

Writing Objectives

Outcomes Worksheet . . . Example 1

This example assumes stroke deaths are alarmingly high in this community.

GOAL:

Increase the number of physically active people in Friendly Community.

A. What health status improvements do you expect if you achieve your goal?

Decrease obesity, heart disease, diabetes, high blood pressure, and stroke

D. What policies should be in place in order to achieve the goal?

-Require city planners to consider pedestrian and bicycle use in all new road development.
-Create a local-level position to develop and manage population-based p.a. programs and services.

B. What health behaviors need to be present in order to achieve the goal?

↓ % of population not doing any activity; ↑ % of population meeting p.a. recommendations

C. What changes or improvements in the environment should be made in order to achieve the goal?

Walking clubs, worksite wellness, stairwell use campaign

Health Status Objective(s):

By 2010, the percentage of adults in Friendly Community with high blood pressure will decrease from 33% to 16%. (Baseline data source: our region data from the state 2005 BRFSS report. Goal source: state cardiovascular health plan.)

Health Environment Objective(s):

By 2010, expand the Friendly Community Walking Club from YWCA-only members to at least two other community settings, such as churches, schools, worksites, etc.

Health Behavior Objective(s):

By 2010, increase to at least 25% the proportion of adults in Friendly Community aged 18 and older who engage regularly in sustained physical activity for at least 30 minutes/day. (No recent baseline data available. Goal source: state Healthy People 2010 plan.)

Health Policy Objective(s):

By 2012, the City of Friendly Community will require justification for not making new roads pedestrian-friendly.

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Outcome Objective Evaluation Worksheet . . . Example 1

Health Status Objective: By 2010, the percentage of adults in Friendly Community with high blood pressure will decrease from 33% to 16%. (Baseline data source: our region data from the state 2005 BRFSS report. Goal source: state cardiovascular health plan.)

What specifically are you measuring?

% of adults with high blood pressure. This is self-reported data; we are not taking people's blood pressure. We will track this data annually with release of BRFSS data.

How exactly will you measure this (administer a survey, collect health data, complete a checklist, observe change, etc.)?

Survey—The state BRFSS already collects this information. Right now the state reports BRFSS data at the state level and at a regional level. The state expects that 2006 BRFSS data will be accessible via an online, interactive database and we may be able to get data for Friendly Community.

Do you know if a survey or other measuring tool already exists?

Yes. Describe: BRFSS

No. Describe possible solution:

When should you start collecting this data?

The state handles this survey. We need to get on a notification list to find out when the 2006 data and the new interactive database are available.

How long will it take to collect this data?

Not applicable to us for this data piece.

Do you have the capacity to do this monitoring and evaluation within your team?

Yes, and the person responsible is: John with the local health department will be the lead contact for BRFSS data.

No, but

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Outcome Objective Evaluation Worksheet . . . Example 1

Health Behavior Objective: *By 2010, increase to at least 25% the proportion of adults in Friendly Community aged 18 and older who engage regularly in sustained physical activity for at least 30 minutes/day. (No recent baseline data available. Goal source: state Healthy People 2010 plan.)*

What specifically are you measuring?

Percentage of adults in our community who do the recommended amount of physical activity. As with blood pressure, this is self-reported data. We will track this data annually with release of BRFSS data.

How exactly will you measure this (administer a survey, collect health data, complete a checklist, observe change, etc.)?

Survey—The BRFSS conducted by the state can give us this information. See the evaluation worksheet for the outcome objective on blood pressure.

Do you know if a survey or other measuring tool already exists?

Yes. Describe: *BRFSS data*

No. Describe possible solution:

When should you start collecting this data?

The state determines this

How long will it take to collect this data?

Not applicable to us. We should find out when BRFSS data is typically released.

Do you have the capacity to do this monitoring and evaluation within your team?

Yes, and the person responsible is: *John with the local health department*

No, but

NOTE: See if someone from Friendly Community University could help us develop a way to track this information among people in our programs and services.

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Outcome Objective Evaluation Worksheet . . . Example 1

Health Environment Objective: *By 2010, expand the Friendly Community Walking Club from YWCA-only members to at least two other community settings, such as churches, schools, worksites, etc.*

What specifically are you measuring?

Existence of walking clubs in community organizations.

How exactly will you measure this (administer a survey, collect health data, complete a checklist, observe change, etc.)?

