

How would *you* describe your feelings about planning your prevention interventions?



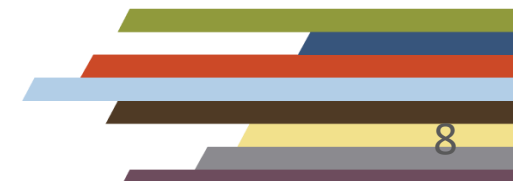
I often struggle knowing where to start

I could give advice about it or present on it for a webinar!



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Planning SMART: Strengthen Your Goals and Objectives to Improve Your Prevention Planning Process

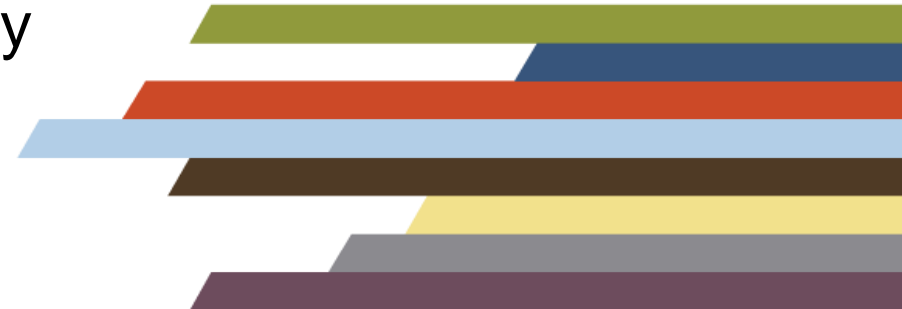
April 20, 2023

Presenters

Jessica Goldberg, T/TA Specialist, Education Development Center (EDC)

Clara McCurdy-Kirlis, T/TA Specialist, EDC

Clare Neary, Project Coordinator, Rutgers University



Technical Information

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At the time of this publication, Miriam E. Delphin-Rittmon, Ph.D., served as Assistant Secretary for Mental Health and Substance Use in the U.S. Department of Health and Human Services and the Administrator of the Substance Abuse and Mental Health Services Administration. The opinions expressed herein are the view of the presenters from the Northeast & Caribbean PTTC and do not reflect the official position of the Department of Health and Human Services (DHHS), SAMHSA. No official support or endorsement of DHHS, SAMHSA, for the opinions described in this document is intended or should be inferred.

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Presented in 2023.

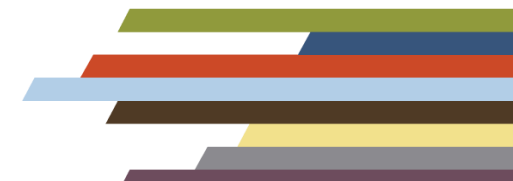
This webinar is being recorded. Following the event, we will share the recording with participants and post on our website.



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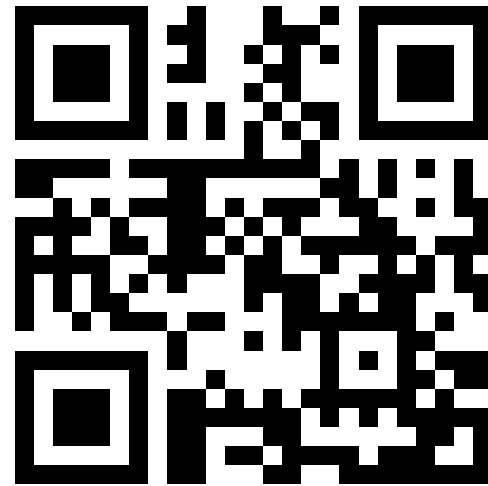
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Evaluation

Please take the time to complete a brief evaluation:

<https://ttc-gpra.org/P?s=457069>

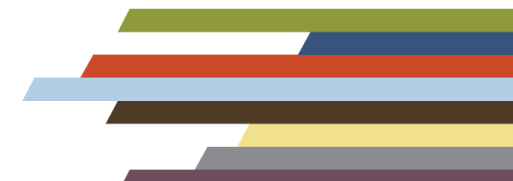


Your feedback is appreciated!



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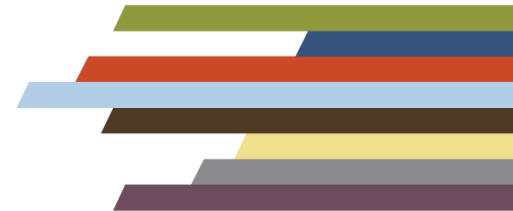
The use of affirming language inspires hope.

