Starter Objectives for the Health Protection Goals: Working Document—Draft Version 2: 10/18/06

Purpose and use of objectives:

CDC is developing objectives (defined in the endnote) to support the accomplishment of its Health Protection Goals. These objectives are intended to do the following:

- identify leading public health issues that require additional research, program, or policy;
- provide direction and focus for CDC work;
- enable collaboration
 - o among various parts of CDC;
 - between CDC and many other public health stakeholders.

Roles of CDC and other stakeholders in achieving objectives

Every objective on this list can potentially be influenced by CDC. Some of these objectives reflect major current areas of CDC activity; others are more future-oriented. CDC will have relatively direct influences on some of these objectives and less direct influence on others. Generally, in order to achieve health impact related to any of these objectives, CDC will need to work with a broad range of partners. But CDC can have influences on all of these objectives through one or more of the three core public health functions of assessment, policy development, and assurance of services.

Goal action planning

These objectives are one part of CDC's goal action planning process. To ensure accountability and measure progress, CDC's goals and objectives will be related to specific and time-bound measures, strategies, and actions in a set of "goal action plans." The format of a draft goal action plan is available through CDC's Office of Strategy and Innovation.

In the upcoming goal action plans, the objectives are intended to

- bridge broader goals to more specific measures, strategies, and actions;
- be communicable to broad groups of stakeholders including the public;
- be limited in number;
- cover a broad range of public health activities in which CDC might engage.

As a result, these are these are broader and less specific than what some audiences normally consider "objectives." "Measures," on the other hand, will be more numerous and specific.

How were these starter objectives developed?

CDC staff developed these starter objectives with input from the Partner's Task Force on Objectives.¹ CDC's coordinating centers and offices submitted approximately 250 draft objectives by August 11, 2006. A CDC working group² consolidated the submissions, removed duplicates, assured that objectives were at a similar level of scale, removed proposed objectives that were outside of scope, and edited for clarity, resulting in a list of approximately 70 refined draft objectives.³ The draft objectives underwent a second extensive round of revision in response to comments from The Partners Task Force on Objectives on September 6 and a broad meeting of CDC leadership on September 7.

How will these objectives be refined?

This starter list will be refined from September 2006 through December 2006. The process of refinement will include broad internal and external engagement and consideration of data and criteria including the potential to improve health. We expect that CDC's goals and objectives will not be static but will continue to evolve.

How will the CDC goals process incorporate science and support research?

CDC remains committed to the highest standards of scientific excellence in

- defining problems;
- developing science-driven programs and policies.

The intent of the goals process is to support science and research as well as program and policy. CDC programs will continue to strive to be grounded in scientific evidence, always with an eye to improvement.

Public health research is critical to support continuous improvement in the scientific tools available to support public health practice. The majority of the

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² Christine Branche, Peter Briss, Kathleen Ethier, Christopher Kochtitzky, Hugh Potter, Jamila Rashid, Peter Rzeszotarski, Beth Stevenson, Monica Swahn, Angie Tracey, Walter Williams.

³ The original list and the disposition of each of its objectives are available from CDC's Office of Strategy and Innovation.

starter objectives are supported by research themes outlined in the *Health Protection Research Guide*, 2006–2015. The *Health Protection Research Guide* will be a valuable resource to the goal action teams to identify critical public health research needed to achieve the Health Protection Goals.

How will the CDC goals process support efforts to eliminate health disparities?

Achieving optimal health and quality of life for everyone in the United States, including vulnerable populations, requires preventing and eliminating health disparities. Variation in determinants of health (including health care) and disparities in measures of health status are observed across essentially all areas of public health practice. To accomplish every objective proposed, CDC must address health disparities.

Adequately addressing disparities will require dedicated resources, actions, and measurement that are systematically and clearly identified in all goal action plans. We must evaluate our progress in health disparities—even for objectives demonstrating improvement in health status and practice for the nation as a whole. The work to improve the nation's health through meeting these objectives must necessarily improve the health of all of our people—including those at highest risk.

Supporting Healthy People

CDC fully supports *Healthy People* 2010, and CDC's Health Protection Goals are designed to make CDC and our partners stronger contributors to the success of *Healthy People* 2010. Health People 2010 measures will be used to support many objectives, particular for the Overarching Goals of Healthy people at every stage of life and Healthy People in Healthy places. CDC is actively participating in Department of Health and Human Services efforts to begin planning for *Healthy People* 2020. An illustration of a CDC objective supporting several *Healthy People* 2010 goals is shown in the table.

