Guidance on Developing SMART Objectives

Once you have established the goals of your project, it is time to consider the objectives and activities necessary to accomplish these goals. First, ask the following questions:

- **WHAT** do we want to do?

- **WHY** is it important for us to do this?

- **HOW** are we going to conduct these activities?

- **WHO** will be responsible for doing the activities?

- **WHEN** do we want this to be completed?

Once you have answered these questions, begin to define your **SMART** objectives to move those ideas into action. **SMART** objectives are:

- **S**pecific: Concrete, detailed, and well-defined so that you know where you are going and what to expect when you get there.

- **M**easurable: Numbers and quantities help to provide evidence that you have accomplished what was intended.

- **A**chievable: Feasible and able to be implemented with the skills and resources you have identified.

- **R**elevant: Relevancy can come from a literature review, best practices, or your theory of change.

- **T**ime-bound: Specify a reasonable time frame for accomplishment of each objective.

EXAMPLES

Vague Objectives	SMART Objectives
Enhance nutritional access for low-income seniors living in the community.	Deliver a dietician-approved meal two times per week over one year to 75 low-income, food insecure seniors living in public housing.
Increase access to mental health services for seniors at risk for depression.	A master's degree social worker will screen 800 home-bound seniors at risk for depression using the PHQ9 scale. At least 25 percent of those who screen positive will be enrolled in the *Feeling Better* program.
Develop culturally relevant educational materials related to advance care planning for seniors and their caregivers.	Engage 135 participants in a focus group to develop and test culturally relevant images and messages about advance care planning. A total of nine focus groups (three per ethnicity) will be held with African American, Latino, and Asian participants.