# 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  Advocacy |
| **Goal statement:**  By December 31, 2027, Goodland County Aging Unit’s evidence-based health promotion programs for older adults will increase diversity among participants by 25%. |
| **Plan or strategy:**  This will be achieved through targeted outreach efforts to underserved communities, culturally tailored marketing materials, and collaboration with community organizations serving diverse populations.   * Include diverse populations in flyers/brochures for health promotion programs. * Create new partnerships with organizations that serve diverse populations. * Have at least one new facilitator from an organization that serves a marginalized community in an evidence-based program using OAA Title III-D funding. |
| **Documenting efforts and tools:**  Documenting **how much** has been done:   * Progress will be measured annually, and adjustments to strategies will be made as needed.   Documenting **how well** it has been done:   * We will use Wellsky (SAMS) data to capture baseline demographic, including race, of evidence-based health promotion participants annually to assess success of strategies. * Number of new partnerships with organizations serving marginalized communities.   Assessing whether anyone is **better off**:   * Survey participants in evidence-based programming to measure impact on overall health. Could include making modifications to general registration form used for evidence-based programming. |
| ***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? |