<table>
<thead>
<tr>
<th>Degree of Impact</th>
<th>Potential Measureable Indicators</th>
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| **Disseminating Science** | • Scientific publications (open access journals)  
• Trade publications  
• Professional meetings/conferences  
• General communication (social media, web, print)  
• Presentations  
• Training, coursework  
• Other scientific output (e.g., CDC Public Health Grand Rounds, Vital Signs, Science Clips) |

| **Creating Awareness** | • Continuing Education (CME, CEU)  
• Awards  
• Stakeholder resources, curriculum, training  
• Feedback (Survey, focus groups, anecdote)  
• Information sharing and communications among professional societies  
• Electronic communications (information shared on listservs and other electronic resources, social media, news coverage)  
• Queries  
• Requests to contribute to efforts that further the science output |

| **Catalyzing Action** | • Technology creation  
• New funding (pilots/research)  
• Advocacy groups/NGOs  
• Congressional hearings  
• Partnerships and collaborations  
• Research & Development  
• Office practice/point of care changes |

| **Effecting Change** | • Building public health capacity (e.g., workforce development, funded research, improved staff competency)  
• Creation of registries/surveillance  
• Legal/policy changes  
• Accreditation  
• Cultural/social change  
• Behavioral change  
• Economic change  
  • CMS reimbursement  
  • Other payer actions  
• Change instilled  
  • (New) formal guidelines and recommendations (e.g., WHO)  
  • Hospital standards  
• Funding  
• Anecdotes/case studies  
• Sustainable and scalable science translation |

| **Shaping the Future** | • New hypotheses/Continuous Quality Improvement  
• Implementation of public health programs/initiatives  
• Health outcomes**  
  • Prevalence and incidence  
  • Morbidity and mortality (e.g., frequency of outbreaks, trends)  
  • Life expectancy  
  • Quality of Life improvements  
• Reductions in economic burden |

*The degree of impact is not necessarily a progression; therefore, events captured may not be reflected at every domain  
** Health outcomes is the ultimate goal - driven by the 5 domains of impact