LANGUAGE MATTERS.

Words have power.

PEOPLE FIRST.

The PTTC Network uses affirming language to promote the application of evidence-based and culturally informed practices.

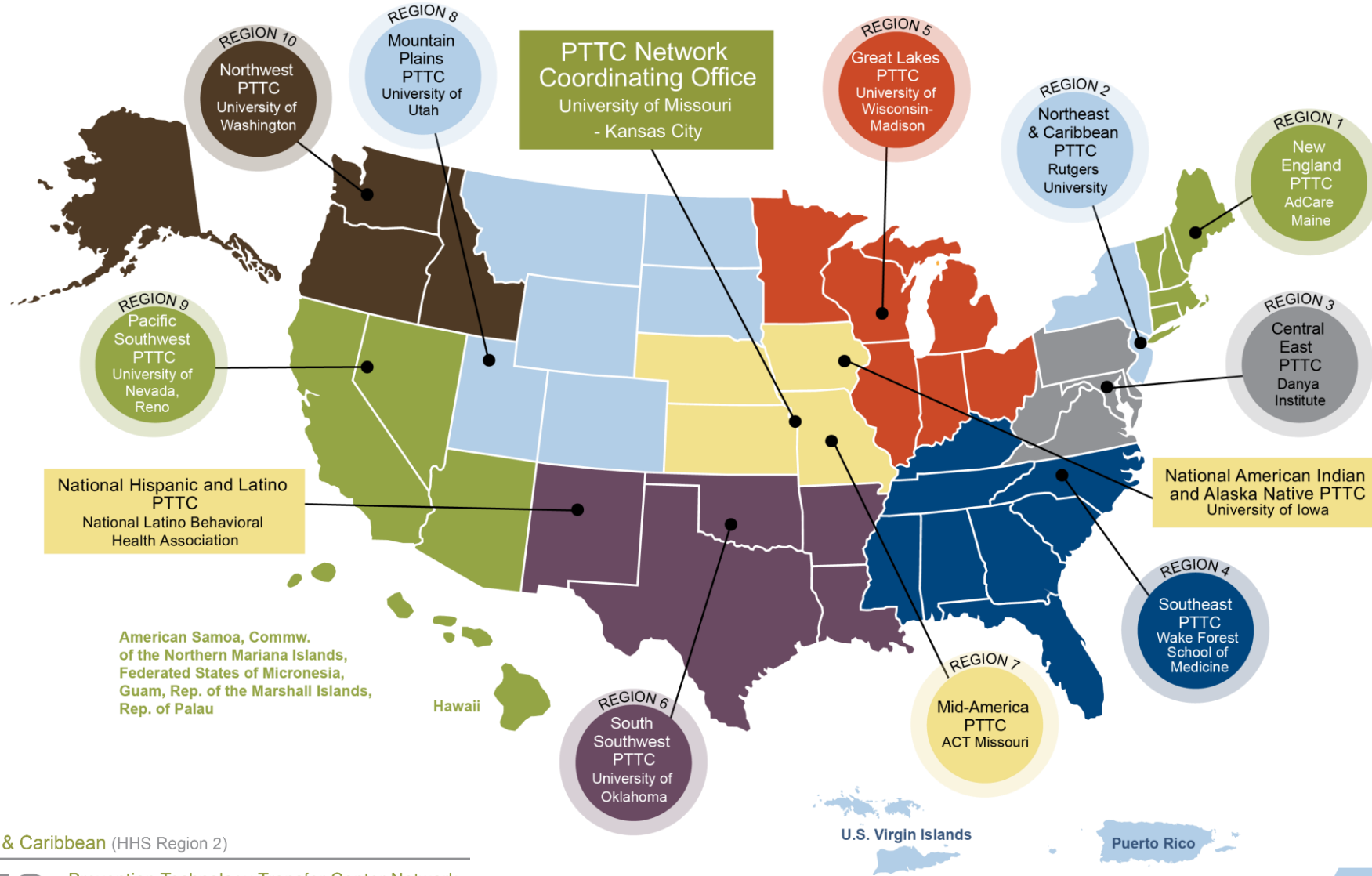




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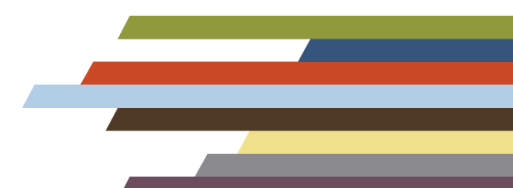
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Learning Objectives

