Objectives should be **SMART**

Specific, Measurable, Achievable, Realistic, and Time phased.

Objectives are statements that describe results to be achieved and how they will be achieved.
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Web  www.cdc.gov/HealthyYouth/evaluation
SMART objectives are Specific.
Specific Objectives

• Specific objectives provide the who (target population) and what (action/activity) of program activities.

• A specific objective uses only one action verb.

www.cdc.gov/HealthyYouth/evaluation
SMART objectives are Measurable.

www.cdc.gov/HealthyYouth/evaluation
• Measurable objectives focus on how much change is expected.

• A measurable objective provides a reference point from which a change in the target population can clearly be measured.
SMART objectives are Achievable.

www.cdc.gov/HealthyYouth/evaluation
Achievable Objectives

• Achievable objectives are attainable given your program’s current resources and constraints.

• An achievable objective is attainable within a given time frame.

www.cdc.gov/HealthyYouth/evaluation
Realistic Objectives

- Realistic objectives address the scope of the health problem and propose reasonable programmatic steps.

- A realistic objective directly relates to the program goal.

www.cdc.gov/HealthyYouth/evaluation
SMART objectives are Time-phased.
• Time-phased objectives provide a time frame indicating when the objective will be met.

• A time-phased objective indicates when the objective will be measured.