

Measuring the Results of Student Anti-stigma Campaigns: Recommended Indicators

Profile the success of your campus campaign against the stigma around substance use by measuring your campaign's impact on awareness and knowledge to address stigma. Use this guide to develop indicators and collect data for your student campaign. We encourage you to share the data with CCSA at stigma.stigmatisation@ccsa.ca so that we can highlight the overall impact of the campus initiatives.

Suggested Key Performance Indicators

Categories		Key Performance Indicators
Outputs		# of presentations given
		# and type of unique products created (e.g., t-shirts, flyers, etc.)
		# of social media posts
		# of webpages created
Outcomes – Reach	Social Media Reach	# impressions
		# engagement (likes, shares, mentions)
		# link clicks
		# followers
	Web Traffic	# of web page visits (if there are websites created)
		# of link clicks (if there are links)
		# of materials (e.g., t-shirts, flyers, etc.) distributed
	Campaign Participation	# of total visitors in campaign (estimate)
		# of people engaged in booth/table (estimate based on # of distributed materials)
		# of volunteers involved in organizing campaign
Outcomes – Capacity Gain (applicable for workshops, presentations or events) *		% who reported increased awareness of stigma
		% who reported increased knowledge on how to address stigma

* For workshops or presentations, we have a question you can ask to get these measurements: On a scale of 1 to 5 (1 – Strongly disagree, 5 – Strongly agree), please rate your level of agreement with the following statements:

1. As a result of this workshop/presentation, my awareness about stigma and its consequences has increased.
2. As a result of this workshop/presentation, my knowledge about how to address stigma has increased.