

OUTCOMES UNPACKED

· Why focus on Outcomes?

The Opioid Settlement Fund full grant application requires applicants to submit outcomes as part of the application.

Outcomes provide a roadmap for both the grant recipients, who want to demonstrate the effectiveness and value of their program, and the funder, who needs assurance that this investment will yield impactful results.

Outcomes Unpacked

Why are Outcomes Important?

- Helps donors and funders understand the value of the program.
 - Demonstrates accountability and transparency.
 - Provides data driven information
 - Shows program's success
- Allows program to monitor for gaps/barriers and improve
 - Strengthens what is working
 - Results build support

OUTCOMES UNPACKED

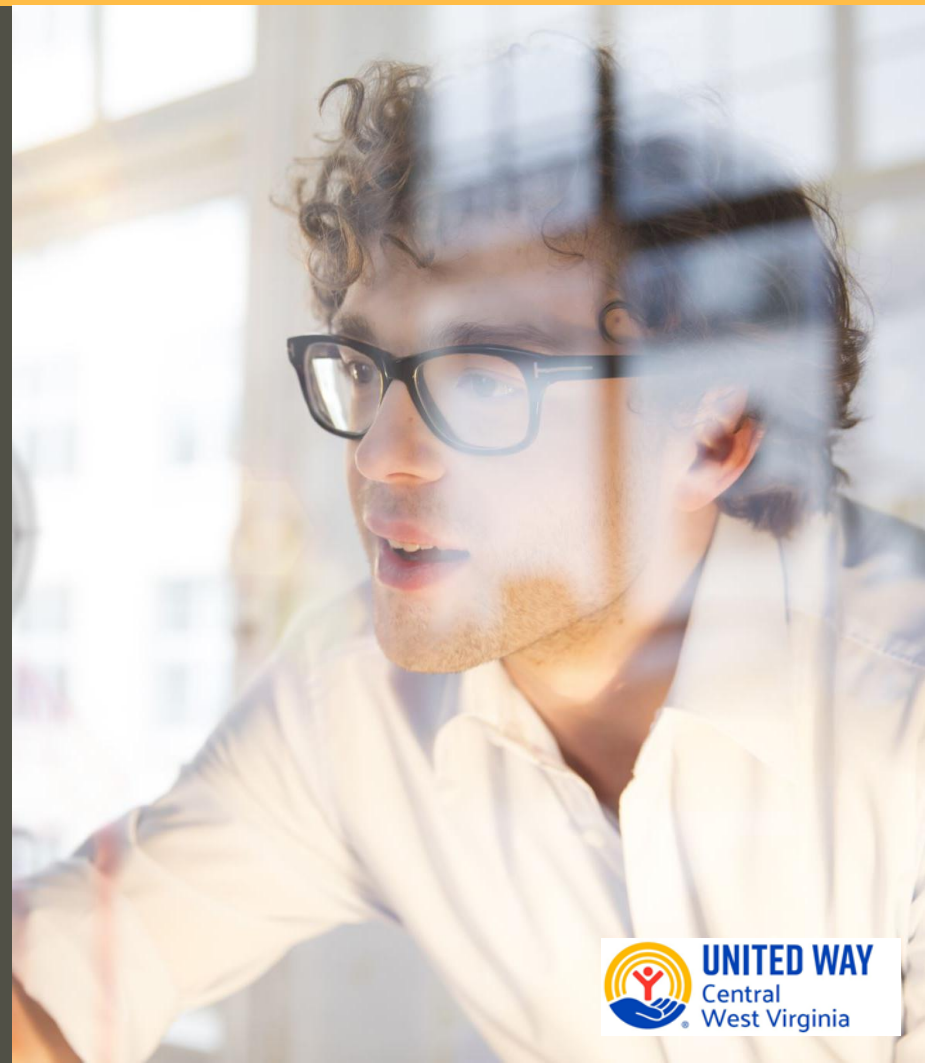


When defining outcomes, ask:

- What change do you want to see? What specific difference will this program make?
- Who will benefit? Which individuals, groups, or communities are the focus?
- How will success be measured? What indicators or metric will show progress or achievement?
- What is the long-term impact?
- What barriers might affect the outcome? Challenges or risks?
- Are outcomes realistic and achievable? Are the resources, time and capacity available?

