

Writing Objectives Cheat Sheet

This is a one-page summary of the worksheets in the section on “Writing Objectives.”

Outcome Objectives

These aim for changes in:

- Health status
- Behaviors
- Environment
- Policy

Timeframe: Generally it will take a community at least three years to achieve these objectives.

Process Objectives

These provide the groundwork to implement interventions. Process objectives address activities, projects, services, or programs. They are linked to the outcome objectives and provide direction on how to achieve the outcome objectives. Sometimes policy and environmental changes end up here.

Timeframe: Generally it will take a community a year or two to achieve these objectives.

SMART Objectives

Aim for a SMART objective by addressing the following criteria:

Specific Is the objective specific? What is to be achieved? Who is expected to change, by how much and by when?

Measurable Can the information in the objective be collected, detected, or obtained from records? Is there a baseline indicator?

Achievable Can the objective really be met? Is it realistic?

Relevant Is the objective relevant to the goal and other objectives?

Timeline Does the objective include a timeline or deadline by which it will be achieved?