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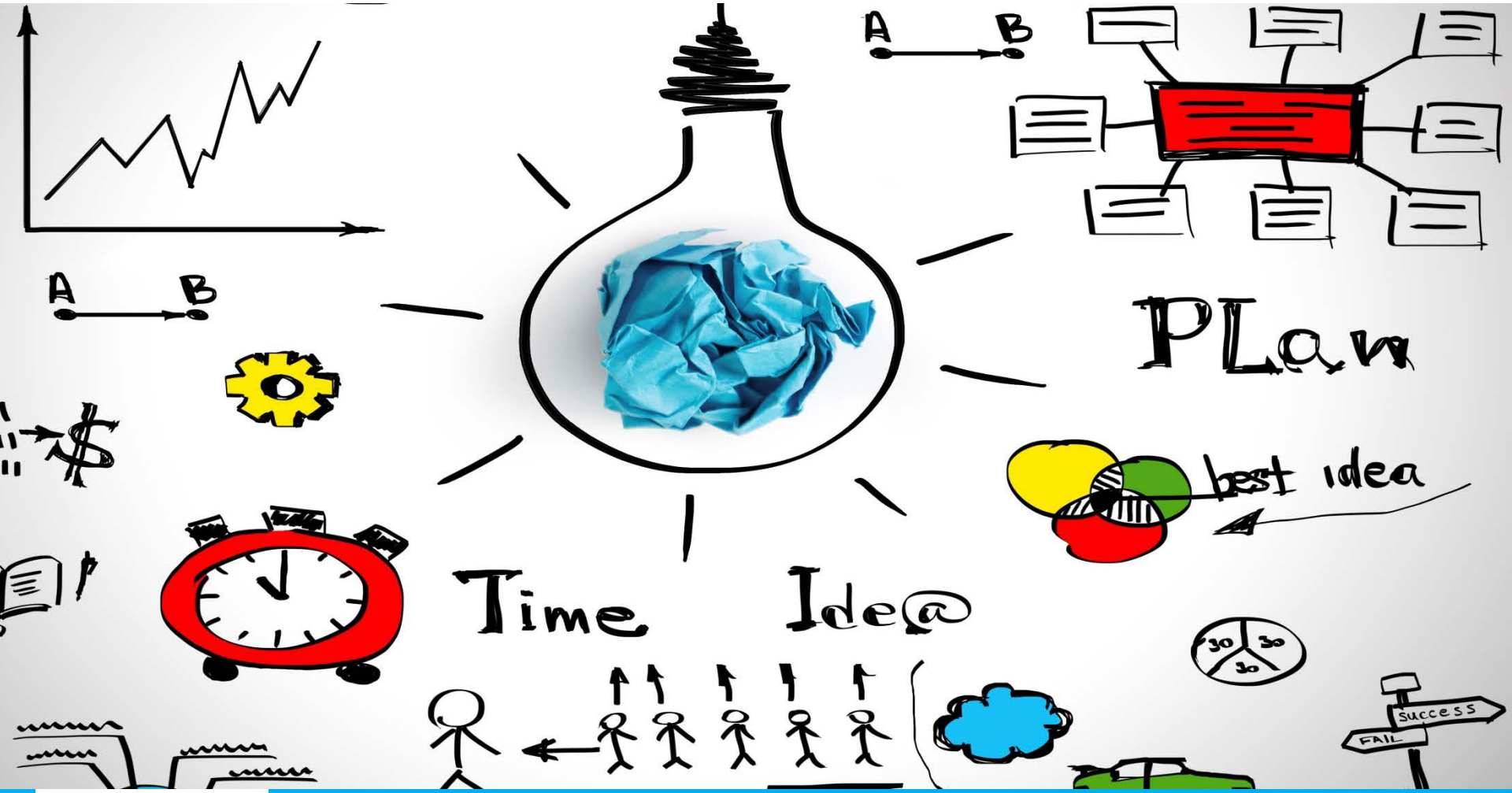
Aligning Goals, Objectives & Performance Measures



Ontario
Agency for Health Protection and Promotion
Agence de protection et de promotion de la santé