MAPPING THE MAGIC: YOUR LOGIC MODEL GUIDE

A **logic model** is a visual tool that maps out how a program works to achieve its goals. It connects the program's resources, activities, and outputs to the desired outcomes and impact. Think of it as a roadmap for planning, managing, and evaluating a program.



LOGIC MODEL 101

Logic models flow left to right: Inputs → activities → outputs → short-term outcomes → intermediate → long-term outcomes

· Program Logic Model

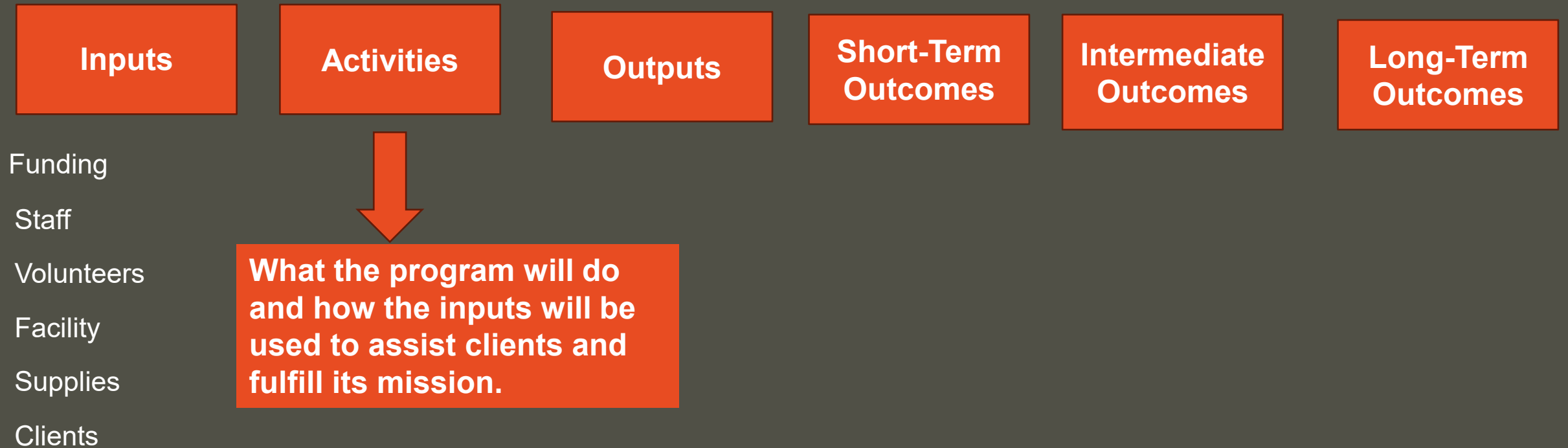
Ex: Shelter Program



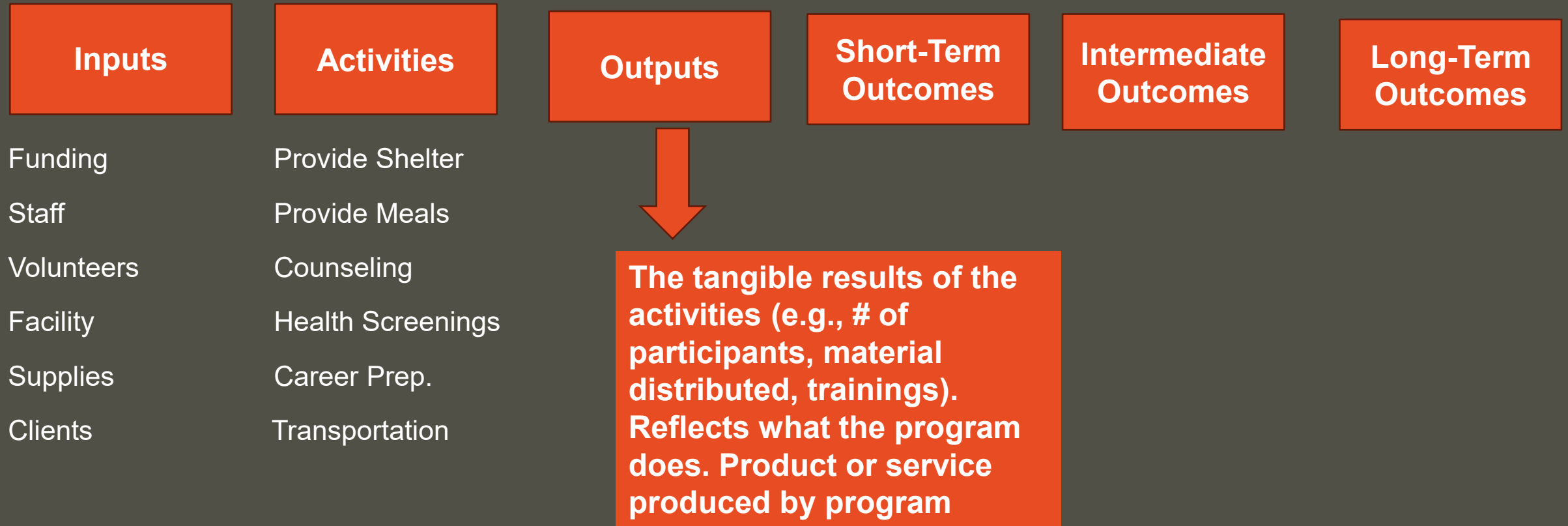
Inputs – What it takes to run your program.

- Resources needed for or consumed by the program
- Facility
- Volunteers
- Equipment

