

SAMPLE METRICS

PROCESS EVALUATION

A **process evaluation** assesses if your program was delivered as intended, it does not assess how successful the program was.

As compared with your program plan, was your program executed as designed?

- Who executed your program/services?
- Who received your program/services?
- When did they receive your program/services?
- How often did they receive your program/services?
- For how long did each program/service last?
- Where did they receive your program/services?
- Were accompanying materials distributed?
- Was follow up conducted as planned- by whom, how often, for how long?

OUTCOME EVALUATION

An **outcome evaluation** (or impact evaluation) looks at the extent to which your program produced the desired outcomes.

As compared with your program's goals and objectives, was your program successful? Common indicators of success may be:

- Change in knowledge about a topic
- Change in awareness of a topic, product, service
- Change in ability to perform a task
- Change in belief about a specific topic
- Change in belief related to ability to perform a task
- Change in motivation/desire to perform a task
- Change in behavior (could be addition of new behaviors, ceasing old behavior, modification to frequency of behavior, etc.)
- Change in a specific health metric (lower cholesterol, lower blood pressure, increased flexibility, etc.)