

## Creating Goals and Objectives

Once the assessments are completed, use the information gathered to establish goals and objectives for your program. Goals are broad statements that describe what is to be accomplished.

Objectives state the expected amount of change in behavior, attitude, knowledge or condition to whom by when. Objectives should:

- have measurable language such as “increase” or “decrease”
- identify a specific target population
- clearly identify the behavior, attitude, condition or knowledge to be changed
- establish the time frame within which an activity takes place
- determine the magnitude of the anticipated change (when possible)
- contain a precise definition of the way change is measured

### **Goal 1: Our workplace will promote healthy food choices.**

**Objective 1:** By March 2015, a healthy food at meetings policy will be developed and adopted.

**Objective 2:** By March 2015, a list of healthy food choices will be posted in the kitchen.

**Objective 3:** By July 2015, employees will have access to an on-site or community garden.

### **Goal 2: Our workplace will promote an active lifestyle.**

**Objective 1:** By March 2015, employees will have access to discounted gym memberships.

**Objective 2:** By July 2015, 50% of employees will have participated in a physical activity challenge.

### **Goal 3: Our workplace will be smoke free.**

**Objective 1:** By July 2015, a written policy will be in place prohibiting tobacco use/smoking anywhere on the property.

**Objective 2:** By July 2015, promotional signs and paycheck stuffers will be distributed promoting the toll-free Vermont quit line (1-800-QUIT-NOW) and local smoking cessation resources.