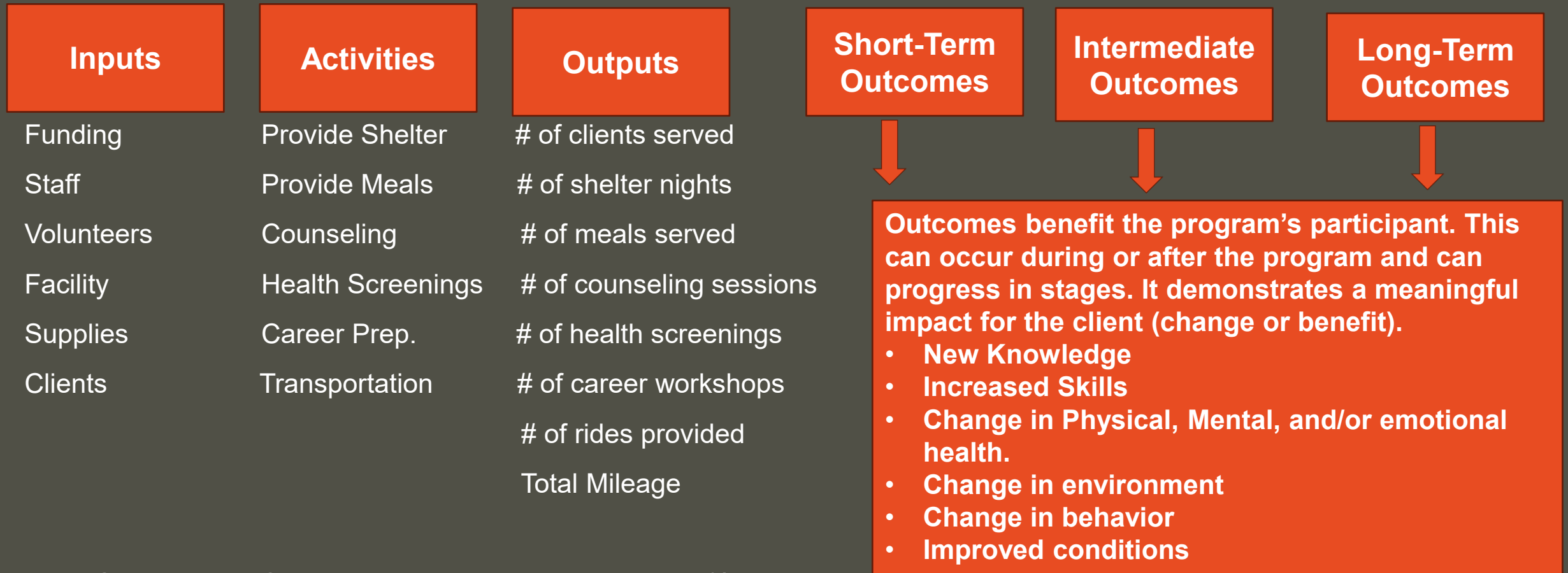
LOGIC MODEL 101



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