

# A SMART objective is:

### ✓ Specific

- Objectives should provide the "who" and "what" of program activities.
- Use only one action verb since objectives with more than one verb imply that more than one activity or behavior is being measured
- Avoid verbs that may have vague meanings to describe intended outcomes (e.g., "understand" or "know") since it may prove difficult to measure them. Instead, use verbs that document action (e.g., "At the end of the session, the students will list three concerns...")

#### ✓ Measurable

- The focus is on "how much" change is expected. Objectives should quantify the amount of change expected. It is impossible to determine whether objectives have been met unless they can be measured.
- The objective provides a reference point from which a change in the target population can clearly be measured.

#### ✓ Achievable

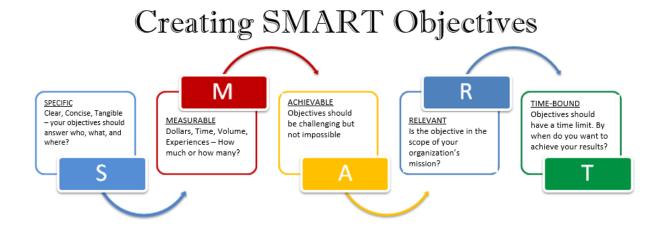
Objectives should be attainable within a given time frame and with available program resources

#### ✓ Relevant

- Objectives are most useful when they accurately address the scope of the problem and programmatic steps that can be implemented within a specific time frame.
- Objectives that do not directly relate to the organization's mission and program's mission will not help toward achieving the goal.

### ✓ Time-bound

- Objectives should provide a time frame indicating when the objective will be measured or a time by which the objective will be met.
- o Including a time frame in the objective helps in planning and evaluating the program.





By/,	will have
[HOW, WHY (remember to specify results)]	·

# **Criteria to assess Objectives**

Criteria	Yes	No
Is the objective <b>Specific?</b> Who? (target population and persons doing the		
activity) and What? (action/activity)		
Is the objective <b>Measurable</b> ? How much change is expected?		
Is the objective <b>Achievable</b> ? Can it be realistically accomplished given		
current resources and constraints?		
Is the objective <b>Relevant</b> ? Is it in line with the organization's mission?		
Does it address the scope of the program?		
Is the objective <b>Timebound</b> ? Does it provide a timeline indicating when		
the objective will be met?		

## **Examples:**

**Non-SMART objective:** Teachers will be trained on the selected scientifically based health education curriculum.

This objective is not SMART because it is not specific, measurable, or time-phased. It can be made SMART by specifically indicating who is responsible for training the teachers, how many will be trained, who they are, and by when the trainings will be conducted.

**SMART objective:** By year two of the project, LEA staff will have trained 75% of health education teachers in the school district on the selected scientifically based health education curriculum.

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**Non-SMART objective:** 90% of youth participants will participate in lessons on assertive communication skills.

This objective is not SMART because it is not specific or time-phased. It can be made SMART by specifically indicating who will do the activity, by when, and who will participate in lessons on assertive communication skills.

**SMART objective:** By the end of the school year, district health educators will have delivered lessons on assertive communication skills to 90% of youth participants in the middle school HIV prevention curriculum.