

PATHWAYS TO PROGRAM OUTCOMES

Know Your Destination!

Use your logic model to set **SMART** goals for achieving your long-term impacts!

Specific—Clearly define the outcome for each goal.

Measurable—Define and quantify each goal so you know when it is reached.

Attainable—Set goals that are reasonable for your team’s capabilities and environmental constraints. Identify and address potential barriers.

Relevant—Understand why the goal is important and make it a priority!

Time-specific—State deadlines for each goal.



Know Your Theory of Change!

Understand the research that informed the development of your program. Knowing how the program is expected to promote behavioral change in participants will lead to more effective delivery and stronger outcomes.

Factors That Influence Participant Behavioral Change:

↑ Self-Efficacy or Self-Confidence	Encourage change in steps by providing resources, encouragement, and support.
Offer Incentives	Provide rewards for positive behaviors.
Shape the Environment	Provide opportunities for skill modeling, support, and practice of the behavior.
↑ Consciousness or Awareness	Share the need for and benefits of the new behavior through messages that evoke: emotion; self-image assessments; and an understanding of one’s behavior on one’s social environment.
↑ Perceived Control	Help individuals recognize their ability to perform the new behavior.
↑ Intention	Increase personal motivation by: 1) presenting information that shapes positive attitudes; and 2) highlighting

CYFAR.ORG EVALUATION RESOURCES!

- Interactive learning modules are available to help guide each step of your evaluation process, from planning to communicating results. To access the online modules, visit cyfar.org and click on the *Learn* tab.
- You can easily share your impact with stakeholders! When you build a survey and import data on cyfar.org, you can instantly generate a **pdf report of your outcomes**. Click on the *Evaluate* tab. Then, log into *Survey Builder*. Click on *View Reports* in the last column.
- Learn about the **common measures and core competencies** on the cyfar.org website. You can also access a variety of **resources and webinars on evaluation practices!** Click on the *Learn* tab and then on *CYFAR Resources* to use the search function.