Health Promotion Capacity Building
March 2017

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About HPCB

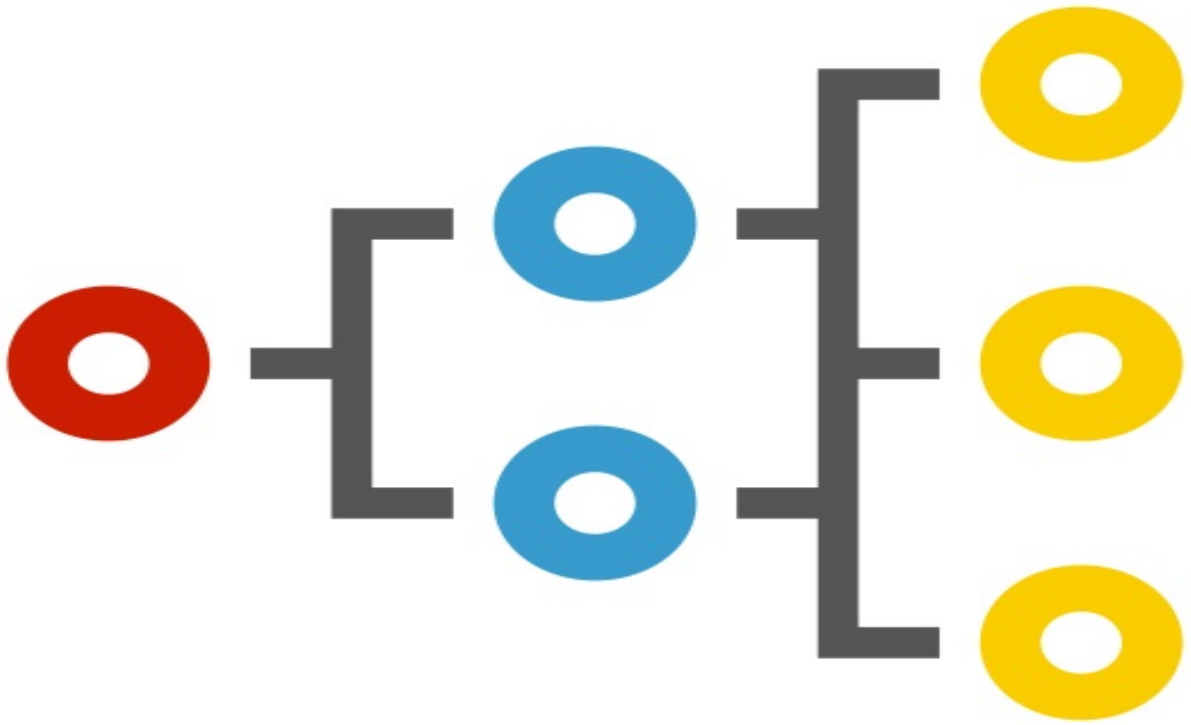
We provide training and support services to Ontario's public health and health care intermediaries to assist them to plan, conduct and evaluate interventions which improve health and prevent chronic disease and injury at a community and population level.

Allison Meserve
Health Promotion Consultant,
Planning and Evaluation
Public Health Ontario

Learning Objectives

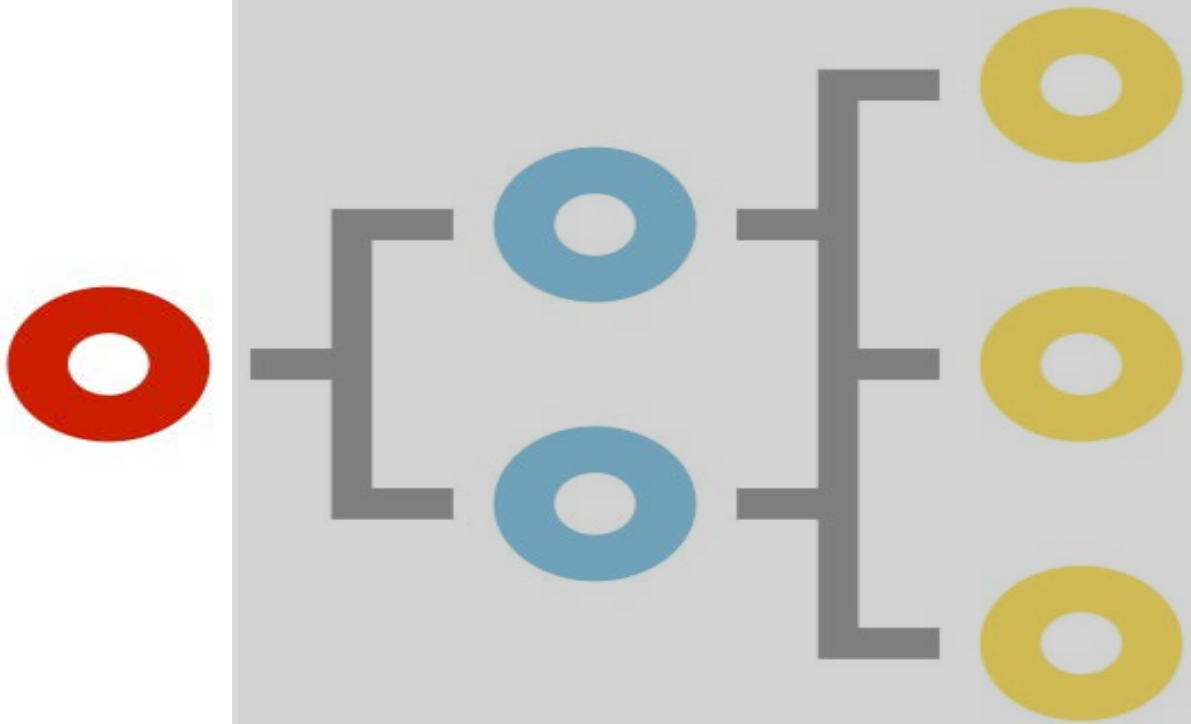
At the end of this portion you will be able to:

