

# From SMART to SMARTIE Objectives

Setting SMARTIE objectives can help you think about how to ensure your goals are equitable and inclusive. Advancing health equity is a key component of public health programs.

## SMART



### Specific

The objective should focus on a goal of the program and can be based on partner input.



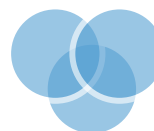
### Measurable

The objective should include a standard or benchmark to assess progress.



### Achievable

The objective should be attainable based on the program's capacity, while also being meaningful.



### Realistic

The objective should be relevant and based on the program's plan.



### Timebound

The objective should include a clear deadline.

## SMARTIE

CDC defines health equity as “a state in which every person has the opportunity to attain their highest level of health.”<sup>2</sup> The US Department of Health and Human Services stated, “Achieving health equity requires valuing everyone equally with focused and ongoing societal efforts to address avoidable inequalities, historical and contemporary injustices, and the elimination of health and healthcare disparities.”<sup>3</sup>



### Inclusion

Is “an opportunity to bring traditionally excluded individuals and groups into processes, activities, decisions and policy making in a way that shares power.”<sup>1</sup>



### Equity

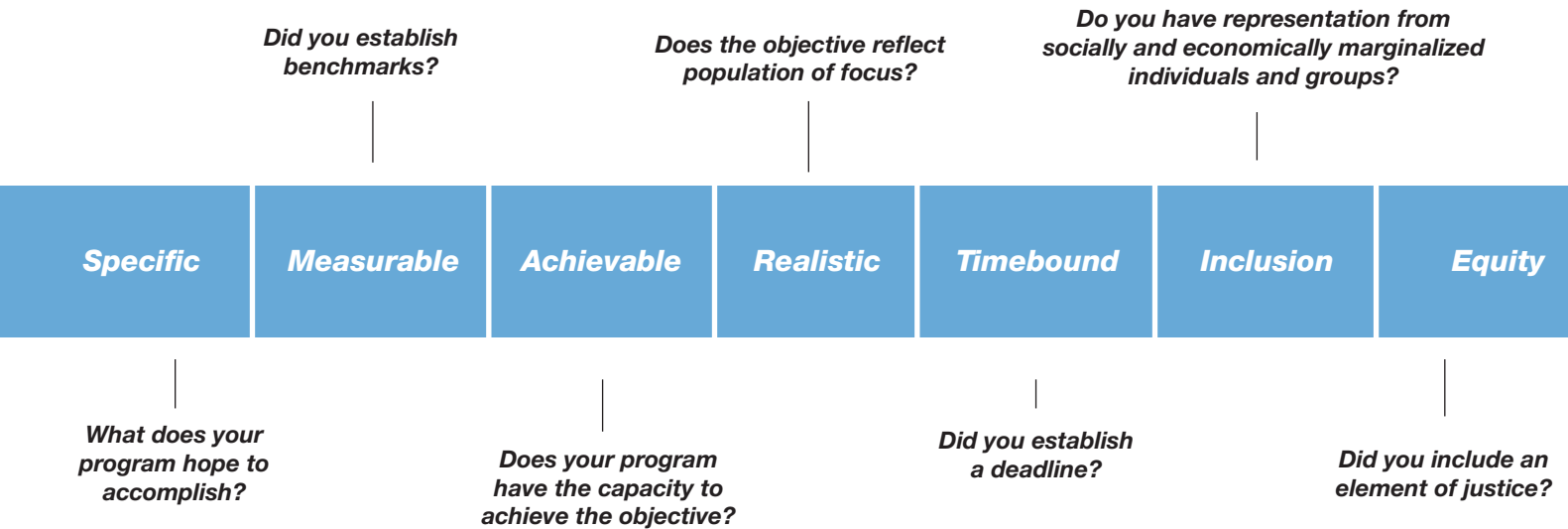
Means “including an element of fairness or justice to address systemic injustice, inequity or oppression.”<sup>1</sup>

Including SMARTIE goals from the beginning of planning can also demonstrate how your program is using burden data to help high-need populations in your region and strengthen collaborative efforts across the program with partners from under-resourced communities.

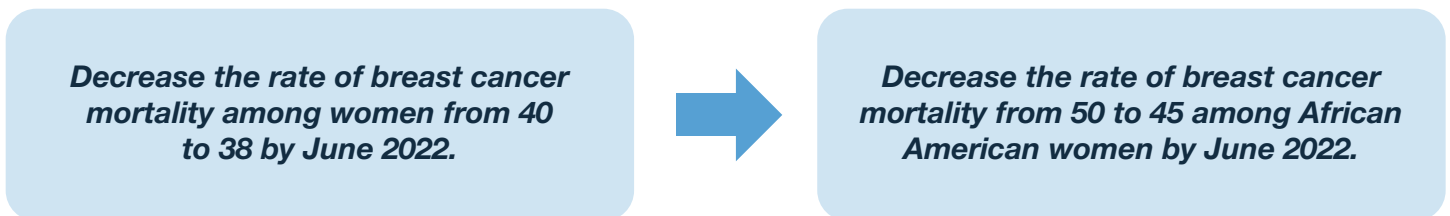


CDC's Division of Cancer Prevention and Control works to advance cancer prevention nationwide for everyone. For more information, visit [www.cdc.gov/cancer](http://www.cdc.gov/cancer).

# Tips for Writing SMARTIE Objectives



## Example of a SMARTIE Objective



## Resources

- <sup>1</sup>Bibbs, M (2021, January 5) *Be a SMARTIE: An Equity-Forward Approach to Goal Setting*. The Alford Group. Available at: (<https://alford.com/be-a-smartie-an-equity-forward-approach-to-goal-setting/>)
- <sup>2</sup>Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion. *Social Determinants of Health*. Available at: ([www.cdc.gov/chronicdisease/programs-impact/sdoh.htm](http://www.cdc.gov/chronicdisease/programs-impact/sdoh.htm))
- <sup>3</sup>Penman-Aguilar A, Bouye K, Liburd LC. *Background and Rationale. Strategies for Reducing Health Disparities – Selected CDC-Sponsored Interventions, United States, 2014*. MMWR 2014;63(01):3-4. Available at: ([www.cdc.gov/mmwr/preview/mmwrhtml/su6301a2.htm](http://www.cdc.gov/mmwr/preview/mmwrhtml/su6301a2.htm))



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