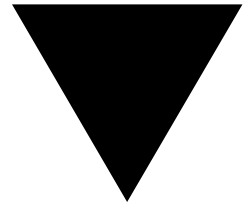


Priorities, Goals, and Objectives: Attitudes and Activities

Attitudes and Activities



Attitude: Goals and objectives should be outcome-oriented.

Possible Group Activities:

Small Group Activity: Using examples of process and structure objectives from a local plan, have groups rewrite objectives making them more outcome-oriented. Or, have them then write outcome objectives that should result from the process and structure objectives.

Large Group Activity: Design a quiz with true/false and multiple choice questions about process, structure, and outcome objectives. Have trainees complete the questionnaire individually. Then, lead the group through a discussion about quiz results.

Large Group-Small Group Activity: Lead the group through the steps of writing an outcome objective. Assign each small group with a specific disease and provide them with data relevant to that disease. Then, have small groups write health outcome objectives for the disease.

Attitude: Changing health status takes time and happens in small increments.

Possible Group Activities:

Large Group-Small Group Activity: Lead participants through a brainstorming session to generate a list of reasons why some program goals and objectives of a nutrition intervention may not have been met. Assign each small group with one of these barriers. Then, have small groups identify ways for overcoming these barriers to achieving goals and objectives.

Mock Debate: Divide the group into “low-goal” and “high-goal” teams. The “low goals” believe that the health outcome objective should be “to reduce adolescent obesity by 0.5 percent in two years;” the “high-goals” believe that the health outcome objective should be “to reduce adolescent obesity by five percent in one year.” Give the teams 35 minutes to develop their positions. Then, facilitate a debate where each team argues its position. Allow 20-25 minutes at the end of this activity to discuss what participants have learned.

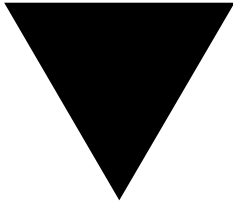
Large Group Activity: Design a worksheet that includes baseline data on a health outcome (e.g., low birth weight). Lead the group through the process of writing realistic objectives that translate percentages into real numbers of individuals affected.

Attitude: Establishing priorities is essential to the success of any intervention.

Possible Group Activities:

Brainstorming Activity: Lead the group through a brainstorming session about the difficulties of identifying priorities and staying focused on them.

**Attitudes
and Activities**



Small Group Activity: Design a mock coalition meeting. Create a sheet listing perceived needs, health status, and nutrition status data, and available nutrition services in the community (local data is preferable). Give the same instructions, situation, and coalition member organizations to each group. Each group member represents a different organization (chamber of commerce, health department, church group, hospital, local industry, etc.). Have the coalition determine its target audience, identify what each organizations' interests are, list what each organization can provide to the coalition, and develop two objectives. At the end of this activity, have each group share its coalition's results with the larger group.