

# Glossary

## Logic Models & Outcome Measurement



Making sense of what happens as a result of our efforts

**activities:** The specific processes or events needed to achieve intended outcomes.

**benchmark statement:** A type of outcome statement that uses comparative targets. For example, a benchmark statement might say that a program will increase immunization rates for children from 70% to 90% by a certain date. In order to use a benchmark statement you must know or be able to obtain the baseline number that you are hoping to change.

**change statement:** An outcome statement that talks about increasing or decreasing something. *For example, a change statement could say that a program or agency wants to decrease tobacco use in the community.*

**goals:** Long-term, broad changes (for example, social, economic, physical, or political). Goals are greater than what one program or initiative can achieve alone.

**indicators:** Specific measurable and observable changes that can be “seen, heard or read.” They demonstrate that an outcome is being met.

**logic model:** A systematic and visual way to present the relationships among the resources you have to operate the program, the activities you plan to do, and the changes or results you hope to achieve.

**objectives:** Specific measurable accomplishments within a certain time frame. They always begin with an action verb.

**outcome measurement:** The process we use to measure and articulate *what we do and what we want to **accomplish** when we do it*. Performance or outcome measurement can be understood to be something like *the regular collection and reporting of data to track the work produced and the results achieved*.

**outcomes:** Short, intermediate and long-term changes in the lives of individuals, families, communities, organizations and systems that are influenced by what we do, for example, changes in attitudes, knowledge, skills, behaviors, norms, partnerships, or policies.



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**outputs:** Units of service or product units created by a program or activity.

*For example, how many did we do of what over a particular period of time?*

**resources** (also known as program inputs): The key ingredients and inputs that contribute to programs. They are the items necessary to ensure a program functions well.

**target statement:** An outcome statement that provides the target we are working toward. *For example, a target statement might say we want to increase the immunization rate in our community to 80%.*

**SMART objectives:** These objectives have five characteristics, each represented by a letter in the word SMART. The “s” is specific, the “m” is measurable, the “a” is attainable, the “r” is realistic, the “t” is time bound.