

## PM596: Practicum in Public Health

### Tips for Writing Goals and Objectives

Although many different courses will cover in depth writing goals and objectives for health promotion programs, grants, and organizations, we have compiled a few tips to help write your goals and objectives early in your career.

#### *What are goals and objectives?*

A goal is an overarching principle that guides decision making. Objectives are specific, measurable steps that can be taken to meet the goal.

#### *For example:*

Goal:

- Develop an increased understanding of careers in health education by the end of the Fall 2006 semester.

Objectives:

- Find five job descriptions for health education related jobs by the beginning of December.
- Interview two current health education professionals by the end of November.
- Identify three organizations that employ health educators by the end of September.

A common way of describing goals and objectives is to say that:

Goals are broad.	Objectives are narrow.
Goals are general intentions.	Objectives are precise.
Goals are intangible.	Objectives are tangible.
Goals are abstract.	Objectives are concrete.
Goals are generally difficult to measure.	Objectives are measurable.

These are not the only definitions of goals and objectives. Goals and objectives are used in different ways for different purposes and several of your classes will offer you greater insight into using goals and objectives.

Throughout your master programs, you will come to appreciate the importance of measurable goals. Measurable goals and objectives are essential for evaluating progress. Your personal goals are no different. A useful way of making goals and objectives more powerful and measurable is to use the SMART mnemonic. While there are plenty of variants, SMART usually stands for:

**S:** Specific

**M:** Measurable

**A:** Attainable

**R:** Relevant

**T:** Time-bound

For example, instead of saying “I will talk to people about health education” say “I will interview three current health educators including questions about their position and career development by December 1, 2006”.

### *Bloom's Taxonomy of Cognitive Objectives*

Bloom's taxonomy of cognitive objectives, originated by Benjamin Bloom and collaborators in the 1950's, describes several categories of cognitive learning. These stages can be useful when writing your goals and objectives.

Category	Description
Knowledge	Ability to recall previously learned material.
Comprehension	Ability to grasp meaning, explain, restate ideas.
Application	Ability to use learned material in new situations.
Analysis	Ability to separate material into component parts and show relationships between parts.
Synthesis	Ability to put together the separate ideas to form new whole, establish new relationships.
Evaluation	Ability to judge the worth of material against stated criteria.

### *Useful Verbs for Writing Goals and Objectives*

Knowledge	Comprehension	Application	Analysis	Synthesis	Evaluation
Define Identify	Choose Cite examples of Demonstrate	Apply Demonstrate	Analyze Appraise	Arrange Assemble	Appraise Assess



List	use of	Dramatize	Calculate	Collect	Choose
Name	Describe	Employ	Categorize	Compose	Compare
Recall	Determine	Generalize	Compare	Construct	Critique
Recognize	Differentiate	Illustrate	Conclude	Create	Estimate
Record	between	Initiate	Contrast	Design	Evaluate
Relate	Discriminate	Interpret	Correlate	Develop	Judge
Repeat	Discuss	Operate	Criticize	Devise	Measure
Underline	Explain	Operationalize	Deduce	Formulate	Rate
	Express	Practice	Debate	Manage	Revise
	Give in own words	Relate	Detect	Modify	Score
	Identify	Schedule	Determine	Organize	Select
	Interpret	Shop	Develop	Plan	Test
	Locate	Use	Diagnose	Prepare	Validate
	Pick	Utilize	Diagram	Produce	Value
	Practice		Differentiate	Propose	
	Report		Distinguish	Predict	
	Respond		Draw conclusions	Reconstruct	
	Restate		Estimate	Set-up	
	Review		Evaluate	Synthesize	
	Recognize		Examine	Systematize	
	Select		Experiment		
	Simulates		Identify		
	Tell		Infer		
	Translate		Inspect		
			Inventory		
			Predict		
			Question		
			Relate		
			Solve		
			Test		