Introduction

This document complements ADS 201 by providing a list of recent indicator resources across sectors including indicator handbooks, databases, tools, and indices. The resources are both internal and external to USAID. The audience for this list is Monitoring and Evaluation, (M&E) Specialists, Project and Activity Design Teams, and technical teams.

This list includes custom indicators and standard foreign assistance indicators, and is intended as a resource for selecting or developing context and performance monitoring indicators for USAID strategies, projects, and activities. It is not an exhaustive list and does not imply endorsement of any specific indicator or data source. In addition to resources listed below, Missions are encouraged to review existing partner government development plan indicators for their country or region.

The resources are categorized as Multi-Sectoral Resources or Sectoral Resources. Within those categories, the relevant sectors and resources are listed alphabetically.

Multi-Sectoral Resources

INTERNATIONAL DATA & ECONOMIC ANALYSIS (IDEA)

https://idea.usaid.gov/

International Data & Economic Analysis (IDEA) is USAID’s comprehensive source of economic and social data and analysis. IDEA brings together over 12,000 data series from over 125 sources into one location for easy access by USAID and its partners through the USAID public website. The data are broken down by countries, years, and the following sectors: Economy, Country Ratings and Rankings, Trade, Development Assistance, Education, Health, Population, and Natural Resources.

STANDARD FOREIGN ASSISTANCE INDICATORS (U.S. DEPARTMENT OF STATE AND USAID) (2020)

https://www.state.gov/foreign-assistance-resource-library/#managing

In fiscal year 2016 the State Department Office of U.S. Foreign Assistance Resources (State/F), in concert with stakeholders from State and USAID, updated a series of standard foreign assistance indicators to promote the collection of consistent data across Operating Units. The indicators are mapped to the Foreign Assistance Framework Standardized Program Structure and Definitions (SPSD), a listing of program categories that provides common definitions for the use of foreign assistance funds, around which the majority of U.S. foreign assistance programming is organized. Standard foreign assistance indicators are required as applicable.
INDICATOR RESOURCES

UNITED NATIONS UNDATA
http://data.un.org/

UN data brings statistical databases within easy reach of users through a single-entry point. The numerous databases, tables, and glossaries contain over 60 million data points that cover a wide range of themes, including: Agriculture, Crime, Education, Employment, Energy, Environment, Health, HIV/AIDS, Human Development, Industry, Information and Communication Technology, National Accounts, Population, Refugees, Tourism, Trade, as well as the Millennium Development Goals indicators.

UNITED NATIONS STATISTICAL DIVISION (UNSTAT) SOCIAL INDICATORS

Social indicators covering a wide range of subject-matter fields are compiled by the Statistics Division, Department of Economic and Social Affairs of the U.N. Secretariat, from many national and international sources. Indicators are provided on the following areas: Population, Health, Housing, Education, and Work.

WORLD BANK OPEN DATA INITIATIVE
http://data.worldbank.org/indicator

The World Bank’s Open Data Initiative data catalog provides access to all open source available World Bank datasets pertaining to development. Users can search by country or by indicator, including: Agriculture & Rural Development, Health, Aid Effectiveness, Infrastructure, Climate Change, Poverty, Economy & Growth, Private Sector, Education, Public Sector, Energy & Mining, Science & Technology, Environment, Social Development, External Debt, Social Protection & Labor, Financial Sector, Trade, Gender, and Urban Development.

REGIONAL DATA RESOURCES FOR AFRICA, MENA, ASIA, AND THE AMERICAS
https://afrobarometer.org
https://www.arabbarometer.org/
http://www.asianbarometer.org/
https://www.latinobarometro.org/lat.jsp

These research mechanisms regularly conduct scientific rigorous surveys to collect public opinion and citizen survey data across regions. The surveys are focused on public attitudes and behaviors for various topics, such as crime and security, democracy, governance, economy, education, environment, health, migration, and youth.

