

Example indicators and targets

Outcome	Indicator	Target
Young mums know how to feed and care for their baby	Ability to answer fun quiz questions correctly at the beginning of each following session	All mums answers 8 or more questions correctly at each session
Young mums are receiving peer support when they are unsure what to do	Whether the mums contact each other outside of the sessions Number of occasions when mums report they were uncertain but didn't check it out with anyone.	Every mum will agree that they are "in touch" with other mums from the group "from time to time" or more often No mum can think of more than one time when they were uncertain what to do and didn't ask anyone
Young Mums feel confident that they can look after their baby.	Score on the confidence measurement tool	Score increases by 50% by the end of the programme