful changes in condition or status:

Your Planned Work

Your Intended Results



# Outcome Measurement Framework

Outcome Levels	Outcomes	Indicator(s)/ Measure(s)	Data Source	Data Collection Method
Initial, Intermediate, or Long-term	The results – benefits or changes for participants	The measures you select as markers of your success	Where you get the data for each indicator	How you will obtain the data





# Examples from the field

## Traditional Program Model:

- Lloyd Jordison, Madison County, KY
- Always Buckle Up and Battle of the Belts

## Community Initiative Model:

- Andrew Larson, Arlington Heights, IL
- Suicide Prevention



# Measuring Outcomes: Eight Steps to Success

1. Get Ready
2. Choose the Outcome You want to Measure
3. Specify Indicators for your Outcomes
4. Prepare to Collect Data on Your Indicators
5. Try Out your Outcome Measurement System
6. Analyze and Report Your findings
7. Improve Your System
8. Use Your Outcome Findings



# Questions



# Thank You