

Terms Used in Objective Setting

Outcome Objective – The level to which a health or LPHS problem should be reduced within a specified time period. Long-term, realistic, measurable outcome objectives should relate directly to strategic goals. These are statements about how much and when the program should affect the health or LPHS problem. The desired outcome objective is the quantitative measurement of the health or systems problem at some future date and is something that the program can and should accomplish.

Example: By 2010, the incidence of Haemophilus Influenza B among children enrolled in day care in the United States will be less than 100 cases per year.

Impact Objectives – The level to which a direct determinant or risk factor is expected to be reduced within a specified time period. Intermediate (1-3 years), realistic, measurable impact objectives relate directly to risk factors or determinants of the health problem. These are statements about how much and when the program should affect the determinant. Impact objectives are quantitative measurements of determinants at some future date.

Example: 95 percent of two year old children in My County, Florida will be fully immunized in accordance with the 2 year old schedule of the Advisory Committee on Immunization Practices by December 31, 2007.

Process Objective – Action statements aimed at affecting one or more of the contributing factors that influence the level of risk factors and determinants. Short term (usually one year), realistic, measurable process objectives relate to activities that will make a difference ultimately in impacts and outcomes.

Example: Increase the proportion of day care centers that are effectively enforcing the immunization law from 75 percent to 90 percent by October 31, 2005.