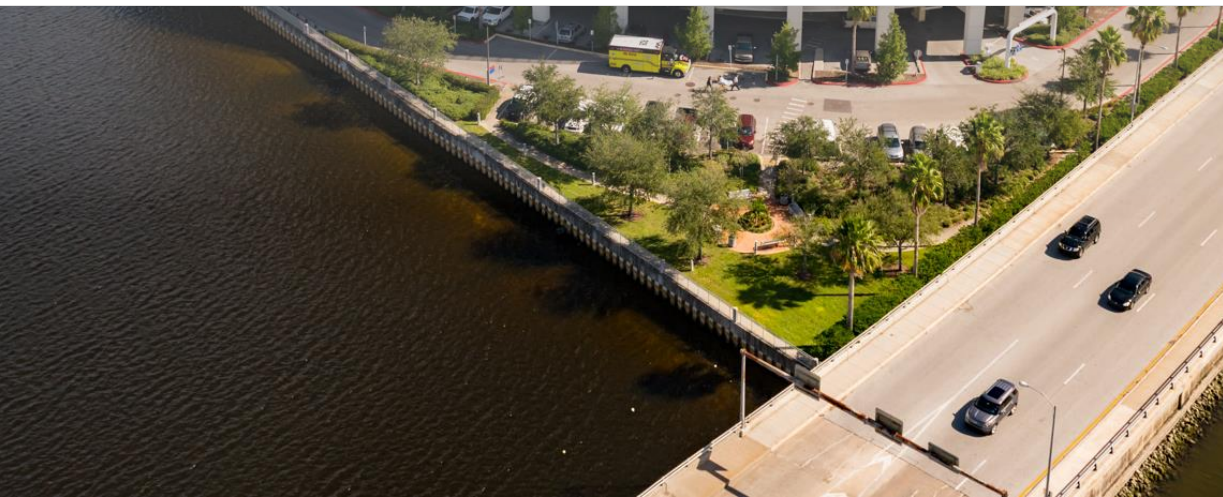




Tampa General Hospital's Social Investment Program

Reach & Impact Tip Sheet & Reporting Guidelines



Disclaimer

This document is intended for use as a reporting guide for programs funded through Tampa General Hospitals Social Investment Program. The tip sheet offers definitions of *reach* and *impact*, recognizing that there are many possible definitions. While examples and tips on reporting are provided, this is not intended as a comprehensive guide to reach and impact reporting.

Reach & Impact Tip Sheet

What Is Reach? *Reach is the extent to which an initiative attracts its intended audience.*¹

Key Considerations:

- **Consider multiple levels.** Reach can include individual community members, communities served, organizations, etc. and is largely based on the intervention's scope.
- **Calculate a proportion.** Reach is calculated using a simple formula. The numerator (*top number*) represents the actual number served. The denominator (*bottom number*) represents the potential number served, which may be determined by your target population. For example: Your initiative has served 1,800 individuals (*numerator*). Participating community partners in your target area have a potential target population of 3,000 (*denominator*). The reach is 60% of the target population.
- **Define a geographic area.** Reach is based on the intervention's scope. As the intervention grows, so may the reach. The focus may move from specific counties or regions to the entire state.
- **Access to data.** Does a data source exist? Does one need to be established? Data is needed in order accurately to track reach.

$$\begin{array}{c} \text{Reach Formula} \\ \frac{\text{Actual number of people/entities served}}{\text{Potential number of people/entities served}} \\ = \text{Percentage reached} \end{array}$$

Reach & Impact Tip Sheet

What Is Impact? *Impact is the effect that interventions have on individuals, organizations, or systems that influence health.*²

Key Considerations:

- **Define your goal for change.** When defining impact, make certain what you are expecting for your outcome fits with your intervention.
- **Make it measurable.** Impact is concrete, it is important to stakeholders, and speaks to the value of your initiative.
- **Identify a realistic level of change.** Impact is how an intervention helps achieve outlined public health goals. Since public health goals can take time to occur, using short-term measurable change (e.g., reducing risk factors for obesity) to demonstrate impact should be considered when regular reporting is required.
- **Make it meaningful.** It is important that stakeholders accept your selected impact. Impact speaks to the value of your program.³

Reach & Impact Tip Sheet

Why Measure Reach & Impact? *Reach and impact are concise, objective, quantifiable measures of a program's progress. Reach and impact are essential to the following:*

- **Demonstrate results.** Reach and impact can be used to communicate accomplishments of an initiative.
- **Use as a management tool.** Reach and impact can help you track your initiatives achievements and progress from year to year.
- **Show accountability.** Funders and the public often ask who has been affected and what has been accomplished. Organizations receiving funding are better prepared to account for resources spent when they can speak to an initiatives reach and impact.
- **What About Data?** When calculating reach and impact, ensure that your identified data sources are accessible. Data collection mechanisms can be monitored (if they already exist) or created (when feasible) to track progress. Possible data sources may include population-based surveys, national databases, etc.

Key Considerations:

Is a formal data-sharing agreement that specifies the format, frequency, and key individuals involved needed? How will change over time be measured? Will multiple data collection points be necessary?³

Reach and Impact Reporting Guidelines

All applicants are required to submit a detailed reach and impact report for each funded event before any other requests will be considered. Please include the information listed below in your report. You can submit an electronic version of your report to sponsorship@tgh.org. Preferred reporting formats include PDF, PowerPoint, and hyperlink to webpage. Links to successful reach and impact reporting resources, along with sample reports are provided below to reference.

Reach & Impact Reporting Guidelines

- **Organization background:** brief overview of your organization and its missions and vision statement.
- **Need:** What is the problem that you, as an organization, are trying to address?
- **Activities and accomplishments:** What activities are you doing to address the need? What activities/events have you coordinated? Please list all accomplishments.
- **Outcomes:** What are the results of these activities? Please include attendance numbers and other data.
- **Evidence:** How do you know you've made a difference?
- **Lessons learned:** How will you change your work for the better? Or what can you do to address growth?
- **Marketing reach:** Have you reached new audiences beyond your constituents? Please provide links to news coverage, social media and other data if available
- **Financials:** brief overview of how funds have been spent to date
- **Next Steps:** brief overview of your future plans and how these fit into Tampa General Hospitals Shared Purpose and Mission

Resources

Reach and Impact Report Links

Wired Media – How to Create an Awesome Impact Report For Your Nonprofit -

<https://www.wiremedia.net/create-awesome-impact-report-nonprofit/>

Wired Impact – 8 Inspiring Examples of Nonprofit Impact Pages

<https://wiredimpact.com/blog/nonprofit-impact-pages/>

Works Cited

- ¹ Based on the work of: Basia B, Toober D, Glasgow RE. *Program Planning: Overview and Applications*. National Council on Aging & Center for Health Aging. Available at http://www.mipath.org/documents/Re-AimBrief_FINAL.pdf
- ² Based on the work of: Jillcott S, Ammerman A, Sommers J, Glasgow RE. Applying the RE-AIM framework to assess the public health impact of policy change. *Ann Behav Med*. 2007; 34(2):105–14.
- ³ Based on the work of: Alberta Mirambeau, Jan Losby RE. Reach and Impact. Available at https://www.cdc.gov/dhdsp/pubs/docs/cb_may_10_2011.pdf