⁴Addressing Health Disparities in Goal Action Plans

During the Assessment Phase Goal Teams will (a) Identify major health issues and topics (disease/injury/disability/risk factors) by goal area: (b) identify important/priority health disparities in these areas; (c) identify research or service delivery gaps; and (d) identify areas for strategic action.

During Strategy Development and Implementation, CDC will identify (a) proven or promising strategies to address high priority health disparities and performance metrics; (b) current or potential partners already working on the problem; (c) potential mutually beneficial points for CDC with its partners; and (d) implement and monitor strategic action items (e.g., interventions, dissemination, surveillance, research, and capacity).

Table 1. Illustration of the relationship between selected CDC goals and objectives and several related *Healthy People 2010* objectives

Selected relevant Healthy People2010 objectives

- 22-7. Increase the proportion of adolescents who engage in vigorous physical activity that promotes cardiorespiratory fitness 3 or more days per week for 20 or more minutes per occasion
- 19-6. Increase the proportion of persons aged 2 years and older who consume at least three daily servings of vegetables, with at least one-third being dark green or orange vegetables
- 19-7. Increase the proportion of persons aged 2 years and older who consume at least six daily servings of grain products, with at least three being whole grains

Draft CDC objective

Draft Objective 5—Promote healthy activity and nutrition behaviors and prevent overweight among adolescents

CDC goal

Adolescents, ages 12–19 years.

"Achieve Healthy Independence": Increase the number of adolescents who are prepared to be healthy, safe, independent, and productive members of society

CDC Overarching Goal

Healthy People in Every Stage of Life—All people, and especially those at greater risk of health disparities, will achieve their optimal lifespan with the best possible quality of health in every stage of life

How will goals and objectives relate to other aspects of organizational excellence?

In order to provide essential public health services effectively; improve the quality of public health practice; improve performance of the public health system; and reach its goals and objectives, CDC and the public health system more generally should have many cross-cutting scientific and programmatic capacities.

Examples include the following:⁵

- **Public Health Research**
- Research Translation
 - o enhancing the speed with which the best available scientific information and innovation is applied to solve healthcare and public health problems (such as CDC's Guide to Community Preventive Services).
- Surveillance and Health Statistics
 - o providing integrated data collection, monitoring, interpretation and reporting that support public health action [such as the behavioral risk factor surveillance system (BRFSS) and the National Health and Nutrition Examination Survey (NHANES)]
- Workforce Excellence
 - o contributing to a public health workforce that is diverse, welltrained, and highly motivated
- **Health Communications and Marketing**
 - o providing excellence in information dissemination and sciencebased communications and marketing
- Public Health Informatics
 - o assuring excellence in science-based health information technology and informatics systems (such as CDC's Biosense and the National Electronic Disease Surveillance System)
- Effective Partnerships, Alliances, and Public Engagement
- **Excellence in policy development and execution**
 - assuring that policies, planning and procedures are innovative, effective, efficient, and support maximum public health impact
- Laboratory capacity
- Evaluation -

o of public health capacity and services

CDC is considering how best to accommodate these capacities within its goals structure. More specific information on organizational excellence will be forthcoming in subsequent drafts.

⁵ This list includes selected important examples but is neither exhaustive nor final.

Overarching Goal #1: Healthy People at Every Stage of Life All people, and especially those at greater risk of health disparities, will achieve their optimal lifespan with the best possible quality of health in every stage of life.

Strategic Goal: Start Strong:

Increase the number of infants and toddlers that have a strong start for healthy and safe lives. (Infants and Toddlers, ages 0-3 years.)

Objectives⁶

- 1. Reduce infectious diseases and other preventable conditions and their consequences among infants and toddlers Examples⁷ include
 - Acute respiratory infections
 - Diarrheal disease
 - Fetal alcohol syndrome
 - Pregnancy associated infections
 - SIDS
 - Vaccine preventable diseases
- 2. Prevent injury and violence and their consequences among infants and toddlers

- Child maltreatment
- Drowning
- Motor vehicle Injury
- 3. Promote healthy pregnancy and birth outcomes Examples⁷ include
 - Preconception care
- 4. Promote optimal development among infants and toddlers Examples' include
 - Language and communications skills
 - Motor abilities

- 5. Increase early identification, tracking, and follow up of infants and toddlers with special health care and developmental needs
- 6. Increase the numbers of infants and toddlers who live in social and physical environments that support their health, safety, and development Examples⁷ include

⁶ Many important public health issues could be addressed under more than one goal area. For example, asthma could be addressed under several life stages as well as under several healthy places areas. Goal action teams will determine the appropriate placement of many issues. To reduce duplication and overlap in this document, we have limited the numbers of times we have repeated examples.

