

SMART

objectives

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.



Evaluation Technical Assistance

FOR MORE INFORMATION

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Web www.cdc.gov/HealthyYouth/evaluation

S **MART** objectives

are **Specific.**



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Specific Objectives

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- Specific objectives provide the **who** (target population) and **what** (action/activity) of program activities.
- A specific objective uses only one action verb.

S**M****A****R****T** objectives
are **Measurable.**



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Measurable Objectives

A large, bold, orange letter 'M' is positioned on the left side of the slide, serving as a visual anchor for the 'Measurable' part of the SMART criteria.

- 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.



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Achievable Objectives

A large, bold, purple letter 'A' is positioned on the left side of the slide, serving as a visual anchor for the 'Achievable' section of the SMART criteria.

- Achievable objectives are attainable given your program's **current resources and constraints**.
- An achievable objective is attainable within a given time frame.

**SMART objectives
are Realistic.**



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Realistic Objectives

A large, bold, orange letter 'R' is positioned on the left side of the slide, serving as a visual anchor for the 'Realistic' part of the 'Realistic Objectives' title.

- Realistic objectives address the scope of the health problem and propose **reasonable programmatic steps**.
- A realistic objective directly relates to the program goal.

SMART

T

objectives

are Time-phased.



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Time-phased Objectives



- 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.