

## Guidance for writing goals, objectives and activities

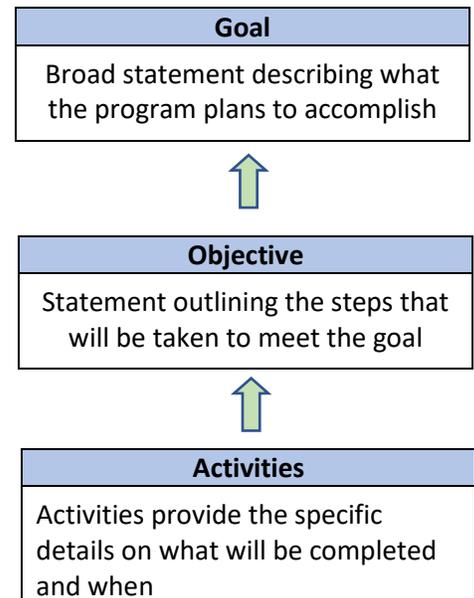
---

### What is the difference between a goal, an objective, and an activity?

**Goals** are typically broad general statements that describe *what* the program plans to accomplish. They establish the overall direction and scope of the program and serve as the foundation for developing program objectives.

**Objectives** are the specific steps for achieving a goal. Objectives are usually precise, and measurable statements that explain *how* the goal will be accomplished.

 **Activities** provide further detail on how the objective will be achieved by listing specifically what will be completed in a specific timeframe.



Each year, local agencies are asked to write several **activities** for the NSP that staff can work on during the year. Actions are clear, realistic, attainable within a specific time frame and specific enough that you can tell whether it was accomplished or not.

#### Examples:

- During the February staff meeting, staff will watch a video on how to close an appointment with an effective summary, and then pair up to practice making summaries using prompts.
- The Training Supervisor will provide an in-service for staff during the second quarter on ways to engage the WIC participant in meaningful conversation by asking probing questions and making deeper reflections.
- During the all staff meeting in April, the WIC nutritionist will share information with staff on how to refer participants to food insecurity resources in the community, and how to document the referral in TWIST.
- At the July staff retreat, the WIC Coordinator will review the referral process used by WIC staff, including mandatory referrals, resources that are available in the community, and how to document each referral appropriately in TWIST.