Sectoral Resources

BIODIVERSITY

Biodiversity Links
https://biodiversitylinks.org/

This set of biodiversity conservation resources supports practitioners in planning and implementing programming. The site is frequently updated with resources on defining indicators and outcomes, learning agendas, how-to guides, toolkits, results chains, and theories of change. Program areas include: Adaptive Management, Climate and Biodiversity, Combating Wildlife Trafficking, Conservation Enterprises, Forestry, Marine Conservation and Sustainable Fisheries, and Sustainable Landscapes.
**INDICATOR RESOURCES**


[https://usaidlearninglab.org/library/usaid-biodiversity-programming-how-guides](https://usaidlearninglab.org/library/usaid-biodiversity-programming-how-guides)

The Biodiversity How-To Guide 3: *Defining Outcomes and Indicators for Monitoring, Evaluation, and Learning in USAID Biodiversity Programming* is the last in a series of three guides that provide in-depth guidance on key tools and practices to support design teams as they design and manage biodiversity programs within the Program Cycle and in accordance with USAID’s Biodiversity Policy. This guide uses the results chains developed in the second guide and provides help identifying key results for developing outcome statements and indicators. It also contains a specific section on deciding between and managing custom and standard indicators.

**USAID Biodiversity Standard Indicators Guide (USAID Staff Only)**


To assist USAID staff involved in the multiple stages of biodiversity programming, the USAID Forestry and Biodiversity Office in the Bureau for Economic Growth, Education, and Environment prepared this short guide for interpreting the 2016 changes, requirements, and use of biodiversity standard foreign assistance indicators. It includes a Q&A section that addresses some of the most common concerns and challenges regarding the use of standard foreign assistance indicators in the USAID Program Cycle.

**CONFLICT AND VIOLENCE PREVENTION**

**Addressing Conflict and Violence from 2015: A Vision of Goals, Targets and Indicators (2013)**


This briefing paper presents options for goals, targets, and indicators for integrating commitments to address conflict and violence across different sectors of the post-2015 development framework. The paper provides capacity, situational, and public perception-based indicators focused on the following areas: Violence and Insecurity, Violence Against Women, Justice, Social Division, Voice and Participation, Fair Access to Social Services, Livelihoods and Shared Growth, Revenues and Corruption, and other global factors.

**Eirene Peacebuilding DatabaseTM (2020)**

[https://www.allianceforpeacebuilding.org/eirene-peacebuilding-database](https://www.allianceforpeacebuilding.org/eirene-peacebuilding-database)

This database by the Alliance for Peacebuilding is the culmination of nearly two years of work searching, cataloguing, curating, and sharing peacebuilding key indicators to help practitioners better assess their work and measure impact. The resource puts forward program approaches, indicators, and measures currently being used in peacebuilding across seven program areas: Dispute Resolution; Governance; Perceptions of Safety & Security; Resilience; Trust; Social Cohesion; and Violence Reduction.

**Fragile States and Peace-Building Programs: Practical Tools for Improving Program Performance and Results (2011)**


This resource provides sample indicators for common objectives for peacebuilding and political transition programming. The indicators are focused on activities to mitigate and manage conflict, media outreach, advocacy, local governance transparency, re-integrating ex-combatants, protecting human rights, civilian control over the military, and strengthening civil society. This guide consolidates a number of monitoring approaches that have been developed or contextualized for fragile states and
peacebuilding programs.

**Designing for Results: Integrating Monitoring and Evaluation in Conflict Transformation Programs (2011)**


This manual, produced by Search for Common Ground in partnership with the U.S. Institute for Peace and the Alliance for Peacebuilding, focuses on the particular needs of the conflict transformation field. It offers guidance on various MEL components, such as indicators (chapter 4) and monitoring (chapter 6), with individual chapters available for download. Using practical tips and examples, the guidance aims to address the challenges faced by conflict transformation practitioners in their attempts to measure and increase the effectiveness of their work.

**USAID Office of Conflict Management and Mitigation (CMM) Theories & Indicators of Change Briefing Paper (2013)**


This guide helps readers understand and use theories of change in conflict mitigation, and provides additional resources and information to assist with the project design and implementation. It distills insights from development policy and practice, as well as from the analysis of researchers, to give readers the most up-to-date material to construct theories of change for development programming.

**Design, Monitoring and Evaluation for Programming in Fragile Environments: Micro-Course**


This micro-course, offered in partnership between the U.S. Institute for Peace and the Geneva Centre for Security Policy, presents an overview of essential principles in design, monitoring, and evaluation practice. It defines the process of crafting a theory of change and works through key data collection methods. This course is not for M&E professionals, but rather for individuals who manage projects/programs. By the end of this micro-course, participants will be able to: (a) define and distinguish between monitoring and evaluation; (b) describe how to develop sound theories of change for peacebuilding programs; (c) identify how to develop quality evaluation questions and data collection methods; and (d) identify practical tips to overcome common challenges.

