

# Janssen Pharmaceutical Companies of Johnson & Johnson Charitable Giving Focus

## What Do You Mean When You Ask For Or Reference Outcomes?

For us, outcomes refer to a program's measure of impact. When implementing a program or initiative one does so with the intent of achieving some positive change. That resulting change is the outcome you are looking to achieve.

Outcomes measurement is the way a nonprofit assesses whether their programs are achieving the desired change. It allows the nonprofit to independently and objectively measure the effectiveness or impact of the program or initiative. Both short term and long term outcomes may be quantified.

When addressing outcomes measurements, there are some important questions to ask:

- What has changed in the lives of individuals, families, organizations, or the community as a result of this program?
- Has this program made a difference, and how is that substantiated?

Outcomes are very important in the consideration of an application; and it is what may distinguish one request from another. As we review requests addressing similar issues competitively, we will fund those organizations that identify targeted outcomes and look to measure a program's success against those outcomes. With limited dollars to donate philanthropically, it is our intent to invest them where we might have the most impact in fulfilling our mission of improving the health of our patients and community.

Quite often we find organizations provide us with activities or outputs associated with a program rather than outcomes. There is no way for us to know whether these activities were effective and therefore this information is not as compelling as when outcomes are provided.

The accompanying chart below provides some example programs or initiatives and potential outcomes. Information listed in the "Activity Oriented" and "Response" columns is useful to provide in your application, but it is the information in the "Outcomes" columns which represents a measure of your program's impact. This is not intended to be comprehensive but merely provide guidance. We believe our nonprofit partners are best suited to identify the outcomes they are looking to achieve through their programs and those outcomes may or may not align with the ones listed here, which is acceptable.

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	ACTIVITY ORIENTED	RESPONSE	S.T. OUTCOME	L.T. OUTCOMES	L.T. OUTCOMES	L.T. OUTCOMES
<b>PROGRAM OF INITIATIVE</b>	Participation	Reaction (feedback)	Learning (changes in knowledge/skill)	Behavior (changes in behavior)	Result (Improved situation)	Goal Attainment (Achievement of goals)
<b>PATIENT EDUCATION</b>	Held program # of attendees	Satisfaction with the course/ instructors	Increased Knowledge (surveys/ pre-post test)	Implemented specific positive changes based on education provided	Patient Health Measures improved	Improvements seen in community health; Program is scaled
<b>AFFORDABLE HOUSING PROGRAMS</b>	House built/ Homeowner moves in; # of people participating	Homeowner Participation in Construction & classes	Homebuyer maintains the home/pays the mortgage	Homebuyer sells home and moves out into fully independent housing	Affordable housing becomes leveraged	
<b>WELLNESS INTERVENTIONS (COMMUNITY-BASED SERVICES)</b>	# , type of intervention offered, # of people in the program	# of sessions attended; # who complete the program Satisfaction with program	Increased knowledge (surveys/ pre-post test)	Implemented positive behaviors for health improvement (exercise more, better nutritional eating, stop smoking)	Health Metrics positively impacted (weight loss, blood pressure improvements, cholesterol improvements – against baseline	
<b>ADVOCACY</b>	Education programs offered; Materials created; # of people participating	Satisfaction with the program	Increased knowledge/ understanding on how to advocate effectively (surveys / pre-post test)	Participation in advisory boards; testimony given, meetings with representatives;	Positive impacts made to legislation/ budgets; Negative legislation or budget cuts defeated	
<b>SCHOLARSHIP PROGRAMS</b>	# scholarships granted	# pursuing education with scholarships	Classes successfully completed	# Graduating from their course of study	# employed within field of study	