








A Basic Results Chain Measurement 'Menu'

Initiative Chain of Results	Hierarchy of Evaluation Criteria / Evidence	Typical Indicators*	Typical Sources / Methods
End outcomes 	Measures of impact on overall problem, ultimate goals, side effects, social and economic consequences	<ul style="list-style-type: none"> Overall 'state' statistics (incidence, mortality, morbidity, quality of life) 	<ul style="list-style-type: none"> Specialized analyses / evaluations** Statistical agency data Analytical and specialized policy and analysis groups
Practice and behaviour change 	Measures of adoption of new practices and behaviour over time	<ul style="list-style-type: none"> Observed physical behaviours / actions Observed / recorded policies, protocols Observed compliance to requirements Self-assessed practice / behaviour 	<ul style="list-style-type: none"> Physical observation Inspections, reviews Surveys Evaluation studies**
Knowledge, attitude, skill and aspiration change 	Measures of individual and group changes in knowledge, abilities, skills and aspirations	<ul style="list-style-type: none"> Demonstrated capability Preparatory actions (policies, training sessions) Self-assessed learning Level of recall of key knowledge 	<ul style="list-style-type: none"> Independent review of target group Content analysis of evaluation* information Survey, group self-assessment Testing / certification
Reactions 	What participants and clients say about the program; satisfaction; interest, strengths, and weaknesses	<ul style="list-style-type: none"> Repeat / increased use of service, participation in initiative Complaints Observed / solicited feedback 	<ul style="list-style-type: none"> Usage / participation tracking Correspondence content analysis Survey(s)
Engagement / participation 	The characteristics of program participants and clients; number, nature of involvement, and background	<ul style="list-style-type: none"> Downloaded material Participation (quantity and quality) in online, or physical events Attendance at meetings Enquiries / questions received 	<ul style="list-style-type: none"> Web use tracking Correspondence content analysis Observation of meetings / events Meeting attendance records Client relationship management / tracking
Activities & outputs 	Implementation data on what the program actually offers	<ul style="list-style-type: none"> Number of outputs Achievement of delivery milestones 	<ul style="list-style-type: none"> Project / initiative tracking Project reports Content analysis or records
Inputs 	Resources expended; number and types of staff involved; time expended	<ul style="list-style-type: none"> Dollars expended by activity area Time expended by activity area 	<ul style="list-style-type: none"> Budget analysis Time, reporting and budget / plan review Activity-based costing

* All of the indicators in this column would typically be stated in the form of [rate, #, %, level] of [target group] [participating, reacting, doing, taking action, etc.] e.g. % of users reporting positive change in (specific) risk reduction behaviour / ability to cope / support etc.

** While evaluation studies are noted as particularly relevant at the higher levels of the chain, they can and should be used to vertically 'connect' all levels of performance.