A survey

Do you know if a survey or other measuring tool already exists?

Yes. Describe:

No. Describe possible solution: *This will be fairly easy to develop.*

When should you start collecting this data?

About midyear 2009, we ought to start this evaluation work. This objective needs to be broken up through the process objectives, which will help us track this outcome objective. So, our timeline here may follow the process objectives.

How long will it take to collect this data?

See answer above.

Do you have the capacity to do this monitoring and evaluation within your team?

Yes, and the person responsible is: *We need to get a Stroke Prevention Team member to oversee this.*

No, but

Writing Objectives

Outcome Objective Evaluation Worksheet . . . Example 1

Health Policy Objective: *By 2012, the City of Friendly Community will require justification for not making new roads pedestrian-friendly.*

What specifically are you measuring?

This objective is not clear—it needs to be rewritten

By December 2012, the City of Friendly Community will adopt regulations requiring city staff to consider making all new roads, including upgrades of existing roads, pedestrian-friendly.

With this newly written objective we would be measuring the existence of city regulations.

How exactly will you measure this (administer a survey, collect health data, complete a checklist, observe change, etc.)?

Review city regulations regarding road construction and/or talk with city staff.

Do you know if a survey or other measuring tool already exists?

Yes. Describe:

No. Describe possible solution: *This will be an observation, so any sort of measuring tool we might create will be straightforward*

When should you start collecting this data?

We should begin midyear 2012 talking with city staff about such a regulation. However, through our work to achieve this objective we will likely know if such regulations have been adopted.

How long will it take to collect this data?

Not long (a phone call) if we have a productive, positive working relationship with city staff.

Do you have the capacity to do this monitoring and evaluation within your team?

Yes, and the person responsible is:

No, but we need to identify someone who will take the lead on this . . . *We may want to add this person to our Stroke Prevention Team.*

Writing Objectives

Process Worksheet . . . Example 1

GOAL:

Increase the number of physically active people in Friendly Community.

Health Status Objective: By 2010, the percentage of adults in Friendly Community with high blood pressure will decrease from 33% to 16%. (Baseline data source: state 2005 BRFSS report. Goal source: state cardiovascular health plan.)

Questions and ideas to consider when developing the process objectives.

1. What changes need to happen to help achieve this outcome objective and address the goal?

People in Friendly Community need to know that high blood pressure is a risk factor for stroke.

And, people in Friendly Community need to know that physical activity can help reduce blood pressure.

2. What does the research indicate as the best ways to address the outcome objective?

According to the "Making Health Communication Programs Work" publication from NCI, health communication programs can increase the intended audience's knowledge and awareness of a health solution.

3. What findings from the community assessment address the ideas in your answers to questions 1 and 2, above?

Through our community opinion information we learned that:

- ✓ People in the community report that strokes are common or even "normal"
- ✓ Few people exercise
- ✓ People know they should keep their blood pressure down but aren't sure why and often don't worry about it

From our community services survey we learned that an Obesity Prevention Committee at Friendly County Hospital just finished developing a comprehensive plan and one of their objectives is to develop a communication plan regarding physical activity.

Based on the answers to questions 1–3, what intervention ideas emerge?

Translate those ideas into SMART objectives or objectives that RUMBA.

By December 31, 2007, the Friendly Community Stroke Prevention Team will partner with the Friendly Community Obesity Prevention Committee and develop a comprehensive physical activity communication plan.

Writing Objectives

Process Objective Evaluation Worksheet . . . Example 1

Process Objective: (copy from your Process Worksheets)

By December 31, 2007, the Friendly Community Stroke Prevention Team will partner with the Friendly Community Obesity Prevention Committee and develop a comprehensive physical activity communication plan.

What specifically are you measuring?

Existence of a jointly developed communication plan.

How exactly will you measure this (administer a survey, collect health data, complete a checklist, observe change, etc.)?

Observe.

Do you know if a survey or other measuring tool already exists?

Yes. Describe:

No. Describe possible solution: This will be easy to do

When should you start collecting this data?

In December of 2007.

How long will it take to collect this data?

Not long. We will know earlier in the year if we are likely to achieve this objective because our team members will be involved in developing the communication plan.

Do you have the capacity to do this monitoring and evaluation within your team?

Yes, and the person responsible is: Beverly and Frank, co-chairs of our Stroke Prevention Team

No, but

Writing Objectives

Process Worksheet . . . Example 1

GOAL:

Increase the number of physically active people in Friendly Community.

