

## **Sustainability Series Tip Sheet**

### **The Logic of Program Design, Part 5 – Measuring Program Outcomes**

**Evaluation Measures** are included in the grant application narrative to describe how you will measure the outcomes of your work. Previous tip sheets in the series on program design focused on developing objectives and activities to achieve desired outcomes. Tip sheet number 5 provides the framework from which to measure program outcomes to ensure that you are achieving the desired results, including quality checks along the way and to provide vital information in support of future programs. The following outline displays a way to look at information to determine your outcomes:

#### **Quantity of Input - What we do**

- How much information we deliver
- How many clients we serve
- How much service we provide

#### **Quantity of Output - Are we having an effect?**

- How many clients are matched with activities
- How many clients are progressing

#### **Quality of Input - How well we do it**

- Are our stakeholders happy?
- Are we making our numbers?

#### **Quality of Output - Is anyone better off?**

- Percentage of change in skills, behavior, attitude, situation

**Indicators or benchmarks** are the measures that help to quantify the achievement of a result. *Progress indicators* can be measured in the *short-term* and generally show progress in how well a program is reaching the community and providing its services. Examples of progress indicators might be:

- The number of patients attending hepatitis education programs
- The number of times a viral hepatitis PSA is played on the air
- The number of clinicians participating in provider training programs
- The number of patients completing a series of hepatitis A and B vaccinations

*Outcome indicators* measure the long-term changes in the community resulting from the program or service being available. These are often harder to measure and programs may be in place for a long period of time before these are measurable. Some examples might be:

- Increased numbers of patients in care for viral hepatitis
- Increased number of providers caring for patients with viral hepatitis
- Fewer new cases of viral hepatitis

**Methods** of evaluation include data tracking, surveys, interviews, focus groups or observation.

**Tools** include the data base, survey form, interview form, focus group questions, and observation form.

*The National Viral Hepatitis Roundtable is a coalition of public, private, and voluntary organizations dedicated to reducing the incidence of infection, morbidity, and mortality from viral hepatitis in the U.S.*

To support the increased capacity and sustainability of non-profit member organizations, NVHR produces a series of Tip Sheets on a variety of topics. If you have questions or suggestions for a future Tip Sheet topic, please contact [Martha Saly](mailto:Martha.Saly).