

OBJECTIVES: Describe results to be achieved and the manner in which results will be achieved. *Well-written objectives help set priorities and targets for progress and accountability.*

	Yes	No
1. Is the objective SMART ?		
▪ Specific: <i>Who?</i> (Target Population) and <i>What?</i> (Action/Activity)		
▪ Measurable: <i>How much</i> change is expected?		
▪ Attainable: Can be realistically accomplished given current resources and constraints.		
▪ Relevant: Addresses the scope of the plan and proposes reasonable action steps.		
▪ Time-focused: Provides a timeline indicating when the objective will be met.		
2. Does it relate to a single result?		
3. Is it clearly written?		

Examples:

Non-SMART Objective 1: Teachers will be trained on the Board-adopted nutrition curriculum.

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

SMART Objective 1: *By May 1, 2007, 75% of health education teachers in the school district* will be trained on the Board-approved tobacco-prevention curriculum.

Non-SMART Objective 2: 95% of students will demonstrate an increase in assertive communication skills.

This objective is not SMART because it is not specific or time-phased. It can be made SMART by indicating *by when* and *who* will have increased assertive communication skills.

SMART Objective 2: *By May 15, 2007, 95% of 8th grade students who receive the tobacco-prevention curriculum* will increase their assertive communication skills.