**Design, Monitoring, and Evaluation (DME) for Peace**

https://www.dmeforpeace.org/learn/resources/

DME for Peace was created to provide professionals in the peacebuilding, development and humanitarian sectors with a platform to share tools, methodologies and findings among the community to help them identify and demonstrate what works, what does not and why. This global community of practitioners, evaluators and academics shares best and emerging practices on how to design, monitor and evaluate peacebuilding programs.

**DEMOCRACY, HUMAN RIGHTS, AND GOVERNANCE**

**DRG LEAP Metrics: Indicator Inventories**

https://idea.usaid.gov/drg#tab-metrics:-indicator-inventories

The DRG Learning, Evidence and Analysis Platform (LEAP) metrics component contains indicators measuring concepts relevant to democracy, human rights, and governance. The Democracy Metrics
INDICATOR RESOURCES

inventory collects high-level DRG indicators measuring various concepts, features, or objects of interest in the Democracy, Human Rights, and Governance (DRG) sector. The Program Metrics Inventories present F and custom indicators by DRG Program Area and subarea. The Specialty Metrics Inventories contain indicators for special DRG topics and include a guide to their use. These inventories are a resource to USAID DRG staff who might require such indicators for developing Country Development Cooperation Strategies or strategic plans, conducting context assessments, preparing program designs, monitoring and evaluation, and other purposes.

**DRG LEAP Metrics: Data Portraits**
https://idea.usaid.gov/drg#tab-metrics-data-portraits

The DRG Learning, Evidence and Analysis Platform (LEAP) Data Portraits make critical data more readily accessible to the USAID DRG cadre and partners. The Data Portraits contain key indicators and qualitative data from premier external data sets related to DRG, such as Freedom House and Varieties of Democracy (V-DEM). The indicators were selected in a consultative process with USAID DRG staff to select the most relevant and useful metrics to capture progress.

**GATEWAY Corruption Assessment Toolbox**
https://www.transparency.org/en/toolkits

The GATEWAY database contains over 500 tools to diagnose and analyze corruption. The database provides detailed information on the purpose, scope, and methodology of each tool. GATEWAY aims to provide a range of valuable insights for tool developers and particularly for tool users, i.e., civil society organizations, think tanks, and international organizations active in social accountability and anti-corruption work.

**USAID Rule of Law and Security Sector Indicators Guide**

This reference guide includes consolidated information for 521 indicators, 226 of which are publicly available, for Rule of Law and Security Sector programming. The site contains a spreadsheet with a list of easily searchable indicators organized by ROL objectives and categories, as well as a resource that can be used for developing performance indicator reference sheets (PIRS).

**Varieties of Democracy (V-Dem)**
https://www.v-dem.net/

Varieties of Democracy (V-Dem) produces the largest global dataset on democracy with almost 30 million data points for 202 countries from 1789 to 2020. Involving over 3,500 scholars and other country experts, V-Dem measures hundreds of different attributes of democracy. The V-Dem site contains numerous resources and tools, including indicator datasets, online graphing and charting tools, country and thematic reports, and policy briefs.

**World Justice Project**

The World Justice Project Rule of Law Index is the world’s leading source for original, independent data on the rule of law. Covering 128 countries and jurisdictions, the Index relies on national surveys of more than 130,000 households and 4,000 legal practitioners and experts to measure how the rule of law is experienced and perceived worldwide.

**Public Expenditure and Financial Accountability (PEFA) (2016)**
https://www.pefa.org/resources/pefa-2016-framework
The Public Expenditure and Financial Accountability (PEFA) program provides a framework for assessing and reporting on the strengths and weaknesses of public financial management (PFM) using quantitative indicators to measure performance. PEFA is designed to provide a snapshot of PFM performance at specific points in time using a methodology that can be replicated in successive assessments, giving a summary of changes over time. The PEFA framework includes a report that provides an overview of the PFM system and evidence-based measurement against 31 performance indicators.

