

Health Communication and Marketing Toolkit

Developing SMART Objectives

Plan Workbook – Activity G: Write SMART objectives.

In this activity you will take the objectives crafted in Activity E and make them SMART – specific, measurable, attainable, realistic, and timely – using the information you learned in the e-learning “Developing SMART Objectives” module. Your SMART objectives should be specific to the target audiences you identified in Activity F. The first row of the table below provides an example. In some cases you may have more than one objective related to a program goal. At this point numbering your goals and objectives may help you keep track of them for the next steps in your plan.

GOAL <i>Example: Increase physician referral to DSMES programs.</i>		
SMART OBJECTIVE ONE <i>Example: At least 6 times a year, reach 35% of the physicians in Your Town USA with messages about the importance of DSMES for their patients with diabetes.</i>	SMART OBJECTIVE TWO	SMART OBJECTIVE THREE
GOAL		
SMART OBJECTIVE ONE	SMART OBJECTIVE TWO	SMART OBJECTIVE THREE
GOAL		
SMART OBJECTIVE ONE	SMART OBJECTIVE TWO	SMART OBJECTIVE THREE

Source: https://www.cdc.gov/diabetes/programs/stateandlocal/marketing_toolkit/11328_CDC_NDPP_HCMT%20Workbook_v02_RELEASE-Fillable_508tag.pdf