



Examples of Clear and Unclear Goals

This is not a clear goal because it is not *concise*.

Example 1 – Unclear Goal: To decrease risk of chronic health conditions within our area schools by increasing the number of schools and school districts that implement effective policies, environmental change, and educational approaches to address physical activity and nutrition using the approach of the Whole School, Whole Community, Whole Child (WSCC) model.

It can be simplified to...

Example 1 – Improved Goal: Increase implementation of effective physical activity and nutrition strategies in schools and school districts through use of the Whole School, Whole Community, Whole Child (WSCC) model.

This is not a clear goal because it does not *specify an expected program effect in reducing a health problem*.

Example 2 – Unclear Goal: Increase the attendance record of the local school district.

It can be clarified as...

Example 2 – Improved Goal: Increase the capacity of the local school district to reduce student absenteeism by managing chronic health conditions.

Resources

Good Goals and Smart Objectives Resources

Brief 3: Goals and Objectives Checklist

<http://www.cdc.gov/healthyyouth/evaluation/pdf/brief3b.pdf>

Strategic Planning Resources

Strategic Planning Kit for School Health Programs

http://www.cdc.gov/healthyyouth/evaluation/pdf/sp_kit/spt_pt1.pdf

Brief 5: Integrating the Strategic Plan, Logic Model, and Workplan

<http://www.cdc.gov/healthyyouth/evaluation/pdf/brief5.pdf>