

Narrative Change: Outcomes & Indicators

Use this tool to identify the types of outcomes that you expect to result from your narrative intervention and select the corresponding indicators that will help you to measure progress.



Step 1: Identify Outcomes

What do you hope will happen as a result of your narrative change efforts, and for whom?

Step 2: Select Indicators

How will you know those outcomes are occurring? What would you look for, see, hear, or experience?

Changes in our organization/strategy

Our messaging is more compelling to our audiences



Performance of messages in testing

Number of communications using tested language, messages, messengers

Increased capacity of team to apply narrative insights to their work



Number of staff reporting increased knowledge/skills

Number of products reflecting narrative insights or components

Increased resources for narrative change work within our organization



Development of narrative strategy

Number of team members working on narrative change initiatives

Funds put towards narrative work

Changes in partnerships or among partners

Increased awareness of narrative change among partners



Number of partners engaged/trained around narrative work

Number of partners reaching out to learn more

Greater alignment among partners



Development of a shared strategy

Level of commitment and support for vision/strategy

Number of partner communications using desired language, framing, etc.

Stronger shared infrastructure



Amount of pooled funding for narrative work

Number of staff working on narrative change

Level of shared learning

Changes in narrative environment

Increased visibility of narrative in public discourse



Number of articles, op-eds, comments on issue

Sentiment of/presence of desired narrative in media or social media

Number of citations of relevant research

Use of language and messaging by key influencers

Number of different forums or sites where we see narrative being repeated

Strengthened public will/support for change



Number of supportive comments made by influential figures/decision-makers

Level of support from the public

Share of voice on social media compared to other narrative framings

Changes in voice/narrative power

Greater capacity of young people to develop/ implement narrative interventions



Number of participants in capacity strengthening activities reporting greater understanding/skills

Increased visibility of young people as messengers



Number of quotes in media/media appearances experiences by young people

Number of requests/level of outreach from media, decision-makers

Narrative interventions increasingly reflect community priorities and experiences



Ratings of extent to which narrative interventions feel resonant to community members

Increased participation of community members in decision-making



Number of meetings between decision-makers and community members

Level of engagement in decision-making

Level of representation in advocacy activities

Changes in policies or practices

Changes in policies or practices



Policies are adopted/enforced or harmful policies or legislation are averted

Policymakers fund legislation at a level that is sustainable

Resources are shifted towards community members

Employers/educators/district leaders adopt desired practices

Changes among target audience

Increased awareness of issue among key audiences



Number of people reporting they are aware of the issue

Level of understanding of issue among target audience

Number of people considering issue important or urgent

Changes in beliefs, mindsets among target



Number of people expressing agreement/alignment with our messages and framing

Number of people using language, messaging, framing that reflects beneficial narrative

Behaviors of target audiences



Number of people acting in desired ways

Number of people reporting changes in their behavior