Developing A Project Proposal
Typical Focus of Social Development Projects

- Why do people behave the way they do?

Example:
Why do youths engage in substance abuse?
Dimensions of Behavior: KAP

- Knowledge
- Attitude
- Practice
Setting Objectives

- Problem/Gap 
  - Knowledge - To explain the effects of substance abuse
  - Attitude - To dislike the effects of substance abuse
  - Practice - To stop engaging in substance abuse
Objective Orientation

- **Implementer - oriented**
  To conduct training of youth leaders on substance abuse prevention

- **Beneficiary - oriented**
  To identify the effects of substance abuse on the individual and the family
Elements of a Good Objective: ABCD Approach

- Intended Audience/beneficiaries
- Behavioral change expected
- Conditions under which change will occur
- Criteria to measure Degree of success

Example:
At the end of the 1-year project, 20% of the youths in 2 selected barangays should be able to resist the pressure to engage in substance abuse from their peers
Characteristics of a Good Objective

- S - simple
- M - measurable
- A - attainable
- R - realistic
- T - time bound
Simple and specific

Expresses one specific intended behavioral change at a time

Examples:
At the end of one year project period, at least 20% of the youths in the 2 barangays, should be able to:
- To explain the effects of substance abuse vs.
- To explain the effects of substance abuse and demonstrate how to resist pressure from peers
Measurable

- Can be quantitatively, physically or visibly assessed or observed once accomplished
- Examples:
  - To **explain** the effects and consequences of substance abuse vs.
  - To **know** the effects and consequences of substance abuse
  - To **learn** the effects and consequences of substance abuse
Attainable

- Can be accomplished given the existing conditions and realities

Examples:
- At least 50% of the high school students in the barangay to engage in a sport activity for recreation vs. All parents in the barangay to send their children to school
Realistic

Within the human capability to carry out

Examples:

To reduce the incidence of substance abuse among the youths in 2 barangays by at least 30% within a year

To totally eradicate substance abuse among the all the youths in 100 barangays within one year
Time bound

- Can be done within a specific period of time

- Example:
  After the 2-year project period, the youth peer educators should have counseled and reached out to at least 80% of their peers