

PATH FOUNDATION OUTCOMES MATRIX

ORGANIZATION BICYCLE HELMET PUBLIC INFORMATION CAMPAIGN

DATE: March 2015

PART I: VISION, GOALS AND OBJECTIVES

	ORGANIZATION OR PROJECT VISION
<p>VISION: Concise statement of the clear and inspirational long-term desired end-state that the project or organization is working to achieve. (Typically one sentence and not measurable, nor achievable within the grant period).</p>	<p>All members our community will recognize the value of safe cycling.</p>
	ORGANIZATION OR PROJECT GOALS
<p>GOALS: Set of broad outcomes that the organization has set that directly relates to its vision. They do not need to be measurable.</p>	<p>Bicycle riders will become more aware of the benefits of wearing a helmet while cycling Schools, clubs, athletic associations, and media will promote safe cycling Helmets will be accessible to low-income riders Rate of traumatic brain injuries from cycling accidents will decline</p>
	ORGANIZATION OR PROJECT OBJECTIVES
<p>OBJECTIVES: Very specific, <u>measurable</u> objectives that the project <u>will</u> achieve during the grant period that directly support its goals. You will use these objectives in Part II to develop Key Action Steps.</p>	<p>20% rise in public awareness of benefits of wearing a helmet while cycling over 12 months 50% of schools, clubs and athletic associations will hold helmet awareness events 200 helmets will be distributed to school age children Community will experience 25% decline in cycling head injuries over 24 months</p>

PART II: OBJECTIVES, KEY ACTION STEPS, MEASUREMENT TOOLS

OBJECTIVE #1	OBJECTIVE #2	OBJECTIVE #3	OBJECTIVE #4	OBJECTIVE #5	OBJECTIVE #6	OBJECTIVE #7
20% rise over 12 months in public awareness of benefits of wearing a helmet while cycling	Etc.	Etc.	Etc.	Etc.	Etc.	Etc.

Key Action Steps	Key Action Steps	Key Action Steps	Key Action Steps	Key Action Steps	Key Action Steps	Key Action Steps
<ul style="list-style-type: none"> • Develop press kits for media • Develop and fund PSA's for television and radio • Establish community recognition program for effective helmet safety initiatives 	• Etc.	• Etc.	• Etc.	• Etc.	• Etc.	•

Measurement Tools/Processes to be Used	Measurement Tools/Processes to be Used	Measurement Tools/Processes to be Used	Measurement Tools/Processes to be Used	Measurement Tools/Processes to be Used	Measurement Tools/Processes to be Used	Measurement Tools/Processes to be Used
*Focus groups measuring change in awareness *Individual interviews with volunteer group of cyclists *Individual interviews with journalists, teachers, to assess specific changes in awareness	Etc.	Etc.	Etc.	Etc.	Etc.	

SAMPLE