7. End results

7. What is our impact on ‘ends’?

6. Practice and behavior change

6. Do we influence [behavioural] change?

5. Knowledge, attitude, skill and / or aspirations changes

5. What do people learn? Do we address their needs?

4. Reactions

4. Are clients satisfied? How do people learn about us?

3. Engagement / involvement

3. Who do we reach? Who uses / participates?

2. Activities and outputs

2. What do we offer? How do we deliver?

1. Inputs

1. How much does our program cost? ($, HR etc)

*Program (Results) Chain of Events*

*(Theory of Action)*

*Key Questions*

Source: Adapted for the Canadian Cancer Society by Steve Montague from Claude Bennett 1979. Taken from Michael Quinn Patton, Utilization-Focused Evaluation: The New Century Text, Thousand Oaks, California, 1997, p 235.

*Indirect Influence*

*Direct Influence*

*Control*

WHY?

WHAT?

WHO?

HOW?

**A Basic Results Chain With Key Questions**

