

Handout #4: Matching Objectives with Evaluation Methods

Objective	Result	Evaluation
Program objective	Changes in morbidity, mortality, and quality of life	<ul style="list-style-type: none">• What is the outcome?• Is there a change in health status? Did it change because of the program?
Behavioral objective	Changes in behavior, behavioral adaptation	<ul style="list-style-type: none">• What is the impact?• Has a new, healthier behavior been adopted? Can the program take credit for the change?
Learner objective	Changes in knowledge, attitude, practices, etc.	<ul style="list-style-type: none">• Is there enough change in knowledge, attitudes, habits, and skills needed for behavior change?
Process objective	Adherence to timeline tasks, completion of activities, efficient use of resources	<ul style="list-style-type: none">• Is the program working?• Are people attending?• Are the methods appropriate?

(Adapted from Deeds, 1992)