

## SAMPLE Setting Program Direction Template (STEP 2)



*Identifying goals will help set program direction and the development of objectives should be logically linked to support the attainment of these goal(s). Identifying the target population and specifying the changes you expect helps to inform what types of programming you should potentially select to implement.*

Program Description & Goal Statement	Key Questions to Consider
<p><b>EXAMPLE</b> Program – Immunizations</p> <p><b>To ensure patients are vaccinated for influenza, children are up to date with vaccinations and vulnerable patients are vaccinated with pneumovax</b></p>	<ol style="list-style-type: none"> <li>1. What is the goal of the program? What do you want to accomplish?</li> <li>2. How do you plan to meet this goal?</li> <li>3. How is the program expected to have a positive impact?</li> <li>4. Does this align with the mission and strategic direction of the FHT/NPLC?</li> </ol>
Target Population	Key Question to Consider
<p><b>EXAMPLE</b> All patients rostered to the FHT</p>	<ol style="list-style-type: none"> <li>1. Who will benefit from the program?</li> <li>2. Whom are you hoping the program will change?</li> <li>3. How many program participants would you like to include?</li> <li>4. How will you recruit and/or retain them into your program?</li> <li>5. What are their health needs and how will the program address their needs?</li> </ol>
SMART Objectives	Key Question to Consider
<p><b>EXAMPLE</b> <i>What Will Change:</i> patients will be vaccinated for influenza annually <i>For Whom:</i> all patients of the FHT <i>By How Much:</i> 70% of patients will be vaccinated for influenza <i>By When:</i> annually</p>	<ol style="list-style-type: none"> <li>1. What are the expected outcomes? <ul style="list-style-type: none"> <li>- <b>What Will Change</b> (e.g., knowledge, attitudes, skills, behaviours)?</li> <li>- <b>For Whom?</b></li> <li>- <b>By How Much?</b></li> <li>- <b>By When?</b></li> </ul> </li> </ol>

### BUILD A LOGIC MODEL

