|  |  |
| --- | --- |
| If this project is a success, then people will feel… | *Confident; happy; independent; self-assured; motivated; proud; included; skilled; more ok with who they are* |
|  |  |
| If we achieve our goals, then we will see… | *Change/ improvement/ reduction/ increase in…(think about attitudes and behaviour)* |
|  |  |
| We hope that [people/groups/communities] engaging with this project will be able to… | *Speak out; talk more often/ more openly about mental health; challenge stigma and discrimination; seek help when neeed; be more inclusive; be motivated to…; reach out;*  |
|  |
| We hope that as a result of engaging with this project, [people/groups/communities] will… |
|  |  |
| We hope that through this project, people will learn… | *How to talk about mental health; how to challenge stigma and discrimination; what mental health is;*  |
|  |  |
| This project will help people to think… | *Differently; more positively about…; more/less about…* |

Identifying outcomes is an important first step in any evaluation process. Outcomes are often about the changes you want your project to make, and usually involve people. Think about how you want people – either individually or in groups – to feel, act, and think as a result of your project. Try to think about all the different people that you hope to engage with through this project, and address each in turn.

*Complete the statements on the left using some of the example wording on the right, or by making up your own.*