# Goal Writing Guidance and Template: Aging Plans for 2025–2027

## Goal Writing Guidance

**Goal statement should explain:** What improvements do we envision for our program or services? It may help to consider these questions in framing goal statements and strategies:

1. Why are we choosing this thing to focus our efforts on?
2. Why do we believe this particular effort will make things better?
3. How do we think this leads to people being better off?
4. How will we know that when we’re done with this effort?
5. How will we know whether anyone is better off because of this effort?

**Plan or strategy should explain:**

1. Do we intend to increase the amount of effort, improve the quality of efforts, or make some other changes that improve the program?
2. How do we think these improvements will benefit our community and/or program participants?
3. What will we do to move forward this improvement?

**Preliminary ideas about how we will document our efforts and accomplishments:**

1. Tools that will tell us **how much** we have done.
2. Tools that will tell us whether we have **done things well**.
3. Tools that will tell us if anyone is **better off** because of the changes we made.

## Goal Writing Template

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| **Older Americans Act program area** (Select a program area if applicable.)[ ] Title III-B Supportive Services[ ] Title III-C1 and/or III-C2 Nutrition Program[ ] Title III-D Evidence-Based Health Promotion[ ] Title III-E Caregiver Supports |
| **Aging Network value** (Select a value if applicable.)[ ] Person centeredness[ ] Equity[x] Advocacy |
| **Goal statement:** **Example Goal:** Older adults will have access to training and educational opportunity to assist with becoming effective advocates. |
| **Plan or strategy:****Example Strategies:** * Offer training on the legislative process/educational workshop to increase effectiveness of local advocates.
* Market Advocacy 101 Event to provide awareness to Older adults.
* Identify opportunities for newly trained advocates to put skills and knowledge to use.
* Partner with the local League of Women Voters (LWV) to create awareness about public policy and voting.
* Identify three local or State opportunities for individuals to put their skills to work (provide local legislator information, information about local budget hearings, State advocacy alerts, etc.).
* Regional ADRC will increase staff knowledge about the policy making process and consumer advocacy.
* Conduct outreach to older adults to increase access knowledge to unbiased information on important issues regarding elders.
* Provide outreach and organizational support for older adult Veterans to access unbiased informational workshops about advocacy-related topics of fraud and technology.
* Create a resource library, including publications, articles and videos, related to advocacy, and make them available on the agency website.
* Provide advocacy training for the members of the governing board.
* Partner with local police department to provide older adult fraud prevention presentations.
* Training will be provided to educate older adults, their families, and caregivers on how to advocate effectively.
* Create new marketing plan for outreach and awareness building that expands efforts to reach consumers.
* Empower older adults to find their voice and advocate for programs and services they need to remain living independently in the community.
* Offer, yearly, routine training for community members on understanding rights of community members including older adults.
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| **Documenting efforts and tools:**Documenting **how much** has been done:Documenting **how well** it has been done:Assessing whether anyone is **better off**:**Example Metrics:*** Attendance of local advocates at the Aging Advocacy Day in May.
* Complete a post-evaluation to measure its value.
* Training/events completed.
* Training conducted; Outcomes evaluated.
* Click through rates on the videos related to advocacy on the website demonstrate consumers are accessing the educational materials.
* A minimum of 5 fraud prevention presentations are offered in different communities throughout the county.
* Compile event details and the number of staff and older adults in attendance.
* At least 1 older adult or caregiver will participate in Aging Advocacy Day annually.
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| ***OPTIONAL*: Notes on considerations for framing goals**1. Why are we choosing this thing to focus our efforts on?
2. Why do we believe this particular effort will make things better?
3. How do we think this leads to people being better off?
4. How will we know that when we’re done with this effort?
5. How will we know whether anyone is better off because of this effort?
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