



POLICY OBJECTIVE AND OPTIONS

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Policy Objective

“Objective” means the intended outcome or effect that the proposal will have.

Example of Good Objective	Example of Bad Objective
<p data-bbox="100 644 962 821">To reduce the number of fatalities and illness caused by obesity by 20% by the year 2015.</p> <p data-bbox="100 958 962 1066"><i>[This objective is specific, measurable, accountable, realistic and time-bound.]</i></p>	<p data-bbox="969 644 1835 689">To improve public health.</p> <p data-bbox="969 735 1835 912"><i>[This objective is too broad and therefore it is unclear what the actual outcome will be.]</i></p>



Policy Objective

S

- Specific

M

- Measurable

A

- Attainable

R

- Relevant

T

- Time-Bound

E

- Ethical

R

- Research-based



What is not a Policy Objective

- To fix the problem
 - To do something the Minister wants
 - To create a regulation
 - To propose a solution
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- It is to define what will be the end result of any action...



Options – what action should be taken?



Do Nothing is always the first option...



Types of Options

- Do nothing/maintain status quo
- Intervene directly e.g.
 - Enforce existing regulations differently
 - Co-regulate with professional bodies
 - New regulations
- Create a climate for change e.g.
 - Set standards
 - Information and education campaigns
 - Self regulation and codes of practice quality assurance marks
 - Incentives (financial, other)



Alternatives to Regulation

Non-Regulatory Options	Example
Self Regulation	<i>Code of Practice for Professions and Trade</i>
Co-regulation	
Information & Education Campaigns	<i>Risk and Behavioral Campaigns</i>
Financial and Fiscal Options	<i>Tax incentives or disincentives</i>
Quality Assurance Marks	<i>Accreditation for quality of products e.g. furniture</i>
Performance Standards	<i>Setting performance outcomes that should be achieved and not prescribing how to achieve it e.g. Safety helmets</i>
Service Charters	<i>Tourism facilities for minimum standards of service to attract tourists.</i>



Selecting the right option

You are looking for policy solutions that:

- Address the defined problem (focused)
- Will be effective in delivering the desired outcome (effective)
- Are proportional to the problem
- Fit with wider social, economic and environmental policy objectives
- Give good value for money
- Are enforceable



Conclusion

- *How you intervene is as important as whether to intervene.*
- You need to exercise logical judgement about which option to develop to take to a full Regulatory Impact Assessment