- Describe how to align objectives with program goals
- Create measurable objectives and performance measures



Goal	Target Population	Target # of Patients	Objectives	Program Activities	Performance Measures	Performance Targets
•	•	•	•	•	1)	1)
•	•	•	•	•	2)	2)
•	•	•	•	•	3)	3)
•	•	•	•	•	1)	1)
•	•	•	•	•	2)	2)
•	•	•	•	•	3)	3)

Goal



Goal[1, 2]

"Goals are broad statements that describe what impact you hope to achieve in the future."[1 (p. 8)]

Example goals

- Improve health outcomes of the most complex patients who are at highest risk of re-hospitilization[3]
- Improve birth outcomes in the Ottawa Inuit Community[4,5]
- To provide diagnosis, support and education for patients with COPD to prevent hospitalizations and improve quality of life[6]

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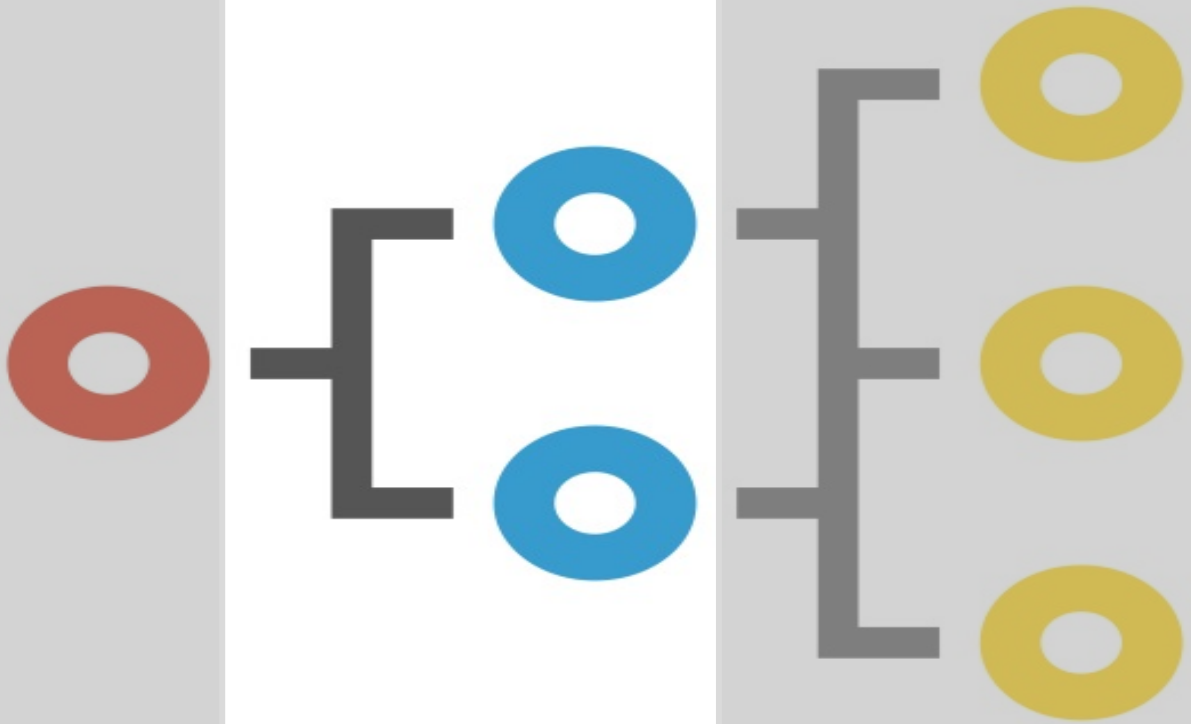
Example:

