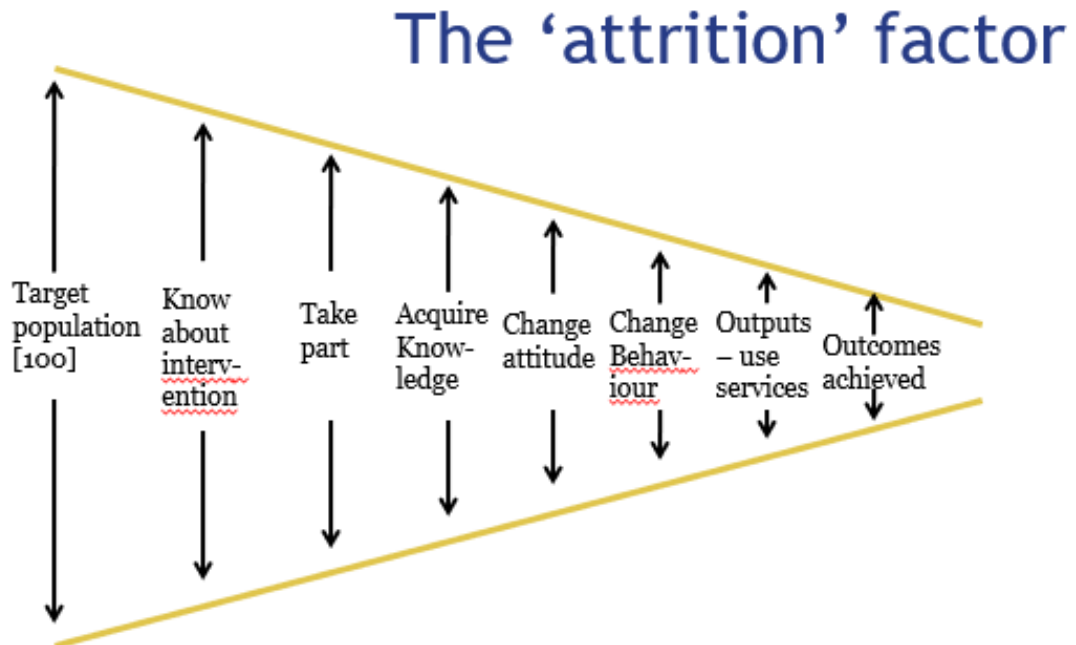## THE 'FUNNEL OF ATTRITION' AND THE 'ATTRITION' FACTOR

The 'Funnel of Attrition' presents the reality that not all clients use a service as intended, or continue to use a service:

The 'attrition' factor

Target population [100] Know about interv-ention Take part Acquire Know-ledge Change attitude Change Behav-iour Outputs – use services Outcomes achieved

➢What is needed to help more people get to the end of the process ?
➢Measure not just the end result, but progress at each step.