

Outcome Measurement – Part 1



REGIONAL MUNICIPALITY
OF WOOD BUFFALO

Intended Outcomes

Increased knowledge of:

- Outcome measurement
- Why Outcome Measurement
- Identifying Program/Project Name
- Program logic model
- Outputs, Outcomes and Indicators



What is Outcome Measurement?

A type of evaluation focused on measuring the **change** that happens for people as a **result** of their participation in our programs, projects, events or services.



Why Outcome Measurement?

- For the people we serve (public accountability)
- To make data-driven decisions (and spend less time debating what to do)
- Program improvement
- Program transformation
- To support grant applications
- To report to stakeholders



Statement of Need



The gap or social problem that the program or service aims to address.

- Is there a need to develop/deliver a program?
- How do you know?
- Use research and data to support the need.



Definition of Program, Project or Event

- **Program** – A set of related, ongoing activities that work together to achieve a common long-term goal or objective and provide support to specific demographics. For example, a program focused on promoting wellness might include activities such as life-skills workshops and outreach.
- **Project** - A temporary initiative with a specific timeframe(defined start and end date), goal, and set of tasks. It's a unique undertaking designed to deliver a particular outcome or result. For example, The Tomorrow Project
- **Event** - Is a one-time, stand-alone gathering that takes place on a specific date or short, defined period (e.g., single day or weekend) often tied to holidays or community celebrations, and open and accessible to all members of the community.



Program, Project or Event Name vs Activities

- **A Program, Project or Event Name** is the title or identity of a program/project or initiative you're working on.
 - For example, Soup Kitchen, #Girls Too, Elders Reflections, Mentorship Program, Camp Kids, Seniors Outreach, Rainbow Spaces, etc.
- **Activities** are more specific and can be one-time or ongoing actions that are part of a larger initiative, program, project, or Event. E.g.

Activities

- Community Luncheon
- Meals on Wheels
- Photo Contest
- Radio Bingo
- Christmas festival
- Halloween contest

Program Name: Community Connect Program





Target Demographic

The people who will benefit from the program. E.g.,

- Children (0-12 years)
- Youth (13-18 years)
- Seniors (65+ years)
- Adults (19-64 years)



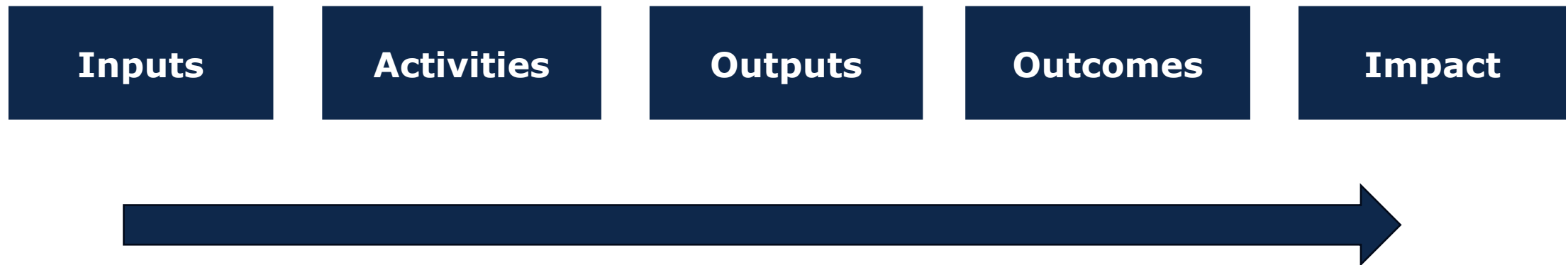
What is a Program Logic Model?

A program logic model is a planning and evaluation tool that provides a one-page visual representation of the desired change the program, project or event aims to achieve, and the resources and activities needed to get there.

Tip: A new staff or someone learning about the program, project or event should be able to look at the program logic model and easily understand the program components, and what the program, project or event is trying to achieve.



Program Logic Model - Key Components



Inputs



Inputs = resources or what you invest.

All of the things that go into making the program, project or event happen.

For example, inputs for the Snow Angels Program:

- staff, volunteers, time, funds, equipment, facilities, materials, partners, seniors etc.



Activities



Activities = What you do.

The key actions that make up the program, project or event.

For example, in Snow Angels Program:

- Shoveling driveways
- Volunteer recruitment
- Conducting workshop & meetings
- Volunteer recognition dinner
- Purchasing & distribution of equipment



Outputs



Outputs = what you delivered.

These are typically expressed as the number of items or services provided.

Example: Snow Angels Program

- 60 volunteers recruited
- 100 driveways shoveled
- 60 shovels bought and distributed to volunteers
- 1200 volunteer hours



Outcomes



Outcomes = the change that happens as a result of the outputs.

These are typically expressed as changes in participant skills, knowledge, behaviors, attitudes, and/or life conditions.

Often include action verbs like improve, increase, create, strengthen, etc.



Activity 1 – Knowledge Check

Fill in the blank

- Outcome measurement is a type of _____.
- It focuses on measuring the _____ that happens for people as a _____ of participating in what we deliver.

