SMARTIE OBJECTIVES

Developing SMARTIE Objectives

One way to develop well-crafted objectives is to use the SMARTIE approach. This ensures that your programs not only meet specific, measurable, attainable, relevant, and time-bound criteria but also promote fairness, accessibility, and participation across diverse communities. The more defined your objectives, the easier it is to demonstrate success.

SMARTIE stands for:
- **S**pecific
- **M**easurable
- **A**ttainable/**A**chievable
- **R**elevant
- **T**ime-bound
- **I**nclusive
- **E**quitable

SPECIFIC – What exactly are we going to do, for whom, and how will it promote inclusion?

Objectives should clearly define the change, identifying the population or setting and specific actions, with a particular emphasis on how these changes will be implemented in ways that promote inclusion. Choose actions that ensure diverse groups have access to the benefits of the program, considering language, cultural sensitivities, and accessibility barriers.

MEASURABLE – Is it quantifiable, can WE measure it, and does it reflect progress towards equity?

Measurable implies the ability to count or otherwise quantify an activity or its results. It also means the source of and mechanism for collecting measurement data is identified and collection of these data is feasible for your program or partners. Include measures that capture progress towards reducing disparities and enhancing equity. This might involve tracking participation rates among underrepresented groups or measuring changes in outcomes specifically for these populations.

ATTAINABLE/ACHIEVABLE – Can we get it done in the proposed time frame with the resources and support we have available?

The objective must be feasible with the available resources, appropriately limited in scope and within the program's control and influence. Sometimes, specifying an

expected level of change can be tricky. To help identify a target, talk with an epidemiologist, look at historical trends, read reports or articles published in scientific or other literature, look at national expectations for change and look at programs with similar objectives. Consult with partners or stakeholders about their experiences. Often, talking to others who have implemented similar programs or interventions can provide you with information about expected change.

In some situations, it is more important to consider the percentage of change as a number of people when discussing impact. Will the effort required to create the amount of change be a good use of your limited resources?

RELEVANT – Will this objective have an effect on the desired goal or strategy?
Relevant relates to the relationship between the objective and the overall goals of the program or purpose of the intervention. Evidence or relevancy can come from a literature review, best practices, or your theory of change**.**

TIME-BOUND – When will this objective be accomplished?
A specified and reasonable time frame is incorporated into the objective statement. This takes into consideration the environment in which the change must be achieved, the scope of the change expected, and how it fits into the overall work plan. It may be indicated as, "By December 2015, the program will…" or, "Within six months of receiving the grant…"

INCLUSIVE – How does the objective ensure involvement and representation from all community segments, especially underrepresented groups?
Detail strategies for actively involving diverse community members in the planning, implementation, and evaluation phases of the program. This could involve outreach to various communities, forming advisory groups with representatives from different backgrounds, and ensuring materials are accessible to people with disabilities and non-English speakers.

EQUITABLE – How does the objective specifically address inequalities and aim to produce equitable outcomes?
Clearly state how the objective will contribute to reducing disparities and achieving equitable outcomes. This might involve targeting resources towards groups historically underserved or affected by disparities, and specifying how success will be measured in terms of closing the equity gap.

Information adapted from materials developed by the Institute of Medicine and Centers for Disease Control