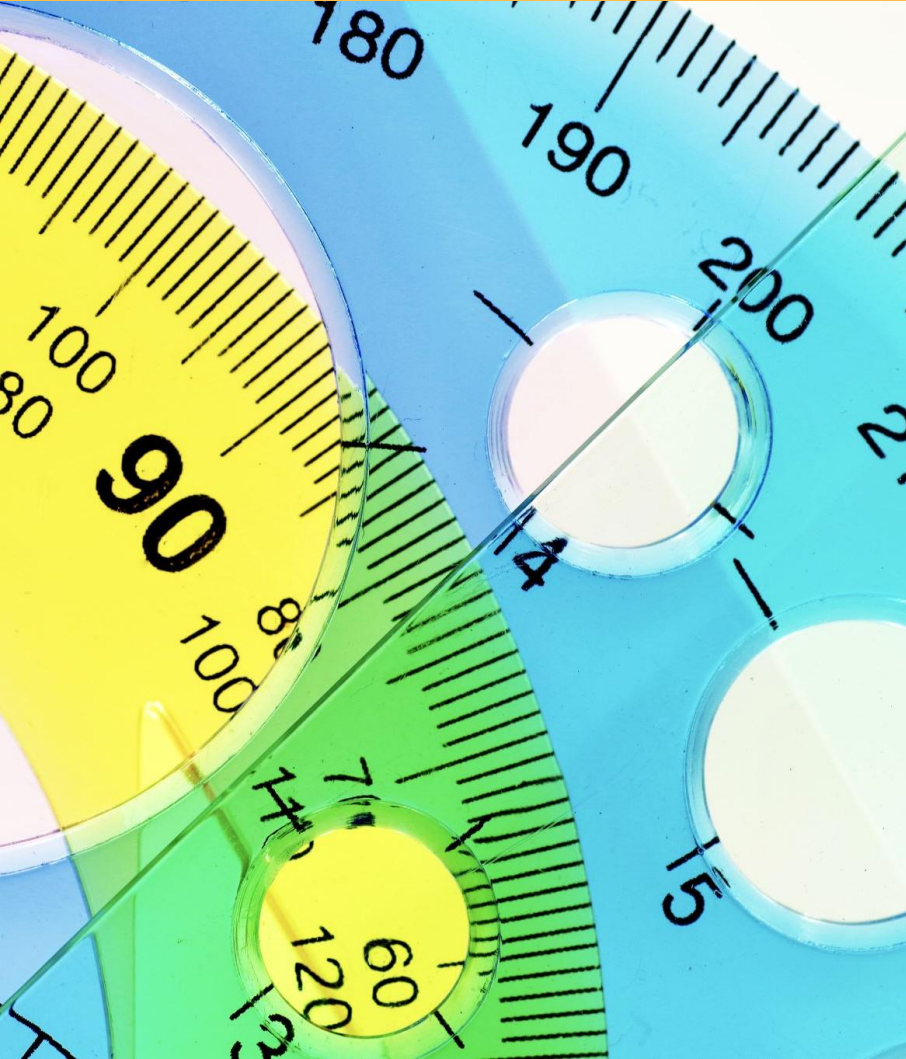
Note: Outputs: UWCWV reports require the # and the %