**Positive Youth Development Measurement Toolkit (2017)**
http://www.youthpower.org/resources/positive-youth-development-measurement-toolkit

The Positive Youth Development (PYD) Measurement Toolkit, developed by Youth Power Learning, provides guidance and resources for implementers of youth programming in low and middle income countries to integrate PYD principles in their monitoring and evaluation systems and effectively measure PYD outputs and outcomes within their programs.

http://www.unhchr.org/EN/Issues/Indicators/Pages/documents.aspx

The Guide describes the conceptual and methodological framework for human rights indicators recommended by international and national human rights mechanisms and used by a growing number of governmental and non-governmental actors.

**United Nations Office on Drugs and Crime (UNODC) Statistics**

Using multiple sources, UNODC regularly provides global statistics on violent and property crime, criminal justice, corruption, and drug production use. Member States submit to UNODC statistics on drugs (through the Annual Report Questionnaire) and crime and criminal justice (through the Crime Trend Survey). Other data are collected through national surveys implemented by UNODC in cooperation with national governments or are compiled from scientific literature.

**ECONOMIC GROWTH**

**Global Partnership for Youth Employment, Measuring Success of Youth Livelihood Interventions (2011)**

This guide addresses the monitoring and evaluation of youth livelihood programs with a specific focus on impact evaluations. The guide is written for practitioners with no – or very limited – knowledge about impact evaluation or quantitative research methods. It includes a list of sample indicators on youth assessments.

**OECD Statistics Directorate**
https://www.oecd.org/sdd/

The Organization for Economic Co-operation and Development (OECD) Statistics Directorate houses information on various statistics related topics including gross domestic product, financial statistics, and labor statistics, to name a few. Data is limited to OECD countries and select non-OECD countries.

**OECD Key Economic Indicators (KEI) Database**

The Key Economic Indicators dataset contains 34 key economic indicators with most being presented in
'Growth previous period' and 'Growth on the same period of the previous year'. Where this measure is not appropriate the measure is 'Level, ratio, or USD millions'. Where possible data has been provided for all 34 OECD member countries, the Euro area, the BRIICS (Brazil, Russia, India, Indonesia, China, and South Africa) and various country groupings (OECD Total, European Union, OECD Europe, and Major Seven Countries) for each subject.

**Trade Indicators Handbook (2020)**

The purpose of the Trade Facilitation Indicators Handbook is to help USAID staff and partners organize projects and their activities around clusters of highly-researched development hypotheses, understand the hierarchy and critical assumptions surrounding each framework, and to develop indicators that are useful for monitoring trade capacity building components of programs.

**World Bank “Doing Business” Indicators**
http://www.doingbusiness.org/data

World Bank “Doing Business” indicators provide objective measures of business regulations and their enforcement across 189 economies. Each economy is ranked according to 10 sets of indicators, which are combined into an overall "ease of doing business" ranking.

**EDUCATION**

EdData Portal
https://globalreadingnetwork.net/eddata

USAID-funded portal with access to data, reports, and resources for Early Grade Reading and Early Grade Math Assessments.

**EDUCATIONLINKS (2019 AND 2020)**
https://www.edu-links.org/indicators

This toolkit contains a complete listing of resources related to changes to USAID education reporting that went into effect in 2019 and 2020.

**Education Policy and Data Center (EPDC)**
https://www.epdc.org/node/30.html

A broader collection of education data, visualizations, and analysis. Includes data from UIS as well as data collection from national government ministries and statistical agencies, household survey data sets, and projections.

http://uis.unesco.org/

International custodian for cross-nationally comparable statistics on education, science and technology, culture, and communication. UIS databases are generally reflective of national-level 'official' national statistics in these areas.

**FOOD SECURITY**

**Feed the Future Indicator Handbook (2019)**
https://www.agrilinks.org/post/feed-future-indicator-handbook
The Feed the Future Indicator Handbook is a working document describing the indicators selected for monitoring and evaluation of the U.S. Government's global hunger and food security initiative, Feed the Future. It is a compilation of indicator reference sheets.

**GENDER**

**Gender Indicators for Media: Framework of Indicators to Gauge Gender Sensitivity in Media Operations and Content (2012)**


The aim of the Gender-Sensitive Indicators for Media (GSIM) is to contribute to gender equality and women’s empowerment in and through media of all forms, irrespective of the technology used. The GSIM seek to address this intersection of women’s empowerment and media development. Its main focus is on the equality and gender dimensions of social diversity in the media.

