

“SMART” Objectives

Goals vs. Objectives

Understanding the differences between a goal and an objective can be confusing. Goals are broad, brief statements of intent that provide focus or vision for planning. Goals are warm and fuzzy. They are non-specific, non-measurable, and usually cannot be attained. Below is a typical program goal:

“San Francisco children will be healthy”

Objectives:

Objectives are meant to be realistic targets for the program or project. Objectives are written in an active tense and use strong verbs like plan, write, conduct, produce, etc. rather than learn, understand, feel. Objectives can help you focus your program on what matters. They will always answer the following question:

WHO is going to do WHAT, WHEN, WHY (what does it demonstrate), and TO WHAT STANDARD?

Some of the most common errors in writing objectives include:

- ~ writing an objective like an activity,
- ~ writing an objective like a vision; or
- ~ writing too many objectives.

“SMART Objectives” refers to an acronym built around the five leading measures of a strong program. This acronym can be very helpful in writing objects that can be employed to evaluate the quality of programs proposed and carried out.

*** Specific** – *What exactly are we going to do, with or for whom?*

The program states a specific outcome, or a *precise* objective to be accomplished. The outcome is stated in numbers, percentages, frequency, reach, scientific outcome, etc. The objective is clearly defined.

*** Measurable** – *Is it measurable & can WE measure it?*

This means that the objective can be measured and the measurement source is identified. If the objective cannot be measured, the question of funding non-measurable activities is discussed and considered relative to the size of the investment. All activities should be measurable at some level.

*** Achievable** – *Can we get it done in the proposed timeframe/in this political climate/ for this amount of money?*

The objective or expectation of what will be accomplished must be realistic given the market conditions, time period, resources allocated, etc.

*** Relevant** – *Will this objective lead to the desired results?*

This means that the outcome or results of the program directly supports the outcomes of the agency or funder’s long range plan or goal, e.g., the selected MOD priority area.

*** Time-framed** – *When will be accomplish this objective?*

This means stating clearly when the objective will be achieved.

Below is an example of a process and impact objective based on a hypothetical program goal, as well as a list of suggested activities that could be proposed to attain these objectives.

GOAL:

To improve the quality of life for people who come to our facility and to build their strength - emotionally, spiritually and physically - to improve their chances of continued healing as they transition to home care.

Process Objective:

By 3/31/03, all 25 nursing and administrative staff will have completed communication skills training and will be able to demonstrate the ability to actively listen and inquire about emotional health.

Impact Objective:

By 12/31/03, the Creative Healing Center will have increased from 10% to 50% the percentage of patients who say they feel emotionally prepared to leave the hospital at discharge. (Data source: Patient discharge interview and survey).

Examples of Activities That Will Help You Reach Your Objectives:

1. Train all staff in active listening and communication skills so they feel comfortable dealing with emotional issues and ask each family member how they are doing.
2. Provide each staff member with referral packet of resources for after-care questions.
3. Provide each patient an introductory tour of the healing garden and the support/counseling area so that each patient is aware of resources available.

References:

Community Health Education Section, San Francisco Department of Public Health
<http://www.dph.sf.ca.us/CHPP/CAM/3-ToolBox/Skill-BasedActivities/WritingSMARTObjs.pdf>

North Carolina Arts for Health Training Institute, Raleigh, NC, March 28, 2003

<http://www.ncartsforhealth.org/developingmeasurableobjectives.html>