### Tool 4b: Measuring Attribution

**Purpose:** Figure out how much your CBWM program has influenced the changes and outcomes that have been identified.

**Refer to:** Tool 4a

**Used in:** Tool 5b

This worksheet facilitates a structured approach to estimating the impact of community-based programs, focusing on measurable outcomes informed by community feedback. It's particularly useful for small-scale programs where detailed statistical analysis is not feasible. Remember to adjust the attribution factor according to the specifics of each impact area and the context of your program.

**Instructions**

1. ***Benefit:*** Write down the end benefits you’ve identified so far in your Case for Investment, using Tool 4a (e.g., Peace of Mind, Ecological Health, Public Health).
2. ***Measurement Before Program:*** Record the baseline data or situation before the program started. Be as specific as possible. Are you describing a general time period, a specific period (e.g., a year), or a trend over several years?
3. ***Measurement After Program:*** Record the data or situation after the program has been implemented for a significant period. Again – be specific as you can, such as noting the year, season, or other time markers.
4. ***Considerations:*** Summarize key insights from observations, experts, and community and stakeholder partners regarding the program's impact.
5. ***Attribution Factor:*** Decide the percentage of change that can be realistically attributed to the program, based on community feedback and other considerations. This should be linked to the time period being measured. This is not an easy task, but it is important and necessary.
6. ***Attribution Calculation:*** Calculate the attributed impact using the attribution factor. For example, if there's a 30% increase in a certain metric and the attribution factor is 60%, the calculation is 60% of the 30% increase.
7. ***Attributed Impact:*** Record the final attributed impact in terms of tangible changes or improvements.

**Attribution Factor Considerations**

**Counterfactuals**: What would the situation have been without the program?

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**Deadweight**: Would the outcomes have occurred even in the absence of the program?

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**Displacement**: Does the program’s impact simply shift the problem elsewhere rather than solving it?

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**Attribution Estimation Worksheet Example**

Table 9a: Attribution Estimation Example

| **Benefit** | **Measurement Without Program** | **Measurement With Program** | **Change (%, $, or #)** | **Considerations** | **Attribution Factor** | **Attribution Calculation** | **Attributed Impact** |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Peace of Mind | 40% confident about water quality | 70% confident about water quality | 30% increase | High praise for the program | 60% | 60% of 30% increase | 18% increase in confidence |
| Improved natural recreational experience | $100,000 revenue | $150,000 revenue | $50,000 | Park rangers note increased interest due to water quality | 40% | 40% of $50,000 | $30,000 |
| Ecological Health | 50 species identified | 65 species identified | 15 species identified | Observations of more wildlife, no other major environmental changes | 50% | 50% of 15 species increase | 7.5 additional species attributed to program |

**Attribution Estimation Worksheet**

Table 9b: Attribution Estimation Template

| **Benefit** | **Measurement Before Program** | **Measurement After Program** | **Change (%, $, or #)** | **Considerations** | **Attribution Factor** | **Attribution Calculation** | **Attributed Impact** |
| --- | --- | --- | --- | --- | --- | --- | --- |
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