



## MATCHING OBJECTIVES WITH EVALUATION METHODS

Objective	Result	Evaluation
<b>Program Objective</b>	Changes in morbidity, mortality, and quality of life.	<ul style="list-style-type: none"> <li>✂ What is the outcome?</li> <li>✂ Is there a change in health status?</li> <li>✂ Did it change because of the program?</li> </ul>
<b>Behavioral Objective</b>	Changes in behavior, behavioral adaptation.	<ul style="list-style-type: none"> <li>✂ What is the impact?</li> <li>✂ Has a new, healthier behavior been adopted?</li> <li>✂ Can the program take credit for the change?</li> </ul>
<b>Learner Objective</b>	Changes in knowledge, attitude, practices, etc.	<ul style="list-style-type: none"> <li>✂ Is there enough change in knowledge, attitudes, habits, and skills needed for behavior change?</li> </ul>
<b>Process Objective</b>	Adherence to timeline tasks, completion of activities, efficient use of resources.	<ul style="list-style-type: none"> <li>✂ Is the program working?</li> <li>✂ Are people attending?</li> <li>✂ Are the methods appropriate?</li> </ul>

Adapted from Deeds, 1992