

Identify Goals, Objectives, and Strategies

Goals, objectives and strategies are what needs to be done to address the needs/problems identified in the community health needs assessment. In setting goals, objectives, and strategies, consider these questions:

- What are the expected outcomes? What would make this effort a success?
- What are the costs and time needed to accomplish the goals and take action?
- Is there any research demonstrating that interventions are effective?
- What agency or group is willing to take responsibility for achieving the goals, objectives, or strategies?
- How will we know whether we reached our goals? Is there baseline data so the goals and strategies can be tracked?
- Are there populations experiencing disparities? Consider whether goals, objectives, and strategies are community-wide or specific to a particular population (age, race, gender, ability, etc.). Identify the targeted populations and the channels for reaching them.

GOALS are the ends toward which the efforts are directed. They are what is to be achieved over a period of years. Begin with action words such as *reduce, increase, eliminate, ensure, establish*, etc.

OBJECTIVES tell us how much change is sought, of what kind, and by whom. They should fit the following criteria: (S.M.A.R.T.+C)

Specific: Are they specific? What is to be achieved? Who is expected to change, by how much and by when?

Measurable: Can data/information be collected, detected or obtained from records? Is there a baseline data source?

Achievable: Can they really be met? Are they realistic?

Relevant: Are they relevant to the mission or vision of your group? Do they show what the group hopes to accomplish and why?

Timed/Timely: Do they include a timeline by which they will be achieved?

+Challenging: Do they stretch the group to set its aims on significant improvement of importance to the community?

STRATEGIES/ACTION STEPS provide the details on how to achieve the objectives and answer the questions: How do we get there from here? What agency or group is responsible for carrying out the strategy? A good strategy takes into account existing barriers and resources (e.g., people, money, power, materials).

EXAMPLE 1

Goal: By 2025, *reduce* bullying among students in county Y.

Objective: *Reduce* the percentage of county Y students in grades 6, 8 and 11 who have experienced bullying on school property from 50% in 2018 to 40% by 2025.

Strategy: By 2023, develop and enforce a policy that defines bullying and actions to be taken when it occurs.

EXAMPLE 2

Goal: By 2025, *increase* physical activity among students in county Y.

Objective: By 2025, *increase* by 10% the percentage of 6th grade students in county Y who report being active for at least 60 minutes per day every day in the last week.

Strategy: By 2023, *increase* by 20% the number of 6th grade students in county Y participating in daily physical education programs.