Good Action Words to Describe Activities

The following list is made up of solid action words (verbs) that could be useful to help describe the activities in a logic model or workplan.

Expound	Dramatize	Signify	Witness	Interpret
Expand	Conceive	Explore	Validate	Reinforce
Illuminate	Rationalize	Mediate	Reconstruct	Present
Teach	Form	Recognize	Support	Analyze
Conduct	Shape	Describe	Prove	Bolster
Facilitate	Illustrate	Simulate	Attribute	Examine
Train	Augment	Assign	Engage	Adapt
Review	Treat	Organize	Build	Study
Link	Construct	Shape	Sustain	Evaluate
Address	Transform	Access	Demonstrate	Discuss
Diagnose	Represent	Heighten	Arrange	Focus
Distribute	Identify	Produce	Elaborate	Remain
Disseminate	Carry	Navigate	Produce	Obscure
Recruit	Construct	Refer	Suggest	Create
Publish	Transform	Instruct	Exhibit	Accentuate
Provide	Represent	Establish	Display	Generate
Guide	Identify	Enable	Advance	Authorize
Configure	Carry	Instruct	Connect	Enforce
Depict	Deconstruct	Maintain	Express	Fashion
Inform	Frame	Explain	Initiate	

Good Words to Describe your Outcomes

Remember that your outcomes will almost always start with some word that shows a shift or a change in some contributing factor or behavior (for example, "An increase in the knowledge of…," or "A decrease in the number of binge drinking episodes.").

So think of first:

1.) Is there (or do you want to create) an INCREASE or DECREASE

Then:

2.) Decide which contributing factor you are trying to increase or decrease (look at the following list of common factors to see if one of these fits)

Knowledge	Values	Influence
Skills	Perception	Support
Confidence	Awareness	Buy-in
Intention	Expectation	Beliefs
Attitude	Social Norm	

Then:

3.) Provide a description of the factor (for example, "Increase knowledge [*of what*]," or "Decrease influence [*or what or whom*]".)