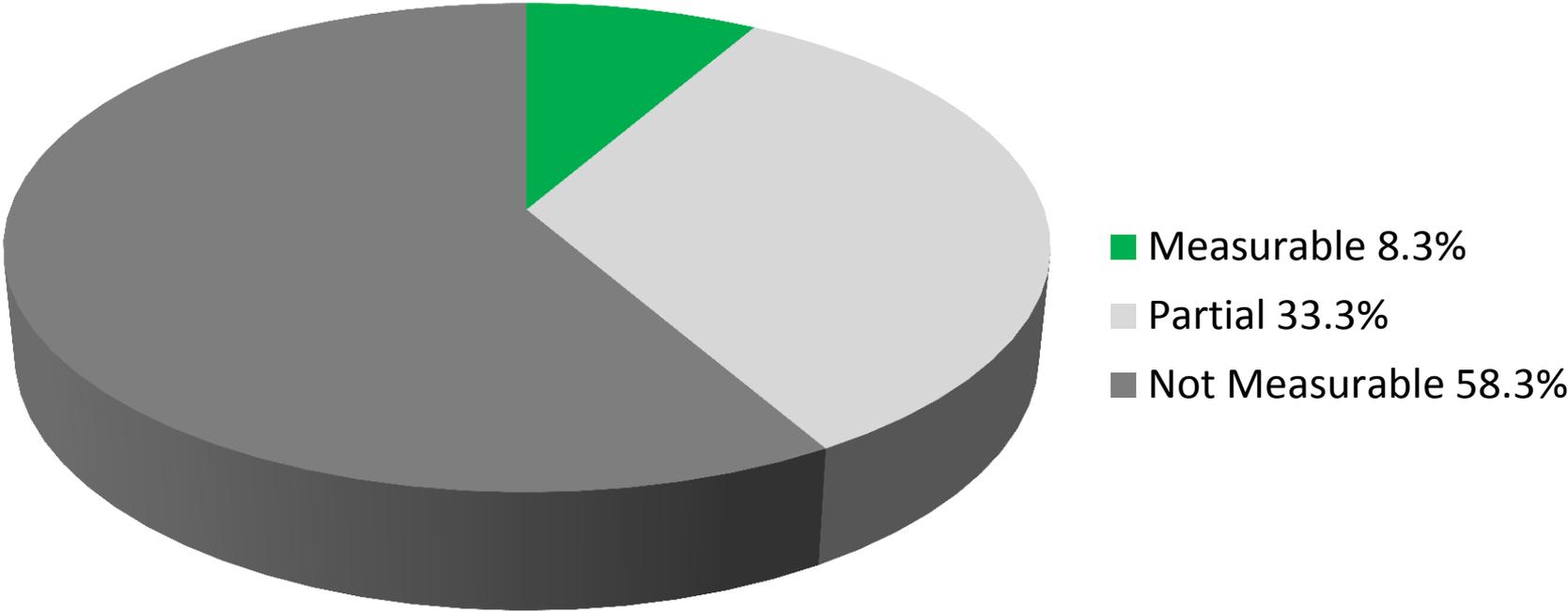


Measurable Objectives

Writing Objectives and Strategies in
order to Determine Effectiveness

Analysis of Objectives/Strategies Submitted by Local Agencies to the WIC State program FY 15

Objectives/Strategies



Understanding Relationships



Goals are broad statements to improve health to achieve long term benefit

Objectives are of short or medium term impact, that explain **how goals** will be achieved.

Measurable Objectives / Strategies state what WIC local agency will do in a way that tells whether it has succeeded.

