

## CONNECTING ORGANIZATIONAL VISION AND MISSION TO COMMUNITY HEALTH PROBLEM, GOALS, AND OBJECTIVES

### A. Vision, Mission, Community Health Problem, Goals, and Objectives.

1. The organizational vision is the view of what outcomes should be in the future.

*Example:* A vision statement is "every child will grow-up healthy, be secure, and become literate and economically productive" (Youth Futures Authority, Savannah-Chatham County, Georgia).

2. The organizational mission is usually the broad organizational purpose - the reason for being. It states the broad goals and strategies of the organization. It usually remains unchanged and is general to cover all aspects of the organization.

*Example:* A mission statement is "to bring about change in the policies, procedures, and funding streams of community institutions needed to enable the youth of our community to become productive, competent, and self-fulfilling adults" (New Beginnings, San Diego, California).

3. The problem statement expresses a situation in deficit terms; something is wrong. In community health nursing, the problem statement is stated as the community health problem.

*Example:* The risk of infant mortality in Garland neighborhood, related to low birthweight which is associated with teen pregnancy, inadequate access to prenatal care and poor nutrition as indicated by infant mortality of 14.4/1000.

4. Objectives are relevant, attainable, measurable and time-limited ends to be achieved. They fit with agency mission and goals, relate to the community health problem attainable because they can be realized, measurable with tangible, concrete, and quantifiable results, and time-limited for achievement. Objectives provide the clear cut targets for organizational accountability.

Outcome Objective: A projected goal to reduce the level of a health problem in the future - i.e. what measurement of the health problem at some future date should reveal. An outcome objective is long term and measurable.

**Impact Objective:** A projected goal to reduce risk factor(s) in the future - i.e. what measurement of the risk factor at some future date should reveal. An impact objective is intermediate in time (usually 3 to 5 years) and measurable.

**Process Objective:** A projected goal to accomplish activities that will reduce direct or indirect contributing factor(s) by some future date, or for the level at which a corrective action should occur between that date and the present time. A process objective is short term ( usually 1 or 2 years) and measurable.

## **B. Writing Objectives**

### **1 Components**

- a. **WHAT:** The desired situation or condition to be attained, the factors to be changed.

*Example:* reducing in illegitimacy rate among teenagers.

- b. **WHO:** the target population to be served.

*Example:* Out of 5000 women living in Walton Town , the self-breast examination program will be targeted to 500 women living in Peterton neighborhood. Of the 500 women, 100 women will receive one-to-one self-breast examination instruction.

- c. **HOW MUCH:** The degree of change to be achieved. The number of per cent of the target population expected to achieve the intended outcome.

*Example:* 70% of the target population will show decrease in cholesterol levels.

- d. **WHEN:** The time frame in which the objective is to be achieved.

*Example:* within 1 year.

**C. Linking Health Problem to Objectives: An example**

<p>Health Problem (present measure):                  Infant mortality 12/1000 births per year</p>	<p>Outcome Objective (future measure)                  By December 31, 1999, infant mortality to be no more than 8/1000 live births per year.</p>
<p>Risk Factor (present measure)                  Low birth weight at 90/1000 live births per year</p>	<p>Impact Objective: (future measure)                  Be December 31, 1992, low birth weight at 70/1000 live births per year</p>
<p>Direct/Indirect Contributing Factor                  Lack of early prenatal care ( Only 60% of pregnancy women receive prenatal care during the first trimester of pregnancy)                  Lack of access to prenatal clinics during non-working hours ( Only 25% of prenatal clinics are open after 5:00 PM or during weekends).</p>	<p>Process Objectives (future measure)                  By December 31, 19 __ 80% of pregnant women will have received prenatal care during the first trimester of pregnancy.                  By December 31, 19 __, al prenatal clinics will be open for at least 8 hours each week during non-working hours (after 5:00 PM weekdays or during weekends).</p>

APEXPH: Assessment Protocol for Excellence in Public Health ( 1991). National Association of County Health Officials, Washington, DC 20001

Brody, R. (1982). Problem solving. Human Sciences Press, Inc. New York.