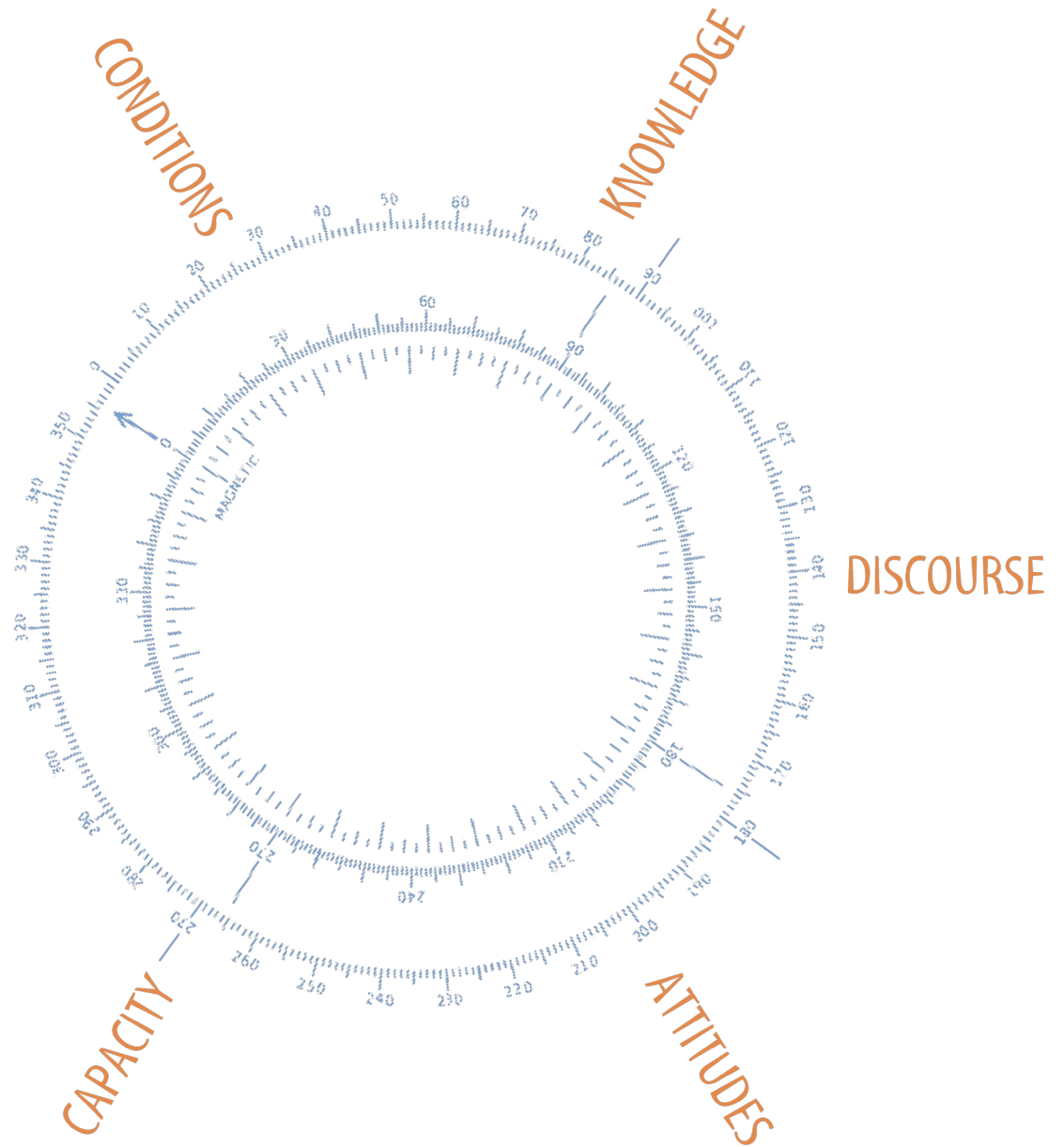


Changes in ACTION



Are you working for CHANGES IN ACTION?

Changes in *action* relate to how people behave, participate, and take action in their communities and society.

What difference do you want to make?

 Outcomes Related to:	For Example
BEHAVIOR	
Enhanced positive behavior in relation to others in society such as: trust, relationships, tolerance, collaboration, helping, conservation	Welcoming and respectful interactions toward recent immigrants and refugees increase (positive behavior).
Reduced negative behavior such as: aggression, violence, unprotected sex, illicit drug use	Cigarette smoking among teens drops by 15% (negative behavior).
 Outcomes Related to:	For Example
PARTICIPATION	
Engagement or involvement in public processes such as joining a civic committee or nonprofit board, attending public forums, planning a public event, participating in arts-based community projects or events	Youth, seniors, and artists work together to design, create, and sustain a community art & vegetable garden.
 Outcomes Related to:	For Example
ACTION	
Intentional action that serves a civic or social good, not necessarily cause- or issue-oriented such as: providing access for others (e.g. through transportation, child care, subsidy, etc.); making a donation; offering space for community meetings	Community organizations join forces with the city's Neighborhood Development Dept. to clean up and enhance blighted lots.
 Outcomes Related to:	For Example
ACTIVISM/ADVOCACY	
Intentional action to bring about civic or social change in support of or opposition to an issue or cause, such as: organizing, writing letters to politicians, political campaigning, voting, boycotts or patronizing preferred businesses, rallies, protests, strikes	Women's March participants become active in local organizing and advocacy efforts.

What evidence or INDICATORS would you look for?