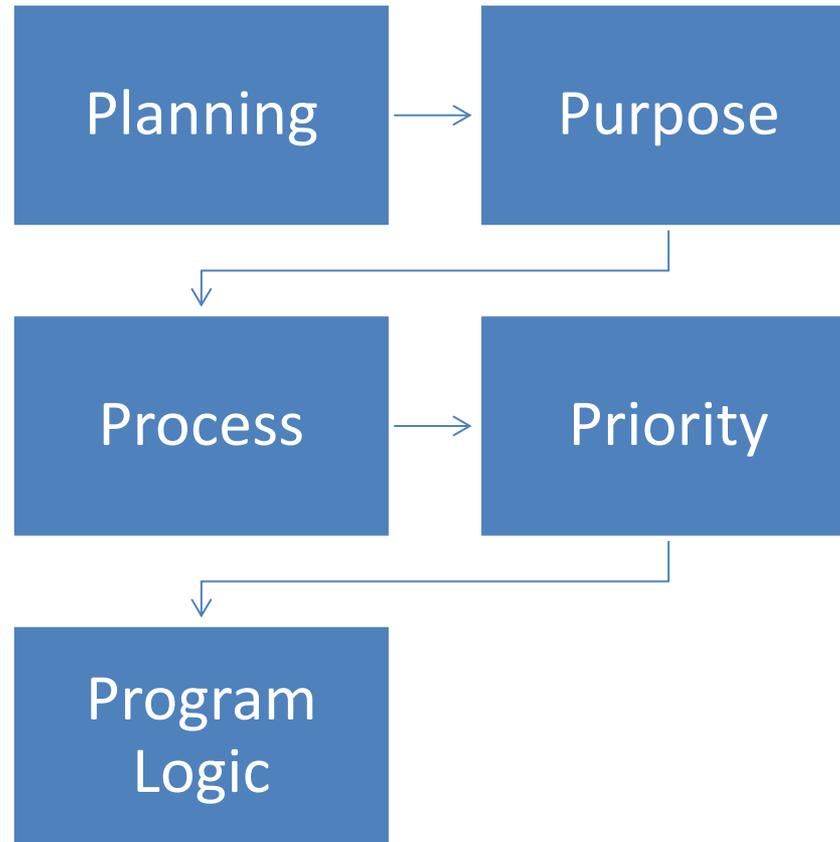
Strategies are the actions taken of short term results to reach objectives.

Measured by **outcome evaluation**(health gain), **impact evaluation**(behavior change) and **process evaluation** (completed action).

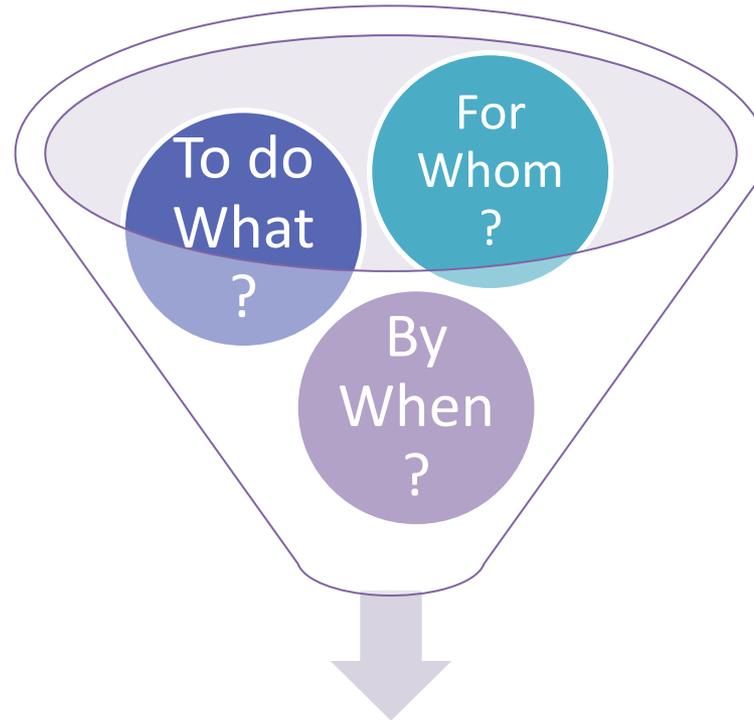




Steps when writing measurable objectives



**What tools are available to
help us write Measurable
Objectives?**



Measurable objective statement

'SMART' Technique



SMART Technique



Specific

- What exactly are we going to do for whom?
- Use verbs that indicate clearly what will be done:
 - provide,
 - train,
 - publish,
 - increase,
 - decrease,
 - schedule,
 - purchase
 - develop
 - build
 - fund
 - identify
 - raise

