

Teenage Pregnancy Prevention: Replication of Evidence-based Programs

Guidance on Goals and Objectives

Goals

A goal is a general statement of what the project expects to accomplish. It should reflect the long-term desired impact of the project on the target group(s) as well as reflect the program goals contained in the program announcement. The goal(s) statement should mirror the outcomes found to be effective in the original program model.

Outcome Objectives

An outcome objective is a statement which defines a measurable result the project expects to accomplish. Outcome objectives should be supported with several process objectives. All proposed objectives should be specific, measurable, achievable, realistic and time-framed (S.M.A.R.T.).

- Specific:** An objective should specify one major result directly related to the program goal, state who is going to be doing what, to whom, by how much, and in what time-frame. It should specify what will be accomplished and how the accomplishment will be measured.
- Measurable:** An objective should be able to describe in realistic terms the expected results and specify how such results will be measured.
- Achievable:** The accomplishment specified in the objective should be achievable within the proposed time line and as a direct result of program activities.
- Realistic:** The objective should be reasonable in nature. The specified outcomes, expected results, should be described in realistic terms.
- Time-framed:** An outcome objective should specify a target date or time frame for its accomplishments.

Process Objectives

Process objectives operationalize the outcome objectives by describing the actual activities and/or methods that must be implemented for the program to have the desired effect on the target population. Process objectives directly relate to the outcome objectives and will state the types of materials, programs, or services to be provided in order to achieve the outcome.