

DRAFT Focus Area SMART Objectives

Focus area/Priority 1:

- **Focus area category:**
- **Focus area description:**
- **Strategy/Intervention (evidence-based/best practice):** at least one program OR policy
 - **Type:** Policy, Program, or Both
 - **Strategy/Intervention(s) Description:** for each strategy/intervention
 - **Strategy:**
 - **Reach:** State, County/Counties, City/Town, Zip Code(s)
- **Health Impact Measurement:**
 - **Proximal:**
 - **Distal:**
- **S.M.A.R.T. Objective:**
 - Increase/Decrease the count/rate/percent of <sub population>
<measure> in <geographical region> to/by <goal
count/rate/ percent> by <year end goal is achieved >.

EXAMPLE Focus Area SMART Objective:

Focus area/Priority 1:

- **Focus area category:** Motor vehicle occupant injury
- **Focus area description:** Proper usage of booster seats
- **Strategy/Intervention (evidence-based/best practice):**
 - **Type:** Both
 - **Strategy Description:**
 - **Strategy 1:** Policy: Informing state policy process
 - **Reach:** State
 - **Strategy 2:** Program: Educating parents and child care providers
 - **Reach:** State
- **Health Impact Measure:**
 - **Proximal:** 10% increase in booster seat usage in the state among children under age 8 and below 4 feet 9 inches tall.
 - **Distal:** 5% decrease in the rate of injuries and death in the state among child passengers under age 8 and below 4 feet 9 inches tall.
- **S.M.A.R.T. Objective:** select one that is attainable by Year 5
 - **Proximal:** Increase the percent of children riding in age- and size-appropriate seats until at least age 8 and 4 feet 9 inches tall by 10% in the state by 2016.
 - **Distal:** Decrease the rate of injuries and deaths among child passengers under age 8 and below 4 feet 9 inches tall by 5% in the state by 2016.