SMART Technique



Specific

- Avoid verbs that are vague and difficult to measure:
 - coordinate
 - partner
 - support
 - facilitate
 - enhance
 - commit
 - encourage
 - explore
 - seek

SMART Technique

Measurable

- Means it **can be counted** or can **quantify** an activity or its results.
- Needs to identify the source of and mechanism for collecting measurement data. How accurate is the measurement tool and method?
- To evaluate change, a baseline measurement is often required.
- Make sure that the data collected is realistic for your local agency.

SMART Technique



Attainable/Achievable

- Take into consideration:
 - Available resources
 - Support
 - Effort required
 - Proposed timeframe

SMART Technique



Realistic/Relevant

- Relevance refers to the relationship between the objective and the overall goals of the program or the purpose of the intervention.

SMART Technique



Time Bound

- Specific time
- Reasonable time
- The local agency will increase outreach activities from 1 to 3, by December 2016.
- “Within 6 months of receiving the grant,…”



Getting Started : To develop SMART objectives, use the template below and fill in the blanks:

By ____/____/____, _____
[when – time bound] [who/what – Specific]

From _____ to _____

[Measure (number, rate, percentage of change and baseline) – measurable]

Writing measurable learning outcomes

- Learning outcomes describe what participants are able to demonstrate in terms of knowledge, skills, and values upon completion of a program.
- When writing learning outcomes focus on specific action verbs to describe what participants are expected to demonstrate.

Specific Action Verbs

- **Knowledge** – arrange, define, name, recognize, relate, list, describe, identify, show, collect, examine, tabulate
- **Comprehension** – discuss, explain, express, interpret, contrast, distinguish, translate, locate, recognize, report
- **Application** – apply, choose, employ, show, change, modify, perform

Process in Writing Measurable Learning Outcomes

- **Learning outcome** – Participants will be able to apply knowledge from “foods rich in iron” lesson to determine healthy meals.
- **Assessment method** – Group class, using Re-NEW anemia lesson plan, handout activity, a written post-test.
- **Outcome Criteria** – Eighty percent of participants will score 70% or better on the evaluation post-test.

**Your Local Agency
Developed
Objectives/Strategies
Coming Year**

Local agency developed objectives – coming year

Not measurable written objectives and strategies

- State certification guidelines for income must be followed
 - Strategies – Quarterly chart audits, peer review, and cheat/sheet
 - Target date 9/2015

How can it be improved?



Objective: State Certification for Income Must be Followed

Strategies: Quarterly chart audits, peer review, and cheat/sheet

Specific	Measurable	Achievable	Realistic / Relevant	Time Based
Yes, partially 'certification for income' Chart audits Peer reviews Cheat/sheet	No 'must be' verb is not measurable. Other action measurable verbs may be: evaluate, investigate, identify, review	If is a 'must be' then is achievable; but need to determine 'how' and if that method is achievable.	Will be determined when objective is written better	No. Consider adding when the investigation will be performed. 'by x date' 'by x time period'

Objective: Increase WIC staff's adherence to Income policy from 80% to 90% by evaluation of 25 chart audits by May 15, 2015.

Specific	Measurable	Achievable	Realistic/ Relevant	Time based
Yes	Yes	Yes, but answer if is time frame, number of chart, and available staff is realistic.	Yes.	Yes.

