

Good Goals

Well-written goals help to...

...establish the overall direction for, and focus of, a school health program...

...define the scope of what the program should achieve...

...and serve as the foundation for developing program objectives.



Evaluation Technical Assistance

FOR MORE INFORMATION

E-mail ert@cdc.gov

Web www.cdc.gov/HealthyYouth/evaluation

Phone **Karen Debrot**, ERT TA Coordinator

CDC DASH

770-488-1037

bol6@cdc.gov

Leah Robin, ERT Team Leader

CDC DASH

770-488-6187

ler7@cdc.gov



Writing a good goal

There are two key steps
to writing a good goal.



Evaluation Technical Assistance

1

Specify a **health problem** or **health risk behavior**.

2

Identify the **target population** that will be changed as a result of a successful project.

A good goal is...

- A declarative statement
- Jargon-free



Evaluation Technical Assistance

- **Declarative statement**—provide a complete sentence that describes a program outcome.
- **Jargon-free**—use language that most people in the field outside your own agency are likely to understand.

EXAMPLE

To decrease risk behaviors associated with HIV infection among students within the school district through use of HIV-prevention curricula.

A good goal is...

- Short
- Concise



Evaluation Technical Assistance

- **Short**—use few words to make a statement.
- **Concise**—get the complete idea of your goal across as simply and briefly as possible leaving out unnecessary detail.

EXAMPLE

To increase the capacity of the local school district to reduce students' sexual risk behaviors through classroom instruction.

A good goal is...

- Easily understood
- Stated in positive terms



Evaluation Technical Assistance

- **Easily Understood**—provide a goal in which the language is clear and for which there is a clear rationale.
- **Positive terms**—frame the outcomes in positive terms or in terms of a decrease in health risk behaviors. Avoid the use of double negatives.

EXAMPLE

Strengthen HIV/AIDS/STI education within the coordinated school health education programs.

A good goal is...

- A framework for objectives



Evaluation Technical Assistance

- **Framework for objectives**—provide a framework so that the objectives are stepping stones to make progress to achieve the goals.

EXAMPLE

Implement the Comprehensive Asthma Management Plan initiative in pilot schools as a model for an asthma-friendly environment where children can learn.

Good Goal Checklist

A good goal is a broad statement of program purpose that describes the expected long-term effects of a program.



Evaluation Technical Assistance

CHECKLIST

Is it a declarative statement?	Y	N
Is it free of jargon?	Y	N
Is it short?	Y	N
Is it concise?	Y	N
Is it easily understood?	Y	N
Is it stated in positive terms?	Y	N
Does it provide a framework for the objectives?	Y	N