

Population Outcome Measure Selection Worksheet

Instructions: For each goal, list all the potential population outcome measures in the far left-hand column. For each potential measure, identify the data source (or sources) for that measure, data timeliness, the frequency of updated data release, the communication power of the measure, and the proxy power of the measure. Use this information to help guide selection of population outcome measures for each goal.

- Data source = What is the source of data for this measure? Where does data for this measure come from?
- Data timeliness = How current is the data that is available for this measure? What is the time lag associate with access to data for this measure?
- Update frequency = How often is new data available for this measure? Is this measure able to be tracked reliably and consistently?
- Communication power = How well does the indicator communicate to a broad and diverse audience?
- Proxy power = Does the measure say something of central importance about the goal? How well does this measure stand as a proxy or representative for the goal?

Goal:					
Potential Measure	Data Source	Data Timeliness	Update Frequency	Communication Power (high, medium, or low)	Proxy Power (high, medium, or low)

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