Local agency developed objectives – coming year

Not measurable written objectives and strategies

- Wait time for clients must be shorter
 - Strategy – Encourage staff to work as a team to ensure that they process clients in a efficient time
 - Target date 9/2015

How can it be improved?

- Objective should state what is the current waiting time (which requires investigation) and what waiting time is set as goal.
- ‘Encourage’ verb is not measurable
- Add strategies - observation
- A better measurable verb to use is ‘training of staff ‘ by _____ (time frame)

Objective: Wait time for clients must be shorter

Strategy – Encourage staff to work as a team to ensure that they process clients in a efficient time

Specific	Measurable	Achievable	Realistic/ Relevant	Time based
Yes, partially	No	Not determined at this point	Not determined at this point	No. End of fiscal year????

Objective: The waiting time when arriving at the local WIC agency to be called by PA/ or receptionist will be decreased from 20 minutes to 10 minutes.

Strategy: Program Coordinator will provide training on effective clinic flow process to 80% of the Staff by May 22, 2015.

Strategy: Local Coordinator will tally participants' waiting time to be called by PA, on the following dates June 10, 15,17, 23, 25 of year 2015.

Strategy: Discuss tally waiting time results with WIC staff at July 15, 2015 monthly meeting.

Specific	Measurable	Achievable	Realistic/ Relevant	Time based
Yes	Yes	Yes	Yes	Yes

Local agency developed objectives – coming year

Not measurable written objectives and strategies

- Meet State objective for Obesity in Children
 - Strategy – Encourage mom to provide more nutrition snacks with fruits, vegetables and nuts
 - Target date 9/2015

How can it be improved

- What is the State **specific** objective, what is the current local agency data, and what is the new target for local agency?
- ‘Encourage’ verb is not measurable
- Add other strategies
 - Lesson plans

Meet State objective for Obesity in Children

Strategy – Encourage mom to provide more nutritious snacks with fruits, vegetables and nuts

Specific	Measurable	Achievable	Realistic/ Relevant	Time based
No	No	Not determined at this point	Not determined at this point	No End of fiscal year????

Objective: Decrease obesity in children enrolled in local agency from 19% to 17% by September 2015.

Strategy #1: Investigate how many children are obese by looking at SWIS risks factor reports by May 31st, 2015.

Strategy#2: Through chart audits evaluate the implementation of fruits and vegetables lesson plan to 50% (20) of children with obesity problem by July 20, 2015.

Strategy #3: 85% of participants will score 80% on evaluation test of fruits and vegetables group class.

Strategy #4: Through chart audits investigate percentage of nutritionists documentation of individualized goals and action plans for children with obesity problem by May 31st , 2015.

Strategy #5: Through chart audits, nutritionists documentation of individualized goals and action plans will increase from 40% to 70 % by August 15, 2015.

Specific	Measurable	Achievable	Realistic/ Relevant	Time based
Yes	yes	Yes	Yes	Yes

Local agency developed objectives – coming year

Not measurable written objectives and strategies

- Create quarterly classes for moms with children with anemia
 - Strategy – Start a quarterly class for moms of children with anemia so that we can provide more education on iron
 - Target date 9/2015

How can it be improved

- Dates for implementation are not specific.
- How many children with identified with anemia; and how many will be invited to class; how many will be receiving the class in a specific time frame.
- Other strategies to target lesson plan?

Create quarterly classes for moms of children with anemia

Strategy – Start a quarterly class for moms of children with anemia so that we can provide more education on iron

Specific	Measurable	Achievable	Realistic/ Relevant	Time based
Partially	No	Not determined at this point	Not determined at this point	No

Implement a quarterly group class about foods rich in iron and vitamin C for children with anemia during third week of the following months: January, April, July, November of 2015

Specific	Measurable	Achievable	Realistic/ Relevant	Time based
Yes	Yes	Yes	Yes	Yes

Objective can be: Reduce anemia risk among WIC program children from 10% to 8% using SWIS data report by September of FY 2016.

