Why should I do this?

➢ To be consistent with others
➢ To think strategically
➢ To be accountable
➢ To communicate effectively
➢ To consider obstacles, barriers
➢ To think “outside the box”

Writing and Evaluating Performance Objectives

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The process

- The gap
- The objective(s)
- The action steps
- The evaluation
- The outcome
- The community impact

Describing the “gap”

The “why” you want to begin this process
- One sentence
- Describes the problem
- Caveat: Organizations typically jump to solutions
  - e.g., “we need to develop a list of community members for ...” versus “we have no formal method in place to involve the community for ...”
### What is an objective?

**Objectives**
- What I plan to do to fix the gap
- One sentence
- Can be more than one objective for each gap
- Follow the **SMART** formula

### The SMART formula

- **Specific** – One action verb
- **Measurable** – It results in something tangible
- **Acceptable** – People are committed to it
- **Realistic** – It’s politically feasible and resources are available and trained
- **Time bound** – Describes when it will be accomplished
### Sample SMART Objectives

- By December 31, develop an inventory of staff training and competency needs.
- By July 31, 2008, develop an information management plan that describes how to identify, collect, store, analyze, and collect environmental health data.
- By March 1, 2008, begin a research project with the local university on impacts of climate change to our community.

### Where to find objectives

- Performance indicators
- Strategic plans
- Program goals
- Budget documents
Action steps

- Activities to carry out each objective “the how”
- Can be more than one action step per objective
- Action steps are generally sequential and are time bound
- Typically termed: “procedures, functions, steps, events”

Evaluation

- How will I know when the gap has been fixed?
- Revisit your objective and check off the SMART criteria
- Reassess
  - Short term - 6 months (process)
  - Long term - year or more (impact)
## Example

**Essential Service 2:**
Diagnosing and investigating environmental health problems and Hazards in the community

## Performance gap

Performance gap 1: Our unit has no procedure in place for alerting the community about EH risks and protection
Objective

Objective 1.1: By March 31, 2008 our unit will have a procedure in place to alert the community to possible EH threats and disease outbreaks

Action Steps

- 1.1.1 Identify person responsible for the task (6/20)
- 1.1.2 Check with state health department for their notification procedures (7/1)
- 1.1.3 Discuss with EOC director about current notification protocols (7/15)
- 1.1.4 Clarify departmental public notification procedures (7/15)
- 1.1.5 Inventory current fact sheets, check for accuracy and clarity (7/30)
- 1.1.6 Identify methods or platforms (e.g., webcasts, local radio/TV, hotlines, phone trees, etc) to disseminate information (8/30)
- 1.1.7 Identify methods to seek information about needed information by the public (9/15)
- 1.1.8 Write draft policy (11/30)
- 1.1.9 Solicit comments (12/30)
### Outcome

**Outcome 1.1:** By March, 2008, our unit will have a policy in place to communicate EH problems and hazards that have been identified through surveillance and monitoring data.

### Community Impact

**Community impact 1.1** Citizens in our community will be able to make informed choices about protective measures they can take based on information they have received regarding health risks and impacts.