



## DEVELOPING GOALS AND OBJECTIVES

### Goals

Goals state the “grand reason” for engaging in your public health effort. They are statements of intent.

To create goals, ask yourself:

- ✧ In the long run, what effect do I hope to have on this community?
- ✧ What is the overall improvement I want to achieve?

Goal statements should be simple and concise. They should include who will be affected and what will change as a result of the program (McKenzie & Smeltzer, 1997).

You should also set your goals with input from your audience. Develop a plan based on the community’s needs and concerns rather than on what you think should happen or an agency’s agenda. You will be far more likely to achieve change.

### Objectives

Objectives are more specific than goals. *They state how much of the goal will be accomplished within a certain timeframe. They are specific accomplishments or benchmarks that show step-by-step progress toward the goal.*

Objectives are statements that focus on outcomes. They should follow these SMART rules:

- ✧ **S**pecific
- ✧ **M**easurable
- ✧ **A**chievable
- ✧ **R**ealistic
- ✧ **T**ime-framed

There are many types of objectives. They can include:

- ✧ Behavioral
- ✧ Learner
- ✧ Outcome or program
- ✧ Process or administrative

**Behavioral Objectives** describe the behaviors or actions that the population will engage in because of the program. They state who is to demonstrate how much, of what action, and by when (Green & Kreuter, 1999).

*Example: “Among women attending the program, yearly mammograms will increase by 50 percent over the following 2 years.”*



**Learner Objectives** are the educational or learning tasks that need to be achieved before the behavior change can take place (Deeds, 1992).

*Example: "The women will list three things they should not do before a pelvic exam."*

**Program or Outcome Objectives** are the change in health status that is the desired result of the educational intervention. They must be specific and measurable and must be achieved by a given time.

*Example: "Within 3 years, breast cancer deaths will decrease by 15 percent in Monroe County."*

**Process or Administrative Objectives** are the daily tasks and work plans that must be done to achieve any of the other objectives.

*Example: "Develop a system to contact at least 10 OB/GYN physicians per year to gather support for the program."*