Specific	Measurable	Achievable	Realistic/ Relevant	Time based
Yes	Yes	Yes	Yes	Yes

When thinking about concerns or priorities, use investigative tools

Chart audits

- For instance, through chart audits you find out that 10 out of 25 charts have nutrition assessments that reflect setting individualized goals and action plans.
- Or Group class documented in SWIS or by observation omitted the evaluation tool.

Annual SWIS data

- For instance, case load has decreased 8% during current Fiscal Year
- Previous fiscal year case load decreased 5%

When thinking about concerns or priorities, use investigative tools

- Other tools are
 - Suggestion Box
 - State audits findings
 - Local Agency Self-Evaluation
 - Participant Satisfaction Survey

Participant Satisfaction Survey Results

- Give you information about how the program is perceived by the participants.
- Give you information about what barriers participants are facing.
- Give you information about what needs to be prioritized when setting measurable goals
- Give you information on what nutrition topics are of interest to mothers.

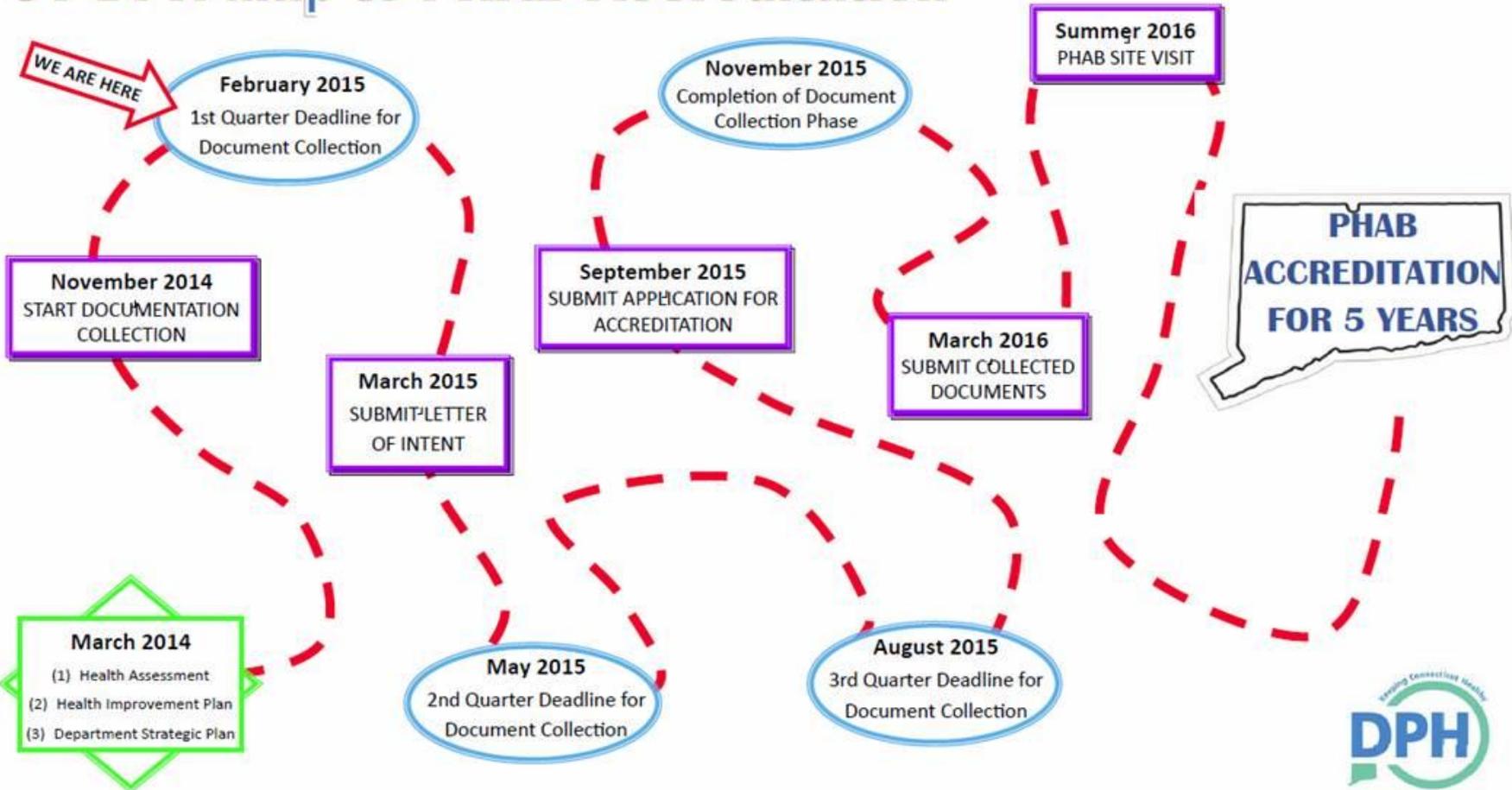
How to prioritize using Participant Satisfaction Surveys

