

Writing Goals and SMART Objectives

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Objectives

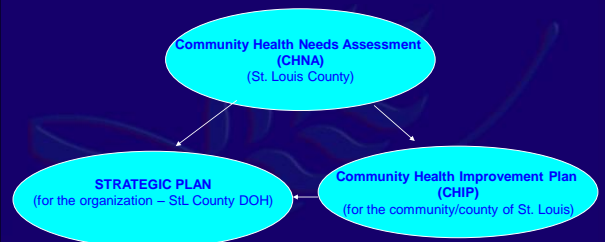
By the end of the session participants will be able to:

1. Describe the relationship between assessment and organizational and community strategic planning
2. Describe and practice writing goals and SMART objectives for strategic planning
3. Review process for Divisions to submit draft goals and SMART objectives

Accreditation

- **Strategic Plan** (St. Louis County DOH)
 - Assessment (e.g., SWOT, CHNA)
 - Goals and Objectives
- **Community Health Improvement Plan** (County-Wide Plan)
 - Assessment (CHNA)
 - Goals and Objectives
- **Performance Measurement & Quality Improvement**

Relationship of Strategic Plan, CHIP, and CHNA



What is a Goal?

- Broad statement of **purpose**
- Specifies **effect** (e.g. reducing a health problem)
- Specifies a **target** population
- **Directional** (e.g. increase, decrease, establish, etc)

Writing Goals

- What do you want to happen?
- What is a priority?
- Create a goal before drafting objectives
- Begin with action verbs, e.g., *reduce, increase, eliminate, ensure, establish*
- Focus on the end result, an outcome.

Example of Goals

- **Increase use of prenatal care among high risk pregnant women in St. Louis County. (program goal)**
- **Provide access to prenatal care services for all high risk women in St. Louis County. (system capacity goal)**

What is an objective?

- Describes results to be achieved
- Describes how it will be achieved
- Sets targets and accountability
- Specifies a target population

SMART Objectives

- Specific, measurable, achievable, relevant, and time-framed
- Includes *WHO* is going to do *WHAT*, *WHEN*, *WHERE*, *WHY*, and *BY HOW MUCH* (standard/measures)?

SMART Objective Examples

Goal: Increase use of prenatal care among high risk pregnant women in St. Louis County.

Objective 1: By December 31st (*when*), all (*by how much*) St. Louis County DOH practitioners (*who*) will complete the prenatal high risk awareness program (*what*) to identify high-risk pregnant women (*why*) in St. Louis County.

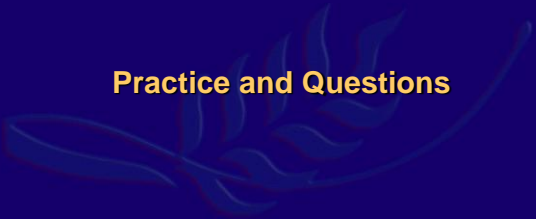
Goal: Increase use of prenatal care among high risk pregnant women in St. Louis County.

SMART objective 2: By the end of FY 2013 (*when*), there will be a 50% increase over baseline (*by how much*) of high-risk pregnant women (*who*) receiving prenatal care (*what/why*) in St. Louis County (*where*).

Goals/Objectives/Activities



Practice and Questions



Summary & Next Steps

- Practice writing 1 draft program goal and related objectives (2-3) for review.
- Submit the goal and objectives to Jamie by March 27th to receive Heartland advisors' feedback.
- Based on feedback, revise and submit final division and program draft goals and objectives to Jamie by April 27th to receive Heartland feedback.

Division	Program:
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GOAL 1:

Key Component	Objective
Specific - What is the specific task?	
Measurable - What are the standards or parameters?	
Achievable - Is the task feasible?	
Realistic - Are sufficient resources available?	
Time-Bound - What are the start and end dates?	

SMART objective 1:

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How do you plan on monitoring/measuring the target?

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SMART objective 2:

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SMART objective 3:

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