

Writing Objectives



If a goal gives focus to a session, the objectives provide the roadmap of how to proceed. They describe what the participant needs to *know, feel, or be able to do* in order to achieve the goal. Objectives use verbs to describe how the participant will be actively involved.

Three types of objectives from the participants' perspective

- Is the participant to acquire new knowledge?
 - **Head** (Cognitive – *Increase knowledge*) These objectives relate to participants being able to *think* differently or understand new information.
- Is the participant to feel or think differently about something?
 - **Heart** (Affective – *Change in attitude*) These objectives relate to a change in a participants *feelings, attitudes, and values*.
- Is the participant to practice a new skill?
 - **Hand** (Psychomotor – *Practice new skills*) These objectives relate to participants *being able to do* something differently.
- Is the participant to change a behavior?

Preparation

Writing Objectives

Tips:

- **Remember CAB**
 - **C** - Objectives usually begin with the **C**onditions or circumstances in which the learning will occur. Example: “At the end of the session”
 - **A** – Objectives include the **A**udience or who will be changing behavior. In WIC, this is the participant. Example: “the participant will be able to”
 - **B** – Objectives use a verb to describe the observable **B**ehavior or what you expect them to be able to do. Even if the behavior is mental, your objective describes what you might see, hear, touch, or taste as a result.
- Well written objectives:
 - Will be easy to understand.
 - Will be reasonable to accomplish in the time and environment available.
 - Will be specific and include only one result to be accomplished
 - Will not use the words “understand” or “know”, as they are too vague and cannot be observed.
- Consider writing objectives using higher levels of learning to engage the participant.

Example:

At the end of the session the participant will be able to describe 3 developmental signs of readiness for solid foods.

