

WORKSHEET #7: BEHAVIORAL OBJECTIVES PART 1

Zambe Example

This example is based on the Zambe Let's Talk About It! program introduced in Part 1 of the I-Kit. The program managers reviewed all of the information they collected and the input from the workshop with their advisory group and urban adolescents from the intended audience, and answered the key questions to help them create their behavioral objectives. Part 1 includes questions to help write an objective and Part 2 includes a checklist to make sure the objective is SMART. Additional insights are provided in the text bubbles.

Program goal: *Reduce the number of unintended teen pregnancies among 15- to 19-year-old women in Zambe.*

Question	Answer	
Who is the intended audience?	<i>Young women (15 to 19) living in Zambe, out of school.</i>	
What is the action to be taken by the intended audience?	<i>Use a modern contraceptive method.</i>	
How will this action contribute to the program goal?	<i>The program goal is to reduce the number of unintended pregnancies that contribute to adolescent maternal and child mortality. By using a modern contraceptive method, young women will be able to contribute to this goal.</i>	
How will this action meet the needs of the audience?	<i>By using modern contraceptive methods, young women will reduce the number of unintended teen pregnancies that prevent them from finishing school.</i>	
In what timeframe will the behavior change occur? (state a beginning and end date)	<i>January 2009 to December 2011</i>	
What is the amount of change that will be achieved in this timeframe? (state the current level and the desired objective)	From this	To this
	<i>Modern contraceptive use: 35 percent</i>	<i>Modern contraceptive use: 60 percent</i>

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Zambe Example

Summarized behavioral objective: *Increase the proportion of modern contraceptive method use from 35 percent to 60 percent, among out-of-school, young women ages 15 to 19 in Zambe between January 2009 and December 2011.*

Is it...?	Yes	No	Suggested Improvement
Specific?		√	<i>Among sexually active</i>
Measurable?	√		<i>From 35 percent to 45 percent</i>
Achievable?		√	
Relevant?	√		
Time-bound?	√		

Needed to be more specific about who is going to use modern contraceptives. If a young woman is not sexually active, she will not be using contraceptives.

Needed to lower the increase amount, since it was too large for the two-year time period.

Improved behavioral objective: *Increase the proportion of modern contraceptive method use from 35 percent to 45 percent among sexually active, out-of-school, young women ages 15 to 19 in Zambe between January 2009 and December 2011.*

For the following examples for *Zambe*, which do you think are SMART objectives? For those that are not, think about what is missing and what you could do to improve them. Make extra copies of **Worksheet #7**, Part 2 to record your responses.

1. Increase the proportion of young men, ages 15 to 19, who use condoms.
2. Increase the proportion of parents who report talking about SRH matters with youth.
3. Decrease the proportion of STIs among urban adolescents.
4. Increase the proportion of youth who access SRH services at the Bright Star City Clinics from 20 percent to 60 percent.

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TIME TO REFLECT

Before you move on, take a moment to reflect on your experience with this Worksheet. What are the three key pieces of information you learned from filling out this Worksheet?

- 1. Our program implementation period is quite short. How can we be realistic about what we can achieve?*
- 2. Being specific about our objectives will help us to track progress toward meeting them.*
- 3. We have to make sure that ALL of our objectives are SMART before we move onto the next stage.*