

National Breast and Cervical Cancer Early Detection Program

Writing Effective Objectives

Well-written objectives will give you a roadmap to plan, put into action, and evaluate your program outcomes and activities. You may have written “SMART” objectives before. This document expands on that concept by introducing two new elements—inclusive and equitable—to form a “SMART-IE” objective. You can use SMARTIE objectives to increase and improve cancer screening among populations that have higher rates of breast and cervical cancer but less access to services.

To write these objectives, ask yourself the following questions:

- Who are the populations of focus in your program?
- What are their needs and barriers to screening?
- Where do they live?
- What community organizations serve them and have their trust?
- Which strategies are appropriate and likely to increase screening among people with the most need?

Ask your populations of focus and your partners for input on your objectives. Ask them what interventions they recommend and how they define success. Objectives that consider diversity, inclusion, and equity will help you share the power and responsibility for achieving desired outcomes and increase your chances of success.

Is Your Objective a SMARTIE Objective?



Specific

Does the objective state the outcome that you aim to accomplish? Among what population, by when, and by how much?

Attainable

Is the objective challenging but achievable within the capabilities of your program and the community being served? Do you have enough resources?

Time-Based

Is there a deadline to achieve the objective? Are there review points to assess progress?

Equitable

Does the objective address the unique needs and circumstances of different populations, increase quality services where needed, and seek to address cancer screening disparities?

Measurable

How will you track your progress and know when milestones have been reached and the objective achieved?

Relevant

Is the objective aligned with the priorities of your program and Notice of Funding Opportunity (NOFO) requirements? Is it meaningful to the population of focus and community being served?

Inclusive

Have you invited, considered, and incorporated input from the population of focus and your community partners where appropriate?

Resources

- **The Management Center:** [From SMART to SMARTIE: How to Embed Inclusion and Equity in Your Goals](http://www.managementcenter.org/resources/smart-to-smartie-embed-inclusion-equity-goals/) (www.managementcenter.org/resources/smart-to-smartie-embed-inclusion-equity-goals/)
- **The Management Center:** [SMARTIE Goals Worksheet](http://www.managementcenter.org/resources/smartie-goals-worksheet/) (www.managementcenter.org/resources/smartie-goals-worksheet/)
- **Massachusetts Department of Public Health:** [Racial Equity Data Road Map \(pages 52–53\)](http://www.mass.gov/service-details/racial-equity-data-road-map) (www.mass.gov/service-details/racial-equity-data-road-map)
- **Giving USA: Be a SMARTIE:** [An Equity-Forward Approach to Goal-Setting](https://alford.com/be-a-smartie-an-equity-forward-approach-to-goal-setting/) (<https://alford.com/be-a-smartie-an-equity-forward-approach-to-goal-setting/>)
- **Idealist:** [What's Better than SMART Goals? Try SMARTIE Goals](http://www.idealists.org/en/careers/better-than-smart-smartie-goals) (www.idealists.org/en/careers/better-than-smart-smartie-goals)

National Breast and Cervical Cancer Early Detection Program (NBCCEDP)

NBCCEDP	Traditional Objective	SMARTIE Objective
<p>Strategy 2:</p> <p>Use surveillance systems and population-based surveys to assess cancer burden and inform programmatic efforts</p>	<p>By 8/1/2022, use Small Area Health Insurance Estimates to identify and describe program-eligible populations in <jurisdiction>.</p>	<p>By 8/1/2022, use cancer late-stage diagnosis and mortality data to identify and prioritize populations most in need of cancer screening services.</p>
<p>Strategy 3:</p> <p>Support partnerships for cancer control and prevention</p>	<p>By 6/29/2023, participate in all <jurisdiction> cancer coalition meetings.</p>	<p>By 10/1/2022, work within the <jurisdiction> cancer coalition to develop a health equity strategy to increase cervical cancer screening based on cancer health disparities and other burden data and input from <the populations of focus> and partners from the community.</p> <p>By 12/1/2022, work within the <jurisdiction> cancer coalition to recruit <number> community members from <the prioritized population of focus> to help identify strategies to increase and improve cancer screening in their communities.</p>
<p>Strategy 4:</p> <p>Deliver screening and implement evidence-based interventions (EBIs)</p>	<p>By 11/1/2022, execute a memorandum of understanding with <Clinic A>, <Clinic B>, and <Clinic C> to select, adapt, and implement EBIs.</p> <p>By 12/1/2022, renew contracts with existing breast and cervical cancer screening providers.</p>	<p>By 12/1/2022, recruit <number> new health care providers and clinics close to <the prioritized populations of focus> to provide screening services.</p> <p>By 12/31/2022, work with <community partner> to provide technical assistance to <number> providers and clinics on how to increase and improve service delivery to <the prioritized populations of focus>.</p> <p>By 6/29/2023, work with at least two local organizations with demonstrated access to <the prioritized population of focus> in their community to refer at least 200 people to the program for services.</p> <p>By 6/29/2023, screen <number> women from <population of focus>.</p> <p>By 6/29/2023, increase screening among <population of focus> by 20% by the end of Program Year 2.</p>
<p>Strategy 5:</p> <p>Conduct program monitoring and evaluation</p>	<p>By 12/30/2022, develop and submit a program evaluation plan that assesses program planning processes and outcomes, using high-quality data.</p>	<p>By 12/30/2022, develop a program evaluation plan that specifies the measures, sources of data or data collection planned, and methods of analysis to assess the achievement of breast and cervical cancer screening and other targets for <each population of focus>.</p> <p>By 6/29/2023, meet at least 95% of screening targets for <each population of focus>.</p>