

The ABCDE Method of Writing Outcome Statements

A	Audience: <i>Who will change?</i>	Participants, students, community members, stakeholders, organizations
B	Behavior: <i>What will change?</i>	Specific statement about the desired change in awareness, knowledge, attitude, skill, behavior (at individual/relationship level), or resources, policies, coalition engagement, media exposure, etc. (at community level)
C	Condition: <i>By when?</i>	Date or "end of program"
D	Degree: <i>By how much?</i>	Percent or number
E	Evidence: <i>How will the change be measured?</i>	Evaluation method

Examples of short and medium-term outcome statements

Strategy 1: Child/Youth Knowledge and Skills

1. By the end of the program, at least 60% of MOST Club participants will report that they told a peer to stop saying disrespectful things in the past three months, based on the MOST post-test survey. (post-program threshold)
2. By the end of the program, at least 70% of MOST Club participants will report that they are "somewhat" or "very" confident in their ability to confront a friend who is saying harmful things about women and girls, as measured by the MOST post-test survey. (post-program threshold)
3. By the end of the program, at least 80% of Safe Dates participants will be able to list two or more appropriate examples of positive ways to communicate with a boyfriend/girlfriend, as measured by the Safe Dates post-test survey. (post-program threshold)
4. By the end of the program, there will be an increase of at least 30% in the percent of Expect Respect participants who report that they "disagree" or "strongly disagree" with rigid attitude statements about gender roles, as measured by the Pre/Post-Test Survey. (percent change for group)
5. At least 85% of Incredible Years Dinosaur School participants will demonstrate an improvement of 5 or more points in their Self-Control Score at the post-program assessment compared to the baseline, as measured by the DECA. (individual-level change)

Strategy 2: Community Awareness and Education

6. By the end of the Faith Initiative "Break the Silence" training session, at least 75% of participants will report that they are "highly" or "very" prepared to "do implement primary prevention strategies," as measured by the CCAFV post-session survey.
7. In July 2010, at least 15% of respondents surveyed at the Knox County fair report that they had ever heard of the Knox County DELTA Project, based on the Community Awareness Survey.

8. By March 2011, at least 40% of Knox County parents of teens (ages 13-17) will report that they have talked with their teen child about dating relationships during the past 3 months, based on the Community Priorities Survey.
9. At least 70 people will attend the Take Back the Night March and Vigil in April 2010, as measured by the event attendance tally (clicker).
10. Compared to 2009, there will be an increase of at least 30% in the number of visitors to the Violence Free Coalition website, as measured by the website administrator log.
11. By June 2010, at least three men from Lucas County will have attended the MCSR MOST Club Facilitator Training and will commit to facilitating a Club during the 2010-11 school year, as documented in training attendance records and signed letters of agreement.
12. In February 2010, there will be at least three stories or interviews regarding Teen Dating Violence Awareness Week in local media (newspaper, radio, TV), as documented in the media tracking log.
13. Between October 2009 and May 2010, at least three pastors (or other faith community representatives) will attend at least one DELTA committee meeting or event, as documented in attendance records.

Strategy 3: Coalitions and Policy Change

14. By the end of the 2009-10 school year, at least two school districts will revise/improve their sexual harassment policy, as evidenced by a school district policy document review.
15. By the end of the 2009-10 school year, at least three school districts will strengthen enforcement of their anti-bullying policy through teacher/staff training, as evidenced by a review of school district training calendars.
16. By August 2010, at least one additional school district or preschool/child care center will sign a Memorandum of Understanding (MOU) to implement Second Step during the 2010-11 school year.
17. Between January and June 2010, at least 10 DELTA committee members will report that they contacted at least one legislative representative (by email, phone, or mail) to advocate for legislation supportive of IPV/SV prevention, based on a follow-up email to members.
18. By September 2010, staff from at least three school districts will attend HB19 in-service training workshops, as documented in administrative records. By the end of each in-service session, at least 75% of participants will report increased knowledge about teen dating violence prevention strategies, as measured by a retrospective pre-then-post survey.

Note: Examples #9-17 are actually “outputs” and do not meet the traditional definition of “outcomes.” In some cases, it may only be feasible to evaluate outputs for Strategy #2 or #3.