

TEMPLATE D: Indicators Checklists

Steps 4 and 5: Linking program goals, objectives and activities to outcome, impact and process indicators - Examples of key program activities, outputs and reach indicators for Process Evaluation

Activities		Output/reach indicators
Program development & governance	Establish program governance and administration	Contracts with project implementers established Project Advisory Group / Steering Group established Contract with evaluators established
	Establish performance monitoring and reporting arrangements	Project milestones identified, or Key indicators identified for program monitoring and reporting
	Identify effective and efficient interventions	Evidence reviewed or created through formative research Evidence-based interventions incorporated into action plan
	Develop health promotion implementation and action plans	Program logic model completed Community assessment conducted and reported Action plans finalised
Program delivery	Supportive settings and environments e.g. legislation/policy change	Number, percentage* and range of stakeholders involved in new/improved legislation/policy change (reach) Level of satisfaction of stakeholders
	Community action for social and environmental change	Number, percentage* and range of stakeholders/settings involved (reach) Level of satisfaction of stakeholders
	Health education and skill development	Number, percentage* and range of target group/settings involved (reach) Level of satisfaction of stakeholders
	Social marketing, advocacy and health information	Evidence on effective social marketing messages and methods collected/ reviewed Key marketing channels/methods (e.g. newspaper, Internet, telephone helpline, point of sale displays etc.) identified Marketing materials developed Campaigns implemented in targeted areas Number and percentage* of target group aware of social marketing/health information activities and resources (reach) Level of satisfaction of stakeholders
	Screening, individual risk factor assessment and immunisation	Number and percentage of target group participating in each activity (reach) Level of satisfaction of stakeholders
	Capacity building strategies including: partnerships, leadership, resources, workforce development and organisational development	Number and percentage of target group participating in each activity (reach) Level of satisfaction of stakeholders

*Percentage of those eligible

Program Objectives /Activities	Impact indicators	
Program delivery	Supportive settings and environments	Policy/legislative change to support HP Re-orientation of services to support HP Change in organisational practices to support HP Changes in natural and built environments to support HP Changes in social, political, economic environments to support HP
	Community action for social and environmental change	Level of community action and influence on local determinants of health Level of community capacity to deliver HP Level of community social capital (social networks and supports, attitudes to diversity, participation in community activities)
	Health education and skill development	Changes in individual knowledge, attitudes, skills, self-efficacy
	Social marketing, advocacy and health information	Changes in public opinion, knowledge, attitudes, skills, self-efficacy
	Screening, individual risk factor assessment and immunisation	Increased use of risk factor management services Improvements in risk factors
Capacity Building	Organisational development	Management support Consideration of health promotion issue in organisation strategic plans and policies Organisational commitment to staff development in HP issue Evidence of evidence-based practice in HP Evidence of evaluation and dissemination of HP learnings
	Workforce development	Gaps in HP skills/training needs identified and addressed New knowledge and skills integrated into daily work Increased management and worker understanding and confidence in applying HP
	Leadership	Specialist positions to lead HP effort Organisations taking a leadership role in HP effort
	Partnerships	Level of fragmented and duplicated effort Proportion of HP initiatives delivered in partnerships with stakeholders Maturity of partnerships (ranging from networks to collaboration)
	Resources	Efficiency and effectiveness of resource targeting Success in leveraging financial & other resources for HP Access to evidence and knowledge-based information