

A well-written goal answers five questions

# Writing Goals

Why are you doing it?

What will you do?

Who will do it?

How will you measure it?

When will you do it?

Created by Jane Mahoney  
for the ACE Meeting - April 26, 2018

## WHY are you doing it?

- What do you want to gain?
- What do you want changed as a result of doing it?
- Is this a response to an identified need?
- Are the goal and outcome meaningful?

## WHAT will you do?

- Be clear and concise.
- Indicate exactly what you plan to do.
- Be reasonable – make sure you can actually accomplish it.
- Do not include something you already do.
- Stretch your agency to accomplish new things.

## WHO will do it?

- Clearly state who is responsible to complete the goal.
- Can be your agency or a specific department in your agency
- Cannot be another agency or person over which you have no control
- Can be a partner, but ultimate responsibility is with the Aging Unit

## HOW will you measure it?

- How will you know the goal was accomplished?
- If the proposed tasks are completed, did this result in the change you hoped for?
- Did completing the “what will you do?” result in the accomplishing the “why are you doing it?”
- How will data be collected and reported?

## WHEN will you do it?

- Indicate when the goal will be accomplished.
- Write at least one unique goal per year in each focus area.
- Do not duplicate goals in different focus areas.
- Report goal progress at the end of the year it was completed.

## Examples of well-written goals:

### **EXAMPLE:**

*In order to increase early detection of memory loss and dementia, the Dementia Care Specialist will hold at least 3 memory screening events resulting in at least 15 memory screens being completed by the end of 2020.*

#### **WHY** are you doing it?

In order to increase early detection of memory loss and dementia

#### **WHAT** will you do?

hold at least 3 memory screening events

#### **WHO** will do it?

the Dementia Care Specialist

#### **HOW** will you measure it?

resulting in at least 15 memory screens being completed

#### **WHEN** will you do it?

in 2020

#### **ADVOCACY**

To assist older adults and their caregivers in making informed decisions regarding policies that may affect their lives, the Aging Unit will offer four public education sessions, reaching 30 people, on local, state, and federal policies by October 31, 2020.

#### **NUTRITION**

To increase the consumption of fresh, locally grown produce, nutrition staff will partner with local gardeners to provide fresh produce to be used in one meal per week at 4 nutrition sites for an 8-week period by October 31, 2019.

In order to improve the nutrition among congregate meal participants, the nutrition staff will use Eat Well, Age Well materials at three dining sites every month throughout 2019, 50% of people surveyed will indicate that they have tried at least one of the recipes.

#### **CAREGIVING**

To increase socialization and support for grandparents and other relatives raising children, the Caregiver Coordinator will work with the Kinship Coordinator to plan two social events for relative caregivers and their children in which 8 families will participate in 2020.

In order to increase utilization of AFCSP funding, the Caregiver Coordinator will do 3 presentations about Alzheimer's/dementia and resources to assist caregivers (using the AFCSP Fact Sheet as a handout) which will result in at least 2 new families to be enrolled in AFCSP by 12/31/21.

#### **DEMENTIA**

To ensure that local law enforcement officers understand the unique needs of persons with dementia, the Aging Unit will provide a training course for city and county officers in which at least 60% of officers will attend by November 2018.

#### **HEALTHY AGING**

To increase attendance at the Living Well class, the Health Promotion Coordinator will offer 2 non-evidence based activities by November 15, 2021. These activities will result in a 15% increase in Living Well class participants compared to the class held the previous year.

In an effort to increase participation in Evidence Based Prevention workshops, the Transportation Coordinator and Prevention Coordinator will promote and provide transportation to all healthy aging classes in 2019, which will result in a 15% increase in participants compared to the previous year.

#### **LOCAL**

In order for staff and volunteers to learn how to identify, understand and respond to signs of mental illness, the Aging Unit will host a Mental Health First Aid certification course by Dec 31, 2021 and a minimum of 75% of staff and 50% of volunteers will take the course.

To ensure new Medicare enrollees are further educated about Medicare, the Elder Benefit Specialist will hold 8 Medicare 101 classes in 2020, and a pre/post test will show that 75% increased their knowledge of Medicare.