

# Menu of Outcome Objectives



at the Centre for Health Promotion  
University of Toronto

## Individual Level Objectives

- To increase awareness of risk factors
- To increase awareness of personal susceptibility
- To increase awareness of solutions
- To increase awareness of health problems
- To increase knowledge of ideas and/or practices
- To increase recall about ideas and/or practices
- To increase comprehension about ideas and/or practices
- To increase knowledge of local services, organizations, etc
- To change (increase positive, decrease negative, or maintain) attitudes
- To increase motivation for making and sustaining change
- To increase information seeking behaviour
- To increase perceived social support
- To increase confidence about making behaviour changes (self-efficacy)
- To increase thinking about a topic
- To improve skills
- To change behaviour

## Network Level Objectives (e.g., social groups, families, professional groups, church groups)

- To increase knowledge of opinion leaders/champions
- To increase prevalence of favourable attitudes held by opinion leaders/champions
- To increase supportive activity (e.g., # of conversations about the health issue) by opinion leaders
- To increase number and kinds of health-related interactions within networks
- To increase favourable social influences/norms within networks
- To increase social support for positive changes by network members

## Organizational Level Objectives

- To increase the number of gatekeepers, decision-makers and/or other influential people in organization considering policy changes or adopting specific programs
- To increase the number of gatekeepers, decision-makers, other influential people and/or organizational members (or students, employees, etc) who feel that the issue is important and change is necessary
- To increase the quantity and quality of information regarding the issue and the policy change required
- To increase organizational confidence and competence in making health-related policy changes
- To change/implement policy and/or adopt/change program

## Societal Level Objectives

- To increase the importance communities and society attach to an issue, by increasing media coverage
- To increase societal/public values and norms (attitudes and opinions) which are supportive of the policy change you are recommending
- To increase activity directed to producing policy change, such as collaboration among community groups
- To increase the number of politicians who support the policy change you are recommending
- To change/implement a policy