- What is a priority?
 - 90% of participants will recommend WIC program to other family members and/or friends.
 - 50% of participants found the waiting time to be seen adequate.
 - 40% of participants found parking to be adequate.
 - 60% of participants would like nutrition information web addresses.

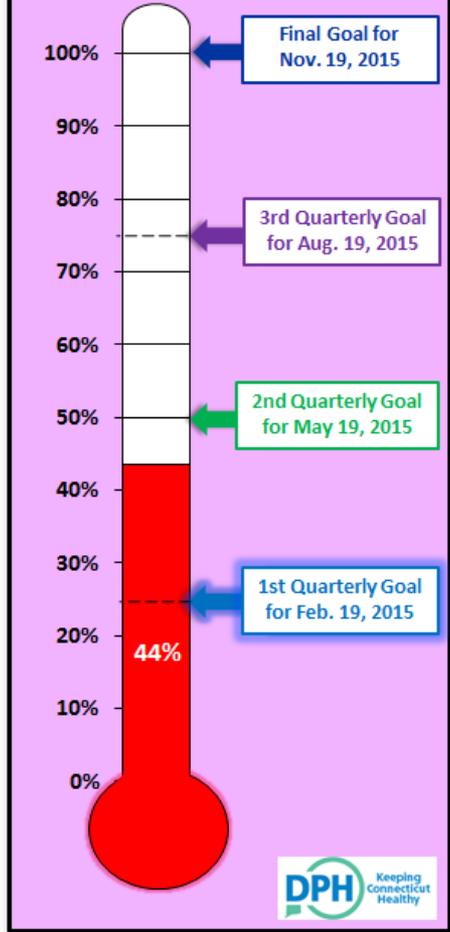
Sample of Measuring objectives/strategies set by DPM