⁷ Throughout the document, bulleted lists of examples illustrate potential areas of interest that might be considered within the objective. These lists are neither exhaustive nor final. These lists are intended to be refined by goal action teams as part of goal action planning based on criteria (such as potential preventable burden of disease) and stakeholder input.

- Increasing numbers of infants and toddlers who live in lead-safe housing.
- 7. Increase the numbers of infants and toddlers who have access⁸ to and receive quality, comprehensive, pediatric health services, including dental services
- 8. Improve risk and protective factors for future disease among infants and toddlers

Examples⁷ include

- Environmental tobacco smoke
- Nutrition (including breastfeeding)
- Overweight

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⁸ Throughout this document, access refers to all of the following dimensions: availability (i.e., the service must exist in the relevant community), affordability, accessibility (i.e., there must not be structural barriers to access), and acceptability (i.e., services must be culturally appropriate).

Overarching Goal #1: Healthy People at Every Stage of Life
All people, and especially those at greater risk of health disparities, will achieve their optimal lifespan with the best possible quality of health in every stage of life.

Strategic Goal: Grow Safe and Strong:

Increase the number of children who grow up healthy, safe, and ready to learn. (Children, ages 4–11 years.)

Objectives⁶

- 9. Prevent chronic diseases and their consequences among children Examples⁷ include
 - Asthma
 - Diabetes
- 10. Prevent infectious diseases and their consequences among children Examples⁷ include
 - Infections caused by antimicrobial-resistant organisms
 - Vaccine-preventable diseases
- 11. Prevent injury and violence and their consequences among children Examples include
 - Motor vehicle-related injuries
 - Drowning
 - Fire-related injuries
 - Child maltreatment
- 12. Increase early identification, tracking, and follow up of children with special health care and developmental needs
- 13. Increase the numbers of children who live, learn, and play in social and physical environments that are accessible, that support health, safety, and development, and that promote healthy behaviors
- 14. Increase the numbers of children who receive quality, comprehensive, pediatric healthcare, including mental health and dental care
- 15. Improve risk and protective factors for future disease among children Examples⁷ include
 - Inactivity

- Nutrition
- Overweight

⁹Throughout this document, "accessible" describes a site, building, facility, or other community element or portion thereof that is readily usable by all people.

Overarching Goal #1: Healthy People at Every Stage of Life
All people, and especially those at greater risk of health disparities, will
achieve their optimal lifespan with the best possible quality of health in
every stage of life.

Strategic Goal: Achieve Healthy Independence:

Increase the number of adolescents who are prepared to be healthy, safe, independent, and productive members of society. (Adolescents, ages 12–19 years.)

Objectives⁶

- 16. Increase the numbers of adolescents who live, learn, work, and play in social and physical environments that are accessible, that support health, safety, and development, and that promote healthy behaviors
- 17. Increase the numbers of adolescents who receive recommended effective, evidence-based preventive and health care services
- 18. Prevent injury, violence, and suicide and their consequences among adolescents
- 19. Prevent HIV, STDs, and unintended pregnancies and their consequences among adolescents
- Promote healthy activity and nutrition behaviors and prevent overweight and its consequences among adolescents
- 21. Prevent substance use, including tobacco, alcohol, and other drugs, among adolescents

Overarching Goal #1: Healthy People at Every Stage of Life
All people, and especially those at greater risk of health disparities, will
achieve their optimal lifespan with the best possible quality of health in
every stage of life.

Strategic Goal: Live a Healthy, Productive, and Satisfying Life: Increase the number of adults who are healthy and able to participate fully in life activities and enter their later years with optimum health. (Adults, ages 20–49 years.)

