



# Outcome Mapping

LEARNING COMMUNITY

## Outcome Mapping: Advancing Initiatives for Better Health & Wellbeing

*A workshop exploring approaches to Community Engaged Design & Evaluation*

**November 13-15, 2017, Toronto, Canada**

Outcome Mapping is an approach used in planning programmes, partnerships and initiatives as well as in measuring results of social, individual and organizational change. It is a learning-oriented method and toolset to advance sustainable community-driven solutions in unpredictable, complex multi-stakeholder settings.

**Outcome Mapping: Advancing Initiatives for Better Health & Wellbeing** is a two-day or three-day workshop intended for community-centred health practitioners, public health planners and promoters, program managers and directors, evaluation professionals and those interested in organizational learning. The workshop is designed for people who are brand new to Outcome Mapping (OM) as well as those who wish to refine and dig deeper into their OM knowledge and skills.

**Register now for  
Early Bird discount**

## Day one

We start with exploring how social change unfolds in complex environments before moving to the basics of OM and then showing how that aligns with planning complex multi-stakeholder community health interventions. Day one includes:

- Understanding the principles of complexity
- The key concepts and strengths of OM
- Outcome based design for changes in relationships, practices & policies
- Working strategically beyond your sphere of control to effect change

## Day two

We continue with the concepts and tools of OM applied to advance health initiatives involving multiple actors and mutually reinforcing activities. Sessions will focus on practical examples of planning, monitoring and evaluation in health care and programs aimed at determinants of health. Day two includes:

- Practical case examples:
  - Interview and discussion with leader of Burans Project, Uttarkhand, India – Building understanding and inclusion for People with Mental Illness
  - Using OM in Canada for a food policy change initiative
  - Changing the health system – Outcome based Strategic Planning at the Association of Ontario Health Centres
- Mapping boundary partners, developing and monitoring progress markers
- Engaging partners and communities in planning for collective outcomes

## Day three: OM design lab

On the last day we will focus on evaluation using OM and explore using an Outcome Harvest evaluation approach to identify and understand changes in relationships, practices and policies in complex settings. Most of the day will focus on coaching to apply an OM design to your current work. We finish with you presenting your OM design coherently to funders, to your organization's managers and to communities.

## About this event

**Outcome Mapping: Advancing Initiatives for Better Health & Wellbeing** is a two- or three-day event organised by the Outcome Mapping Learning Community (OMLC). It is for community-centred health practitioners, public health planners and promoters, program managers and directors, evaluation professionals and those interested in organizational learning. It will offer you opportunities overcome the measurement and management challenges you currently face in complex and emergent contexts.

Whether you are completely new to OM or are a more experienced user, you will be able to build your knowledge, hone your skills and share your current challenges and innovations. The workshop draws on real-life case examples from our work in supporting organizations to develop strategies for community health and wellbeing initiatives.

## Venue

Friends House, #60 Lowther, Toronto, ON M5R 1C7

## Costs

### 2-day Workshop: OM Concepts and Practice

Not-for-profit organizations: **\$550** (Early Bird: **\$500**)

Government & foundations: **\$650** (Early Bird: **\$600**)

*The price includes the two-day workshop, lunches and refreshments.*

### 3-day Workshop: OM Concepts and Practice + OM Design Lab

Not-for-profit organizations: **\$650** (Early Bird: **\$600**)

Government & foundations: **\$750** (Early Bird: **\$700**)

*The price includes the three-day workshop, lunches and refreshments.*

**Student and unemployed rate available for up to 8 participants: \$350** (contact for details)

## Registration

Register online: <https://outcome-mapping-toronto.eventbrite.co.uk>

\$50 early-bird discount is available until **September 30<sup>th</sup>, 2017**. Use code: om-early

Registration open until **October 23<sup>rd</sup>, 2017**

Any queries contact: [toronto2017@outcomemapping.ca](mailto:toronto2017@outcomemapping.ca)

All revenues from this event go to the Outcome Mapping Learning Community to support online facilitation and learning within the global, virtual community. We are very grateful to all workshop facilitators for contributing their time to the OMLC pro-bono.

The OMLC is a non-profit organisation registered in Belgium, registration number 0541.857.935. Further information: [www.outcomemapping.ca](http://www.outcomemapping.ca).

## Facilitator bios



**Jeph Mathias** is an Indian/New Zealander who lives in the Indian Himalayas. He consults independently with innovative social and environmental projects across South Asia and is a Development Studies research fellow at Massey University, New Zealand. Jeph's history includes a year with Mother Teresa, a Cambridge MA, teaching in apartheid South Africa, horse riding with Mongolian nomads, life in a Brazilian favela, a MSF malaria project in Colombia, trapping crocodiles in the Amazon, senior emergency doctor in New Zealand, Cambodian slum life, expedition doctor on Everest, the first traverse of the Mekong, snow leopard conservation, community health in Himalayan valleys, living in a Delhi bustee, remote surgery...The constant undercurrent in social and environmental issues for Jeph is how people think, act and relate so for him OM 'goes for the jugular' of this wonderfully complex, unpredictable planet.



**Heidi Schaeffer** is driven by a deep commitment to health equity and social justice. At the Association of Ontario Health Centres, Heidi leads knowledge mobilization and learning initiatives for over 100 primary health care member organizations. She appreciates the power of OM for strategy development in complex settings such as in networks and partnerships. Heidi conducted an Outcome Harvest evaluation of partnership capacity development in the Not-For-Profit sector in 2014. She has a background in radio for community renewal in South-East Asia, Africa and with Ojibway, Cree and Mohawk communities in Ontario. It was through evaluating the impacts of radio campaigns on behaviour change that she discovered OM in 2005. She is chair of the Outcome Mapping Learning Community, a network of over 4,000 global social change practitioners

## With Special Guest



**Sarah Earl** has committed to a career in evaluation for nearly 20 years because, when used strategically, she has seen how its process and findings can contribute to profound organizational and social change. At the YMCA of Greater Toronto, Sarah is heading initiatives to grow the Association's evaluation culture, capacities, and systems using a learning and values-based approach. Currently, she is leading developmental evaluations with youth programs (newcomer, leadership, drop-in...) and evaluating social enterprise initiatives aimed at improving Y members' health and wellness. At the International Development Research Centre, a Canadian research donor, Sarah developed innovative ways to measure how development assistance affects the communities involved, supported evaluation field building in the global South, and co-created Outcome Mapping, co-authoring the first OM manual.