

SMARTIE Goals

INSTRUCTIONS

Review the SMARTIE goal questions below. The questions will help you develop clear, focused, and actionable goals. These goals will help guide you to engage intentionally with communities that are under resourced.

S	Specific	<ul style="list-style-type: none"> • What do you want to achieve? • Who is involved or responsible? • Where will this take place? • Why is this goal important?
M	Measurable	<ul style="list-style-type: none"> • How will you track progress? • What are the key indicators for success? • How will you know when the goal is achieved?
A	Achievable	<ul style="list-style-type: none"> • Is the goal possible with what you have? • What steps or actions will you take to reach the goal? • Do you have the necessary skills and support?
R	Relevant	<ul style="list-style-type: none"> • Does the goal align with the organization's objectives? • Will it support your organization's success? • Is now the right time to work on the goal?
T	Time-bound	<ul style="list-style-type: none"> • When will you start working on the goal? • What is the planned date to achieve the goal? • Are there any checkpoints that are planned along the way?
I	Inclusive	<ul style="list-style-type: none"> • Does the goal incorporate understanding of those most impacted? • Will the goal guide action in a way that shares knowledge and power with those most impacted?
E	Equitable	<ul style="list-style-type: none"> • Does the goal seek to account for under supported communities where health disparities exist? • Will the goal align resources and efforts to serve those with demonstrated need?

Example Goal: By June 30, 2024, we will decrease the rate of child injury among families who self-identify as Hispanic by 10% through partnering with families to determine strategies that are culturally appropriate.

Let's Talk – Safe Infant Sleep

Continue to share Safe Infant Sleep information with parents and caregivers throughout the first year to increase their use of safe sleep practices.

Smart Goals

DATE:

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Goal

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