Health Environment Objective: By 2010, expand the Friendly Community Walking Club from YWCA-only members to at least two other community settings, such as churches, schools, worksites, etc.

Questions and ideas to consider when developing the process objectives.

1. What changes need to happen to help achieve this outcome objective and address the goal?

We need to start walking clubs in community settings where people naturally gather and socialize.

2. What does the research indicate as the best ways to address the outcome objective?

The Community Guide on Physical Activity reports that providing social support to promote physical activity, such as walking groups, is strongly recommended to increase levels of physical activity in a community.

3. What findings from the community assessment address the ideas in your answers to questions 1 and 2, above?

The YWCA wants to expand the outreach of its walking club. The walking club has been very successful in terms of participation and in increasing physical activity among its members.

The community assessment also indicated that several churches already have some type of health component such as blood pressure checks on Sunday or a health committee.

The community assessment revealed that a high percentage of the community's population attend church. And, people highly value what the church does for its members.

Based on the answers to questions 1–3, what intervention ideas emerge?
Translate those ideas into SMART objectives or objectives that RUMBA.

By December 31, 2007, at least 3 churches in Friendly Community will join the Friendly Community Walking Club.

Writing Objectives

Process Objective Evaluation Worksheet . . . Example 1

Process Objective: (copy from your Process Worksheets)

By December 31, 2007, at least 3 churches in Friendly Community will join the Friendly Community Walking Club.

What specifically are you measuring?

Number of churches with a walking club

How exactly will you measure this (administer a survey, collect health data, complete a checklist, observe change, etc.)?

Mail a survey to community churches and then tally the number of churches that have a walking club.

Do you know if a survey or other measuring tool already exists?

Yes. Describe:

No. Describe possible solution: We can easily create a survey and cover letter to send to area churches. We can adapt the survey and letter sent to the churches regarding after-school programs.

When should you start collecting this data?

In October or early November send out the survey to churches—December is very busy for churches.

How long will it take to collect this data?

Probably about a month from when we send the survey. We may want to do follow-up phone calls and/or mail a 2nd survey to churches that didn't respond.

Do you have the capacity to do this monitoring and evaluation within your team?

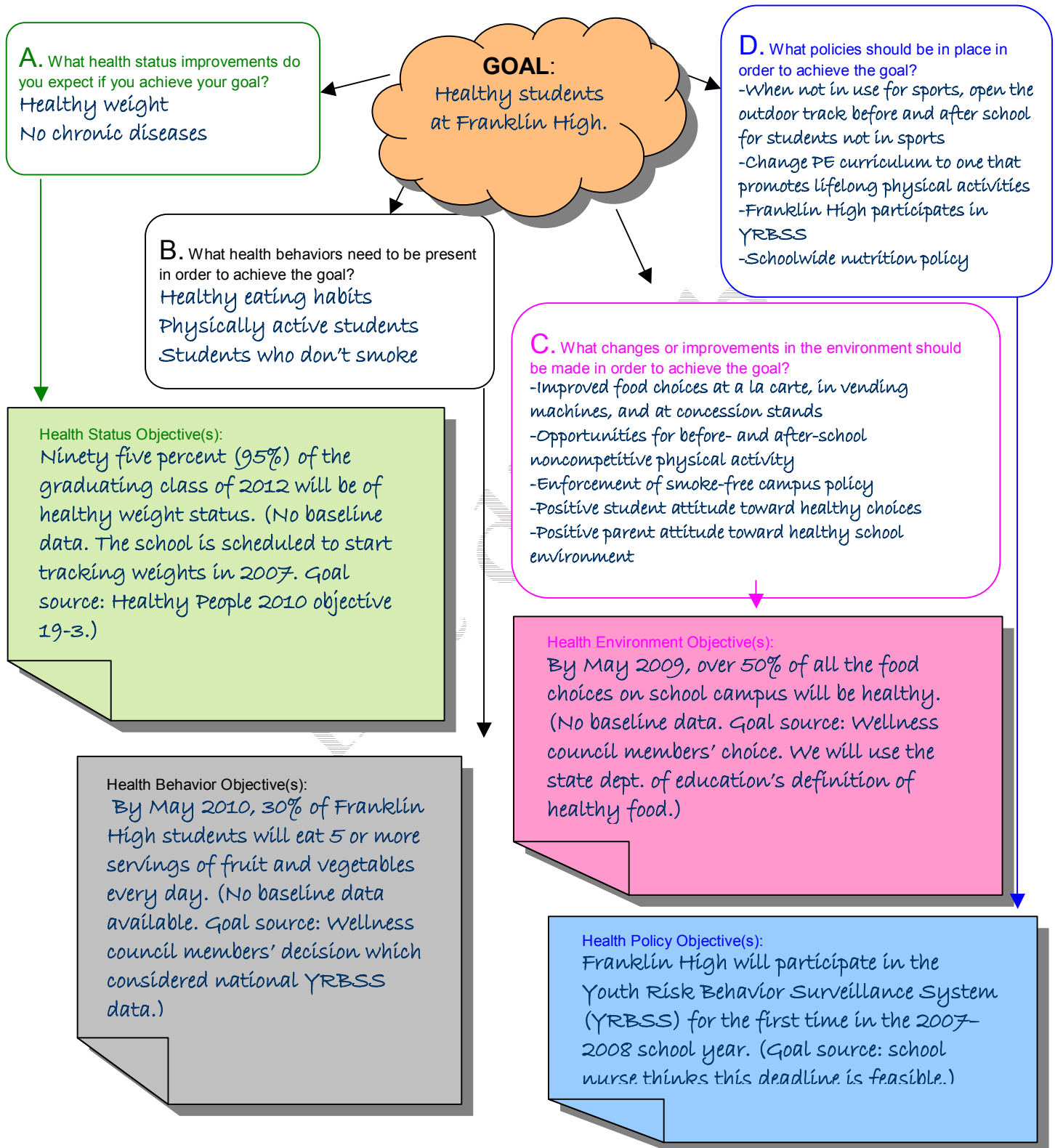
Yes, and the person responsible is:

