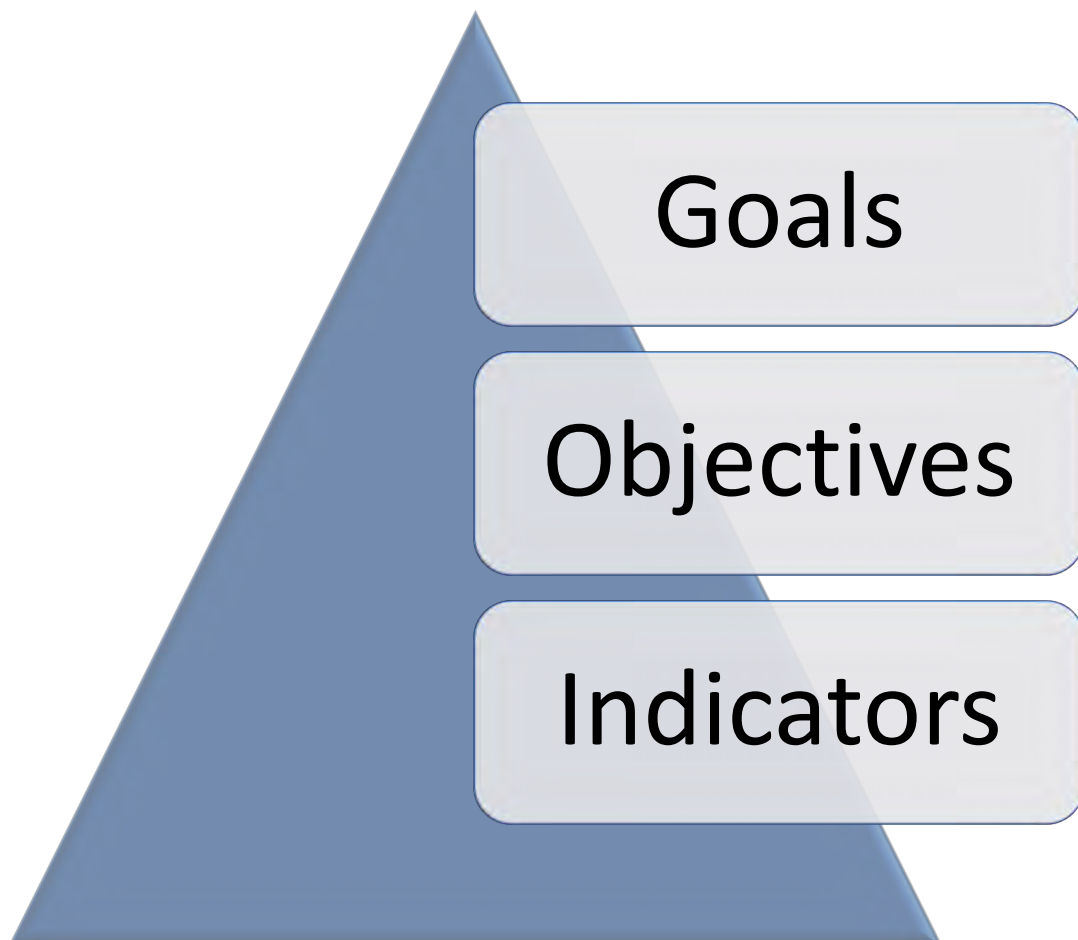


# Module 1 Unit 3

This is a **REQUIRED READING: GOALS AND OBJECTIVES**

Ohio University Communication and Development Studies (2011). Goals and objectives [powerpoint presentation]. [17 slides].

# Goals and Objectives



# Goals, & Objectives

- Goals, & objectives provide a foundation for program planning
- Provide direction for the program
- Provide a basis on which to evaluate the program



**Goals**

Objectives

Indicators

## Goals

- General statement of intent
- Future event; long-range purpose
- Includes who & what

