

## Evaluation Planning Brief: Types of Outcomes

Outcomes are an important part of your logic model. Outcomes define *what the project is trying to achieve.* It may be helpful to consider your outcomes as short-term, intermediate, or long-term and then focus your evaluation questions on the short or intermediate outcomes.

## **Progression of Outcomes**

Change and transformation takes times. There are often several steps in progressing change. For this reason, evaluators classify outcomes into short, intermediate, and long-term. Doing so allows you to reflect on the size and the scope of your project in order to define what success looks like and how you will evaluate that success.

## Short Term

- Changes in knowledge or skills.
- Necessary steps but not desired ends.
- Are important indicators of participants' progress toward those ends.
- Example: pre- and post-test evaluations showed that knowledge on program topic areas among participants increased by 25%.

**Intermediate** 

- Changes in behavior that result from participants' new knowledge.
- Usually carried out in a follow up survey that allows individuals time to implement their new behavior.
- Example: A postprogram survey found that 60% of participants utilized their new knowledge for improved health behavior.

Long-Term

- Meaningful changes, often in economic, social, or environmental wellbeing of participants.
- Often takes time for these changes to develop and requires wellresourced evaluations to measure.
- Example: A postprogram survey found that changed behaviors led to decreased BMI among participants.