Outcome Measurement –Part 1

Regional Municipality of Wood Buffalo

Intended Outcomes

- Increased knowledge of:
  - Outcome measurement
  - Why Outcome Measurement
  - Identifying Program/Project Name
  - Logic model
  - Outcomes, outputs, indicators

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

Definition of Program, Project or Event

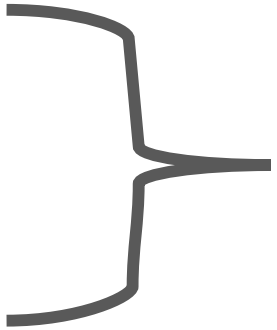
- **Program** – A set of related, ongoing activities that work together to achieve a common long-term goal or objective and provide support to specific demographics. For example, a program focused on promoting wellness might include activities such as life-skills workshops and outreach.
- **Project** - 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, a community garden.
- **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 in 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, Game Challenge, Elders Reflections, Mentorship Program, Camp Kids, Seniors Outreach, 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.,

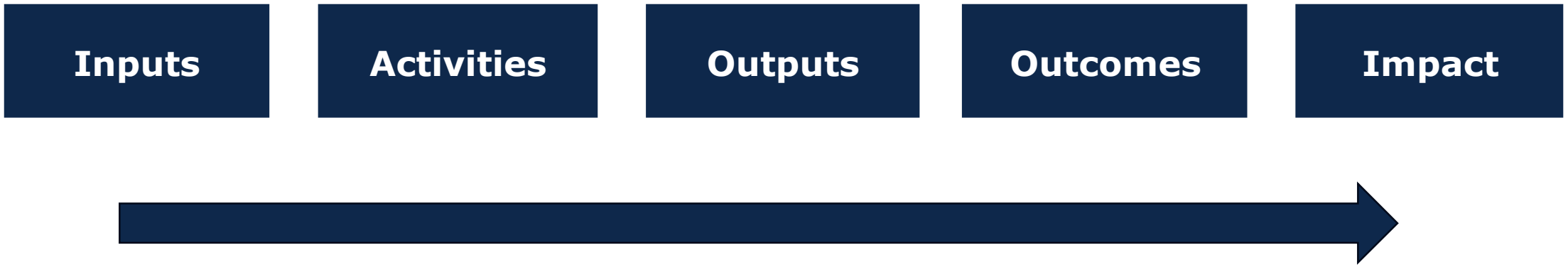
- Children (0-12 years)
- Youth (13-18 years)
- Seniors (65+ years)
- Adults (19-64 years)

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.

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

For example, inputs for the Snow Angels Program:

- staff time, funds, equipment, facilities, volunteer and volunteer time, 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
- 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.

Identifying Outcomes

Outcome Statement Equation =

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

Who	Action verb	What will Change
Seniors	*improved*	*safety of seniors in the community.*
Volunteers	*increased*	*participation in the community.*

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

Chain of Outcomes

Short-term Outcomes *Minimally influenced by outside factors*	**Intermediate Outcomes** *Somewhat influenced by outside factors*	**Long-term Outcomes** *Often heavily influenced by outside factors*
Changes in • knowledge • skills • attitudes • opinions	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.

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	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

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*

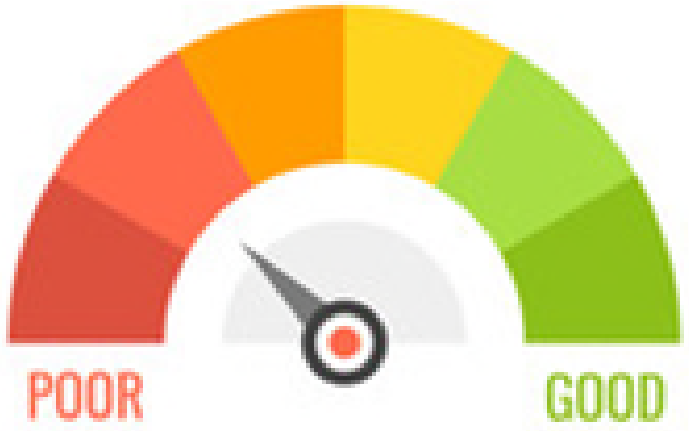
What is an Indicator?

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 …..

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

Outcome statement	Indicator
Increased participation in the community	% of volunteers 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

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