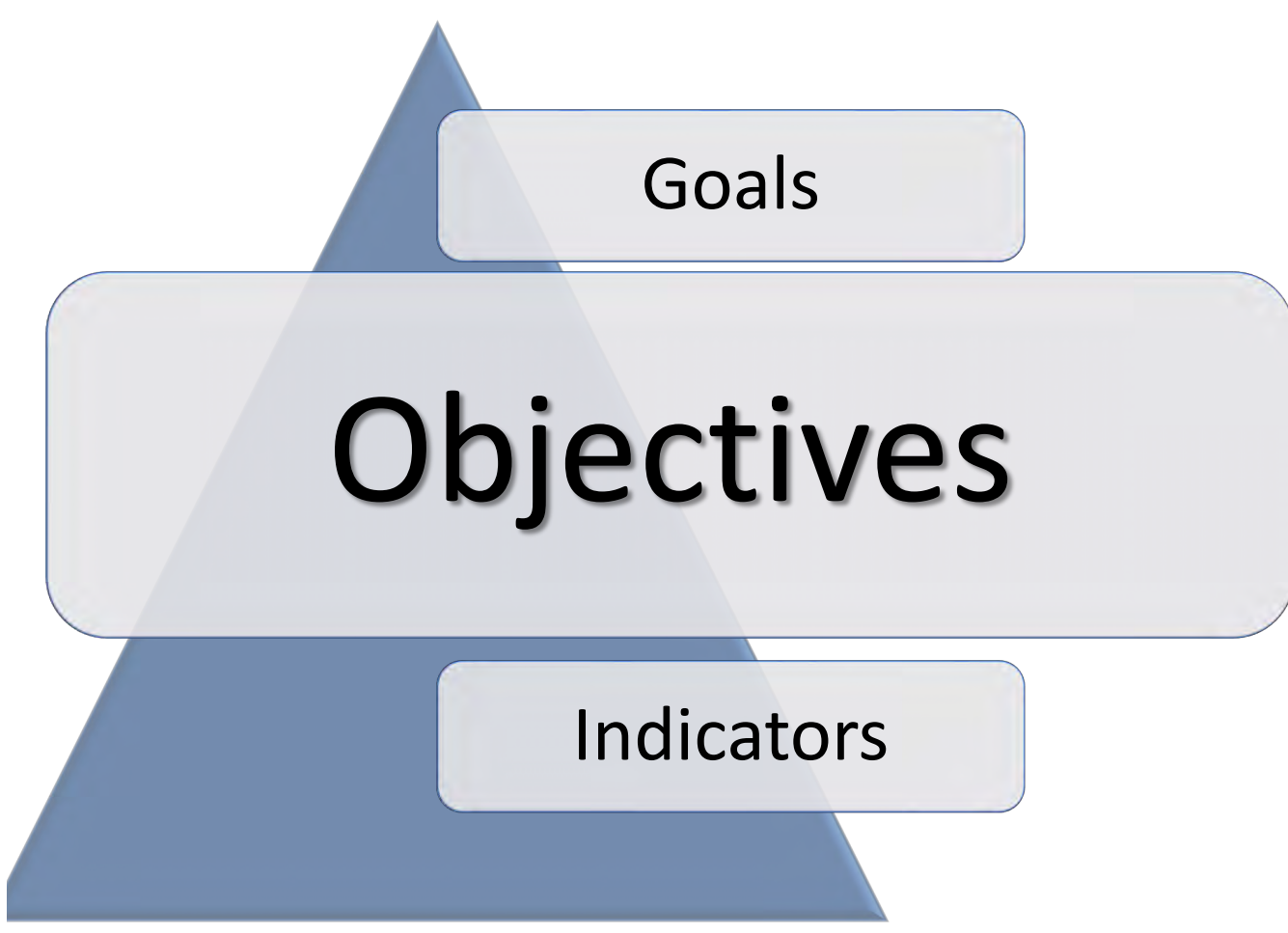
## Goals

Compared to objectives:

- more global/general,
- includes all aspects of program,
- overall direction,
- longer to complete,
- no deadline,
- usually not observed,
- often not measured in exact terms

## Examples of Goals

- To prevent the spread of HIV among the Youth populations in low prevalence states of.....
- To reduce the incidence of influenza among the residents of.....
- To reduce the number of cases of maternal death caused by post partum hemorrhage in.....



