# 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 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: OAA Title III-D Social Isolation and Loneliness**  To provide equitable access to evidence-based programs, fostering a sense of belonging, and mitigating the negative effects from social isolation and loneliness. Through comprehensive initiatives, the Aging Unit of Goodland County aims to create a community where older adults feel connected, supported, and empowered to prioritize their well-being. By implementing evidence-based health promotion programs and social isolation and loneliness initiatives we hope to foster meaningful connections to enhance both the physical and mental health outcomes for older adults, ultimately fostering a healthier and more vibrant community. |
| **Plan or strategy:**  Assess Goodland County’s community social connection assets and areas for improvement for older adults by conducting listening sessions, identify at-risk older adults utilizing an evidence-based screening tool, participate in the Wisconsin Coalition For Social Connection’s Awareness Week in November annually, implement interventions and measurement tools based on the feedback from listening sessions and best practice examples from around the country. Implement evidence-based programming and add social isolation and loneliness questions to the Wellsky (SAMS) registration form to measure impact. |
| **Documenting efforts and tools:**  Documenting **how much** has been done:   * Record qualitative feedback at listening sessions and create a report to share with staff and the Advisory Board. * Number of screening tools implemented, and referrals made. * Utilized the Wisconsin Coalition on Social Connections Awareness Toolkit – recorded number of social media posts made, flyers handed out, etc. * Increase number of evidence-based health promotion offerings * Number of participant evaluations (with social isolation and loneliness questions added to the general registration form) from evidence-based health promotion programs.   Documenting **how well** it has been done:   * Assess recruitment efforts in existing evidence-based health promotion programming. * Evaluate facilitators at the conclusion of evidence-based programming to assess overall satisfaction.   Assessing whether anyone is **better off**:   * Follow-up surveys (email, mail, or phone call) will be conducted to those participants who scored high-risk for loneliness to see if the referral they received had an impact on their social connectedness and feelings of belonging. * Analyze evaluation data from all evidence-based health promotion programs. |
| ***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? |