Characteristics of good outcome measures:

- **Specific**: Specific measures to assess the information required as precisely as possible.
- **Measurable**: Ensure that the information needed to construct our outcomes can be readily obtained.
- **Attributable**: Each measure should be linked to the project efforts or policy effects.
- **Targeted**: Ideal measures are directly tailored and relevant to the population our program or policy is aiming to influence.
- **Realistic**: Ensure that data can be obtained in a timely fashion, with reasonable frequency, at reasonable cost.