

DoView Visual Outcomes Model for an International Maternal Health Program



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DoView Visual Outcomes Model for an International Maternal Health Program

This is an illustrative DoView Visual Outcomes Model for an International Maternal Health Program promoting maternal health. It has been prepared by Dr Paul Duignan and outcomes specialist and Dr Joan Skinner a midwifery and maternal health specialist to illustrate how such an outcomes model can be developed.

The outcomes model has been developed according to a set of standards for drawing outcomes models. And such models can be used for a range of purposes.

For further information see:

- Duignan, P. (2008). Standards for drawing outcomes models. Outcomes Theory Knowledge Base Article No. 210. (<http://knol.google.com/k/paul-duignan-phd/standards-for-drawing-outcomes-models/2m7zd68aaz774/28>).
- For a step by step process for building and using program logics for a variety of purposes see the EasyOutcomes.org site paul@parkerduignan.com

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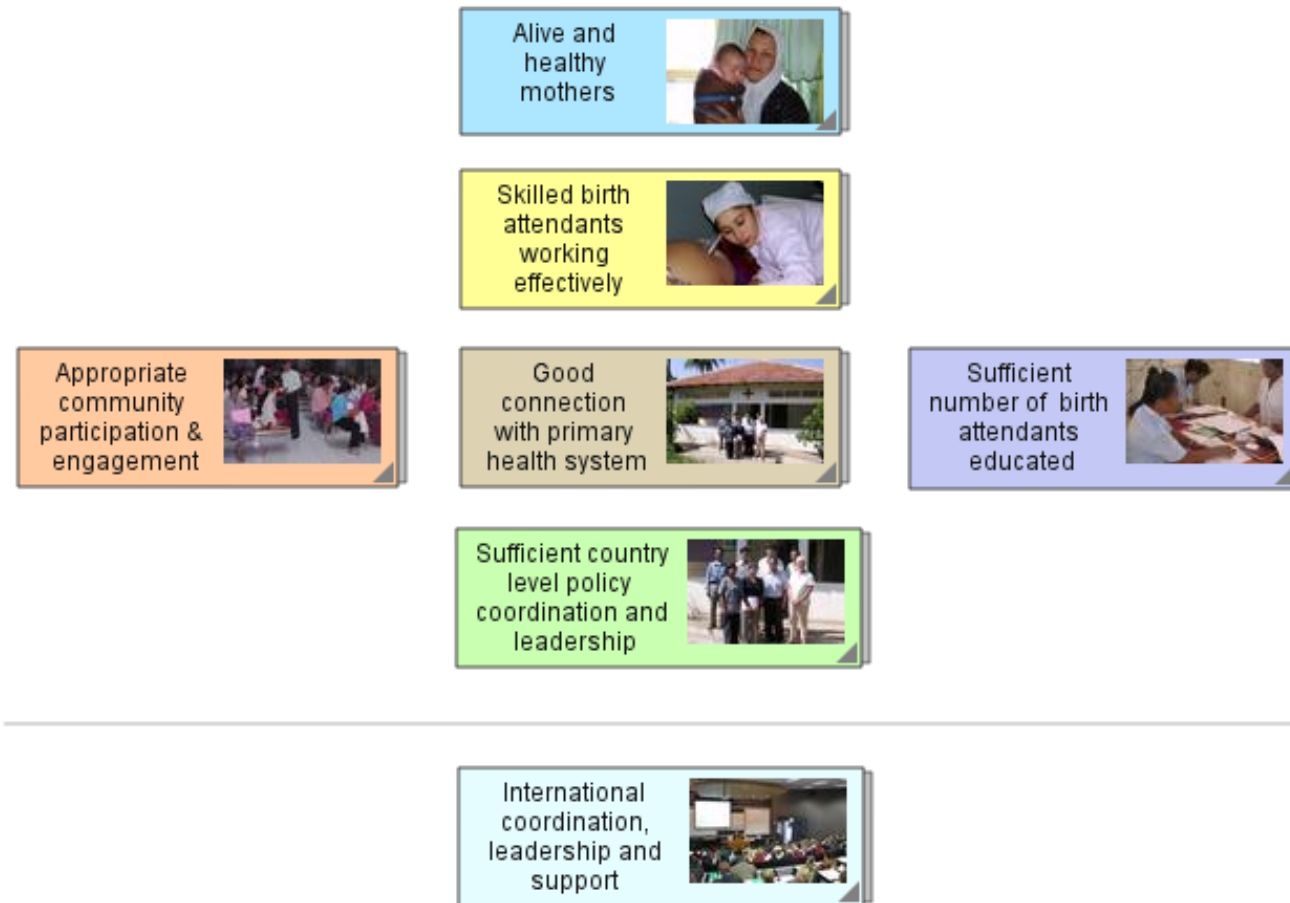
The outcomes model overview▲

