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

- Measurable 8.3%
- Partial 33.3%
- Not Measurable 58.3%
Understanding Relationships

- Goals
- Objectives
- Strategies
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

Planning → Purpose

Process → Priority

Program Logic
What tools are available to help us write Measurable Objectives?
Measurable objective statement

- To do
- What?
- For Whom?
- By When?
- When?
‘SMART’ Technique

- Specific
- Measurable
- Achievable
- Time
- Realistic
SMART Technique

- 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

• Take into consideration:
  – Available resources
  – Support
  – Effort required
  – Proposed timeframe

Attainable/Achievable
SMART Technique

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

- 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

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<th>Realistic / Relevant</th>
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<tr>
<td>Yes, partially ‘certification for income’ Chart audits Peer reviews Cheat/sheet</td>
<td>No ‘must be’ verb is not measurable. Other action measurable verbs may be: evaluate, investigate, identify, review</td>
<td>If is a ‘must be’ then is achievable; but need to determine ‘how’ and if that method is achievable.</td>
<td>Will be determined when objective is written better</td>
<td>No. Consider adding when the investigation will be performed. ‘by (x) date’ ‘by (x) time period’</td>
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Objective: Increase WIC staff’s adherence to Income policy from 80% to 90% by evaluation of 25 chart audits by May 15, 2015.

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<tr>
<td>Yes</td>
<td>Yes</td>
<td>Yes, but answer if is time frame, number of chart, and available staff is realistic.</td>
<td>Yes.</td>
<td>Yes.</td>
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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 an 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 an efficient time

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<tr>
<td>Yes, partially</td>
<td>No</td>
<td>Not determined at this point</td>
<td>Not determined at</td>
<td>No.</td>
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<td>this point</td>
<td>End of fiscal year?????</td>
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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.

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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

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

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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

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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

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

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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
PHABuloCiTy Progress Thermometer

- Final Goal for Nov. 19, 2015
- 3rd Quarterly Goal for Aug. 19, 2015
- 2nd Quarterly Goal for May 19, 2015
- 1st Quarterly Goal for Feb. 19, 2015

Last Updated: February 20, 2015
Analysis of Objectives/Strategies Submitted by Local Agencies to the WIC State program FY 15

Objectives/Strategies

- Measurable: 8.3%
- Partial: 33.3%
- Not Measurable: 58.3%
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


Measurable Learning Outcome

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