

## How to Write SMART Objectives

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### Specific

Objectives should be well-defined, and clear to other team members and to partners with the same level of knowledge as you. Using action-oriented verbs, such as "increase" or "decrease," will make your objectives easier to measure in the end.



- Resource: Who is involved with executing this program?
- Target Population: Who is your target population?
- Action: What exactly will you do for them?
- What are the benefits of this objective?
- Where will this program be executed?

### Measurable

Objectives should have a benchmark and a target, to help determine whether the objective is achieved, if it has been exceeded (and by how much), or if it hasn't been met (and by how much).



- Change: How much change is expected? In what direction?
- What data will prove this change has occurred? Where will this data come from?
- Is there a proxy measure to use If this objective cannot be directly measured, or is there another measure that would be more appropriate to use instead?

### Achievable/Attainable

Objectives should be within reach for your team or program, considering available resources, knowledge, and time.



- How can this objective be accomplished?
- Given the current time frame or socio/political environment, can this objective be achieved? Should we scale it up or down?
- What resources will help us achieve this objective? What limitations or constraints stand in our way? Hint: You can use a SWOT analysis to map out internal and external factors that might positively or negatively impact your objectives.

### Relevant

Objectives need to be in line with your program's mission, vision, and goals, as well as agreed-upon by important stakeholders and partners. Objectives related to your organization's mission and guiding principles are more likely to be endorsed by organizational leadership; objectives endorsed by community partners and stakeholders will lead to a greater level of buy-in from community members and other participants.



- Will this objective lead to achieving this organization's goals?
- Does it seem worthwhile to measure this objective? Does it seem reasonable to measure this objective?

### Time-Bound

Objectives should be attainable within a specific time frame that isn't so soon as to prevent success, or so far away as to encourage procrastination.



- Time Frame: When will this objective be achieved?
- Is this time frame realistic? Should it be closer, or further in the future?

### Fill In the Blanks

Directly inform your SMART objective by using the following template:

[Resource] will [action] to [target population],  
resulting in [change] by [time frame].

## Examples of SMART Objectives

• Objective	• SMART Objective
• We'll train community members using the curriculum.	• <i>By the third year of the grant period, program staff will have trained 80% of school nurses on the selected train-the-trainer curriculum.</i>
• Participants will understand the importance of smoking cessation.	• <i>By the end of the event, 90% of participants will be able to identify at least three techniques that can lead to successful smoking cessation.</i>
• Reduce smoking rates.	• <i>By 2020, the rate of smoking in the seven-county area will decrease by 25%.</i>