

How is Success Measured and Defined in Upstream Health Promotion?

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(Freepik Company, n.d.)

Mismatched definitions of success amongst evaluators and partners

“The people that make the decisions they are more motivated by longer-term outcome indicators that are very difficult to prove ... the link between a really high upstream health promotion activity and a very long-term outcome indicator.” (B.C. public health evaluator)

The value of Upstream initiatives is difficult to report as the impact takes time and is difficult to attribute

- Overlapping initiatives makes attribution difficult
- Quantitative data is preferred by health decision makers while qualitative data is what is collected



(Freepik Company, n.d.)

Reimagining how success is defined and measured in Upstream Health Promotion



Key Takeaways and Future Directions

- Literature and interviews revealed mismatched understandings of what “success” is
- Future directions include implementing alternative measurements and including health decision maker’s perspectives



(Freepik Company, n.d.)

Works Cited

Freepik Company. (n.d.). *Customize, animate and download illustration for Free.* Storyset. <https://storyset.com/>