To improve the mental health of patients

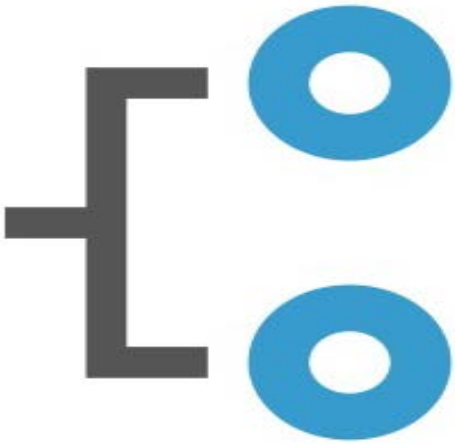
Improved example:

To improve the mental health of children and youth in primary care

Outcome Objectives

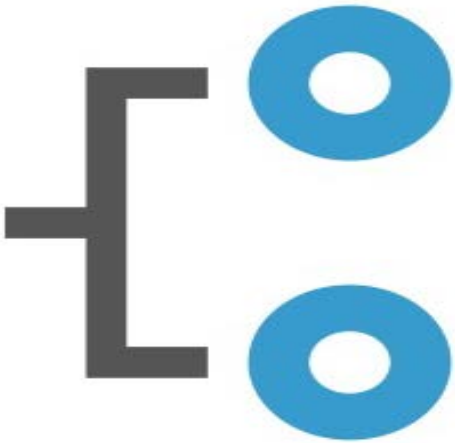


Outcome Objectives



Outcome objectives "are the specific changes expected in your target populations(s) as a result of your program."[1 (p. 9)]

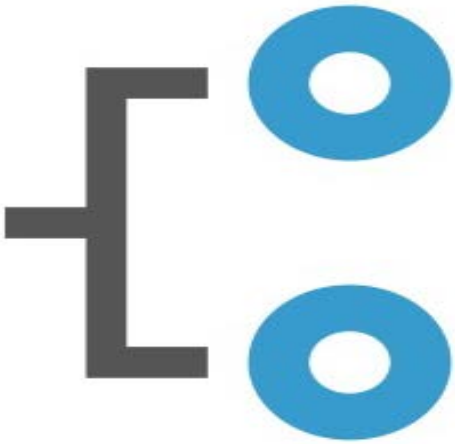
Outcome Objectives



Objectives describe:

- What will change?
- For whom?
- By how much?
- By when?[1,2]

Sample Outcome Objective



Decrease the percentage of patients aged 12 and over who report smoking daily or occasionally to 16% by December 2018[7]

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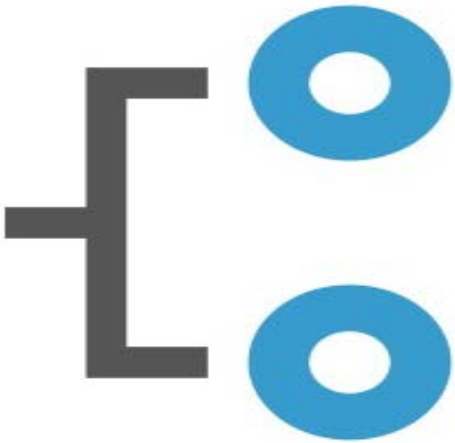
Sample Outcome Objective



What will change?

Decrease the **percentage** of patients aged 12 and over **who report smoking daily or occasionally** to 16% by December 2018[7]

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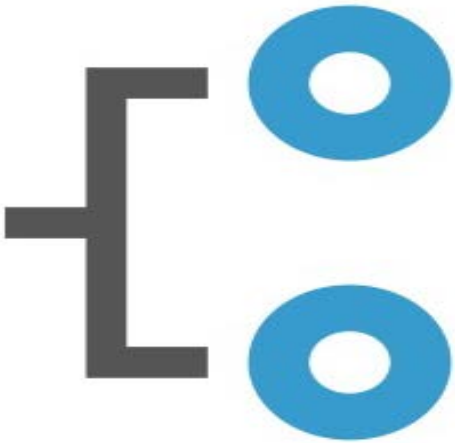
Sample Outcome Objective



For whom?

