

## Exercise

Instructions: Read each scenario and decide whether the program should measure attitude, knowledge, behavior, or condition. Decide if the proposed measurement strategy measures this type of outcome or something else. If the proposed measurement strategy does not measure the right outcome type, then propose a solution to address this problem. If there are problems with the program’s choice of desired outcome, then propose a more appropriate outcome to measure and suggest how the program might measure it.

### Scenario 1 – Financial literacy

Intervention (abbreviated): National service participants provide financial literacy training to economically disadvantaged adults.				
Desired Outcome: Economically disadvantaged adults improve understanding of household budgeting, savings accounts, consumer credit, etc.	Change in Attitude <input type="checkbox"/>	Change in Knowledge <input type="checkbox"/>	Change in Behavior <input type="checkbox"/>	Change in Condition <input type="checkbox"/>
Proposed Measurement Method: Program participants rate their knowledge of financial matters via post-training questionnaire.	Change in Attitude <input type="checkbox"/>	Change in Knowledge <input type="checkbox"/>	Change in Behavior <input type="checkbox"/>	Change in Condition <input type="checkbox"/>
If the program is <u>not</u> measuring the right outcome, how can they address this problem?				

### Scenario 2 – Volunteer Service

Intervention (abbreviated): National service participants develop promotional materials to help a community-based organization attract more community volunteers.				
Desired Outcome: Organization experiences an increase in the number of community volunteers serving with the organization.	Change in Attitude <input type="checkbox"/>	Change in Knowledge <input type="checkbox"/>	Change in Behavior <input type="checkbox"/>	Change in Condition <input type="checkbox"/>
Proposed Measurement Method: Survey community members to find out if they have increased their volunteering.	Change in Attitude <input type="checkbox"/>	Change in Knowledge <input type="checkbox"/>	Change in Behavior <input type="checkbox"/>	Change in Condition <input type="checkbox"/>
If the program is <u>not</u> measuring the right outcome, how can they address this problem?				

**Scenario 3 – Healthy Food**

Intervention (abbreviated): National service participants engage children in community gardening, teach them about healthy foods, and demonstrate healthy and appealing ways to prepare food.				
Desired Outcome: Children consume more healthy foods.	Change in Attitude <input type="checkbox"/>	Change in Knowledge <input type="checkbox"/>	Change in Behavior <input type="checkbox"/>	Change in Condition <input type="checkbox"/>
Proposed Measurement Method: Children identify healthy foods from a list of food items.	Change in Attitude <input type="checkbox"/>	Change in Knowledge <input type="checkbox"/>	Change in Behavior <input type="checkbox"/>	Change in Condition <input type="checkbox"/>
If the program is <u>not</u> measuring the right outcome, how can they address this problem?				

**Scenario 4 – Energy Efficiency**

Intervention (abbreviated): National service participants weatherize and retrofit homes of low-income residents to significantly improve energy efficiency.				
Desired Outcome: Residents of weatherized and retrofitted homes experience reduced energy costs.	Change in Attitude <input type="checkbox"/>	Change in Knowledge <input type="checkbox"/>	Change in Behavior <input type="checkbox"/>	Change in Condition <input type="checkbox"/>
Proposed Measurement Method: Survey of households to find out what steps they have taken to reduce energy consumption, e.g., turning down water heater thermostats and turning off lights and appliances when not in use.	Change in Attitude <input type="checkbox"/>	Change in Knowledge <input type="checkbox"/>	Change in Behavior <input type="checkbox"/>	Change in Condition <input type="checkbox"/>
If the program is <u>not</u> measuring the right outcome, how can they address this problem?				

**Scenario 5 – School Attendance**

Intervention (abbreviated): National Service participants mentor youth with school attendance problems to promote reengagement with school and learning.				
Desired Outcome: Children with attendance problems increase school attendance.	Change in Attitude <input type="checkbox"/>	Change in Knowledge <input type="checkbox"/>	Change in Behavior <input type="checkbox"/>	Change in Condition <input type="checkbox"/>
Proposed Measurement Method: Obtain data on attendance and absenteeism from schools.	Change in Attitude <input type="checkbox"/>	Change in Knowledge <input type="checkbox"/>	Change in Behavior <input type="checkbox"/>	Change in Condition <input type="checkbox"/>
If the program is <u>not</u> measuring the right outcome, how can they address this problem?				

**Now try the exercise using information from your own program!**

Intervention (abbreviated): One sentence description of your program’s service activity:				
	What type of result does outcome and method measure?			
Desired Outcome as stated in your PMs:	Change in Attitude <input type="checkbox"/>	Change in Knowledge <input type="checkbox"/>	Change in Behavior <input type="checkbox"/>	Change in Condition <input type="checkbox"/>
Method: How you propose to measure the outcome:	Change in Attitude <input type="checkbox"/>	Change in Knowledge <input type="checkbox"/>	Change in Behavior <input type="checkbox"/>	Change in Condition <input type="checkbox"/>
Does your desired outcome and method measure the same or different types of outcomes?	Same Outcome <input type="checkbox"/>		Different Outcome <input type="checkbox"/>	
If you said “different outcome”, how can you revise the method to address this problem?				