How this model could be used▲

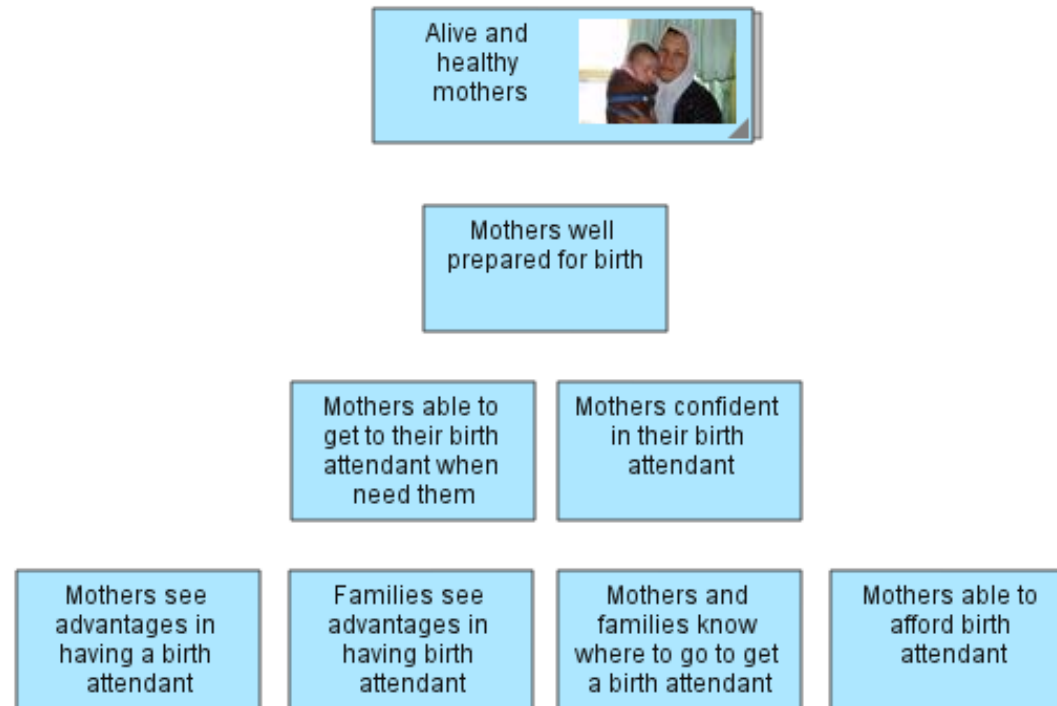
Used to structure country discussions about priorities▲