Decrease the percentage of **patients aged 12 and over** who report smoking daily or occasionally to 16% by December 2018[7]

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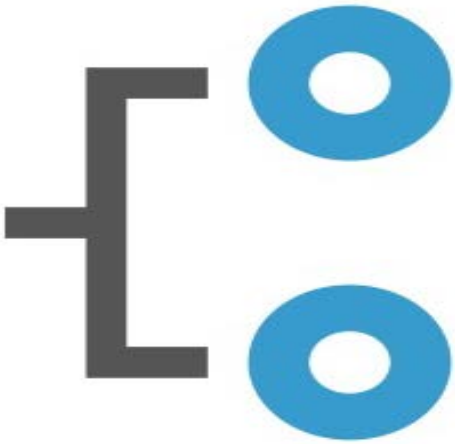
Sample Outcome Objective



By how much?

Decrease the percentage of patients aged 12 and over who report smoking daily or occasionally **to 16%** by December 2018[7]

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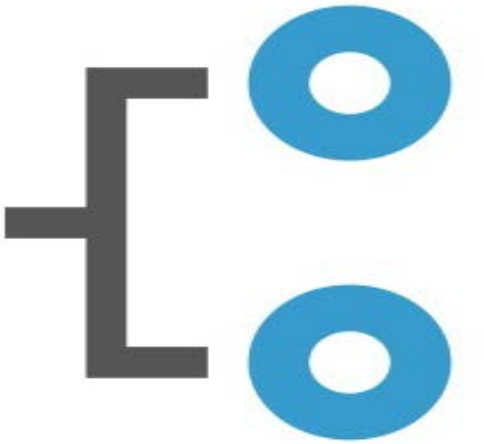
Sample Outcome Objective



By when?

Decrease the percentage of patients aged 12 and over who report smoking daily or occasionally to 16% **by December 2018**[7]

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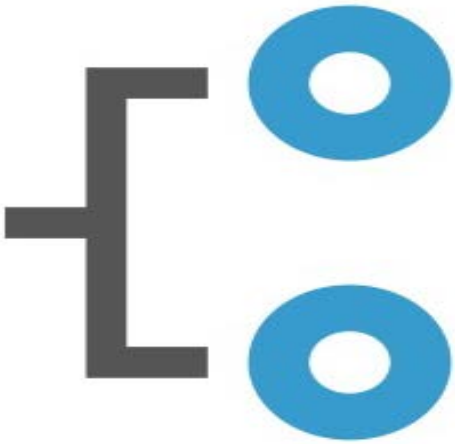
Sample Outcome Objective



70% of all registered FHT patients will be vaccinated for influenza annually [1,7]

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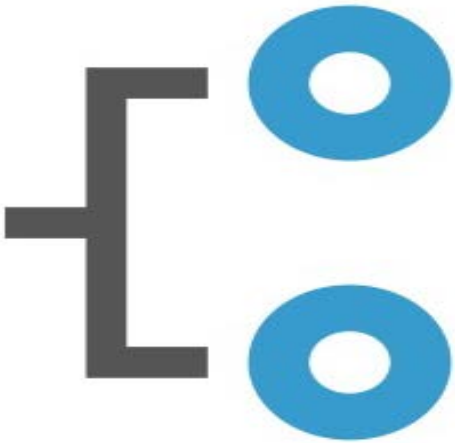
Sample Outcome Objective



- **What Will Change:** patients will be vaccinated for influenza
- **For Whom:** patients of the FHT
- **By How Much:** 70% of patients
- **By When:** annually[1]

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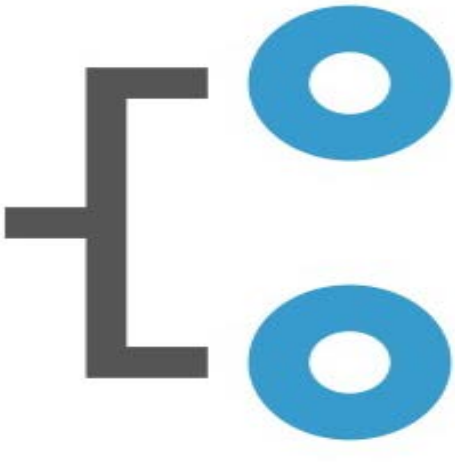
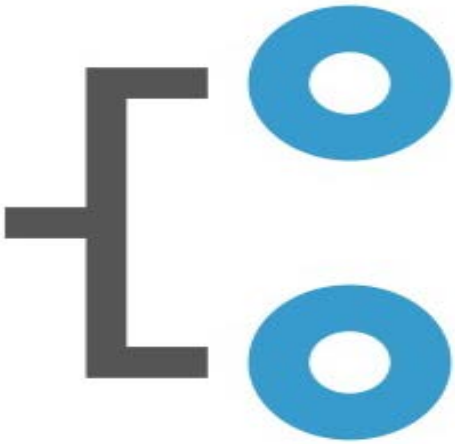
Outcome Objectives[1,2]