No, but we can ask Frances with the Friendly County Ministerial Association to help.

Writing Objectives

Outcomes Worksheet . . . Example 2

This example assumes that this team is developing a plan for a high school wellness council.



Writing Objectives

Outcome Objective Evaluation Worksheet . . . Example 2

Health Status Objective: Ninety five percent (95%) of the graduating class of 2012 will be of healthy weight status. (No baseline data. The school is scheduled to start tracking weights in 2007. Goal source: Healthy People 2010 objective 19-3.)

What specifically are you measuring?

Weight of students in the senior class. This will be self-reported data. We are not weighing students.

How exactly will you measure this (administer a survey, collect health data, complete a checklist, observe change, etc.)?

Survey. The YRBSS can help us determine this information. YRBSS calculates percentage of students who are at risk for becoming overweight and percentage of students who are overweight.

Do you know if a survey or other measuring tool already exists?

Yes. Describe: YRBSS

No. Describe possible solution:

When should you start collecting this data?

We'd like to have this data every year or at least every other year until 2012 to track/monitor our progress.

How long will it take to collect this data?

We need to find out from the state dept. of health or state dept. of education who handles the YRBSS.

Do you have the capacity to do this monitoring and evaluation within your team?

Yes, and the person responsible is:

No, but we can work with state staff from the health dept. or dept. of education.

Writing Objectives

Outcome Objective Evaluation Worksheet . . . Example 2

Health Environment Objective: *By May 2009, over 50% of all the food choices on school campus will be healthy. (No baseline data. Goal source: Wellness council members' choice. We will use the state dept. of education's definition of healthy food.)*

What specifically are you measuring?

% of healthy food items at concession stands, vending machines, a la carte items during lunch, and fundraisers.

How exactly will you measure this (administer a survey, collect health data, complete a checklist, observe change, etc.)?

Using a survey or checklist, we need to tally the total number of all food items and tally the number of food items that meet the healthy criteria to get the percentage.

Do you know if a survey or other measuring tool already exists?

Yes. Describe:

No. Describe possible solution: *We can make a worksheet that helps collect total number of food items and that helps collect the number that meets the healthy criteria. Check the state department of education website under school wellness policies for a worksheet developed by another school.*

When should you start collecting this data?

We should start collecting data in February or March of 2009. We should develop and test the checklist at the end of 2008.