CT DPH Map to PHAB Accreditation

January 2015



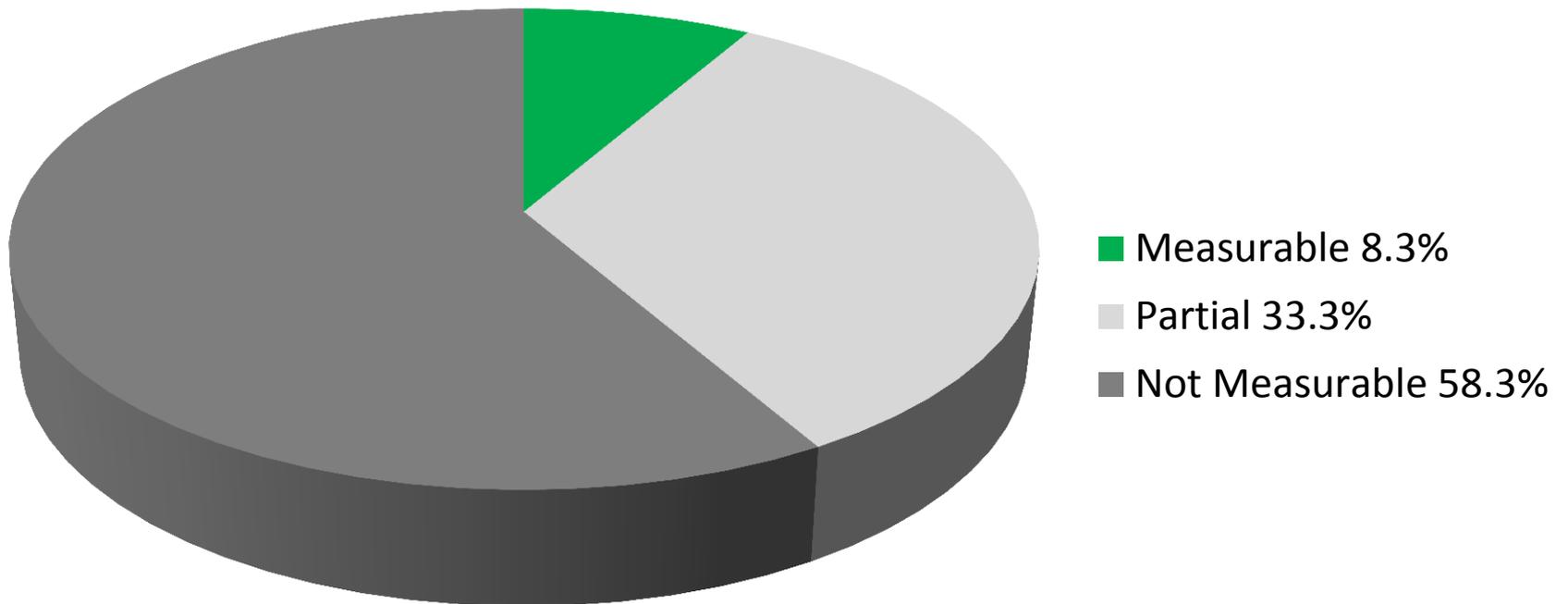
PHABuloCiTy Progress Thermometer



Last Updated: February 20, 2015

Analysis of Objectives/Strategies Submitted by Local Agencies to the WIC State program FY 15

Objectives/Strategies



State Objective Goal, Objective and Strategies for Retreat Activity

- Goal: Local agencies annual plan submissions show progress in developing measurable objectives and strategies.
- Objective: Inclusion of measurable objectives and strategies will increase from 8% to 20% in FY 16 LAP submissions.
- Strategy: At Management Retreat on March 13, 2015 discuss with local agency management staff various resources to use when developing measurable objectives / strategies.

State Objective Goal, Objective and Strategies for Retreat Activity

- Administer a post-test to local agency staff to evaluate comprehension of 'setting measurable objectives and strategies' training.

Workshop Activity

- Think about your local agency concerns, data analysis, State audit findings and choose or prioritize a problem (Use form provided).
- Write a general 'goal'
- Write a relevant 'objective'
- Write strategies
- Evaluate objective and strategy using 'Smart Technique'

References

- PDF Management Services Pty Ltd for the Victorian Department of Health in the Southern Metropolitan Region, Tips sheet –writing measurable objectives.doc, May 2010
<http://www.dhs.vic.gov.au/operations/regional/southern/regional-program/public-health>
- Forrest W. Anderson, Linda Hadley, David Rockland and Mark Weiner, Institute for Public Relations, Guidelines for Setting Measurable Public Relations Objectives: An Update, September 2009 www.instituteforpr.org
- Sandy Oster, F.Simone Tiu, 3rd Annual Texas A&M Assessment Conference, Writing Measurable Learning Outcome
<http://www.gavilan.edu/research/spd/Writing-Measurable-Learning-Outcomes.pdf>

Measurable Learning Outcome

- 90 % of participants will score of 80% or higher in the post-test.