For identifying indicators and evaluation questions▲

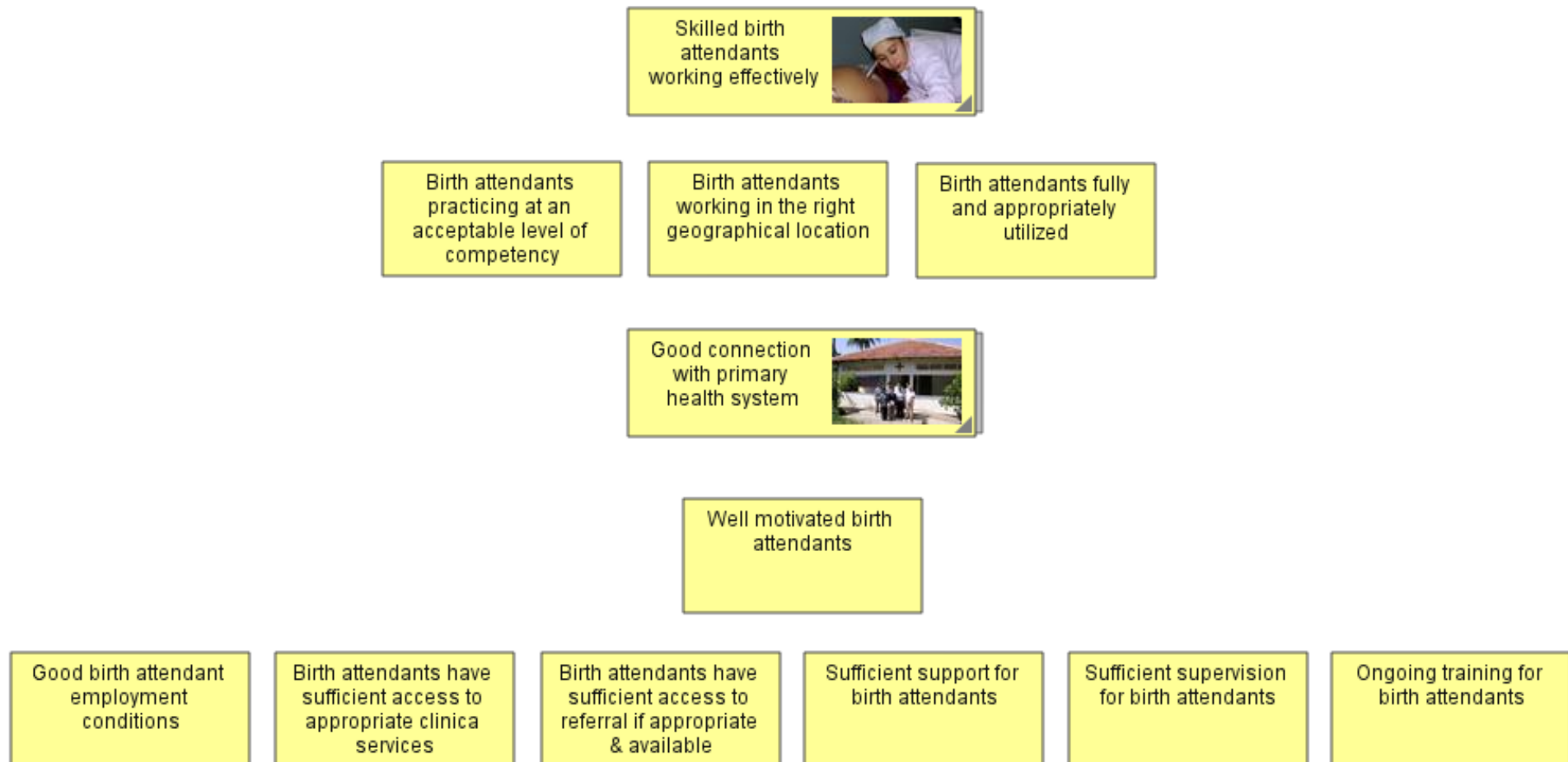
Maternal health outcomes model overview