**Gender-Sensitive Indicators (GSI) for Europe and Eurasia (E&E) (2016)**


The purpose of this Toolkit is to provide USAID staff in E&E and other regions and USAID partners with the tools to design, monitor, and evaluate projects using GSIs that yield data that inform project staff of their progress toward achieving the three overarching outcomes identified within USAID’s Gender Equality and Female Empowerment Policy.

**Measuring Women’s Economic Empowerment in Private Sector Development (2014)**


The Donor Committee for Enterprise Development guidelines for measuring women’s economic empowerment in private sector development seek to: provide practical advice to practitioners seeking to measure women’s economic empowerment, document how to make each aspect of results measurement more gender-responsive; and highlight important issues in results measurements for practitioners focused on women’s economic empowerment.

**School-Related Gender-Based Violence Measurement Toolkit (2020)**


This toolkit delivers practical guidance and resources for measuring the prevalence and extent of students’ experiences of school-related gender-based violence (SRGBV), and provides methods for assessing key risk factors and drivers of SRGBV.

**Toolkit for Monitoring and Evaluating Gender-Based Violence Interventions Along the Relief to Development Continuum (2015)**


This USAID toolkit provides guidance to USAID staff, implementing partners, and the larger community of international relief and development practitioners on how to monitor and evaluate gender-based violence (GBV) interventions along the Relief to Development Continuum (RDC). The RDC is divided broadly into three phases: (1) the pre-crisis phase, (2) the crisis phase, and (3) the post-crisis phase. The toolkit identifies opportunities for doing monitoring and evaluation along the RDC and gives advice on how to address constraints and challenges relating to each phase.
GLOBAL CLIMATE CHANGE

Global Adaptation Index (GAIN)

https://gain.nd.edu/

GAIN is an open-source composite index, based on 50 indicators, that shows which countries are best prepared to deal with superstorms, droughts, security risks and other vulnerabilities caused by climate disruption, as well as their readiness to successfully implement adaptation solutions. The composite GAIN index comprises country-level rankings in 177 countries, based on 17 years of data, to determine how vulnerable countries are to global changes and how ready they are to adapt.

Global Climate Change (GCC) Indicator Handbook (2020)

https://www.climatelinks.org/resources/gcc-standard-indicator-handbook

This handbook lists the FY 2016 standard foreign assistance indicators for climate change. It includes reference sheets for each indicator and outlines disaggregates. One indicator, for example, is greenhouse gas (GHG) emissions reduced, sequestered and/or avoided as a result of U.S. assistance. This is further defined, noting that projects to which this indicator applies may result in GHG emissions cuts from carbon dioxide, methane, and other GHGs. The definition sheet also includes references to tools, such as the Agriculture, Forestry, and Other Land Use tool, which can facilitate reporting on indicators. The definition outlines each indicator’s linkage to a long-term outcome or impact and includes the proper unit of measure.

HEALTH

Demographic and Health Surveys Key Indicators (USAID) (2006)

http://dhsprogram.com/What-We-Do/Survey-Types/KIS.cfm

The Key Indicators Survey (KIS) is designed to help meet the monitoring and evaluation needs of programs involved in population and health activities in developing countries, especially to produce data for small areas (regions, districts, catchment areas) that may be targeted by an individual project, although they can be used in nationally representative surveys as well. The KIS tool includes questionnaires, interviewer’s manuals, guidelines for sampling, and a tabulation plan.


In addition to guidance on Global Health standard foreign assistance indicators, this document includes a list of third party indicators that are no longer part of the standard foreign assistance indicators and recommended custom indicators.

MEASURE Evaluation Tools

https://www.measureevaluation.org/resources/tools

MEASURE keeps a list of tools which have contributed to international standardization of methodologies and strengthened host-country capacity for decision making which are grouped by content area including: Capacity Building; Data Demand and Use; Evaluation; Family Planning & Reproductive Health; Gender; Geographic Information Systems; Health Information Systems; HIV and AIDS; Infectious Diseases; Monitoring & Evaluation; Organizational Development; Orphans and Vulnerable Children; Population, Health & Environment; and Poverty.
INDICATOR RESOURCES

President’s Emergency Plan For AIDS Relief (PEPFAR) Monitoring, Evaluation, and Reporting (MER) Indicators (2021)
https://www.state.gov/reports-pepfar/

The indicators in this guidance meet the minimum needs of PEPFAR to demonstrate progress in the fight against HIV/AIDS. Taken together, these indicators promote responsible program monitoring across and within PEPAR-funded technical areas.