"Better" objectives are:

- **S**pecific
- **M**easurable
- **A**chievable
- **R**elevant
- **T**ime-limited[1]

Sample Outcome Objective



70% of all registered FHT patients will be vaccinated for influenza annually[1,7]

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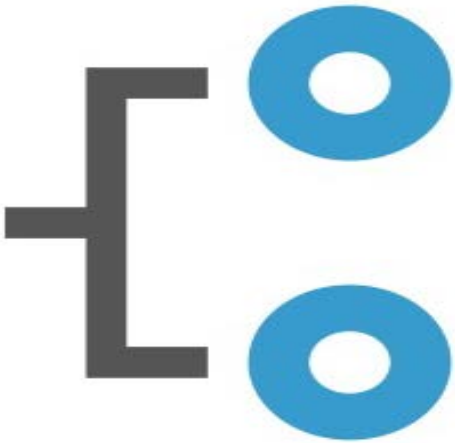
Additional Outcome Objective Examples



- 90% of patients waiting for treatment for an eating disorder will achieve or maintain medical stability at the time of discharge to the formal ED treatment program[8]
- By the end of this year, increase by 15% the percentage of patients with diabetes whose glycemic control (HbA1c) in the last 12 months was within the correct range[7]
- 90% of recent mothers report breastfeeding or trying to breastfeed[7] by the end of 2018

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Example:

Decreased exposure to second-hand smoke

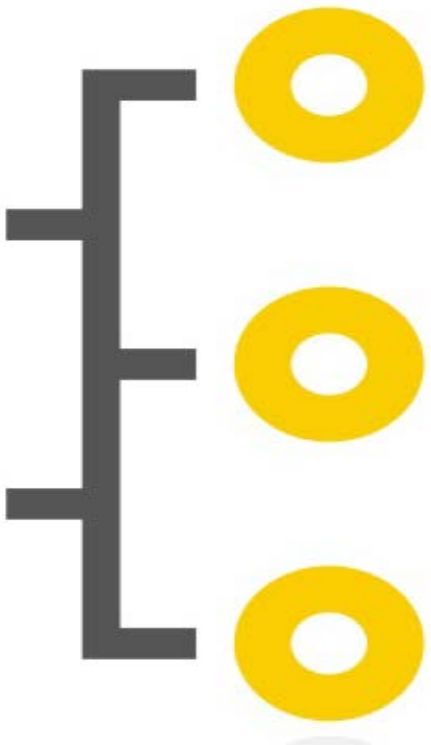
Improved example:

Decrease by 18% the percentage of patients aged 0-18 years old exposed to second-hand smoke in the home by the end of 2018

Performance measures

A performance measure is “a measure of a primary care process or outcome that is useful…to support planning, management or quality improvement”[9] (p. 10)

Example performance measures



- Percentage of female patients aged 50 to 74 who had a mammogram within the past two years[7]
- Percentage of recent mothers who report breastfeeding or trying to breastfeed[7]
- Percentage of patients with diabetes with two or more glycated hemoglobin (HbA1c) tests within the past 12 months[7]

