

# Sample Indicators

## **Outcome: Increased community awareness of services**

- estimated reach of direct public awareness/publicity campaigns (# of posters, circulation of newspaper)
- # of calls requesting information about service
- reports from callers about where they heard about the service
- change over time in # of referrals to services
- change over time in % of referrals that are self-referrals
- community members' self-reported awareness of available services
  - parent self-reports of awareness
  - service provider self-reports of awareness
- # of new clients receiving services
- % of respondents who can identify services that are available

## **Outcome: Increased community participation in service planning and delivery**

- # of hours of volunteer time contributed to project (change over time)
- # and diversity of volunteers
- # and diversity of donors
- value of cash and in-kind contributions to the agency or program (change over time)
- # of items about the program in the media
- project staff/volunteer assessment of level of community participation in service planning/delivery
- project staff/volunteer assessment of the extent to which residents' views have effect on specific outcomes
- participants' opinions about the extent to which their views have effect on specific outcomes
- participating residents' views on the positive/negative effects for them of being active participants
- # of voluntary and community organizations functioning in the specified locality
- # of new community-based initiatives emerging

## **Outcome: Increased Social Support**

- client feelings of social support
- client self-report of change in feelings of social support as a result of participating in program activities
- density of clients support networks
- self-reports of strength of relationships
- service provider observations on number and quality of relationships
- Self-reports on changes in number and quality of supports and relationships.
- Staff observations on changes number and quality of supports and relationships.
- Participant self-report of the degree to which they have someone to confide in, someone they can count on in a crisis, someone they can count on for advice, and someone who makes them feel loved and cared for.

- Self-reports of frequency of meetings with others, solitude during free time, satisfaction with social life