! Indicators of BEHAVIOR measure:

- who demonstrates certain behavior
- frequency of certain behavior
- change of behavior compared to accepted social norms, rules, or customs
- new norms of behavior

! Indicators of PARTICIPATION measure:

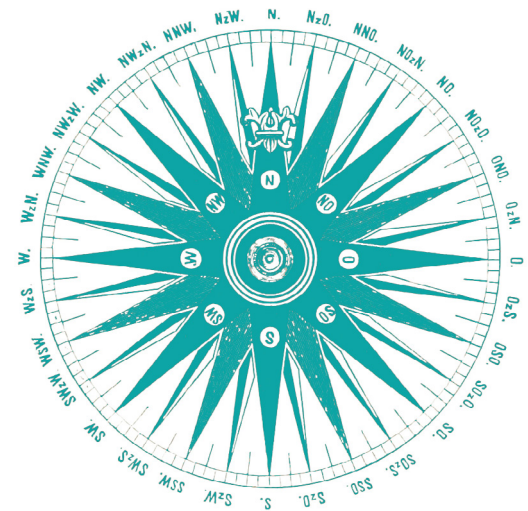
- who participates (numbers, diversity)
- nature or quality of participation
- amount of time engaged

! Indicators of ACTION measure:

- who takes action (numbers, diversity)
- nature of actions taken
- character of action (e.g. initiating, improved, sustained, effectiveness)

! Indicators of ACTIVISM/ADVOCACY measure:

- who is activating/advocating (numbers, diversity)
- nature of strategies or approaches
- degree or intensity of efforts (frequency, sustainability)
- effectiveness of the action or strategy
- effectiveness of alliances or partnerships



HOW TO Draft ACTION Outcomes & Indicators

DESCRIBE YOUR CREATIVE STRATEGY. Then write the Outcome(s) that are important. Next, consider which general Types of Indicators are most relevant as evidence of change. Use these as a starting point to define the specific Indicators for your creative project.



CREATIVE STRATEGY – Community members work with an artist to create “Do-It-Ourselves” flags to make pedestrians more visible, urge driving safely, and put pressure on city leaders to install a crosswalk at a dangerous intersection.



OUTCOME

What are the intended outcomes?

Drivers make immediate changes in unsafe driving patterns at a dangerous intersection.

Residents engage in problem-solving

City officials take steps to improve safety at the intersection



TYPES OF INDICATORS

Consider and check the most relevant indicators for the creative strategy.

- New norms of behavior
- Frequency of certain behavior
- Who participates, nature and quality of participation
- Who takes action



INDICATORS

What specific evidence to track or measure?

- Reduced speed is sustained in the months after flags are installed.
- Number of reports to the police about unsafe driving decreases.
- Pedestrians and residents participate in flag making and monitoring.
- The Dept. of Public Works installs a crosswalk.



Note!

Involve stakeholders such as youth, neighborhood groups, city leaders, etc. in defining outcomes and indicators that matter to them, so that program design and evaluation are meaningful and useful. For a tool to collect stakeholder input, click [here](#).

Changes in ACTION Worksheet

Changes in action relate to how people behave, participate, and take action in their communities and society.



Describe your creative strategy for changes in action and behavior.

BEHAVIOR

Enhanced positive behavior in relation to others in society such as: trust, relationships, tolerance, collaboration, helping, conservation; or reduced negative behavior such as: aggression, violence, unprotected sex, illicit drug use



YOUR OUTCOME ... ➔

What are your intended outcomes?



TYPES OF INDICATORS ... ➔

Consider and check relevant indicators.



YOUR INDICATORS

What specifically will you track or measure?

- who demonstrates certain behavior
- frequency of certain behavior
- change of behavior compared to accepted social norms, rules, or customs
- new norms of behavior

PARTICIPATION

Intentional action to bring about civic or social change in support of or opposition to an issue or cause, such as: organizing, writing letters to politicians, political campaigning, voting, boycotts or patronizing preferred businesses, rallies, protests, strikes



YOUR OUTCOME ... ➔

What are your intended outcomes?



TYPES OF INDICATORS ... ➔

Consider and check relevant indicators.



YOUR INDICATORS

What specifically will you track or measure?

- who is participating (numbers, diversity)
- nature of strategies or approaches
- degree or intensity of efforts (frequency, sustainability)
- effectiveness of the action or strategy
- effectiveness of alliances or partnerships

ACTION

Intentional action that serves a civic or social good, not necessarily cause- or issue-oriented such as: providing access for others (e.g. through transportation, child care, subsidy, etc.); making a donation; offering space for community meetings



YOUR OUTCOME



TYPES OF INDICATORS



YOUR INDICATORS

What are your intended outcomes?

Consider and check relevant indicators.

What specifically will you track or measure?

- who takes action (numbers, diversity)
- nature of actions taken
- character of action (e.g. initiating, improved, sustained, effectiveness)

ACTIVISM/ADVOCACY

Intentional action to bring about civic or social change in support of or opposition to an issue or cause, such as: organizing, writing letters to politicians, political campaigning, voting, boycotts or patronizing preferred businesses, rallies, protests, strikes



YOUR OUTCOME



TYPES OF INDICATORS



YOUR INDICATORS

What are your intended outcomes?

Consider and check relevant indicators.

What specifically will you track or measure?

- who is activating/advocating (numbers, diversity)
- nature of strategies or approaches
- degree or intensity of efforts (frequency, sustainability)
- effectiveness of the action or strategy
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YOUR OUTCOME



TYPES OF INDICATORS



YOUR INDICATORS

What are your intended outcomes?

Consider and check relevant indicators.

What specifically will you track or measure?