

Writing and Evaluating Performance Objectives

NEHA Pre-Conference Workshop
June 16 & 17, 2008
Carl Osaki, RS, MSPH
Clinical Associate Professor
School of Public Health & Community Medicine
University of WA

Why should I do this?

- To be consistent with others
- To think strategically
- To be accountable
- To communicate effectively
- To consider obstacles, barriers
- To think "outside the box"

	<h2>The process</h2>
	<ul style="list-style-type: none">➤ The gap➤ The objective(s)➤ The action steps➤ The evaluation➤ The outcome➤ The community impact

	<h2>Describing the “gap”</h2>
	<p>The “why” you want to begin this process</p> <ul style="list-style-type: none">– One sentence– Describes the problem– Caveat: Organizations typically jump to solutions<ul style="list-style-type: none">■ e.g., “we need to develop a list of community members for ...” versus “we have no formal method in place to involve the community for ...”

What is an objective?

Objectives

- What I plan to do to fix the gap
- One sentence
- Can be more than one objective for each gap
- Follow the SMART formula

The SMART formula

- **S**pecific – One action verb
- **M**easurable – It results in something tangible
- **A**ceptable – People are committed to it
- **R**ealistic – It's politically feasible and resources are available and trained
- **T**ime bound – Describes when it will be accomplished

Sample SMART Objectives

- By December 31, develop an inventory of staff training and competency needs.
- By July 31, 2008, develop an information management plan that describes how to identify, collect, store, analyze, and collect environmental health data.
- By March 1, 2008, begin a research project with the local university on impacts of climate change to our community.

Where to find objectives

- Performance indicators
- Strategic plans
- Program goals
- Budget documents

	<h2>Action steps</h2>
	<ul style="list-style-type: none">• Activities to carry out each objective “the how”• Can be more than one action step per objective• Action steps are generally sequential and are time bound• Typically termed: “procedures, functions, steps, events”

	<h2>Evaluation</h2>
	<ul style="list-style-type: none">■ How will I know when the gap has been fixed?■ Revisit your objective and check off the SMART criteria■ Reassess<ul style="list-style-type: none">– Short term – 6 months (process)– Long term – year or more (impact)

	<p>Example</p>
	<p><u>Essential Service 2:</u> Diagnosing and investigating environmental health problems and Hazards in the community</p>

	<p>Performance gap</p>
	<p>Performance gap 1: Our unit has no procedure in place for alerting the community about EH risks and protection</p>

	<h2 style="text-align: center;">Objective</h2>
	<p><u>Objective 1.1:</u> By March 31, 2008 our unit will have a procedure in place to alert the community to possible EH threats and disease outbreaks</p>

	<h2 style="text-align: center;">Action Steps</h2>
	<ul style="list-style-type: none"> ■ 1.1.1 Identify person responsible for the task (6/20) ■ 1.1.2 Check with state health department for their notification procedures (7/1) ■ 1.1.3 Discuss with EOC director about current notification protocols (7/15) ■ 1.1.4 Clarify departmental public notification procedures (7/15) ■ 1.1.5 Inventory current fact sheets, check for accuracy and clarity (7/30) ■ 1.1.6 Identify methods or platforms (e.g., webcasts, local radio/TV, hotlines, phone trees, etc) to disseminate information (8/30) ■ 1.1.7 Identify methods to seek information about needed information by the public (9/15) ■ 1.1.8 Write draft policy (11/30) ■ 1.1.9 Solicit comments (12/30)

	<h2 style="text-align: center;">Outcome</h2>
	<p><u>Outcome 1.1:</u> By March, 2008, our unit will have a policy in place to communicate EH problems and hazards that have been identified through surveillance and monitoring data.</p>

	<h2 style="text-align: center;">Community Impact</h2>
	<p><u>Community impact 1.1</u> Citizens in our community will be able to make informed choices about protective measures they can take based on information they have received regarding health risks and impacts.</p>

	Questions?