LOGIC MODEL 101

Inputs	Activities	Outputs	Short-Term Outcomes	Intermediate Outcomes	Long-Term Outcomes
Funding	Provide Shelter	# of clients served	People in crisis will have immediate needs met.	People in crisis will develop job skills	Transition to stable, safe permanent living situation
Staff	Provide Meals	# of shelter nights			
Volunteers	Counseling	# of meals served			
Facility	Health Screenings	# of counseling sessions	People in crisis can cope with crisis.	People in crisis develop plan of action.	Increased financial independence
Supplies	Career Prep.	# of health screenings			
Clients	Transportation	# of career workshops	People in crisis learn about community resources and how to access them.	People in crisis connect with support networks	Improved quality of life and over all well-being.
		# of rides provided			
		Total Mileage			

Note: Outputs: UWCWV reports require the # and the %

MEASURING WHAT MATTERS



Indicators

- Indicators are measurable data points that track progress towards achieving an outcome. They provide evidence that change is occurring and are useful in evaluating a program's effectiveness. Measures the changes in behavior, knowledge or skills because of the program

What is the relationship between Indicators and Outcomes?

Outcomes are the desired change or impact (e.g., Safe permanent housing)

Indicators shows how the outcome is being achieved (e.g., #/% maintaining housing for 6 months).

Indicators are the **PROOF** of progress towards outcomes.

Not all indicators will provide positive data trends showing the outcomes are being achieved. If indicators are low, this information helps programs adjust and create more effective strategies.

MEASURING WHAT MATTERS

Targets

- **Targets** define specific, measurable goals that a program aims to achieve within a given timeframe. They are linked to **indicators** and help track progress toward desired **outcomes**.
- When setting targets, remember to keep them:
 - Realistic and Achievable – Understand the complexity of the client and the program
 - Understand the timeline (clear deadlines).
 - Use pre-existing data if available (this helps set your baseline to validate any changes to the target (+/-)).

Example

Shelter sets target that 85% will maintain permanent housing for 6 months after leaving shelter.

Result: 75% (75 of 100 clients) remained housed six-months after leaving shelter. (-10)

The Change: 75% of clients acquired the skills to maintain housing.



MEASURING WHAT MATTERS



Evaluation Tools

- Determine what tool will best capture the outcome that is being tracked.
- Determine your data source.
- Set data collection procedures.
- **Not a client satisfaction survey**

Tool Types

- Surveys and questionnaires: Self-reported Data
- Interview and Focus Groups: Qualitative Insights
- Case Management Records and Tracking Data: Administrative Data
- Observations: Behavioral Assessment
- Partner Feedback: Objective Feedback
- Follow-Up Assessments: Long-Term Impact Measurement

MEASURING WHAT MATTERS



Tool Examples

- **Surveys & Questionnaires** (*Self-Reported Data*):
 - WHOQOL-BREF (Quality of Life Assessment)
 - Likert-scale surveys (e.g., “On a scale of 1-5, do you feel like your basic needs have been met?”)
 - Pre/Post Surveys (e.g., measuring knowledge gained before and after training)
- **Interviews & Focus Groups** (*Qualitative Insights*)
 - Structured or semi-structured interview guides
 - Recorded and transcribed focus group discussions for thematic analysis
- **Case Management Records & Tracking Systems** (*Administrative Data*)
 - Case notes and intake forms
 - Online databases (e.g., Salesforce, Apricot, Efforts to Outcomes [ETO])
- **Observations** (*Behavioral Assessment*)
 - Observation checklists
 - Field notes from staff or program facilitators
- **Partner Feedback** (*External Validation*)
 - Feedback Surveys
 - Progress reports
- **Follow-Up Assessments** (*Long-Term Impact Measurement*)
 - Phone call check-ins
 - Online follow-up surveys

MEASURING WHAT MATTERS

Outcomes

Indicators

Data Source

Data Collection Method

People in crisis will have immediate needs met.

& % of clients received food, water, clothing, and hygiene supplies.

Clients/Staff

Intake Form

People in crisis can cope with crisis.

& % of clients received crisis counseling or support services.

Clients/Staff

Appointment Log
/ Client Records

People in crisis learn about community resources and how to access them.

& % of clients referred to appropriate follow-up resources.

Clients/Staff

Referral Log / Survey

People in crisis will develop job skills

#/% of clients employed full-time.

Clients/Staff/Employer

Client Records/Survey

People in crisis develop plan of action.

