ABCDE Outcome Statements Check-Up Worksheet

1. Write one of your short or medium-term outcomes from your logic model here:

2. Does the statement describe...
   - The result or impact of an activity (such as a change in awareness, attitude, knowledge, skill, behavior at the individual level; or policy, number of trained individuals, or media contacts at the community level)
     - Good! You're on the right track!
   - An activity (such as “will offer sessions,” or “will disseminate brochures” at the individual level; or “will offer training,” “educate individuals in the organization,” “create a fact sheet,” “provide schools with team approach,” or “provide a forum for discussion” at the community level)
     - Oops! This might be an Output instead of an Outcome.
     - Try to clarify what the end result will be of this activity, making sure that it is feasible for you to measure it.

3. Given the scope and intensity of the activity/strategy, is it realistic to expect that you can achieve this outcome in the short or medium-term (within one year)?
   - Yes ➤ Good!
   - Maybe/Not sure
   - No ➤ Try to scale it down and make it more realistic. Think of some shorter-term steps that will help you get to the longer-term goal.

4. Given your existing evaluation capacity and resources, is it feasible that you can measure this outcome?
   - Yes ➤ Good!
   - Maybe/Not sure
   - No ➤ If this is a longer-term outcome that you simply cannot evaluate at this time, think of some shorter-term steps that you could evaluate. If this outcome statement is “too squishy” (vague) to evaluate, then use the ABCDE method to make it more specific.

5. Does the statement have the following elements?
   - Audience (who will change)
   - Behavior (what will change) This should be a specific and measurable statement that you can evaluate.
   - Condition (by when)
   - Degree (by how much) This should be a number or a percent.
   - Evidence (how the change will be measured)

6. Revise your outcome statement (if you are missing any of the ABCDE elements, or if you answered “no” to #3 or #4 above)

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