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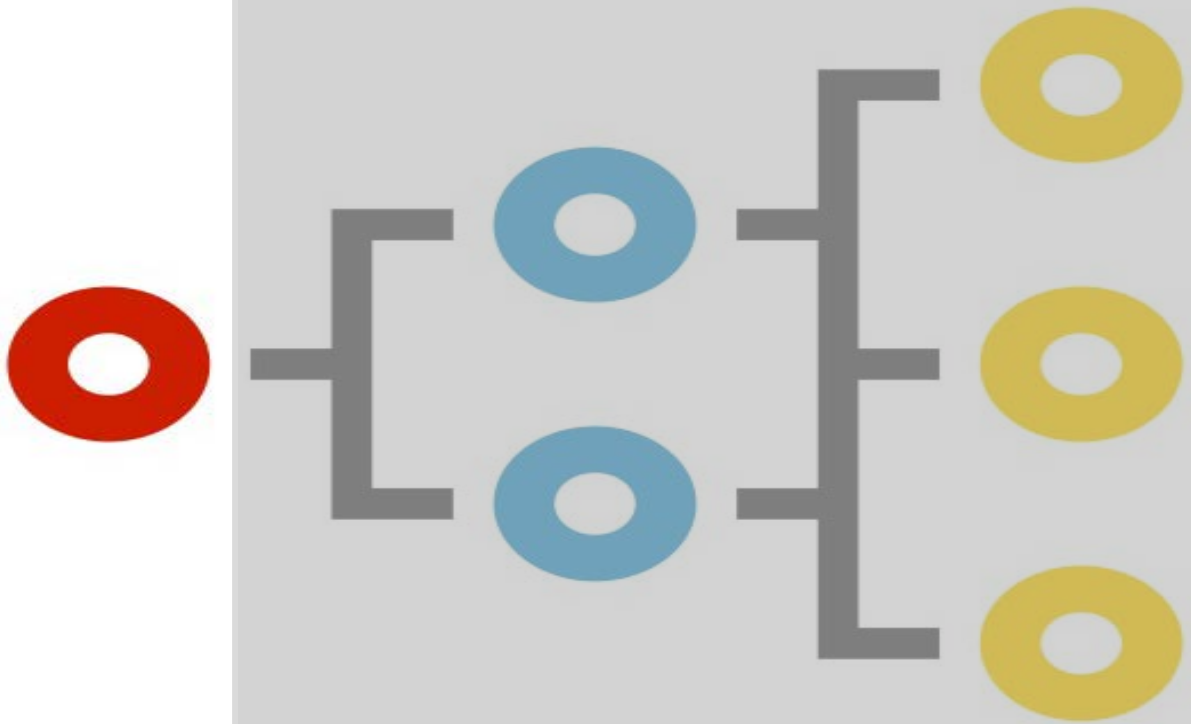
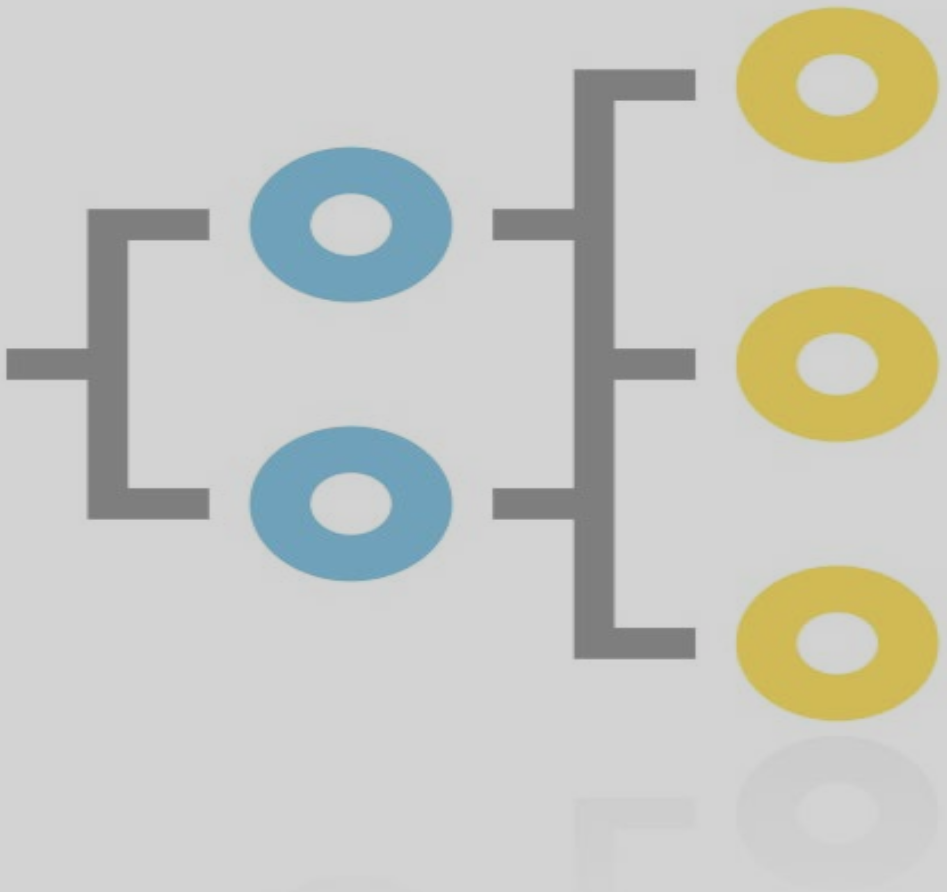
Tying It All Together

