Evaluation Resources

Writing Outcomes and Indicators

October 2019
Four easy steps to writing an outcome:

Step one: describe your client (i.e., age, gender, status).

*Examples: at-risk middle school youth, adults with mental illness, frail seniors, Hispanic teens, adults with disabilities*

Step two: identify the issue or topic you are addressing.

*Examples: healthy lifestyle choices, substance abuse, health status.*
The Outcome Formula
Step Three

Pick an appropriate adjective and type of change

Adjectives:
• will increase
• will decrease
• will maintain
• will demonstrate

Types:
• knowledge about
• skill(s) in
• attitude about
• behaviors such as
The Outcome Formula
Step Four

Put your client description (who) in the first space, pick one adjective and one type and put your issue or topic in the last column to create a measurable sentence.

________ + ___________ + ______________ + __________________
client              adjective          type                              issue or topic
The Outcome Formula Completed

Examples:

1. Decision makers (who) will demonstrate behaviors such (adjective and type) as increasing the budget for prevention (issue).

2. Clients (who) will increase knowledge about (adjective and type) how to use health insurance (topic).
Identify what, specifically, you will measure. For example, if your outcome relates to new knowledge, the indicator should list what two to three things the client will learn. The indicator should also include:

- the estimated percentage of clients that will achieve the outcome
- the data source (e.g., survey, test, observation, case file)
- when the tool is administered, how, and by whom

<table>
<thead>
<tr>
<th>Outcome</th>
<th>Include in your indicator</th>
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</thead>
<tbody>
<tr>
<td>New knowledge</td>
<td>two to three things clients will learn</td>
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<tr>
<td>New skills</td>
<td>what they can demonstrate</td>
</tr>
<tr>
<td>Beliefs</td>
<td>what they will or will not believe</td>
</tr>
<tr>
<td>Changed behavior</td>
<td>what they will or will not do</td>
</tr>
</tbody>
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