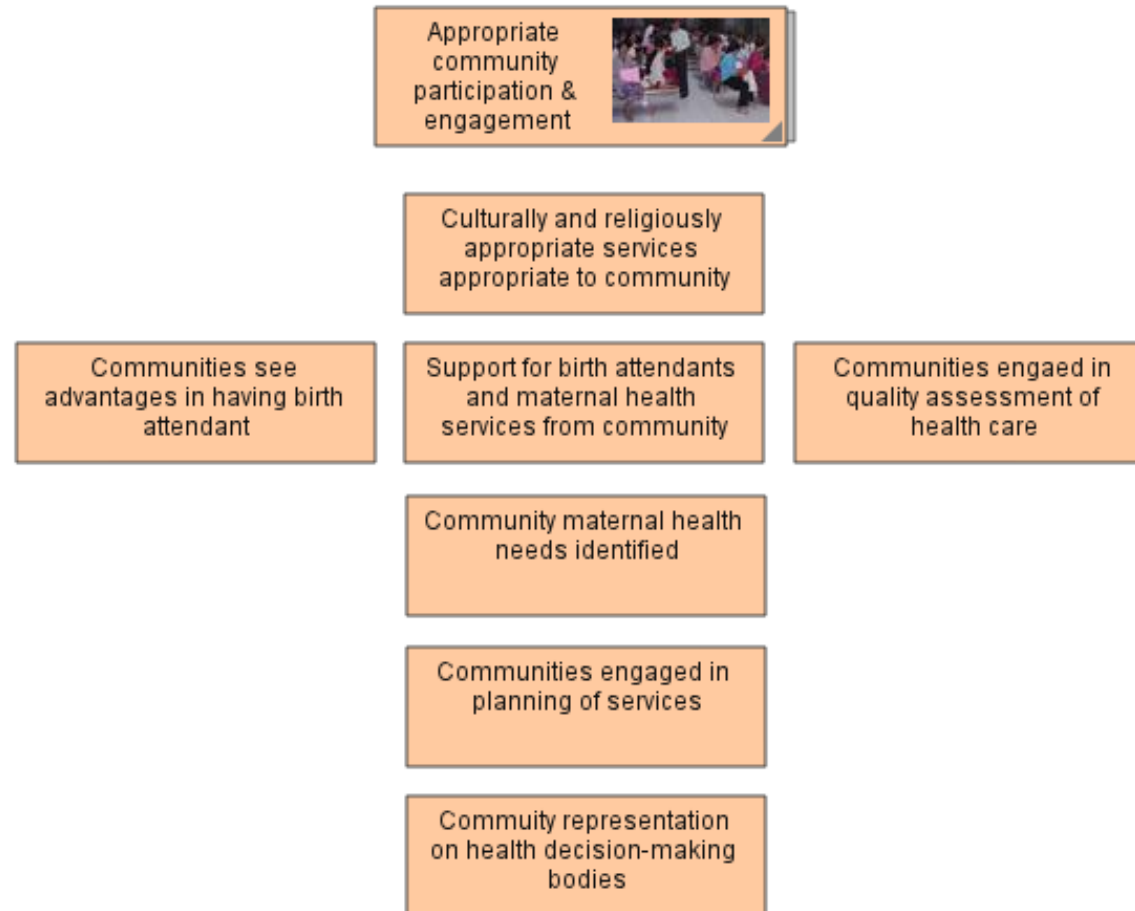
Alive and healthy mothers



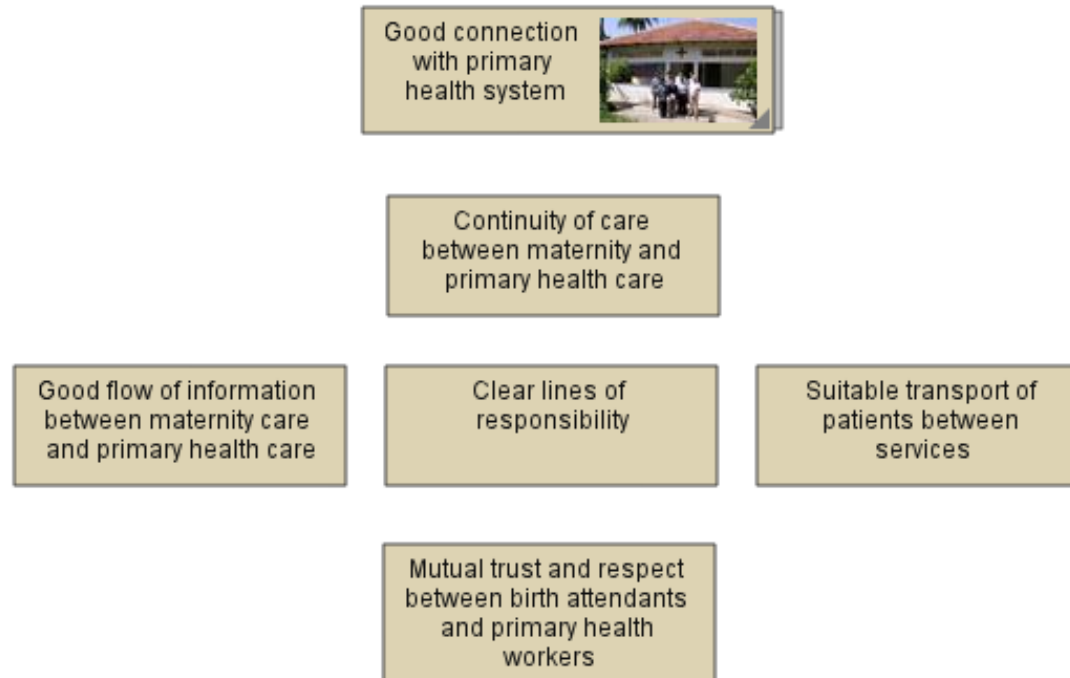
Skilled birth attendants



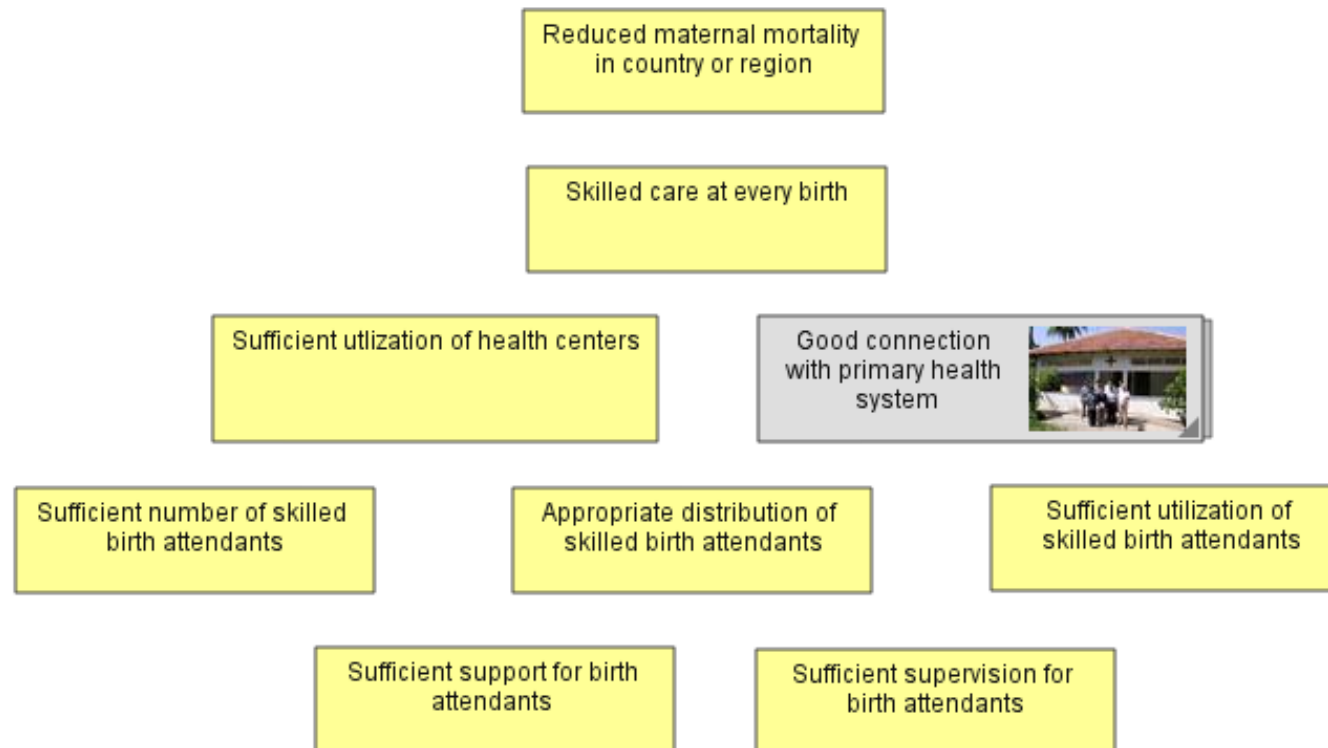
