# Goal Writing EXAMPLE – Title IIIB Supportive Services Goal

## 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:** Goodland County ADRC /Aging Unit will provide accessible transportation for 60+ community members living in three of our most isolated rural communities as part of our rural transport pilot project during the next 2 years. It is our goal to address several concerns voiced by community members including social isolation and loneliness, food insecurity and equitable access to transportation services. |
| **Plan or strategy**  Goodland County ADRC/Aging Unit will offer rides on a donation basis to people 60+ for community shopping trips for the three small communities of Fox Bourgh, Manchester and Little Richmond on Monday, Tuesday and Wednesday (one trip for each community each week). The program will address several concerns voiced by community members including social isolation and loneliness, food insecurity and equitable access to transportation services.  The rural transportation pilot will be provided over 2 years and continue if evaluation tools show that it is successful (see below). |
| **Documenting efforts and tools:**  Documenting **how much** has been done:  Drivers will document the number of riders from each community. The transportation coordinator will document the number of users in each community and the frequency of each rider using the service.  Documenting **how well** it has been done:  Riders will be encouraged fill out an anonymous satisfaction/suggestion card and place it into a survey box on the bus each week. These will assess general utility for users, satisfaction with the frequency of service, and satisfaction with accessibility. The survey cards will be given to the transportation coordinator at the aging unit and tallied for a quarterly report. As needed the information will be shared with Aging Unit staff, and board members. General quality improvement suggestions will be shared with drivers.  Assessing whether anyone is **better off**:  Goodland County ADRC /Aging Unit will implement pre and post surveys of those using the service to measure the following:   * Does the service help to address feelings of loneliness and isolation? * Does the service decrease or eliminate food insecurity and nutritional risk? |
| **OPTIONAL: Notes on considerations for framing goals**   1. **Why are we choosing this thing to focus our efforts on?**   We are choosing to focus on this effort as it will address and issue of equity as other communities in the county have some level of transportation that these communities do not. We also believe that we may be able to address issues of social isolation and loneliness and food insecurity among older adults in these communities.   1. **Why do we believe this particular effort will make things better?**   Low costs accessible transportation is essential component to support livable communities for older adults. We have heard from community members during our aging planning community engagement events transportation is essential for them to maintain their place in the community and to feel independent.   1. **How do we think this leads to people being better off?**   We hope to improve the following; access to basic food and household supplies and lower food insecurity and decreased socialization and loneliness. We also hope this will afford older adults a sense of independence and control in their daily lives.   1. **How will we know that when we’re done with this effort?**   It is our intention to provide transportation for two- full years and have riders and other community and family members evaluate the success of the rural transport pilot project.   1. **How will we know whether anyone is better off because of this effort?**   We will use a customer satisfaction survey to measure the following:   * Utility for Users-do older adults get what they need during their trips to the City of Goodland? * Satisfaction with the frequency of service * Accessibility for those who have mobility issues   In addition, we will measure the following using a brief assessment at the time of enrollment and again after six months of participation:   * Change in the level of loneliness and isolation * Change in the level of nutritional risk or food insecurity |