Goal



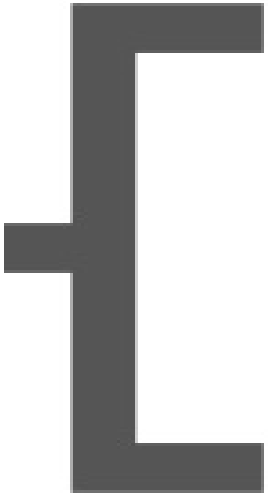
Goal

To provide diagnosis, support and education for patients with COPD to prevent hospitalizations and improve quality of life[6]



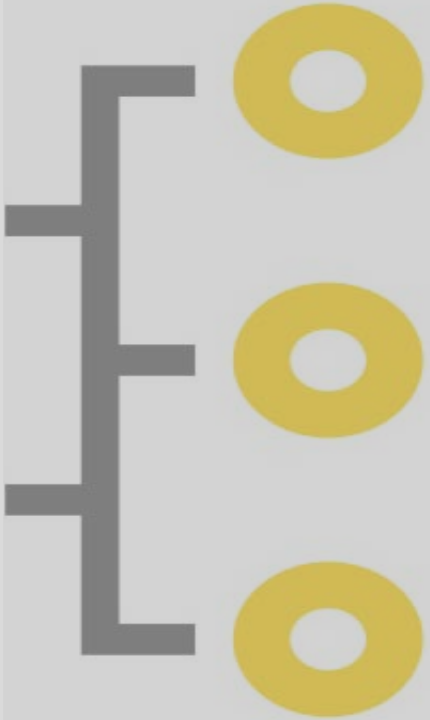
Outcome Objectives

To provide diagnosis, support and education for patients with COPD to prevent hospitalizations and improve quality of life[6]



Lower SGRQ scores of COPD patients from X to X by the end of this year[10]

Reduce by 15% the percentage of patients with COPD who report going to the emergency department for reasons that were potentially avoidable by the end of this year[7]



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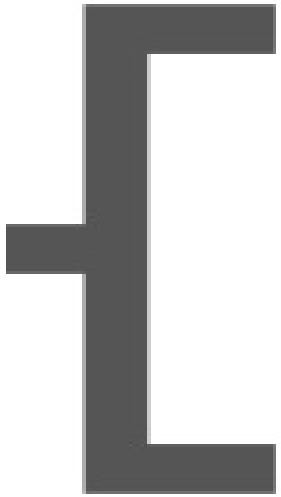
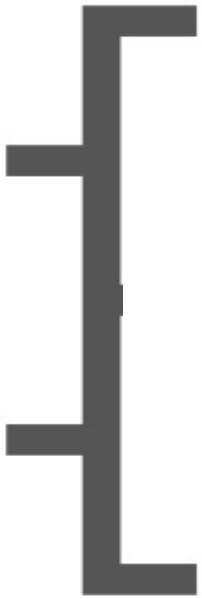
To provide diagnosis, support and education for patients with COPD to prevent hospitalizations and improve quality of life[6]



Lower SGRQ scores of COPD patients from X to X by the end of this year[10]

Reduce by 15% the percentage of patients with COPD who report going to the emergency department for reasons that were potentially avoidable by the end of this year[7]



Knowledge scores on COPD knowledge test increase by 50% by the end of the 6-week COPD educational session[6]

75% of patients participating in the educational session have no inhaler technique errors at the end of the 6-week session[6]

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Additional PHO Resources

- Focus On: Logic model - A planning and evaluation tool. https://www.publichealthontario.ca/en/eRepository/Focus_On_Logic_Models_2016.pdf
- Webinar: Logic models–theory to practice http://www.publichealthontario.ca/en/LearningAndDevelopment/EventPresentations/Logic_Models_Theory_to_Practice.pdf
- Webinar Q and A: Logic models–theory to practice http://www.publichealthontario.ca/en/eRepository/Logic_model_Theory_to_practice_QA_2016.pdf
- Planning and Evaluating Health Promotion Programs: Audio Presentation Series http://www.publichealthontario.ca/en/LearningAndDevelopment/OnlineLearning/HealthPromotion/Pages/HP-Essential-Skills.aspx

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8. Association of Family Health Teams of Ontario. Sample setting program direction template (Step 2) – Eating disorders. In Program planning and evaluation: framework for FHTs and NPLCs. Toronto, ON: Association of Family Health Teams of Ontario; 2016.

9. Health Quality Ontario. A primary care performance measurement framework for Ontario in Report of the steering committee for the Ontario primary care performance measurement initiative: phase one. Toronto, ON: Queen's Printer for Ontario; 2014. Available from: http://www.hqontario.ca/portals/0/Documents/pr/pc-performance-measurement-report-en.pdf

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