Community participation and engagement



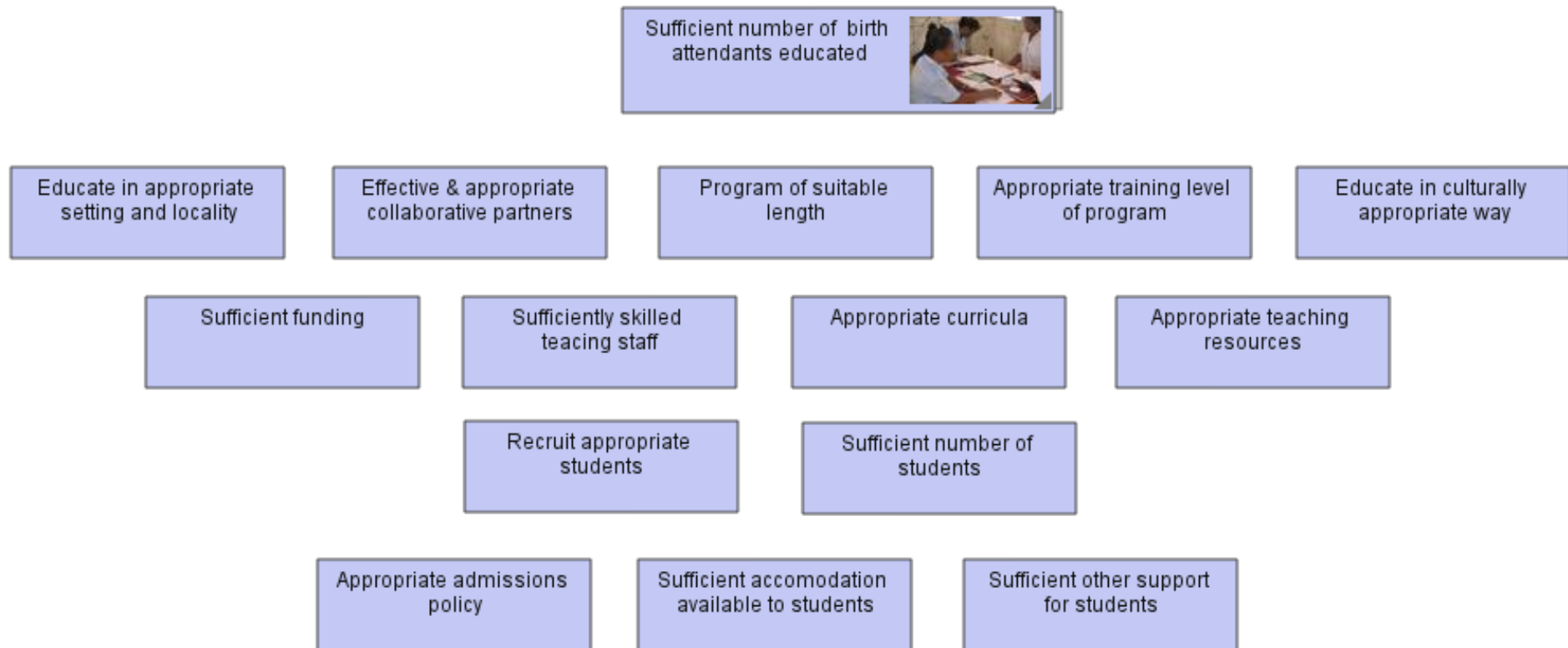
Good connection with primary health system and facilities