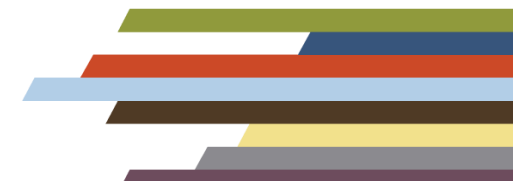
- List key steps in a data-driven decision-making process to guide prevention efforts
- Describe the importance of goal and objective setting in a data-driven prevention planning process
- Articulate the key components of SMART objectives



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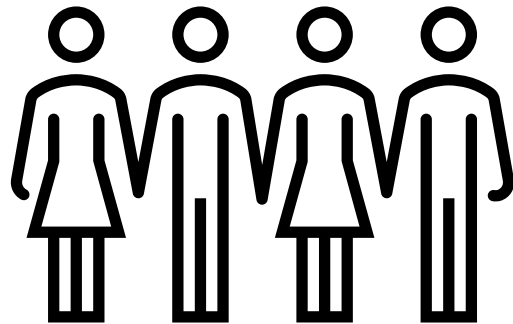
**Data Driven Decision
Making and the Public
Health Approach to
Program Planning**

What public health
topic area(s) are
you currently
working in?



Public Health is:

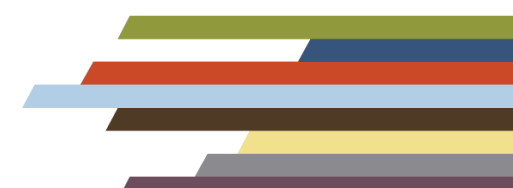
“The science and art of preventing disease, prolonging life, and improving quality of life through the organized efforts and informed choices of society, organizations (public and private), communities, and individuals.”



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Key Characteristics of Public Health Approaches

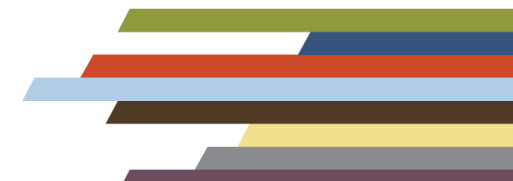
- ✓ Includes *promotion and prevention* strategies
- ✓ Focuses on *population-level* change
- ✓ Targets changes in *risk and protective factors*
- ✓ Occurs in *multiple settings*
- ✓ Guided by a comprehensive *planning process*



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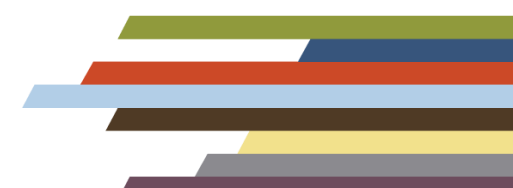
Key Steps in a Public Health Planning Model



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Key Steps in a Public Health Planning Model

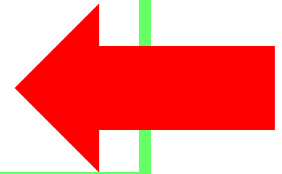
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Assessing Needs

Collecting and analyzing data to determine the health needs of a population; setting priorities and selecting a priority population

Setting Goals and Objectives

What will be accomplished



Selecting Interventions

How goals and objectives will be achieved

Implementing Interventions

Putting interventions into action

Evaluating Results

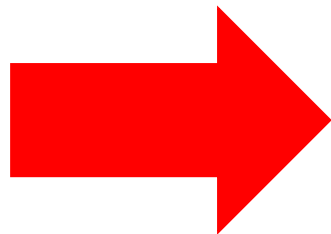
Improving quality and determining effectiveness



Data-Driven Decision-Making (DDDM) and the Public Health Approach

What Is Data-Driven Decision-Making?

Data-driven decision-making is defined as making decisions based on hard data as opposed to intuition, observation, or guesswork.



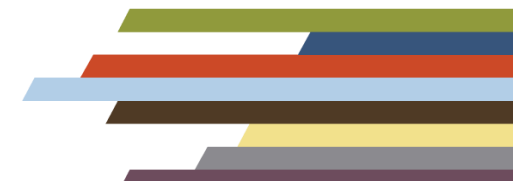
How do goals and objectives fit in?



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What are Goals and Objectives?

Goals

- Broad and all encompassing, describing what will change as a result of the project.

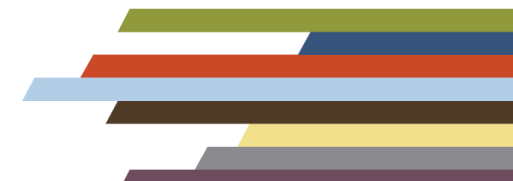
Objectives

- Break down a goal into steps that will ideally lead to reaching project goals.