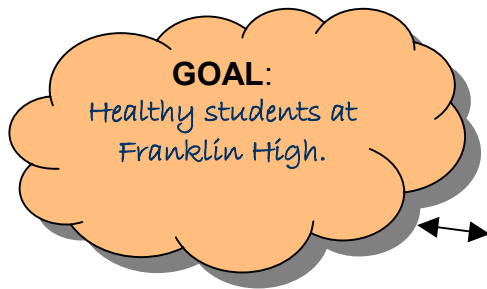
How long will it take to collect this data?

It could take 2 to 3 months and we will only get food choices at concession stands the last half of the school year in 2009. We may want to consider tracking sooner or continue tracking this in the 2009-2010 school year.

Do you have the capacity to do this monitoring and evaluation within your team?

Yes, and the person responsible is: *Sally and Ralph—our student representatives on the Franklin High Wellness Council have offered to be in charge of this*

No, but



Writing Objectives

Process Worksheet . . . Example 2

Health Behavior Objective: *By May 2010, 30% of Franklin High students will eat 5 or more servings of fruit and vegetables every day. (No baseline data available. Goal source: Wellness council members' decision which considered national YRBSS data.)*

Questions and ideas to consider when developing the process objectives.

1. What changes need to happen to help achieve this outcome objective and address the goal?

Students need easy ways to eat at least 5 servings of fruits and vegetables every day.

Students need age-appropriate, appealing messages about fruits and vegetables.

Students need to know that eating at least 5 fruits and vegetables a day is a goal.

2. What does the research indicate as the best ways to address the outcome objective?

We have to find individual research articles on fruit and vegetable consumption among adolescents—there currently is no consensus report on effective strategies.

An article in Am J of Health Behavior (2001) reported that girls engaging in wt control behaviors were more likely to get the recommended amount of F&V/day. And boy and girl athletes ate more F&V/day than non athletes.

An article in J of Am Dietetic Assoc (2006) reported these conclusions: (1) F&Vs at home need to be visible and easily accessible to teens to encourage consumption, and (2) eating at restaurants where F&Vs are available and visible can encourage consumption.

3. What findings from the community assessment address the ideas in your answers to questions 1 and 2, above?

Our community assessment is limited to the school setting.

- ✓ *Rarely, if ever, are F&V available at a la carte, in vending machines, or at concession stands*
- ✓ *If teachers allow food in the classroom they allow packaged snack foods (candy, chips, etc.).*

Based on the answers to questions 1–3, what intervention ideas emerge?

Translate those ideas into SMART objectives or objectives that RUMBA.

By May 30, 2007, offer at least three fruit or vegetable choices at every school concession stand.

By May 30, 2008, replace the most popular vending machine with one that can carry fruit and vegetable snacks.

Writing Objectives

Process Objective Evaluation Worksheet . . . Example 2

Process Objective: (copy from your Process Worksheets)

By May 30, 2007, offer at least three fruit or vegetable choices at every school concession stand.

What specifically are you measuring?

The number of fruit and vegetable foods at concession stands.

How exactly will you measure this (administer a survey, collect health data, complete a checklist, observe change, etc.)?

Use a worksheet or checklist. We will need volunteers to check the food choices at each home game during all three sports seasons.

Do you know if a survey or other measuring tool already exists?

Yes. Describe:

No. Describe possible solution: *Ask Sally and Ralph if they can adapt their worksheet to track healthy food choices to check specifically for fruit and vegetable items*

When should you start collecting this data?

Right away. Our first home football game is in two weeks.

How long will it take to collect this data?

This data will have to be collected all year long, but it will take only a few minutes at each event with a concession stand.

Do you have the capacity to do this monitoring and evaluation within your team?

Yes, and the person responsible is: *Ask Sally and Ralph to lead this evaluation effort, including finding other students to check foods at concession stands*

No, but

Writing Objectives

Process Objective Evaluation Worksheet . . . Example 2

Process Objective: (copy from your Process Worksheets)

By May 30, 2008, replace the most popular vending machine with one that can carry fruit and vegetable snacks.

What specifically are you measuring?

Existence of a certain kind of vending machine

How exactly will you measure this (administer a survey, collect health data, complete a checklist, observe change, etc.)?

See if the old machine is replaced.

Do you know if a survey or other measuring tool already exists?

Yes. Describe:

No. Describe possible solution: Easy to do

When should you start collecting this data?

Check in May to see if the new vending machine is there

How long will it take to collect this data?

30 seconds!!

Do you have the capacity to do this monitoring and evaluation within your team?

Yes, and the person responsible is: Tammy (school nurse)

No, but