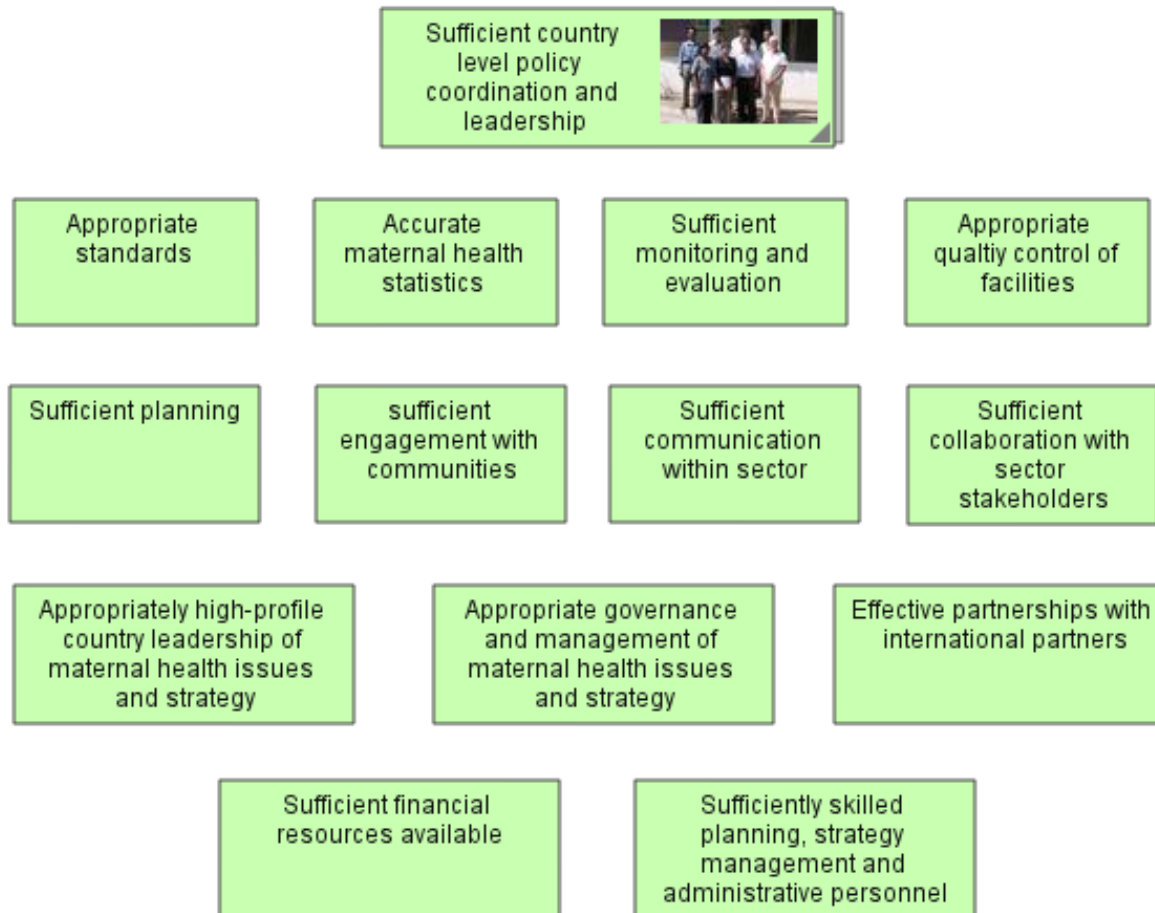
Country or geographical region level



Educate more birth attendants



Country policy and leadership



International coordination, leadership and support



How such a model can be used

An outcomes model such as this can be used for a range of purposes, including: being used for strategic discussions about what needs to be done in a particular country; putting indicators onto the model; putting evaluation questions onto the model; and putting links out to resources related to steps within the model. Large models can be produced which can be printed out as posters.

For further information see:

- Duignan, P. (2009). Having a common outcomes model underpinning a range of organizational activities. Outcomes Theory Knowledge Base Article No. 264. (<http://knol.google.com/k/paul-duignan-phd/having-a-common-outcomes-model/2m7zd68aaz774/125>).
- For a step by step process for building and using outcomes models for a variety of purposes see the EasyOutcomes.org site

1. Using the model for discussions about what needs to be done in a country

The following steps would be taken:

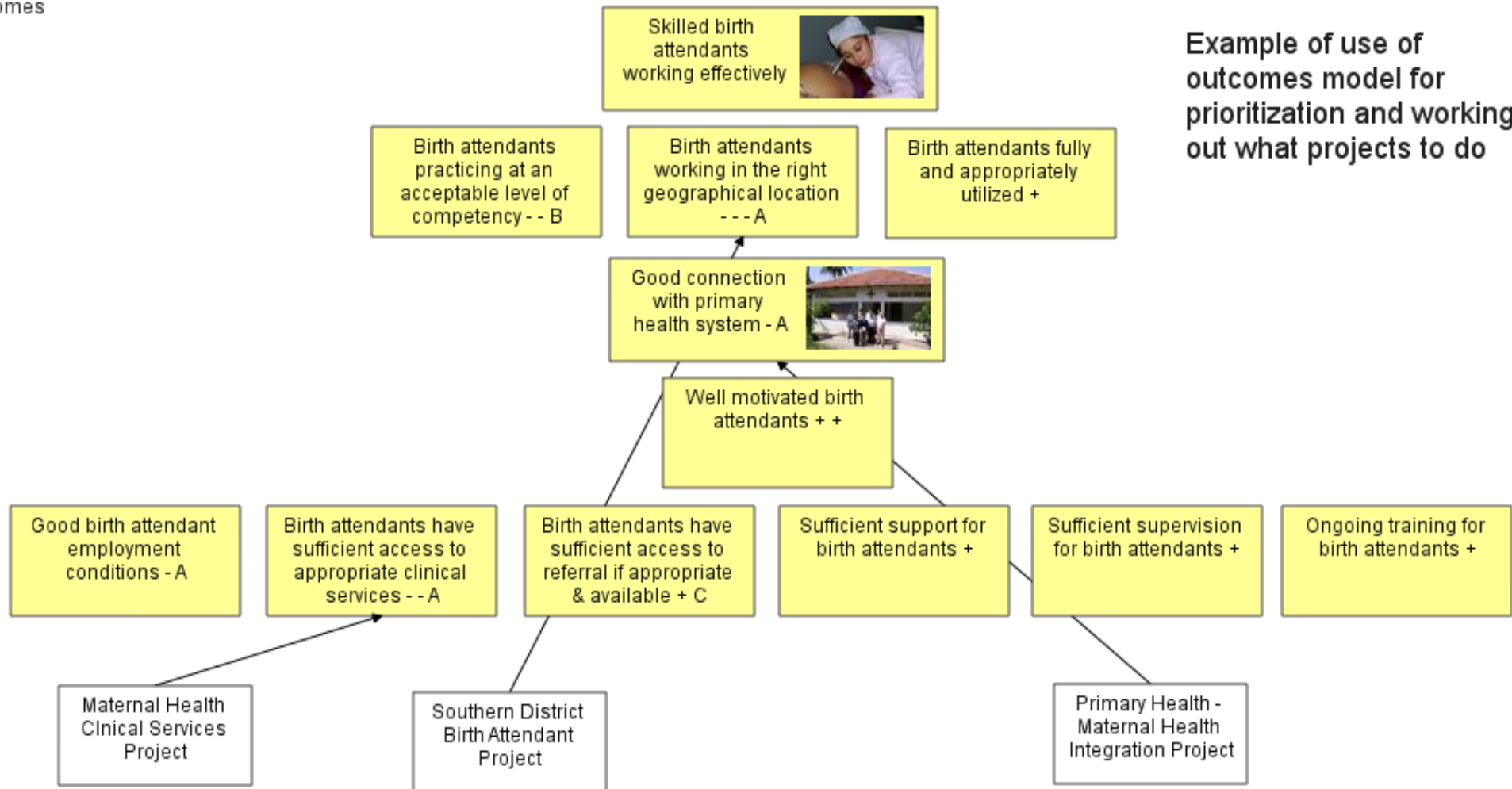
1. The country would download this model in either DoView format or PDF from the web page model.
2. They would then work with their version of the model which they could change if they wished.
3. A group of knowledgeable stakeholders would go through the model and rank (with rankings ranging from +++ to - - - for instance) how well the country is currently doing in regard to each of the steps in the model.
4. They would then go through the model and decide which of the - - - should be focused on first (ranked A, B, C. for instance).
5. Projects would be identified which are directed at improving the highest priority steps.
6. This projects could be visually mapped onto the model.
7. People involved in particular projects could be given a poster version of the model showing the focus of their particular project.
8. If they wished countries could put up the outcomes model with their strategy as a web page model for all to see.

For further information see:

- Duignan, P. (2008). Standards for drawing outcomes models. Outcomes Theory Knowledge Base Article No. 210. (<http://knol.google.com/k/paul-duignan-phd/standards-for-drawing-outcomes-models/2m7zd68aaz774/28>).
- For a step by step process for building and using program logics for a variety of purposes see the EasyOutcomes.org site

Skilled birth attendants

Example of use of outcomes model for prioritization and working out what projects to do



2. Using the model for mapping indicators and evaluation questions

The following steps would be taken:

1. Indicators would be mapped onto the outcomes model next to the steps or outcomes which they measure.
2. This immediately reveals what is, and what is not, currently being measured.
3. Evaluation questions can be mapped onto the outcomes model, this helps clarity regarding which evaluation questions are being asked.
4. Information on evaluation and indicator projects can be included in the model.

