

## Community Metrics Suggestions

Each community should set their own aims (how many/how much and by when?) and target audiences, and develop a measurement system that supports what they set out to accomplish. Data can be wonderful for noticing areas for improvement and success, and telling a story to potential funders. There is no “one-size-fits-all” when it comes to measurement of impact and we don’t recommend collecting data for the sake of collecting data.

If you don’t see how some of the measures below could be helpful to your work, don’t collect them! Please let us know if you have more for us to add to the list. This is meant to spark some ideas.

See our [Community Started Guide](#) for additional guidance on goal setting and/or review our [call recording](#) and [slide deck](#) from our community call on Making a Difference in Your Community: Tracking Your Influence and Impact to learn more about tracking methods.

- Number of community partners involved
- Number of champions and coaches trained
- Number of presentations given on TCP (in person or virtual)
  - Number of participants
  - Aggregate data from the end of event evaluation forms
  - Follow-up assessments for participants
  - Coach and champion reporting forms
- Number of community partners doing employee drives
- Number of congregation events
- Number of visitors to your website/conversation section of your website (see if Google Analytics can tell you more about where these people are visiting from)
- Number of printed and distributed copies of TCP related tools and resources
  - Conversation Starter Kit
  - How to Choose a Health Care Proxy & How to Be a Health Care Proxy
  - Conversation Starter Kit for Loved Ones of People with Alzheimer’s/Dementia
  - How to Talk to Your Doctor
  - Pediatric Starter Kit
  - Additional tools and resources from TCP
- Number of media placements (features in newspapers, magazines, TV, Radio, Blogs, etc)
- Number of newsletter recipients
- Number of social media followers

# the conversation project

- Number of e-mail inquiries about TCP
- Number of conversations that have occurred
  - See “The Question - Template for Surveys”
- Number of people in your population with an advance directive/health care proxy form
- Conduct widespread pre- and post- surveys of communities to see if people have had the conversation and how they think about end-of-life care. Consider working with your state-specific CDC survey (<http://www.cdc.gov/brfss/>). Here’s an example from some work in Colorado
  - The question is applied to those people who respond that they have completed an AD of some sort:

If yes to question (above). Have you ever had a serious discussion regarding your Advance Health Care Directive, Living Will or Medical Durable Power of Attorney with...?

    - a) a health care provider (yes/no)
    - b) family, friends, or other persons you trust (yes/no)
- To tell a more complete version of your story, find out the total number of people in your target audience and use this number, when feasible, to see how many of this total population you are reaching or engaging in various ways.
  - For example, if your target audience is 500 community members and 150 of those community members have participated in a TCP presentation over the last 3 months, you can see that you’ve directly engaged 30% (150/500) of your total target audience. This can help you decide what events and/or outreach you still need to plan in order to accomplish your goals.