

Outcomes and Program Planning Worksheet

Adapted by The Healthcare Forum Foundation from
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Organizational Vision

State the organization's vision in this space. It is a guide to all goal-setting and planning at the program level for the organization.

Program Name:

Goals

Goals are general statements about what changes your community initiative hopes to achieve.

Step 1: To help you reflect on the goals of your community initiative ask yourself the following questions:

What will be different in people's lives or in the community as a result of your community initiative or program?

Example of a goal statement:

This program will help reduce teen pregnancy in West Garfield Park.

Now tell us one to three specific goals of each initiative/program:

1. _____
2. _____
3. _____

Outcomes (and Outcome Indicators)

Outcomes are more specific statements of a goal that clearly state: the name of the initiative, the primary client or target population, the behavior or condition that will be changed, how it will be changed, by how much, and the time frame for the change.

Step 2: To help you think through your outcome statements, use the following template to describe one outcome for your first goal.

(**Note:** You may have more than one outcome for each goal.)

The _____ initiative/program

will _____ (increase, decrease, add, create, modify)

_____ (a condition or behavior)

among (whom) _____

through or by (how) _____

_____ % (how much) from a baseline of _____ by June 30th, 2000.

Outcome indicators describe the specific changes in individuals' level of knowledge, skills, attitudes, behavior, status, or condition. A good outcome statement (such as the one above) contains the indicator with which to measure it.

Example for Outcome indicator for teen pregnancy:

Teen pregnancy rate in West Garfield Park.

Also, ask yourself what you need to know in order to show that you have achieved the outcome. (Hint: Baseline data; What changes would you like to see as a result of implementing your strategy and action steps?)

Strategies and Action Steps

Strategies are the main approach of a program. What type of intervention or action will the program take?

Example of a strategy:

Implement a 10-week sex education curriculum in two elementary schools.

Action Steps are the specific activities your program will complete in order to achieve your outcome.

Example of specific action steps:

The group will examine existing curriculum, talk to the schools, approach the school health centers, schedule classes, etc.

Step 3: Please list below strategies you will use to achieve your first outcome, and the specific action steps required.

Strategies for Outcome # 1:

1. _____
2. _____
3. _____

Action Steps for Outcome # 1:

1. _____
2. _____
3. _____

Step 4: Now tell us what resources you would need in order to reach this outcome.

Measuring Program Outputs

Measuring the Outputs of your initiative or program allows you to track the progress made towards program goals.

Output indicators describe the amount of items produced, provided, generated, number of people served, participated, etc.

Example of Output indicator for teen pregnancy:

Number of 8th grade students who completed the sex education classes at elementary school one and elementary school two.

Step 5: For Goal #1, what are the relevant **output indicators** for your strategy and action steps? That is, what will you measure to demonstrate your program's activities?

1. _____
2. _____
3. _____