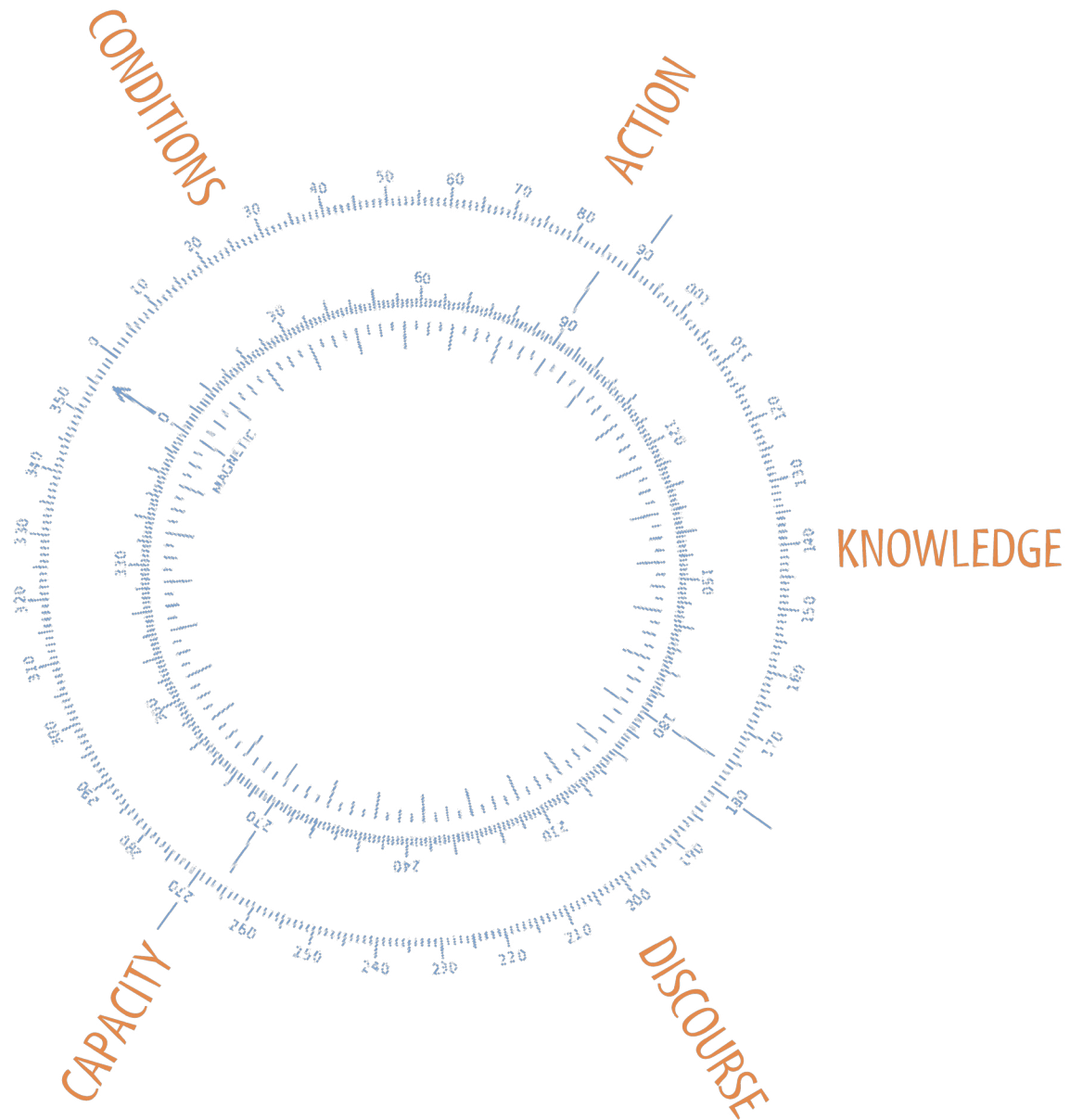


# Changes in ATTITUDES



# Are you working for CHANGES IN ATTITUDES?

*Changes in attitude and motivation relate to the thoughts and feelings that underlie people's choices and action.*

**What difference do you want to make?**



**Outcomes Related to:**

**For Example**

## VALUES

The ideals, principles, morals, ethics that guide individual, group, or societal choices and action

Youth view themselves as stewards of natural resources.



**Outcomes Related to:**

**For Example**

## ATTITUDE

The feelings, viewpoints, or positions about a civic or social issue or opportunity

There is a decrease in the social stigma of mental illness in the community.



**Outcomes Related to:**

**For Example**

## ASPIRATIONS

Desires, hopes, or vision that suggests possibility or direction for civic or social change

Residents gain renewed optimism about the region's economic future.