#/% of clients who received support with plan development.

Clients/Staff

Client Records/Survey

People in crisis connect with support networks

#/% of clients who reported more confidence in accessing support and resources.

Clients

Survey/Agency Feedback

Clients/Staff

Transition to stable, safe permanent living situation

#/% of clients obtained housing.

Case Records
Follow-Up Phone Survey

#/% of clients remained housed for 6 months after leaving shelter.

Client

Follow-up Phone Survey

Increased financial independence

#/% of clients reported improved ability to meet their financial needs (e.g., rent, utilities, transportation).

Client

Pre- and post survey upon graduation from program

Improved quality of life and over all well-being.



#/% of clients reported increased satisfaction with their overall quality of life.

MISSION: MEASUREMENT POSSIBLE

Questions for Navigating Outcomes

- Does the logic model link inputs, activities, outputs and outcomes?
- Are the outcomes relevant to the program's objective?
- Are the outcomes meaningful and represent changes for the participants?
- Are the outcomes useful in demonstrating success and/or problems?

Questions for Navigating Indicators

- Does the indicator show the change that proves the outcome is achieved?
- Is it observable and measurable?
- Is it measured as a number or percentage of participants achieving the outcome?
- Is there a timeline for when change is expected to occur?
- Is it specific:
 - What is being measure
 - Who is being measured?
 - How is it being measured?
 - When is the measurement occurring.
 - Ex.  People will remain housed.
 -  85% of clients will remain housed for 6-months after leaving shelter.



MISSION: MEASUREMENT POSSIBLE



Final Takeaways

- Logic Models
 - Logic Models serve as a road map
 - There is no right or wrong number of outcomes
 - Based on the benefits the client receive through the program.
- Review logic model, outcomes, and indicators regularly
 - Outcomes and Indicators need review to ensure you are hitting your targets and tracking progress.
 - Allows you to realize changes and gaps in the moment
 - Don't become stagnant.
- Expect course corrections
 - Use the logic model to make changes that can lead to greater success.
 - **Failure isn't failure – its simply tells you what is not working.**

Program Category	Quantity of Services Provided (Outputs)	Changes We Anticipate (Outcomes)	Measurement of Change (Indicators)
Shelter/Emergency Beds/Services Including Transitional Housing Assistance	# of clients serve	<u>Short Term:</u> People in crisis will have immediate needs met.	<u>Short Term:</u> # & % of clients received food, water, clothing, and hygiene supplies.
	# of shelter nights	People in crisis can cope with crisis.	# & % of clients received crisis counseling or support services.
	# of meals served	People in crisis learn about community resources and how to access them.	# & % of clients referred to appropriate follow-up resources.
	# of counseling sessions		
	# of health screenings	<u>Mid Term:</u> People in crisis will develop job skills	<u>Mid Term:</u> #/% of clients employed full-time.
	# of career workshops	People in crisis develop plan of action.	#/% of clients who received support with plan development.
	# of rides provided	People in crisis connect with support networks	#/% of clients who reported more confidence in accessing support and resources.
	Total Miles		
		<u>Long Term:</u> Transition to stable, safe permanent living situation	<u>Long Term:</u> #/% of clients obtained housing.
		Increased financial independence	#/% of clients remained housed for 6 months after leaving shelter.
		Improved quality of life and over all well-being.	#/% of clients reported improved ability to meet their financial needs (e.g., rent, utilities, transportation). #/% of clients reported increased satisfaction with their overall quality of life.

TRACK FOR IMPACT: USING YOUR OWN DATA

Leverage Your Findings

- Staff Management: Use data to provide program directions and trainings
- Technology: Are you using the right resources to elevate the program?
- Strengths, Weaknesses, Opportunities, Threats: shapes strategic planning and management of organization as well as programs.
- Planning: Supports annual and long-range planning
- Budgets: Supports program budgets and justifies resource allocation
- Relevance: Are the program's targets still relevant or have you fallen victim to the status quo?
- Development: Helps retain and increase funding
- Public Perception: Drives public support and helps reaffirm or establish new partnerships

