

# 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?

