



Goals and SMART Objectives Worksheet

Instructions—Write your program goal in the table below, and then assess the degree to which the goal meets the criteria for a well-written goal statement. If your answer is "no" for either of the essential criteria, revise your goal statement accordingly.

Goal:		
Criteria for a well-written goal	Criteria met?	
	Yes	No
1. Specifies the STD problem or STD-related health risk factors		
2. Identifies the target population(s) for your program		

Instructions—Write your related process and outcome objectives in the tables below. Next, assess the degree to which the objectives meet the SMART criteria. If your answer is "no" for any of the SMART criteria, revise your objective accordingly.

Tip—Consider using either of the following sentence structures for constructing your objectives.

- [Who] will do [what] resulting in [measure] by [when].
- By [when], [who] will do [what] resulting in [measure].

Tip—If your measure includes a change (e.g., X% increase), be sure to include the baseline measure, too.

Process Objective #1:		
SMART Criteria	Criteria met?	
	Yes	No
Specific—Includes the “who,” “what,” and “where,” using one action verb		
Measurable—Focuses on “how much” change is expected		
Achievable—Realistic given program resources		
Relevant—Relates directly to program/activity goals		
Time-bound—Specifies date when the objective will be achieved		

Process Objective #2:		
SMART Criteria	Criteria met?	
	Yes	No
Specific—Includes the “who,” “what,” and “where,” using one action verb		
Measurable—Focuses on “how much” change is expected		
Achievable—Realistic given program resources		
Relevant—Relates directly to program/activity goals		
Time-bound—Specifies date when the objective will be achieved		

Process Objective #3:		
SMART Criteria	Criteria met?	
	Yes	No
Specific—Includes the “who,” “what,” and “where,” using one action verb		
Measurable—Focuses on “how much” change is expected		
Achievable—Realistic given program resources		
Relevant—Relates directly to program/activity goals		
Time-bound—Specifies date when the objective will be achieved		

----- *Short-term, intermediate, and long-term outcome objectives* -----

Short-Term Outcome Objective:		
SMART Criteria	Criteria met?	
	Yes	No
Specific—Includes the “who,” “what,” and “where,” using one action verb		
Measurable—Focuses on “how much” change is expected		
Achievable—Realistic given program resources		
Relevant—Relates directly to program/activity goals		
Time-bound—Specifies date when the objective will be achieved		

Intermediate Outcome Objective:		
SMART Criteria	Criteria met?	
	Yes	No
Specific—Includes the “who,” “what,” and “where,” using one action verb		
Measurable—Focuses on “how much” change is expected		
Achievable—Realistic given program resources		
Relevant—Relates directly to program/activity goals		
Time-bound—Specifies date when the objective will be achieved		

Long-Term Outcome Objective:		
SMART Criteria	Criteria met?	
	Yes	No
Specific—Includes the “who,” “what,” and “where,” using one action verb		
Measurable—Focuses on “how much” change is expected		
Achievable—Realistic given program resources		
Relevant—Relates directly to program/activity goals		
Time-bound—Specifies date when the objective will be achieved		