

GOALS & Objectives

Goals

- Goals communicate changes that you plan to produce through your project.
- A goal is a statement of the desired (long-term) future impact of your program.
- Goals are conceptual, broad and abstract.

Tip: Choose a few key goals- this approach will help the reviewers understand your project, instead of confusing them with unnecessary complexity

Objectives

- Objectives define how the goals will be obtained in focused and specific terms.
- Objectives provide the basis for activity development.
- Objectives should be clearly stated in a format that allows for evaluation.
- Objectives are SMART (Specific, Measurable, Achievable, Realistic, Time Framed)

Examples

Goal: Increase access to screening services for the medically underserved population in Searcy County.
Objective 1: Provide 847 program participants with comprehensive women's health services on a sliding fee scale that include CBE, SBE training, mammogram referral, and outcome tracking/follow-up.
Objective 2: Provide screening mammograms to 150 underserved women, utilizing a Mobile Mammography unit on-site during (5) Women's Health Day events at clinics in Searcy County.

Goal: Reduce the number of Garland County women dying of breast cancer by improving early detection and treatment.
Objective 1: Provide mammography services to at least 20 and up to 60 Encore Plus referred patients in our service area during the 2008 funding cycle.
Objective 2: Increase the number of women in Garland County who receive routine mammograms by 2% during fiscal year 2008-09 by offering free clinical breast exams and mammograms to eligible women.
Objective 3: Increase the number of patients referred to the project by at least 40% during 2008 funding cycle