Objectives⁶

Objectives

- 22. Prevent chronic diseases and their consequences among adults Examples⁷ include
 - Cancer
 - Heart disease

¹⁰ Throughout this document, other drugs include injection drugs

- High blood pressure
- 23. Prevent infectious diseases and their consequences among adults Examples⁷ include
 - Vaccine preventable disease (including influenza and viral hepatitis)
 - Screening for HIV, viral hepatitis, and other chronic infections
 - Preventing opportunistic infections in immunocompromised persons
- 24. Prevent injury, violence, suicide, and their consequences among adults
- 25. Promote reproductive and sexual health among adults Examples⁷ include
 - Reducing
 - Incidence and consequences of HIV and other sexually transmitted diseases¹¹
 - Infertility
 - Perinatally transmitted infections
 - Unhealthy sexual behaviors
 - Unwanted pregnancy
 - Increasing

o Preconception care to promote healthy birth outcomes

- 26. Increase the numbers of adults who live, work, and play in social and physical environments that are accessible, that support their health, safety, and quality of life, and that promote healthy behaviors
- 27. Increase the numbers of adults who receive recommended preventive and physical, mental, and dental health care services
- 28. Improve risk and protective factors for future disease among adults Examples⁷ include
 - Alcohol and other drug use
 - Chronic viral hepatitis
 - Inactivity
 - Nutrition
 - Overweight
 - Tobacco use

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¹¹ For the purpose of this document, sexually transmitted diseases can include viral hepatitis.

Overarching Goal #1: Healthy People at Every Stage of Life

All people, and especially those at greater risk of health disparities, will achieve their optimal lifespan with the best possible quality of health in every stage of life.

Strategic Goal: Live Better, Longer:

Increase the number of older adults and the elderly who live longer, high-quality, productive, and independent lives. (Older Adults and seniors, ages 50 and over.)

Objectives⁶

29. Prevent chronic diseases and their consequences among older adults and the elderly

Examples include

- Cancer
- Diabetes
- Heart disease
- High blood pressure
- Stroke
- 30. Prevent infectious diseases and their consequences among older adults and the elderly

Examples' include

- Acute respiratory infections (including influenza and pneumonia)
- Healthcare-associated infections
- 31. Prevent injury, violence, and suicide and their consequences among older adults and the elderly
- 32. Promote independence and optimal physical, mental, and social functioning of older adults and the elderly
- 33. Increase the numbers of older adults and the elderly who live, work, and play in social and physical environments that are accessible, that support their health, safety and quality of life, and that promote healthy behaviors
- 34. Increase the numbers of older adults and the elderly who receive recommended preventive and physical, mental, and dental healthcare services
- 35. Improve risk and protective factors for future disease among older adults and the elderly

- Alcohol and other drug use
- Fall risks
- Inactivity
- Nutrition
- Overweight
- Tobacco use

The places where people live, work, learn, and play will protect and promote their health and safety, especially those at greater risk of health disparities.

Strategic Goal: Healthy Communities:

Increase the number of communities that protect, and promote health and safety and prevent illness and injury.

These objectives should be reached in ways that are sustainable and that recognize the unique needs of diverse communities.

Objectives⁶

- 36. Increase the number of communities that have high quality air, water, food, and waste disposal, and are safe from toxic, infectious, and other hazards
- 37. Increase the number of communities that have a robust, sustainable capacity to prevent, detect, and control infectious diseases Examples⁷ include
 - Antimicrobial-resistant organisms
 - Tuberculosis
 - Vector borne diseases
- 38. Support the design and development of built environments that promote physical and mental health by encouraging healthy behaviors, quality of life, and social connectedness
- 39. Support equitable access to and receipt of essential health promotion, health education, public health, and medical services
- 40. Understand and reduce the negative health consequences of climate change

- Anticipating infectious disease trends, preparing for them, and reducing associated morbidity and mortality
- Anticipating trends in severe weather events, preparing for them, and reducing associated morbidity and mortality
 - Reducing the morbidity and mortality of heat waves
- 41. Prevent injuries and violence and their consequences in communities
- 42. Improve the social determinants of health such as poverty, discrimination, and poor education among communities with excess burden and risk

The places where people live, work, learn, and play will protect and promote their health and safety, especially those at greater risk of health disparities.

Strategic Goal: Healthy Homes:

Protect and promote health through safe and healthy home environments.

