

# 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

**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 and/or AFCSP Caregiver Supports

**Aging Network value** (Select a value if applicable.)

- Person centeredness
- Equity
- Advocacy

Increase the number of self-identified family caregivers and respite workers in the community to increase AFCSP participation and caregiver training and knowledge.

We have a lot of informal caregivers in the community, but many do not consider themselves family caregivers. If we can identify these caregivers, we can offer them the services that we have to support them. Also, if we can get a pool of community members who are interested in being respite workers, we will be able to offer this service utilizing AFCSP funds and Title VI Part C.

**Plan or strategy:**

- We will increase our efforts in educating the community about what a caregiver is and what services the Elder Program has to support their efforts. (Examples could be current listservs, newsletters, support groups, and more.)
- Increase partnerships with local hospitals/clinics and other community partners for referrals.
- Work with the [Respite Care Association of Wisconsin](#) Respite Care Association of Wisconsin to increase the number of respite care workers available on their registry.
- Offer free and low-cost services to all family caregivers available on [WisconsinCaregiver.Org](#).
- We will work with our Elder Advisory Council to assist in gaining more community awareness and participation.

**Documenting efforts and tools:**

Documenting **how much** has been done:

- Our numbers in REDCap will reflect the change in Elders participating in the Caregiver program.
- AFCSP funds will be fully utilized each year.

Documenting **how well** it has been done:

- We will evaluate the program's value and changes with the Elders as well as their Caregivers to see if there are things that need to be improved as we go along. This is a community program based on the community's needs so it will be important to gauge the positive impact moving forward. This can be accomplished with the use of the existing [caregiver needs assessment](#), [initial](#), and [post-eval](#).
- Having a survey at our booths when doing community outreach, we could gauge how much information is out there already and how much still needs to be done to improve the effectiveness of education and recruitment.

Assessing whether anyone is **better off**:

- In our conversations with participating Elders and their caregivers we will be able to see if they are happy with the services that are being provided and if there is a need to expand on the services.
- Compare responses between the caregiver's [initial](#), and [post-eval](#).

**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?