

State Opioid Response Grant: Writing Goals and SMART Objectives

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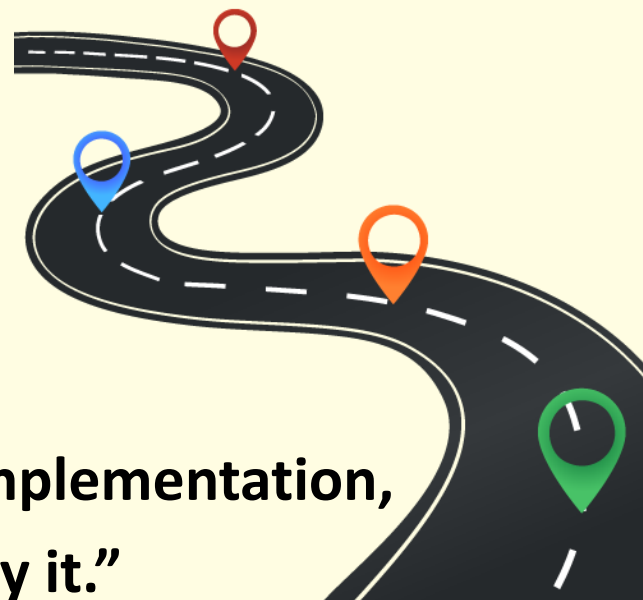
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Why are goals and objectives important?

Having goals and objectives written out before a program is implemented keeps activities:

- Strategic
- Focused
- Organized



Goals and objectives before program implementation, means not “building the plane as you fly it.”

Planning out the goals and objectives gives you the best program possible and the best services possible for clients.

What are program goals and SMART objectives?

Goals:

- These are the “why” you are doing all the work. What is it that your program will achieve?
 - Example: Increase my monthly ice cream intake and maintain my health.

SMART (Specific, Measurable, Achievable, Realistic, Time-bound) Objectives:

- These are the action steps that the program, organization, or staff will take to achieve goals
 - Example: By June 2021, track my fitness application on 3 months of my current monthly servings of ice cream based on the FDA recommend portions/serving size.

Difference between goals and objectives

Goals

- Aspirational
- Not specific
- No context or way to achieve
- Not required to have a timeframe
- Not necessarily easily measured

Objectives

- Specific
- Are like steps in a recipe, outlining how to reach the goal
- Include a time
- Progress toward these can be measured



How to write a goal

- A program could have more than one goal!
 1. Ask yourself: what is it we want to achieve?
 - For health behavior(s): What is the health behavior(s) you want to impact? How do you want to impact the health behavior(s)?
 2. Brainstorm a couple ideas.
 3. There should be a form of directionality (increase or decrease) and a health behavior.
 4. Can include a geographic location and actors responsible, but does not have to.

How to write a SMART objective

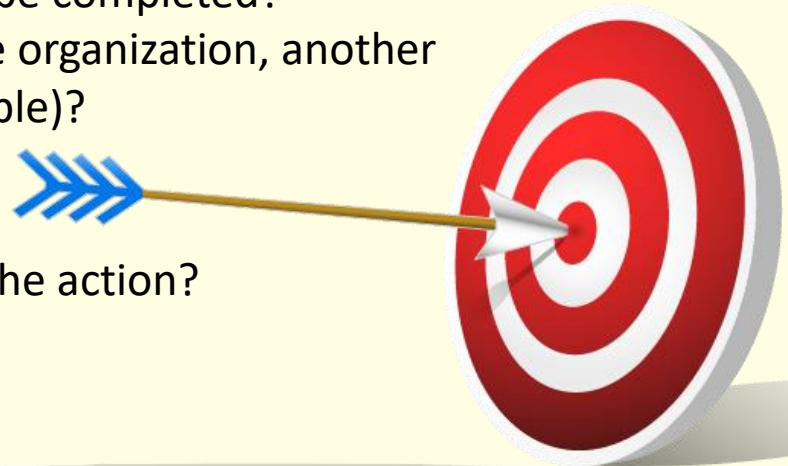
Each goal should have objectives that show the steps that the organization or program will take to achieve the goals. A “recipe” to make the goal(s) happen.

Outline the steps that the organization or program would go through.

Create a timeline and estimate how long it will take to complete each step .

Make sure the following questions are answered:

- By what estimated time should this step be completed?
- Who is completing the action (staff in the organization, another actor, partner organization, multiple people)?
- What is being done?
- What quantity will be achieved?
- Who (or what) is the target audience of the action?
- Where is the activity being conducted?
- Can the activity/action be completed?
- Is the amount realistic?
- Can it be measured?
- How will it be measured?



Looking at the SMART objective example.

By June 2021, track my fitness application on 3 months of my current monthly servings of ice cream based on the FDA recommend portions/serving size.

- By what estimated time should this step be completed? **From the start of the project to June 2021.**
- Who is completing the action? (Staff in the organization, another actor, partner organization, multiple people) **Me - the individual whose goal it is.**
- What is being done? **Tracking 3 months of pre-intervention ice cream consumption per FDA serving size.**
- What quantity is being done? **3 months of data tracking**
- Who (or what) is the target audience of the action? **Me - the individual whose goal it is.**
- Where is the activity being conducted? **Remotely on fitness app, wherever the person is.**
- Can the activity/action be done? **Yes.**
- Is the amount realistic? **Yes, depending on start date.**
- Can it be measured? **Yes.**
- How will it be measured? **Electronically track my portion sizes and frequency.**



- https://www.cdc.gov/phcommunities/resourcekit/evaluate/smart_objectives.html
- https://canadacollege.edu/adminservices/docs/tips_writing_smart_objectives.pdf
- <https://www.health.state.mn.us/communities/practice/resources/phqitoolbox/objectives.html>

Contact

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<https://dhhr.wv.gov/BBH/resources/SOR/Pages/default.aspx>

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