



IMPACT =

- ▲ condition*
- ▲ behavior
- ▲ knowledge

*economic,
environmental
or social/health

PUBLIC VALUE

- Go beyond program participants or a study site.
- How does the project/program affect the general public or a broader area?

Still having TROUBLE?

- **Plan** to measure project impacts. What will you measure and how? Build in program evaluation from the beginning.
- Think about **potential impacts**.
- Explain how your research creates a foundation for **future impacts**.
- Describe the **ripple effect** of small and/or early impacts over time.
- Share **anecdotes** and **success stories** as examples.
- Show how your work is **playing a part** in certain impacts.