

A Smarter Way to Measure

Simple Shifts for More Effective Program Evaluation

Small shifts in how you word your measurement questions let you show what changed, beyond what you did.

BACKS is a five-dimension framework for identifying, measuring, and tracking the kinds of change a program creates.

EXAMPLE food	INSTEAD OF # of families served	MEASURE → # of families growing their own food	
BACKS DIMENSION	INSTEAD OF (OUTPUT)	MEASURE WHAT CHANGED	HOW TO CAPTURE IT
B Behavior what people do differently	# of cooking classes held	# of people cooking fresh meals weekly	Observation logs · an exit question in a Google Form
A Attitude what people believe or feel	# of attendees	% more confident feeding their family	1-5 check-ins · short surveys · QR-code form
C Condition the state of someone's life	# of households enrolled	# of households who became food stable	Intake & exit assessment · the stability scale below
K Knowledge what people understand	# of workshops delivered	# who can plan a balanced meal	Pre/post quizzes · skill demonstrations
S Status their position in a system	# of job-seekers served	# who secured steady work	Records · referrals · official status updates

Stability Scale name how far someone moved

