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

**Some examples include:**

Goal 1: Our workplace will promote healthy food choices.

**Objective 1:** By May 2018, a healthy food at meetings policy will be developed and adopted.

**Objective 2:** By June 2018, a list of healthy food choices will be posted in the kitchen.

**Objective 3:** By July 2018, employees will have access to an on-site or community garden.

Goal 2: Our workplace will promote an active lifestyle.

**Objective 1:** By March 2018, employees will be allowed to use 30 minutes a day for physical activity.

**Objective 2:** By July 2018, all meetings over one hour will incorporate a 10-minute activity break.

Goal 3: Our workplace will be smoke free.

**Objective 1:** By January 2018, resources about free cessation resources through 802Quits.org will be made available to staff through appropriate venues (e.g. posters in breakrooms, emails, staff meetings, paycheck stuffers, etc.).

**Objective 2:** By March 2018, an on-site cessation class will be made available to all employees during work hours. Employees will be allowed to flex 60 minutes a week to participate in the class.

**Objective 2:** By August 2018, a written policy will be in place prohibiting tobacco use anywhere on the property.

**Objective 3:** By August 2018, signs will be posted on the property to ensure staff and visitors are aware of the new policy.

Use the worksheet on the following page to identify some goals and objectives to correspond with the duration of the grant (September 15th, 2017 to June 30th, 2018).

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| **GOALS:** | **OBJECTIVES:** | **TIMELINE:** |
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