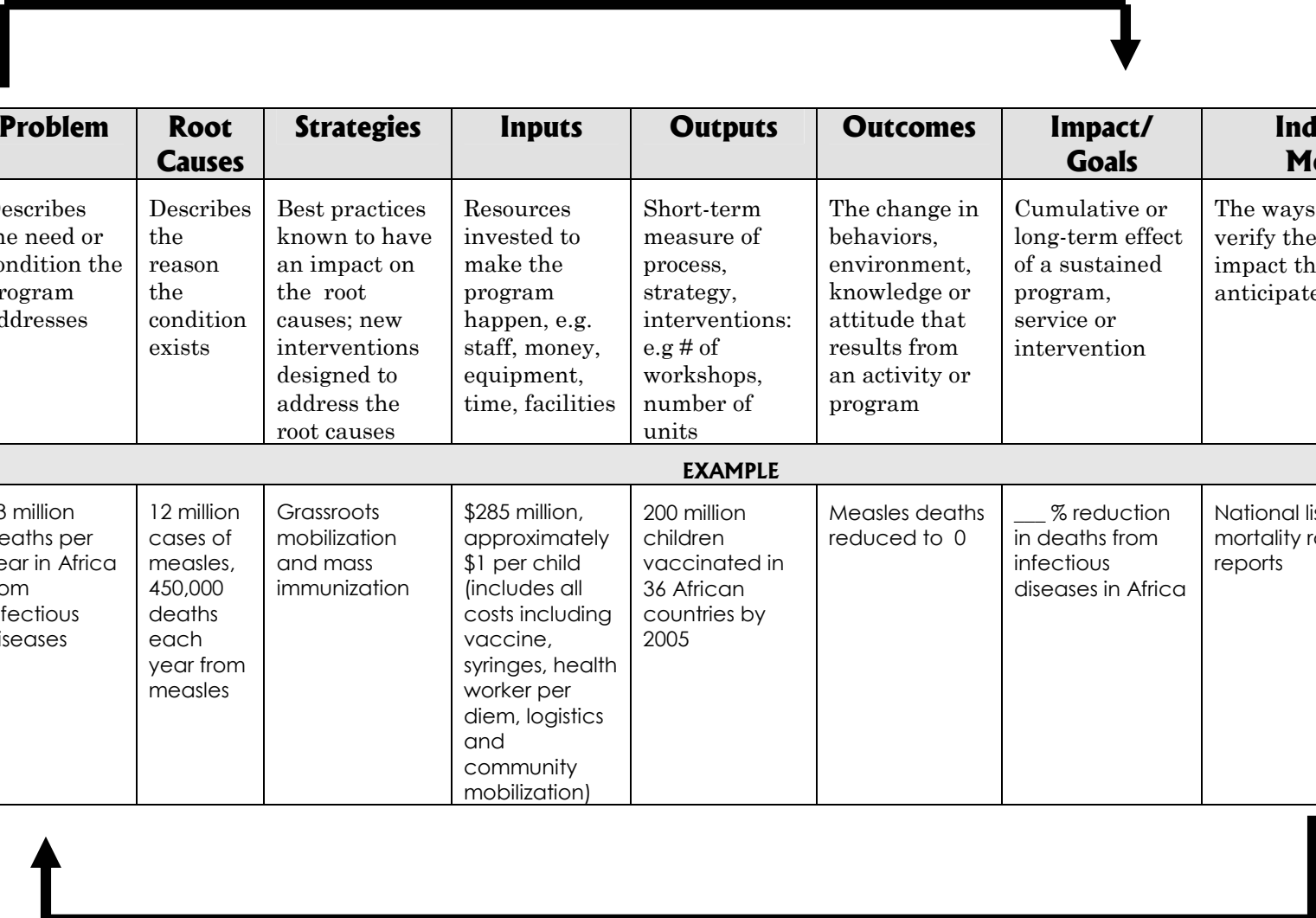


OUTCOMES APPROACH TO PROGRAM PLANNING



Problem	Root Causes	Strategies	Inputs	Outputs	Outcomes	Impact/Goals	Indicators/Measures
Describes the need or condition the program addresses	Describes the reason the condition exists	Best practices known to have an impact on the root causes; new interventions designed to address the root causes	Resources invested to make the program happen, e.g. staff, money, equipment, time, facilities	Short-term measure of process, strategy, interventions: e.g # of workshops, number of units	The change in behaviors, environment, knowledge or attitude that results from an activity or program	Cumulative or long-term effect of a sustained program, service or intervention	The ways that you will verify the outcomes and impact that you anticipate
EXAMPLE							
13 million deaths per year in Africa from infectious diseases	12 million cases of measles, 450,000 deaths each year from measles	Grassroots mobilization and mass immunization	\$285 million, approximately \$1 per child (includes all costs including vaccine, syringes, health worker per diem, logistics and community mobilization)	200 million children vaccinated in 36 African countries by 2005	Measles deaths reduced to 0	___ % reduction in deaths from infectious diseases in Africa	National listings of child mortality rates, WHO reports