Goals

**Objectives**

Indicators

# Objectives

- Smaller steps to reach goals
- More precise than goals
- Written in measurable terms
- Several levels

## Levels of Objectives

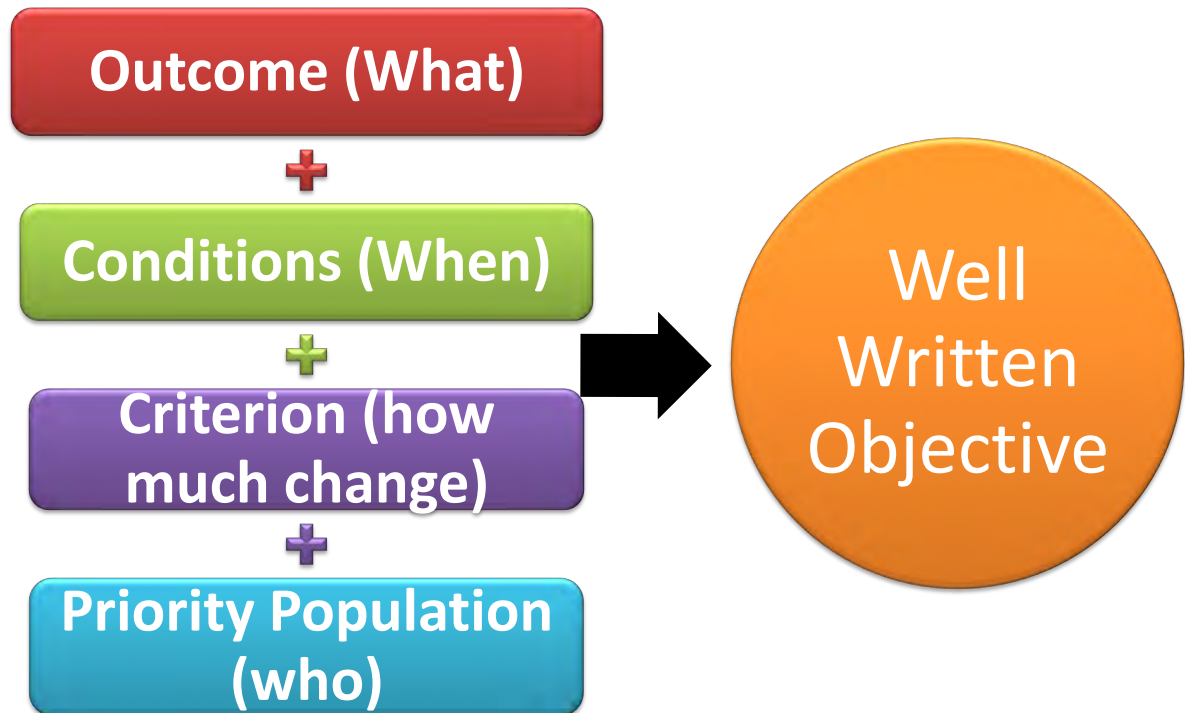
<b>Type</b>	<b>Program Outcome</b>	<b>Evaluation</b>
<b>Process/ Admin.</b>	<b>Activities &amp; Tasks</b>	<b>Process (formative, monitoring)</b>
<b>Learning</b>	<b>Awareness, Knowledge, Attitudes, Skills</b>	<b>Impact (summative)</b>
<b>Action/ Behavioral</b>	<b>Behavior Change</b>	<b>Impact (summative)</b>
<b>Environmental</b>	<b>Environmental Change</b>	<b>Impact (summative)</b>
<b>Outcome/ Program</b>	<b>Change in QOL, health status, risk, social benefits</b>	<b>Outcome (summative)</b>

# Criteria for Developing Objectives

- Realized within time frame
- Realistic
- Enough resources to reach
- Consistent with policies/ procedures
- Don't violate rights
- Reflect culture of priority population



## Elements of an Objective



## Elements of an Objectives

- Use measurable terms
- Usually verb
- Avoid certain words
- Some words work better with certain levels of objectives, e.g., list vs. explain



## “Typical” objectives:

- Increase knowledge of prenatal care
- Increase use of prenatal services

## More explicit objectives

- Examples
  - To ensure that 75% or more of women ages 15-49 in District X know essential facts about prenatal and delivery care by December 2007
  - To increase utilization of professional prenatal care services among pregnant women in Community X from 20% to 30% within 18 months

## Focus of the objective

- What will change
  - Increase full immunization of 1 year olds in City X to 90% by December 2010
- Not what the program will do:
  - Conduct an immunization day in every county of the state by December 2010