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Step 7 Monitoring Worksheet

Part 1: Policy Goal & Objective

A. Review definitions and examples of Policy Goals and Objectives

Goal: General statement about desired qualities in human and social conditions

Example: In order to improve the health status among residents in X-community, make healthy food options available in area neighborhood corner stores.

Objective: Specific, measurable statement regarding how to reach the goal; answers:

- Who: Target needs to be specific; can include ages, race, geographic location
- What: What should be achieved?
- How much: Needs to be reasonable, e.g. lower rates by 15%, NOT 50%
- By when: Within 1 year? 5 years? Again, it needs to be reasonable

Example: By 2014, 15% of corner stores in X-community will carry will carry fresh fruit and vegetables

- Who: neighborhood corner stores in X-community (zip code)
- What: will carry fresh fruit and vegetables
- How much: 15% of corner stores
- By when: By 2014

B. Following the examples above, define a goal and objective for your policy.

Goal:

Objective:

- Who:
- What:
- How much:
- By when:

Since consequences of policy are never fully known in advance, it is essential to monitor policy action after they have occurred so that the information generated could be used to assess for outcome/impact. As such, monitoring serves four functions:

1. **Compliance** – helps determine whether the action of program administrators, staff, and other stakeholder are in compliance with standards and procedure advocated by the policy initiative, legislatures, regulatory agencies and professional bodies.

Example: Regular visits to participating corner stores to observe whether or not they are carrying fruits and vegetables.

2. **Auditing** – monitoring helps determine whether resources and services intended for certain target groups and beneficiaries (individuals, families, municipalities, states, and regions) have actually reached them.

Example: Key intercept survey of residents patronizing the stores to understand whether or not the customer is buying the goods.

3. **Accounting** – monitoring produces information that is helpful in accounting for social and economic changes that follow the implementation of public policies and programs over time.

Example: Key intercept survey of residents patronizing the stores to understand if and/or how the customer's health has improved as a result of consuming the fruits and vegetables.

4. **Explanation** – explains why the outcomes of public policies and programs differ.

Example: Monitoring the corner stores help us find out what policies and initiatives work best, how they work, and why

A. Think about what you could monitor to get facts (or the how and why) regarding this goal/objective. Provide examples of how each monitoring tool could be used to monitor the success of the policy initiative being advocated by your coalition. Although only one example is provided above for each tool, the coalition may decide that there are several elements worth monitoring to observe initiative success.

1. **Compliance** –



2. *Auditing* –

3. *Accounting* –

4. *Explanation* –

