How to write SMART activity outcomes

It is important to write specific, measurable targets for each of your activities. These outcome targets show exactly what your TIS program activities must achieve to be considered successful. Having SMART targets will focus and drive your activities and help you identify your progress.

Havinng clearly described outcome targets will also help CIRCA to evaluate the program by providing standards against which they can judge the impact of your activities. As you know from the last evaluation, the evaluation findings directly influence the ongoing funding of TIS.

SMART targets are:

> **S**pecific (what exactly do we want to achieve?)
>
> **M**easurable (how will we know we have achieved our target?)
>
> **A**chievable (do we have the resources for this activity?)
>
> **R**elevant (why does this matter?)
>
> **T**ime-bound (when do we want to achieve this?)

To write a SMART target:

1. State exactly what you want to happen, where and to whom as a result of your activity.

   Specific target: At least 90 percent of schools in our region will have smoke-free programs by September 2020.

   Non-specific target: To stop youth from smoking

2. Identify how much change is expected. Measurable targets help you to track progress, document success or know where activities aren't progressing as planned.

   Measurable Target: To increase quit attempts among workers in (named AMS) by 50 percent by June 2021.

   Non-measurable target: To reduce smoking levels among workers in (named AMS)

3. We are aiming to change chronic, addictive behaviours related to smoking, which can take time. It usually takes many small steps within a long process of change. Targets therefore need to be realistic and achievable for your context.

   Achievable target: To increase smoke-free homes in community X to 30% percent by December 2020.

   Non-achievable target: To stop smoking in homes in community X

4. Targets must be relevant to your overall aim and to your community.

   Relevant target: Develop in language media campaign to improve NRT use among people whose first language is not English by 40%t by February 2021.

   Target not relevant enough: To improve understanding of benefits of NRT among people whose first language is not English

5. Identifying the end point of your activity and the points along the way at which you'll measure progress will help focus your activity and provide an urgency for change that will help 'get things done'.

   Time-bound target: Increase the proportion of youth who pledge to be smoke free to 90 % in September 2020.

   Non-time-bound target: To reduce the proportion of youth who pledge to be smoke free