

## SMART Objectives

Intervention Objectives should be SMART:

**S**pecific, **M**easurable, **A**chievable, **R**elevant, and **T**ime-specific.

Below is a description of each element of SMART objectives and how to check for it in objectives you write.

**S**pecific - an observable action, behavior or achievement is described which is also linked to a rate, number, percentage or frequency

Ask yourself: *Is there a description of a precise or specific behavior/outcome which is linked to a rate, number, percentage or frequency?*

**M**easurable - A system, method or procedure exists which allows the tracking and recording of the behavior or action upon which the objective is focused

Ask yourself: *Is there a reliable system in place to measure progress towards the achievement of the objective?*

**A**chievable - The objective needs to be capable of being reached; there is a likelihood of success but that does not mean easy or simple. The objectives need to be agreed to by the parties involved.

Ask yourself: *Can the objective be achieved with a reasonable amount of effort?*

**R**elevant - This means two things: 1) the objective relates to and supports the associated program goal. 2) the objective represents the most cost effective use of our resources (money, staff, time, in-kind, etc.) to accomplish the associated program goal.

Ask yourself: *Will accomplishing this objective help to achieve CVH program goals? Is this the best use of our resources to reach CVH goals, versus alternative approaches?*

**T**ime based - there has to be a date in the objective (Day/Month/Year) for when the task has to be started (if it's ongoing) and/or completed (if it's short term or project related)

Ask yourself: *Is there a start and/or finish date clearly stated or defined?*