



The importance of outcomes

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NAVCA: Every Child Matters Conference – 19th November 2009




Outcomes

Outcomes are the significant changes that directly result from your activities

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The ECM framework

Every Child Matters Outcomes Framework

Children's Plan 2009 Goals

- 1. Every child is safe and protected from harm
- 2. Every child is healthy and well
- 3. Every child is happy and successful
- 4. Every child is protected from exploitation and modern slavery
- 5. Every child is protected from radicalisation
- 6. Every child is protected from terrorism
- 7. Every child is protected from cyber-bullying
- 8. Every child is protected from child sexual exploitation
- 9. Every child is protected from child marriage
- 10. Every child is protected from child trafficking
- 11. Every child is protected from child labour
- 12. Every child is protected from child prostitution
- 13. Every child is protected from child pornography
- 14. Every child is protected from child exploitation
- 15. Every child is protected from child abuse
- 16. Every child is protected from child neglect
- 17. Every child is protected from child neglect
- 18. Every child is protected from child neglect
- 19. Every child is protected from child neglect
- 20. Every child is protected from child neglect

Every Child Matters Outcomes

- 1. Be Healthy
- 2. Stay Safe
- 3. Enjoy and Achieve
- 4. Make a Positive Contribution
- 5. Achieve Economic Well-being

National Public Service Agreements (NPSAs) and DCSF Departmental Strategic Objectives (DSOs)

National Indicators

- Quality of Life Indicators
- Quality of Service Measures

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Funding requirements

Sixty-seven per cent of third sector respondents said that funders' requirements had become more demanding over the last five years

Accountability & Learning, J Ellis & T Gregory, CES 2008

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Benefits

- Defining anticipated outcomes brings clarity to mission and goals.
- Outcomes-based evaluation creates an intense focus on results in clients' lives.
- Outcomes findings create a single voice for the whole organisation.
- Outcomes findings become the basis of grant proposals, brochures, public statements and persuasive conversation.
- Programme weaknesses are starkly evident when results are measured and evaluated, leading to improvement.
- Organisations can use outcomes-based evaluation findings to improve service, accountability and results by redirecting a programme or by augmenting services offered.

The US Advisory Board Foundation, 1999

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Learning

Eighty-one per cent of third sector survey respondents reported changing how things were done as a result of monitoring and evaluation

Accountability & Learning, J Ellis & T Gregory, CES 2008

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Learning

In analysing all this information, programme staff can learn what has worked and what hasn't, and where their activities have had unexpected (and sometimes even negative) impacts. This is a vital step in being able to constantly adapt what they do to get better results. By involving children and others we work with, it also provides a means for being accountable to them

Scott & Molteno, Save the Children

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A final thought

While the politicians sharpen their knives for the inevitable radical surgery, those managing and delivering services must make the best possible case... the losers will be those unable to demonstrate clear value for money. God help any service without proven outcomes...

David Brindle, The Guardian's public services editor

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