

## IMPACT MEASUREMENT JARGON BUSTER

### IMPACT

**the overall change that happens as the result of your work.** Note that for some people, “impact” only refers to longer-term societal level change (e.g. reduced stigma), but for other people it refers to all change including shorter-term outcomes for individuals (e.g. increased knowledge). We use the word impact to describe the aggregated picture of all the change (short- or longer-term) that happens as a result of a programme.

### OUTCOME

**each specific change that happens as a result of your work,** e.g. reduced stigma; increased knowledge; new legislation being enacted.

### OUTCOME INDICATOR

**the specific data that shows whether an outcome is being achieved.** For example, the number of people reporting increased knowledge (indicator for the outcome “increased knowledge”). Outcome indicators can be quantitative or qualitative.

### OUTPUT

**the product that results from a programme/service.** Outputs can usually be measured quantitatively, e.g.: a research programme that produced 3 publications. For services such as training courses or day-care centres, the main output is often the number of people receiving the service.

### IMPACT MANAGEMENT

**the process that an organisation uses to track its impact, share results and continually improve.** Note that this definition includes not just data collection (which is often described as impact measurement), but the entire process of learning and improving, as well as communicating results to stakeholders.

### IMPACT FRAMEWORK

(often referred to as THEORY OF CHANGE/LOGIC MODEL/LOGIC FRAMEWORK): **a diagram that maps out how an organisation’s activities lead to their end goal.** A good framework also lists out the external influencing factors and other assumptions in your impact model, plus any evidence to justify those assumptions. Although the terms are used interchangeably, logic models/frameworks are often more linear (usually presented in a grid structure), whereas theories of change are more fluid (usually presented as a series of boxes inter-connected with arrows).