Objectives⁶

43. Increase the numbers of homes that are free from health and safety hazards

Examples⁷ include

- Increasing use of smoke detectors
- Reducing lead hazards
- Reducing zoonotic disease threats to people and their pets
- 44. Increase the numbers of people who have adequate knowledge and adopt behaviors to keep their homes safe and healthy
- 45. Increase the availability 12 of healthy, safe, and accessible homes

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¹² Availability is defined to include affordability.

The places where people live, work, learn, and play will protect and promote their health and safety, especially those at greater risk of health disparities.

Strategic Goal: Healthy Schools:

Increase the number of schools that protect and promote the health, safety, and development of all students, and protect and promote the health and safety of all staff. (e.g.—healthy food vending, physical activity programs.)

Objectives⁶

- 46. Increase the number of schools that promote the health and safety of students, their families, and school staff by implementing comprehensive and coordinated instruction, programs, policies, and services
- 47. Increase the number of schools that promote students' development and academic achievement
- 48. Increase the number of schools that have a safe, healthy, and accessible social, psychological, emotional, and physical environment

Overarching Goal #2: Healthy People in Healthy Places
The places where people live, work, learn, and play will protect and promote their health and safety, especially those at greater risk of

Strategic Goal: Healthy Workplaces:

Promote and protect the health and safety of people who work by preventing workplace-related fatalities, illnesses, injuries, and personal health risks.

Objectives⁶

health disparities.

- 49. Reduce the number of workers that are killed, injured, or made ill on the job. Examples⁷ include
 - Targeting high-risk industry sectors such as agriculture, construction, and mining
 - Assessing worker exposures to toxic chemicals
 - Increasing workplace use of occupational safety and health research findings, technologies, and information
- 50. Increase the number of workplaces that coordinate worker safety and health efforts with efforts to promote the health and well-being of workers, their families, and their communities. Examples⁷ include
 - Coverage for and receipt of clinical preventive health services for workers, including preventive occupational health services such as influenza vaccinations.
 - Accessibility of workplaces
 - Strategic partnerships to improve worker and community health

The places where people live, work, learn, and play will protect and promote their health and safety, especially those at greater risk of health disparities.

Strategic Goal: Healthy Healthcare Settings:

Increase the number of healthcare settings that provide safe, effective, and satisfying patient care.

Objectives⁶

- Increase the delivery of good quality prevention and screening services in healthcare settings Examples⁷ include
 - Influenza immunization of healthcare workers and at-risk patients
- 52. Increase the number of healthcare settings that comply with evidence-based guidelines for disease identification and management Examples⁷ include
 - Asthma disease management programs
 - Diabetes management programs
 - Guidelines for infection control and antibiotic use
- 53. Increase the numbers of healthcare settings that protect patients and healthcare workers against adverse events Examples⁷ include
 - Preventing surgical site infections
 - Preventing pneumonia in patients on respirators
 - Reducing infections with antimicrobial-resistant organisms
- 54. Increase the number of health care environments that promote health, safety, and accessibility

- Accessible mammography for patients with disabilities
- Environmentally friendly construction for new hospitals
- 55. Increase the numbers of healthcare settings that provide patient-centered clinical care and prevention services Examples⁷ include
 - Breast cancer screening coverage
 - Colon cancer screening outreach

The places where people live, work, learn, and play will protect and promote their health and safety, especially those at greater risk of health disparities.

Strategic Goal: Healthy Institutions:

Increase the number of institutions that provide safe, healthy, and equitable environments for their residents, clients, or inmates.

Institutions considered here include correctional facilities, homeless shelters, postsecondary college and university campuses, and day care centers.

Objectives⁶

- 56. Prevent infectious diseases and their consequences among people in institutional settings

 Examples⁷ include
 - Disease screening and surveillance
 - Immunization coverage
- 57. Prevent chronic diseases and their consequences among people in institutional settings
- 58. Prevent injuries and violence and their consequences among people in institutional settings
- 59. Increase health promotion programs in institutions Examples⁷ include
 - Nutritional options
 - Substance abuse treatment
- 60. Increase the numbers of institutional settings that are designed, constructed, and modified to be hazard free and promote health Examples⁷ include
 - Facility design to promote hygiene and prevent infectious disease transmission
- 61. Increase continuity of care through integration of institutional public health and medical systems with community health systems

The places where people live, work, learn, and play will protect and promote their health and safety, especially those at greater risk of health disparities.

Strategic Goal: Healthy Travel and Recreation:

Increase the numbers of environments that enhance health and prevent illness and injury during travel and recreation.

