Outcome Measurement –Part 1

Spring 2024

Regional Municipality of Wood Buffalo

Intended Outcomes

- Increased knowledge of:

    - Outcome measurement

    - Logic models

    - Outcomes, outputs, indicators

    - Why Outcome Measurement

What is Outcome Measurement?

Outcome measurement focuses on assessing the **change** that occurs for people as a **result** of their participation in our programs, events or services.

Statement of Need

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

- Is there a need for the program? How do you know?

- Use research or data to support the need.

Target Demographic

The people who will **benefit** from the program **(e.g.,** adults, youth, children, older adults**)**.

The program may also focus on serving individuals from different populations, such as newcomers, racial minorities, 2SLGBTQIA+, or differently abled individuals.

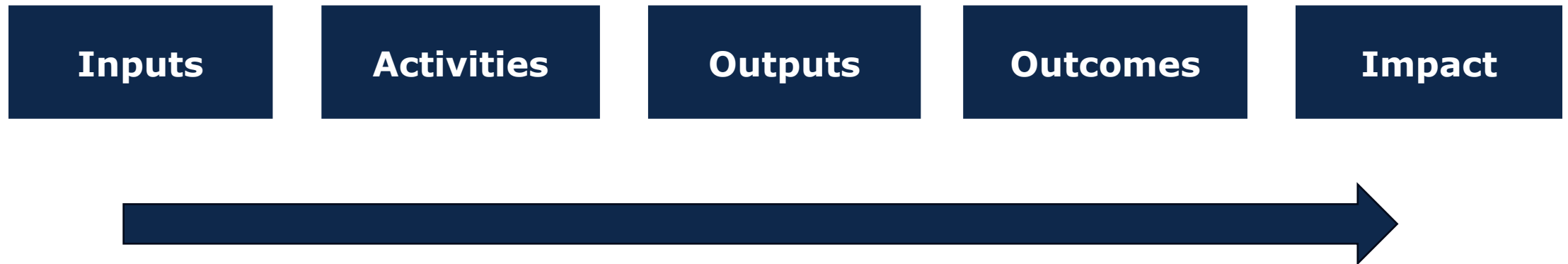Organizations can include this in applications and reporting.

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 aims to achieve, and the resources and activities needed to get there.

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

Program Logic Model - Key Components

Inputs | **Activities** | **Outputs** | **Outcomes** | **Impact**

Inputs

Inputs = resources.

All of the things that go into making the program or service happen.

For example, inputs for the Snow Angels Program:

- staff time, money, equipment, facilities, volunteer and volunteer time, partners, etc.

Activities

Activities = What you do.

The key actions that make up the program or event. For example:

- Shoveling driveways

- Developing a communication plan

- Planning events

Outputs

Outputs = what you delivered.

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

For example:

- 100 driveways shoveled
- 60 shovels
- 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.

Identifying Outcomes

Outcome Statement Equation =

Who (Target population)
+ Action verb
+ <u>What will change</u>
= Outcome Statement

Who	Action verb	What will Change
Seniors	*increase*	*sense of belonging in the community.*
Volunteers	*increase*	*participation in the community.*

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

Chain of Outcomes

Short-term Outcomes	Intermediate Outcomes	Long-term Outcomes
Minimally influenced by outside factors	*Somewhat influenced by outside factors*	*Often heavily influenced by outside factors*
Changes in • knowledge • skills • attitudes • opinions	Changes in • behaviours • actions	Changes in • status • life conditions

Program Logic Model Template

Inputs	Activities	Outputs	Short Term Outcomes	Intermediate Outcomes	Long Term Outcomes/ Impact
What we invest	*What we do*	*What we deliver*	*Changes in knowledge, skills, attitudes, or opinions*	*Changes in skills, behaviors, or actions*	*Altered life conditions or status*

Program Logic Model Example

Snow Angels Program Logic Model					
Inputs	**Activities**	**Outputs**	**Short Term Outcomes**	**Medium Term Outcomes**	**Long Term Outcomes/ Impact**
What we invested to make the program happen	*What we did*	*What we delivered*	*Changes in knowledge, skills, attitudes, or opinions*	*Changes in skills, behaviors, or actions*	*Altered life conditions or status*
- Staff - Volunteers - Seniors	Volunteer recruitment campaign	120 volunteers recruited	Increased participation in the community	Individuals are connected to each other in the community	Increased sense of belonging among individuals

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 do (goals and objectives)

- To determine the outputs, outcomes and impacts

- To gain information to facilitate decision-making

- To help us to ensure that programs are "on-track" to produce results

Quantitative Indicators

Include numerical or statistical measures.

- Examples:
  - # of…..
  - % of …..
  - 80% of volunteers report feeling connected and engaged

Qualitative Indicators

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

- Examples:

  - Level of …..

  - Presence of …..

  - Quality of …..

  - Extent to …..

Indicators – Example

Outcome statement	Indicator
Increased sense of belonging among individuals in the community	% of volunteers report feeling connected and engaged

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 to the community."

Outcome Measurement Tools

Common measurement tools

- Survey

- Observation

- 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

Thank you!

Regional Municipality of WOOD BUFFALO