

Choosing your Impact: Annual vs. Service Lifespan

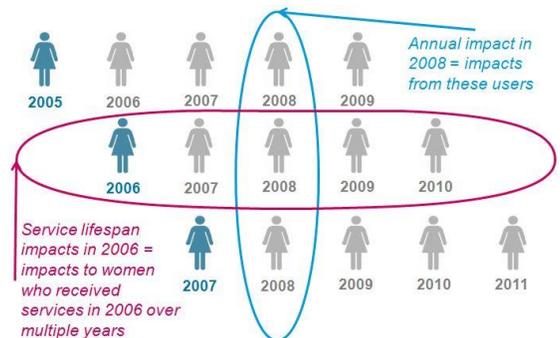
Impact 2 offers two result options: Annual Impacts and Service Lifespan Impacts. What do they mean and how do you choose? And which impact resonates best with your donors?

Annual Impacts vs. Service Lifespan Impacts

When using Impact 2, you are provided with two options for describing the impact of your programme. Each option describes results over a different time frame and among different users, as shown to the right.

Annual Impact provides a snapshot of impact that will *happen in a given year*. Annual impacts incorporate the impacts from services provided in that year, as well as the impact from LAPM clients who received services in past years, but are estimated to still be using the method¹.

For example: Annual impacts for 2008 would take into account all the services provided in 2008, as well as those LAPM services provided in previous years that are still being used.



Service Lifespan Impacts provide a longer-term view of the impacts that *will happen over future years*, from services provided in a given year. Service Lifespan Impacts incorporate the impacts from services provided in that year, as well as the impacts from LAPM services provided that year over the lifespan of those LAPM methods.

For example: Annual impacts for 2006 would take into account all the STM and LAPM services provided in 2008, as well as the continuing impact of those LAPM services over the entire period they are effective.

When to use each impact?

Both of the options serve a different function of estimating the impact of your programme and may resonate with a different audience when sharing the results.

Annual Impacts may work best when reflecting internally on your programme as part of larger organization, providing insight into the annual contribution of your work. These results may work best in the context of an annual report, when reporting out to a government or partner about the impact of your work occurring in the past year, or when estimating your growing impact over time.

Service Lifespan Impacts show all the impacts that will come from investment in one year of reproductive health services, and so may work best for communicating the long-term impact of a donor's funding or for looking at the overall impact of a particular project.

Both impact estimates serve a valuable function and provide a reasonable estimate of the health, demographic, and economic impacts of your family planning and reproductive health services. When choosing which impact option to use, think critically about your audience and which information will resonate most clearly with them.

¹ The number of clients assumed to still be using a method received in prior years is based on duration of the specific method and continuation rates.