

# WHICH ARE OUTCOMES?

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## NUTRITION EDUCATION PROGRAMS

- (1) Older adults increased the amount of calcium-rich foods they eat
- (2) A series of lessons on healthy eating was taught in collaboration with a drug treatment program
- (3) Participants serve more than one kind of vegetable to their families every day after participating
- (4) Participants report savings as a result of wiser spending at the grocery store
- (5) 75 adults have consistently attended all the nutrition workshops

## FOOD SAFETY PROGRAMS

- (1) The ServSafe education program is working with 80% of all food service managers in the state
- (2) Food poisonings dropped from 677 in 1996 to 225 in 1997
- (3) Food service workers reported increased knowledge of safe handling practices
- (4) Food safety skills were taught to state fair food vendors and restaurant workers
- (5) Food safety information in English and Spanish is available on the University web site

## SMALL BUSINESS DEVELOPMENT PROGRAMS

- (1) The small business development network grew from 10 to 13 offices in two years
- (2) Clients generated nearly \$40 million in sales
- (3) Clients received 12,138 hours of counseling in 1999
- (4) 6,349 participants attended 380 seminars and workshops
- (5) Clients created and retained 681 jobs

## YOUTH CITIZENSHIP PROGRAMS

- (1) 4-H groups in 45 counties participated in community service projects
- (2) Teens volunteered in community service an average of 10 hours over the year
- (3) Teens reported increased ability to identify and help solve a community need
- (4) Teens feel more engaged in and responsible for their community
- (5) A local industry contributed \$1500 to the 4-H community service project

## QUALITY ASSURANCE

- (1) Producers decreased their use of medications and made biosecurity improvements to prevent health problems
- (2) 724 adults and 1026 youth participated in training sessions
- (3) Producers changed management practices because of what they learned
- (4) Veterinarians co-taught the sessions
- (5) Overall herd health increased reducing production costs

Adapted from United Way, *Outcome Measurement*, 1999

Answer key:

Nutrition: 1,3,4; Food safety: 2,3,; Small business: 2,5; Youth Citizenship: 3, 4; Quality Assurance: 1, 3, 5

## WHAT DOES THE STATEMENT REALLY CONVEY?

Program	Statement	Input Output Outcome
Economic development	After a series of six seminars on starting a small business, participants opened 10 businesses, providing employment opportunities for 27 county citizens.	
Comprehensive planning	Evaluations showed that participants gained a better understanding of Smart Growth and comprehensive planning, and were more confident in their ability to make good decisions about how to approach comprehensive planning. The program helped to strengthen ties between Extension, Regional Planning and County Zoning offices.	
Food security	Over 50 community officials and interested citizens attended a poverty simulation in June that focused on specific County data surrounding the issue of poverty and food security.	
Land use and agriculture	1400 farmers were provided agricultural land use statistics by township. 35 elected county officials received agricultural land use statistics by township.	
Basin initiative	Evaluations at the end of the drinking water testing program showed 93% of respondents agreed that the program increased their understanding of groundwater and the potential for groundwater contamination. Intended actions as a result of the program included: future water testing, drilling a new well, checking into well abandonment, and updating teaching materials for a high school class.	
Developing leaders and organizations	Three agencies partnered to design and deliver a program.	
Tobacco control	Training and technical assistance on the logic model are being provided to the Division of Public Health and the Wisconsin Tobacco Control Board who are adapting the model for their long-term planning and evaluation initiatives.	
Strategic planning	Faculty members presented information regarding Strategic Planning Training at a national Community Resource and Economic Development Conference in Orlando, Florida. The juried presentation was made to Community Development Educators from across the country.	
Health and physical activity	After nearly 2 years of planning by multiple agencies, the 19 mile bike/walking trail was unveiled amid enthusiastic applause during the mid-summer community festival.	
Environment	Two hundred and five people attended the Land Stewardship Conference, including eight children who took part in a new "Kids' Corner" educational offering.	
Parenting education	Sixty-five percent of families that participated in the Wisconsin Bookworms program used recommend activities with their child at home; 81% read to their children more often and 50% visited the public library more often.	

**SUGGESTED ANSWERS FOR WHAT DOES THE STATEMENT REALLY CONVEY?**

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Economic development	After a series of six seminars on starting a small business, participants opened 10 businesses, providing employment opportunities for 27 county citizens.	Outcome
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Food security	Over 50 community officials and interested citizens attended a poverty simulation in June that focused on specific County data surrounding the issue of poverty and food security.	Output
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Environment	Two hundred and five people attended the Land Stewardship Conference, including eight children who took part in a new "Kids' Corner" educational offering.	Output
Parenting education	Sixty-five percent of families that participated in the Wisconsin Bookworms program used recommend activities with their child at home; 81% read to their children more often, and 50% visited the public library more often.	Outcome

# OUTCOMES CHECKLIST WORKSHEET

Program/initiative: \_\_\_\_\_

OUTCOMES	IMPORTANT? Does the end outcome represent important change or improvement valued by participant and key stakeholders?	REASONABLE? Are the outcomes connected in logical order and connected to the program activities?	REALISTIC? Is the outcome achievable given resources, the situation?	ANY POSSIBLE NEGATIVE EFFECTS? What else might happen?
1.				
2.				
3.				
4.				
5.				
6.				
7.				

Ask others to review your outcomes.