**Outcomes Related to:**

**For Example**

## MOTIVATION

Need, desire, enthusiasm, inspiration, stimulation, or impetus that causes a person to take action

People stay active in organizing when there are set-backs in the movement for racial equity.

## What evidence or INDICATORS would you look for?

### ! Indicators of VALUES measure:

- expression or articulation of values
- identification of shared values
- shift in values

### ! Indicators of ATTITUDE measure:

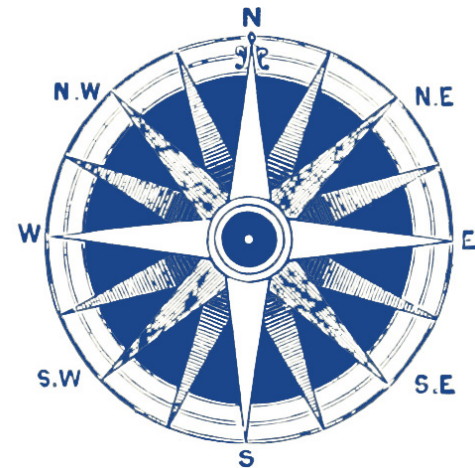
- opinions or beliefs that are held
- changes in opinions, beliefs
- level of commitment to a position
- degree of preference for something
- changes in position about priorities or the importance of something

### ! Indicators of ASPIRATIONS measure:

- expressions of possibility, direction, hope, vision
- new or changed desires, hopes, vision

### ! Indicators of MOTIVATION measure:

- taking initiative
- sense of self- or collective-efficacy to take action
- feelings of confidence
- level of commitment to act



# HOW TO Draft ATTITUDES Outcomes & Indicators

**DESCRIBE YOUR CREATIVE STRATEGY.** Then write the Outcome(s) that are important. Next, consider which general Types of Indicators are most relevant as evidence of change. Use these as a starting point to define the specific Indicators for your creative project.



**CREATIVE STRATEGY** – A graphic artist mobilizes a community-wide clean-up and signage project in a disaffected mobile home park that attracts other residents to pitch in and builds pride in the park.



## OUTCOME .....➔

**What are the intended outcomes?**

Mobile home park residents are valued, respected, and included in community life.



## TYPES OF INDICATORS .....➔

**Consider and check the most relevant indicators for the creative strategy.**

- ✓ expressions of possibility, direction, hope, vision
- ✓ level of commitment to act
- ✓ sense of self- or collective-efficacy to take action



## INDICATORS

**What specific evidence to track or measure?**

- Expressions of pride appear in the signs made by park residents.
- More positive interactions between park residents and other community residents
- Public meetings held at the mobile home park are well attended by residents and other community members.
- Mobile home park leaders are invited to community planning meetings.



### Note!

Involve stakeholders such as youth, neighborhood groups, city leaders, etc. in defining outcomes and indicators that matter to them, so that program design and evaluation are meaningful and useful. For a tool to collect stakeholder input, click [here](#).

# Changes in ATTITUDES Worksheet

Changes in attitude and motivation relate to the thoughts and feelings that underlie people's choices and action.



Describe your creative strategy for changes in attitudes.

**VALUES** The ideals, principles, morals, ethics that guide individual, group, or societal choices and action

**YOUR OUTCOME** ... → **TYPES OF INDICATORS** ... → **YOUR INDICATORS**  
 What are your intended outcomes? Consider and check relevant indicators. What specifically will you track or measure?

- expression or articulation of values
- identification of shared values
- shift in values

**ATTITUDE** The feelings, viewpoints, or positions about a civic or social issue or opportunity

**YOUR OUTCOME** ... → **TYPES OF INDICATORS** ... → **YOUR INDICATORS**  
 What are your intended outcomes? Consider and check relevant indicators. What specifically will you track or measure?

- opinions or beliefs that are held
- changes in opinions, beliefs
- level of commitment to a position
- degree of preference for something
- changes in position about priorities or the importance of something

## ASPIRATIONS

Desires, hopes, or vision that suggests possibility or direction for civic or social change



### YOUR OUTCOME

What are your intended outcomes?



### TYPES OF INDICATORS

Consider and check relevant indicators.

- expressions of possibility, direction, hope, vision
- new or changed desires, hopes, vision



### YOUR INDICATORS

What specifically will you track or measure?

## MOTIVATION

Need, desire, enthusiasm, inspiration, stimulation, or impetus that causes a person to take action



### YOUR OUTCOME

What are your intended outcomes?



### TYPES OF INDICATORS

Consider and check relevant indicators.

- taking initiative
- sense of self- or collective-efficacy to take action
- feelings of confidence
- level of commitment to act



### YOUR INDICATORS

What specifically will you track or measure?



### YOUR OUTCOME

What are your intended outcomes?



### TYPES OF INDICATORS

Consider and check relevant indicators.



### YOUR INDICATORS

What specifically will you track or measure?