### PATH FOUNDATION OUTCOMES MATRIX

**ORGANIZATION**  BICYCLE HELMET PUBLIC INFORMATION CAMPAIGN  DATE: March 2015

**PART I: VISION, GOALS AND OBJECTIVES**

| 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). | All members our community will recognize the value of safe cycling. |
|---|---|

| GOALS:  
Set of broad outcomes that the organization has set that directly relates to its vision. They do not need to be measurable. | 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 |
|---|---|

| OBJECTIVES:  
Very specific, measurable objectives that the project will achieve during the grant period that directly support its goals. You will use these objectives in Part II to develop Key Action Steps. | 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 |
|---|---|
### PART II: OBJECTIVES, KEY ACTION STEPS, MEASUREMENT TOOLS

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<th>OBJECTIVE #1</th>
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<th>OBJECTIVE #7</th>
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**Key Action Steps**

- Develop press kits for media
- Develop and fund PSA’s for television and radio
- Establish community recognition program for effective helmet safety initiatives

**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

**Key Action Steps**

- Etc.
- Etc.
- Etc.
- Etc.
- Etc.
- Etc.
- Etc.

**Measurement Tools/Processes to be Used**

- Etc.
- Etc.
- Etc.
- Etc.
- Etc.
- Etc.
- Etc.