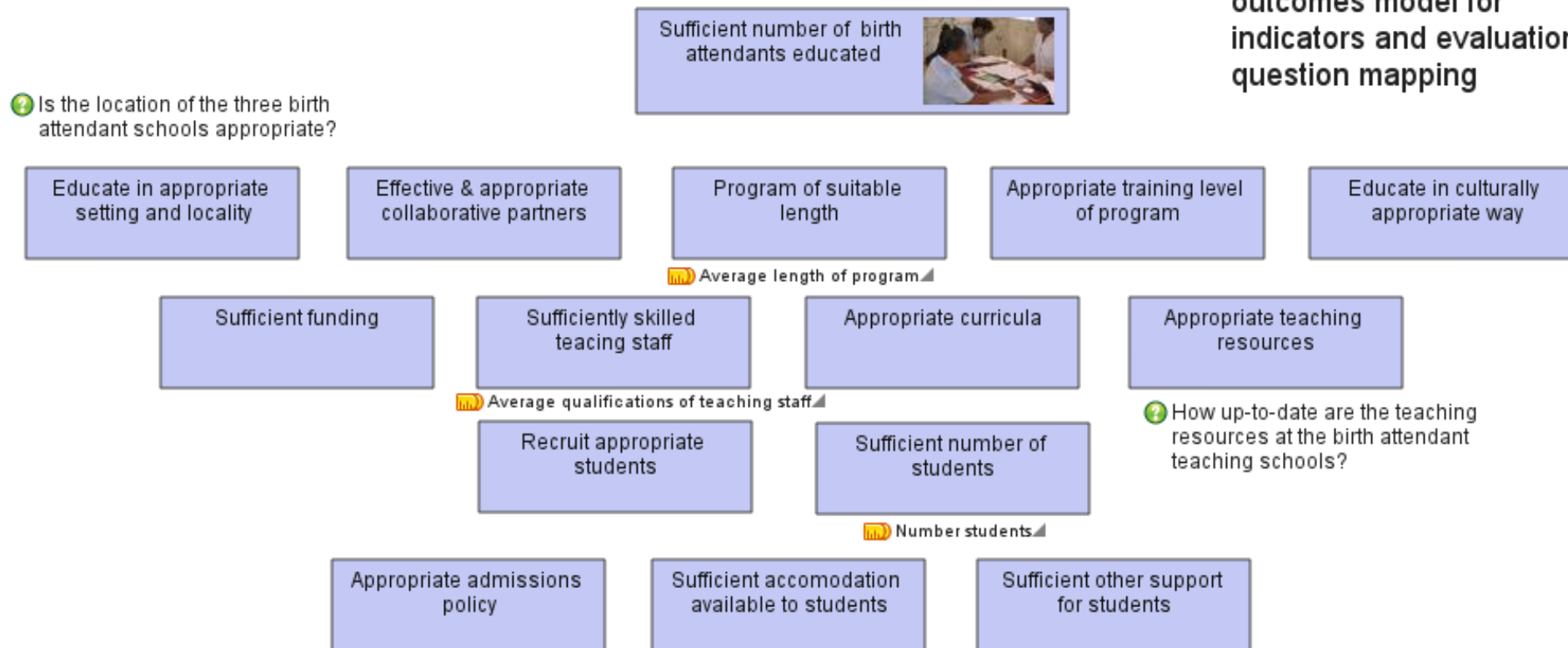
An example of a DoView Visual Evaluation Plan for the Health Information for All by 2015 Project is available at the link below

For further information see:

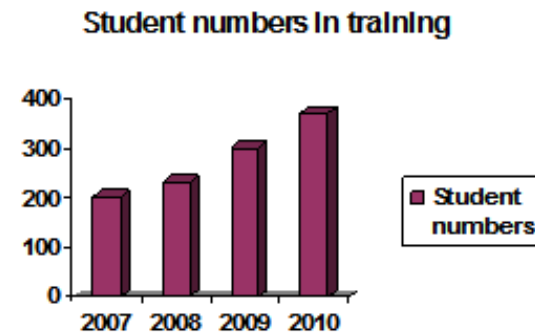
- Duignan, P. (2009). Mapping indicators onto a visual outcomes model. Outcomes Theory Knowledge BAse Article No. 235. (<http://knol.google.com/k/paul-duignan-phd/indicators-why-they-should-be-mapped/2m7zd68aaz774/72>).
- Health Information for All by 2015 DoView Visual Evaluation Plan

Educate more birth attendants

Example of use of outcomes model for indicators and evaluation question mapping



📊 Number students



Information on indicators could be included, here for example is a JPG of a graph of student numbers which has been placed on this page. There could be links out to websites which contained the data.

■ Annual survey of birth attendant teaching schools

Indicators which will be collected in the survey

- 📄 Average length of program▲
- 📄 Average qualifications of teaching staff▲
- 📄 Number students▲

Example of use of how pages could be included which set out data collection tools and the indicators they are collecting information on. The same could be done for evaluation and other research projects. See the Health Information for All 2015 Evaluation Plan for examples of what can be done.

For further information see:

- Health Information for All by 2015 DoView Visual Evaluation Plan

3. Resources

Hyperlinks to resources can be included anywhere within the model. For instance if there were specific resources which related to a particular step in the model then you could hyperlink out to them as below.

- [Building UNFPA/WHO capacity to work with National Health and Development Planning Processes in Support of Reproductive Health, WHO/RHR/06.2](#)
- [Accelerating progress towards the attainment of international health goals. A framework for implementing the WHO Reproductive Health Strategy WHO/RHR/06.3](#)