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

- Moving from learning to action
- Initiating new practices
- Practicing and refining activities
- Adopting or changing behaviors
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.