Reporting Plan for the President’s Malaria Initiative (PMI) Strategy 2015 – 2020

This PMI Reporting Plan describes how progress towards achieving the goal and three primary objectives will be measured and evaluated for PMI during 2015-2020.

HUMANITARIAN ASSISTANCE

https://www.usaid.gov/bha-guidelines/draft-bha-emergency-me-guidance

This document describes key monitoring, evaluation, and reporting responsibilities of BHA international emergency assistance awards using Title II or International Disaster Assistance (IDA) accounts. The guidance applies to activities implemented by U.S. or non-U.S. NGOs, including PVOs. The guidance outlined in this document does not apply to PIOs, although they are encouraged to use this document as a resource. This guide is intended to provide supplementary technical guidance to the requirements outlined in the BHA Emergency Application Guidelines and award language. For further information regarding application submission and award process for grants and cooperative agreements, refer to the BHA Emergency Application Guidelines.

Bureau for Humanitarian Assistance (BHA) Indicator Handbook for Emergency Activities (2021)
https://www.usaid.gov/bha-guidelines/annex-b-handbook

The BHA Indicator handbook for emergency activities provides the performance indicator reference sheets (PIRS) for BHA emergency indicators. The handbook provides guidance on applicability criteria for each BHA emergency indicator, and guidance on what partners and applicants should include in custom indicator PIRSs.

Bureau for Humanitarian Assistance (BHA) Indicators List for Resilience Food Security Activities (2021)
https://www.usaid.gov/humanitarian-assistance/documents/indicators-list-rfsa

This resource lists the BHA indicators used in Resilience Food Security Activities (RFSAs). Related guidance for Monitoring, Evaluation, and Reporting for RFSAs can be found here: https://www.usaid.gov/documents/1866/bha-guidance-monitoring-evaluation-and-reporting-rfsa. The guidance describes key monitoring, evaluation, and reporting responsibilities of BHA resilience activity applicants and partners. This guidance reflects BHA’s approach to RFSA design and implementation called “Refine and Implement” (R&I), which enables partners and USAID to focus on formative research and/or analysis in the first phase of an activity life cycle, then further refine the technical approach(es) that will be carried out in the second phase of the activity life cycle. Also note that this document replaces the May 2020 M&E guidance for Development Food Security Activities produced by the legacy USAID/Office of Food for Peace.

The World Humanitarian Data and Trends is an annual flagship report from the United Nations Office for the Coordination of Humanitarian Affairs (OCHA) that presents global and country-level data and trend analysis about humanitarian crises and assistance. Its purpose is to consolidate this information and present it in an accessible way, providing policy-makers, researchers and humanitarian practitioners with an evidence base to support humanitarian policy decisions and provide context for operational decisions. 2018 was the final iteration of World Humanitarian Data and Trends. Going forward, information about humanitarian crises, their drivers, humanitarian needs and funding can be accessed through the latest Global Humanitarian Overview (https://www.hpc.tools/), produced by OCHA.

https://spherestandards.org/handbook-2018/

The principal users of The Sphere Handbook are practitioners involved in planning, managing or implementing a humanitarian response. The 2018 Sphere Handbook builds on the latest developments and learning in the humanitarian sector. The new edition has a stronger focus on the role of local authorities and communities as actors of their own recovery. Guidance on context analysis to apply the standards has also been strengthened. New standards have also been developed, informed by recent practice and learning, such as WASH and healthcare settings in disease outbreaks, security of tenure in shelter and settlement, and palliative care in health. Different ways to deliver or enable assistance, including cash-based assistance, are also integrated into the Handbook.

LOCAL, FAITH, AND TRANSFORMATIVE PARTNERSHIPS

The American Schools and Hospitals Abroad (ASHA) Initiative’s Public Diplomacy indicators (2018)
https://drive.google.com/file/d/1y-Q8atfRpfQnbIEZ8KyGK2t4PupBKh8/view

These two custom Public Diplomacy indicators aim to better measure ASHA’s global impact. These indicators measure how USG-funded public diplomacy efforts have led to improved organizational performance and how these efforts have made the public aware of American best practices, changed for the better their attitude about the practice, and/or led to action in implementing the practice.