Objectives⁶

- 62. Promote injury-free travel and recreation Examples⁷ include
 - Traffic safety
 - Seatbelt and child safety seat use
 - Drowning
 - Playground safety
- 63. Prevent illness during travel and recreation Examples⁷ include
 - Recreational water safety and health
 - Sun exposure
 - Travelers health precautions¹³
 - Vector borne diseases
- 64. Promote safe, accessible, and healthy environments for travel and recreation

- Adequate lighting
- Built environments that promote physical activity
- Traffic calming¹⁴

¹³ Including immunizations, appropriate medications, reduced exposure to sexually transmitted diseases, and safe food and water.

¹⁴ To promote pedestrian and bicyclist safety.

Overarching Goal #3: People Prepared for Emerging Health Threats

People in all communities will be protected from infectious, occupational, environmental, and terrorist threats.

- 65. All-Hazards—people in all communities will be protected from any emerging health threat using an all-hazards approach to preparedness.
- 66. Pandemic Flu—people in all communities will be protected from pandemic influenza
- 67. Natural Disasters—people in all communities will be protected from natural disasters like hurricanes and earthquakes.
- 68. Emerging Infectious Disease—people in all communities will be protected from emerging and new infectious diseases like SARS, West Nile virus and E. coli 157.
- 69. Bioterrorism or other terrorism—people in all communities will be protected from bioterrorism and other terrorism like the attacks on U.S. on September 11, 2001 and the anthrax attacks.
- 70. Occupational disasters—people, including workers, in all communities will be protected from occupational disasters like chemical explosions and radiation exposures.

Overarching Goal #4: Healthy People in a Healthy World
People around the world will live safer, healthier, and longer lives
through health promotion, health protection, and health diplomacy.

Strategic Goal: Global Health Promotion:

Global health will improve by sharing knowledge, tools, and other resources with people and partners around the world.

Objectives⁶

- 71. Prevent infectious diseases and their consequences Examples⁷ include
 - HIV and sexually transmitted diseases
 - Malaria
 - Tuberculosis
 - Vaccination coverage
- 72. Reduce child mortality by addressing issues such as⁷
 - Acute respiratory infections
 - Diarrheal disease
 - Improved nutrition
 - Safe and sustainable sources of drinking water
- 73. Prevent noncommunicable diseases and conditions and their consequences. Examples⁷ include
 - Tobacco use
- 74. Prevent injuries and their consequences Examples⁷ include
 - Motor vehicle-related injuries
- 75. Promote safe, healthy, and accessible physical environments
- 76. Improve response to global natural disasters

Overarching Goal #4: Healthy People in a Healthy World
People around the world will live safer, healthier, and longer lives
through health promotion, health protection, and health diplomacy.

Strategic Goal: Global Health Protection:

Health Protection: Americans at home and abroad will be protected from health threats through a transnational prevention, detection, and response network.

- 77. Increase global capacity to detect, verify, respond to, contain, and prevent emergent health threats Examples⁷ include
 - Novel influenza virus subtypes with pandemic potential
 - Outbreaks of novel or previously controlled diseases
 - Disease surveillance at borders and airports

Overarching Goal #4: Healthy People in a Healthy World
People around the world will live safer, healthier, and longer lives
through health promotion, health protection, and health diplomacy.

Strategic Goal: Global Health Diplomacy:

CDC and the United States Government will be a trusted and effective resource for health development and health protection around the globe.

Objectives⁶

- 78. Increase access to quality health care
- 79. Support achievement of World Health Assembly (WHO) global and regional goals for disease eradication or elimination
- 80. Develop sustainable public health capacity
- 81. Reduce maternal mortality
- 82. Promote health among refugee populations

Goal. The end or desired result that CDC and its partners strive to achieve over the long term. A goal is a statement of what the agency must achieve to attain its vision or mission. CDC has four overarching health protection goals with 24 specific goals.

Objective. A targeted result/outcome to achieve a goal.

Strategy. An approach, course of action, or method to achieve an objective.

Action. A specific course of activity that advances the strategy to achieve an objective. **Measure.** One or more specifically measurable health related factor linked to each objective used to gauge progress and promote accountability.

CDC Working Objectives—October 18, 2006

ⁱ Note: we have defined goals, objectives, strategies, actions and measures as follows: