# 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?** The improvement would be to increase the number of caregiver services by obtaining additional funding for caregiver programs, OAA programs, and/or respite care grants through advocacy.
2. **Why do we believe this particular effort will make things better?** When people feel heard, they feel empowered. Psychologically this has a positive effect on family/friend caregivers as well as supports their advocacy efforts to support additional caregiver resources and funding.
3. **How do we think this leads to people being better off?** The more people understand the importance of telling their story, the greater the chance they will be involved in more advocacy efforts to get bills passed, to acquire more funding for caregiver programs, and involve them in additional work such as “Call To Action”, participate in Letters to the Editor, and/or interviewing opportunities (e.g. radio/TV/Social Media/Newsletters).
4. **How will we know that when we’re done with this effort?** \_\_\_\_% of caregivers participate in local in-district events, Wisconsin Aging Advocacy Days, town hall meetings, and more.
5. **How will we know whether anyone is better off because of this effort?** Quantitative 🡪 The number of caregivers who join the event(s). Potential funding was acquired because of the event and advocacy work. Qualitative 🡪 Follow up with family/friend caregivers after the event(s) to learn if they feel heard, represented, and valued as part of the legislative process.

**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 with 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:** Support the expansion of caregiver services and funding by coordinating advocacy event(s) to family/friend caregivers. |
| **Plan or strategy:** Reach out to local legislatures to find a date, and promote the event with family/friend caregivers, this can include other participants of the AU and/or ADRC, and governing board members. Additional efforts could include “Call To Action” opportunities – post on social media or create and utilize a listserv specifically for this purpose. Also, encourage family/friend caregivers to reach out to their legislatures directly to share their personal stories, struggles, successes, and rewards. Educate family/friend caregivers by sharing advocacy events such as Wisconsin Aging Advocacy Day, running information from GWWAR’s [Advocacy](https://gwaar.org/advocacy-and-grassroots-resources1) site, including practical tips/information such as [How To Contact Your Legislatures](https://maps.legis.wisconsin.gov/?version=2022). |
| **Documenting efforts and tools:**  Documenting **how much** has been done:  Gather baseline data   * Count current advocacy events. * Record current funding.   Documenting **how well** it has been done:   * Implement a short survey as a follow-up for family/friend caregivers to complete following the advocacy event.   Assessing whether anyone is **better off**:   * Compare the number of advocacy events and actions during the Aging Plan cycle. * Compare funding in years of the Aging Plan cycle to determine if there has been an increase. |
| ***OPTIONAL*: Notes on considerations for framing goals**   1. **Why are we choosing this thing to focus our efforts on?**   Offer a voice to family/friend caregivers, spread awareness specifically to policy-makers, and influence change for the better on behalf of family/friend caregivers.   1. **Why do we believe this particular effort will make things better?**   We know that currently, the National Family Caregiver Supports Program (NFCSP) has exhausted all its funding statewide in 2023. We know that additional funding would support additional caregivers.   1. **How do we think this leads to people being better off?**   Establishing much-needed relief to family/friend caregivers such as respite, transportation, supplemental services, support groups, education, and even support specifically for working caregivers will allow more caregivers to continue in their vital roles. The better we can support caregivers, the better they will be, the longer they can sustain and ultimately the better off care recipients are because of the increased support and funding.   1. **How will we know when we’re done with this effort?**   At least one advocacy event was planned and \_\_[x]\_\_\_ of caregivers attended.   1. **How will we know whether anyone is better off because of this effort?**   Quantitative 🡪 An increase in the number of events held, an increase in the number of caregivers in attendance, and a potential increase in funding would all suggest the goal has been accomplished and family/friend caregivers are better off because of the AUs effort. Qualitative 🡪 Caregivers will report a positive experience following the advocacy event(s), the AU has established a relationship with local policy-makers. |