

SMART Objectives

In general, objectives are the specific means to reach the goal. The goal captures the overall purpose of the program.

Goal: Establishment of extensive partnerships and alliances among community-based organizations in order to expand, enhance and improve services for people with diabetes and those who are at risk for developing diabetes in New York State.

Often times, more specific outcomes are developed to explain how the goal will be achieved. The following six outcomes clarify the priorities of the NYS Diabetes Coalitions and how they will contribute toward the overall goal.

NYS Diabetes Coalition Outcomes

- **(#1) Coalition Capacity-Building and Sustainability** – Increase the capacity and sustainability of the diabetes coalition to promote effective collaboration and community change.
- **(#2) Primary Prevention** – Increase at-risk individuals' knowledge and/or adoption of healthy behaviors and lifestyles to prevent or delay the occurrence of diabetes.
- **(#3) Secondary Prevention** – Improve individuals' ability to manage their diabetes through appropriate self-care and health care.
- **(#4) Professional Education** – Increase health care provider ability to serve individuals with and/or at-risk for diabetes.
- **(#5) Awareness-Raising** – Increase **public** awareness of diabetes burden, risk, prevention and control and opportunities available to support healthy lifestyles.
- **(#6) Optional: Policy, Environmental and/or Systems Change** – Contribute toward sustainable policy, environmental and/or systems change to support healthy lifestyles leading to reduced risk of diabetes and its complications.

When you develop the workplan, you are asked to include SMART (Specific, Measurable, Achievable, Relevant, and Time-bound) process objectives for each of the above outcomes.

SMART Process Objectives should set specific numbers/types of activities, events, and/or interactions to be completed by a certain date and should relate to the activities column of your workplan. Objectives are written in an active tense and use strong verbs such as convene, write, conduct, produce, develop, identify, visit, organize, design, promote, educate, train, distribute, etc.

Activities are the events or actions that actually take place and are supportive of the objectives.

Definitions of the components of a SMART objective are on the following page, along with examples to help you create your own SMART process objectives. Please include as many process objectives as appropriate to accomplish the outcome(s) for the workplan time period.

SMART Process Objectives

- **Specific** – an observable action, behavior, or achievement is described and linked to a rate, number, percentage, or frequency. When reaching individuals, a specific population description must be included in objective.
 - Is there a description of a precise or specific action or event, which is linked to a rate, number, percentage or frequency?
- **Measurable** – a system, method, or procedure exists that allows the tracking and recording of the event, behavior or action
 - Is there a reliable system in place to measure progress towards the achievement of the objective?
- **Achievable** – a likelihood of success and realistic given the resources and time period
 - With a reasonable amount of effort can the objective be achieved?
- **Relevant** – the target directly supports the corresponding outcome and overall goal.
 - Will this objective lead to the desired results?
- **Time-bound** – dates for the task to be started and completed
 - Is there a finish and/or start date clearly stated and defined?

SMART Process Objectives Examples:

- ◆ By April 2006, assess current membership and invite at least 3 new partners, ensuring all counties in the region are represented.
- ◆ By August 2006, conduct 5 legislative office visits to educate decision-makers about the diabetes burden and needs as well as coalition accomplishments.
- ◆ By November 2006, conduct a 10-session behavior change program reaching at least 15 African American individuals with pre-diabetes or at-risk for diabetes.
- ◆ By September 2007, increase participant enrollment in the coalition walking program by at least 20%.
- ◆ By December 2007, identify 25 uninsured/underinsured individuals with diabetes to participate in a diabetes self-management education class.
- ◆ By February 2008, create a pre-service training curriculum on diabetes clinical practice guidelines and train at least 100 medical residents through 3 pre-service training classes.
- ◆ By March 2008, run 3 monthly diabetes risk factor awareness raising ads, including coalition contact information, in the *Mountain Gazette* newspaper.
- ◆ By April 2008, develop an at-a-glance fact sheet to educate 2 local employers (workforce >30 individuals) on the benefits of changing administrative policy to extend the lunch period by 15-minutes to allow for physical activity for employees.

Not Very SMART objectives:

- Eliminate diabetes in Jefferson County by tomorrow.
 - Not achievable.
- Reduce the amount of junk food advertising by June 2005.
 - Not specific or measurable
- Change attitudes about physical activity.
 - Not specific, measurable, or time-bound
- Increase diabetes knowledge by participating in AIDS Walk for Life.
 - Not specific, measurable, achievable, time-bound, or relevant