

## Worksheet for Writing a S.M.A.R.T. Objective

**Before you write an objective, take inventory.**

**1. Find out about your target audience:**

- Culture-what are their food behaviors, health history, and what is important to them?
- Stage of Change- how much change are they willing or able to make? Changing dietary behaviors can take a long time, longer than a SNAP-Ed year.
- Access-How much time will you have with your target audience?

**2. Assess your own resources:**

- Do you have staff time, partner support for delivering and reinforcing nutrition messages?
- Do you have the ability or staff to evaluate and take measurements?

**3. Consider what is measurable when writing your objective:**

- How will you be able to determine if you have achieved your objective?
- Do you have a tool that can measure your objective?
- Below is an example of how simple changes to wording can change the measurability of an objective. The measurement explanation is based on Cullen's' *How Much Do You Like These Fruits and Vegetables* tool.
- Tools measuring other factors such as skill, confidence, or knowledge may require a different calculation method than the one referenced below.

**Objective one**

By September 2011, 50% of participants will increase preference for fruits and vegetables.

**To measure**

1. You will need to match pre test and post test results of participants.
2. Tabulate each participant's results to determine the number who increased preference of fruits and vegetables.
3. Then, calculate the percent of total participants who increased their preference to answer if the objective was achieved (or not).

**versus**

**Objective two**

By September 2011, participant's preference for fruits and vegetables will increase by 50%.

**To measure**

1. You will need to tally the total possible survey responses.
2. Record participant survey responses for each choice.
3. Compare total participant responses to total possible responses
4. Calculate the percent overall change in preference to answer if the objective was achieved (or not).