List the program logic model elements that correspond with each description:

- What we delivered: _____
- The change we make for people who participate: _____
- What we put in / resources: _____
- What we do: _____
- The long term change we hope to contribute to: _____

Inputs, result, outputs, evaluation, activities, change, impact, outcomes, activities



Identifying Outcomes

Outcome Statement Equation =

Who (Target population)
+ Action verb
+ What will change
= Outcome Statement

Who	Action verb	What will Change
<i>Seniors</i>	<i>improved</i>	<i>safety of seniors in the community.</i>
<i>Volunteers</i>	<i>increased</i>	<i>participation in the community.</i>

Action verbs: increase, improve, decrease, gain, expand, develop, create, reduce



Chain of Outcomes

Short-term Outcomes <i>Minimally influenced by outside factors</i>	Medium-term Outcomes <i>Somewhat influenced by outside factors</i>	Long-term Outcomes (Impact) <i>Often heavily influenced by outside factors</i>
Changes in • knowledge • skills • attitudes • opinions • values	Changes in • behaviours • actions	Changes in • status • life conditions



Assumptions and Risks

- Assumptions are positive predications required for successful program implementation.
- Risks are external factors that have the potential to impact causal linkages between components of the Program Logic Model.



Activity 2 – Knowledge Check

Name 4 types of change that you might find in an outcome statement.

- 1.
- 2.
- 3.
- 4.

Knowledge, behaviours, way of dressing, skills, inputs, attitudes, shopping, activities, opinions, short-term, intermediate, life conditions

- Fill in the parts of an outcome statement in the “equation” below.

_____ + _____ = an Outcome
Statement.

- Increase, decrease, improve, create, and develop are all examples of _____ verbs.

What will change, action verb, who (target population), action



Program Logic Model Example

Snow Angels Program Logic Model					
Inputs	Activities	Outputs	Short Term Outcomes	Medium Term Outcomes	Long Term Outcomes/ Impact
<i>What we invested to make the program happen</i>	<i>What we did</i>	<i>What we delivered</i>	<i>Changes in knowledge, skills, attitudes, or opinions</i>	<i>Changes in skills, behaviors, or actions</i>	<i>Altered life conditions or status</i>
- Staff - Volunteers - Seniors	Volunteer recruitment campaign	120 volunteers recruited	Increased participation in the community	Increased support to seniors during winter months and snow times.	Increased sense of belonging in the community.

Assumptions

- Funding is available
- Volunteers will sign up and shovel

Risks and External Factors

- Heavy snowstorms
- Budget cut from Municipality



Activity 3 – Knowledge Check

Output, Outcomes or Satisfaction

We served 500 families and gave away 250 brochures	=	_____	I felt more connected to my community	=	_____	I am more aware of services in my community	=	_____
The facilitator was engaging and easy to understand	=	_____	25 agencies took part in a 5-hour training	=	_____	Youth have increased self-esteem	=	_____
Improved relationship between youth and Elders	=	_____	I am less isolated as a result of the program	=	_____			



What is an Indicator?



Indicators are the measures you select to track achievement of the program outcomes

Indicators describe observed, measurable changes

Indicators represent the achievement of an outcome



Why use Indicators?



- To determine progress towards what we intend to achieve (goals and objectives)
- To determine the outputs, outcomes and impact patterns
- To gain information to facilitate decision-making
- To help us ensure that programs are “on track” to produce results



Quantitative Indicators

Include numerical or statistical measures.

- Examples:
 - # of.....
 - % of

E.g., 80% of volunteers report feeling connected and engaged.

of seniors feeling less stressed or relieved knowing they have support, particularly during heavy snowfalls.



Qualitative Indicators

Qualitative indicators can be more subjective and based on individual experiences, opinions, judgments, attitudes or perceptions.

- Examples:
 - Level of
 - Presence of
 - Extent to

E.g., The extent to which the program has inspired others in the community to participate/volunteer.



Indicators –Example (Snow Angels)

Outcome statement	Indicator
Increased participation in the community	% of volunteers who report feeling connected and engaged
Increased support to seniors during winter months and snow times.	Level of satisfaction among seniors with the Snow Angels Program



Activity 4 - Program Logic Model

Program/Event Name: _____ Target Population: _____

Inputs	Activities	Outputs	Short Term Outcomes	Medium-term Outcomes	Long Term Outcomes/ Impact
<i>What we invest</i>	<i>What we do</i>	<i>What we deliver</i>	<i>Changes in knowledge, skills, attitudes, or opinions</i>	<i>Changes in skills, behaviors, or actions</i>	<i>Altered life conditions or status</i>



Identifying Outcome Measures



Measures are the questions you ask the participant.

The data from measures can be used to determine whether the outcome is being met.

“Because of the [Snow Angels program], I feel more connected and engaged in the community.”



Outcome Measurement Tools



Common measurement tools

- Survey
- Key informant interviews
- Focus groups, or group discussions
- Document review, such as in-take and exit/discharge forms

Some measurement tools are best for specific people or groups of people. The measurement tool you select should be appropriate for your participants.



Make An Outcome Measurement Plan

It can be helpful to have a one-page plan as a guide.

- ☐ Identify one person to lead the work
- ☐ Continuity plan in the event of changing staff
- ☐ Identify roles - who completes forms, counts attendance, collects and analyzes data, and completes reports
- ☐ Confirm timelines – when to plan, collect, analyze, and when your team needs to report to funders, collaborators, boards, community members, etc.
- ☐ Confirm the measurement tools & format – how will you collect the data?
- ☐ Note any special considerations for the target population



Continuous Improvement



Critical Review
Of Results
Achieved



What Went Well?



What Could Be
Improved?



Do Any Changes
Need To Be
Made?



Update the PLM