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DDDM and the Public Health Approach

Assessing Needs



**STEP 1:
Assessing
Needs**

Collect and analyze data to:

- Identify populations of focus
- Identify specific health disparities
- Assist with selection of strategies/interventions
- Determine community readiness and capacity
- Identify gaps in data
- Provide baseline for evaluation
- Frame the health priority for stakeholders
- Prevent inappropriate use of project resources

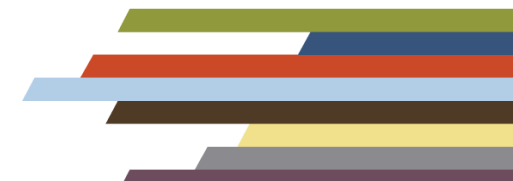
**With a view toward setting
goals and objectives.**



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DDDM and the Public Health Approach

Setting Goals & Objectives

STEP 2: Setting Goals & Objectives

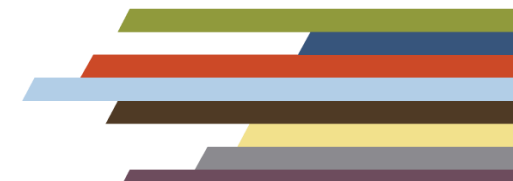
Set goals and objectives to:

- Provide motivation
- Focus attention
- Manage performance
- Evaluate change
- Meet funder expectations



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DDDM and the Public Health Approach

Selecting Interventions

STEP 3: Selecting Interventions

Use needs assessment results to select interventions, such as

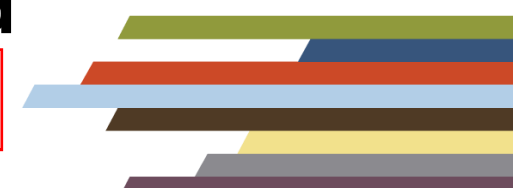
- Health Communication Strategies
- Health Education Strategies
- Health Policy/Enforcement Strategies
- Environmental Change Strategies
- Health-related Community Service Strategies
- Community Mobilization Strategies, among others

**That align with stated
goals and objectives**



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DDDM and the Public Health Approach

Implementing Interventions

STEP 4: Implementing Interventions

Carry out project strategy interventions in order to meet project **objectives and goals.**

Implementation considerations include:

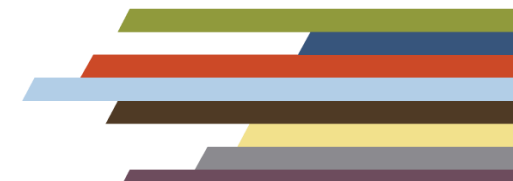
- Action planning
- Systems of management
- Actual implementation tasks
- Sustainability



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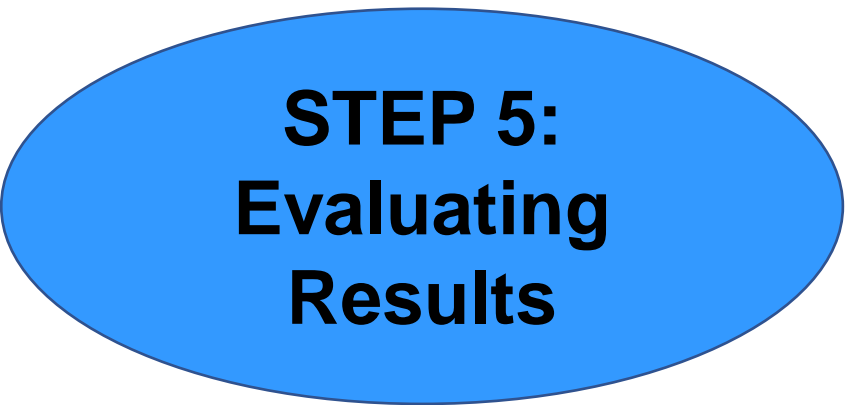
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DDDM and the Public Health Approach

Evaluating Results



**STEP 5:
Evaluating
Results**

Determine if project goals and objectives were met, among other information.

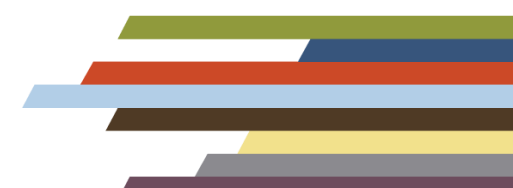
Types of evaluation include:

- Formative
- Process
- Outcome
- Summative

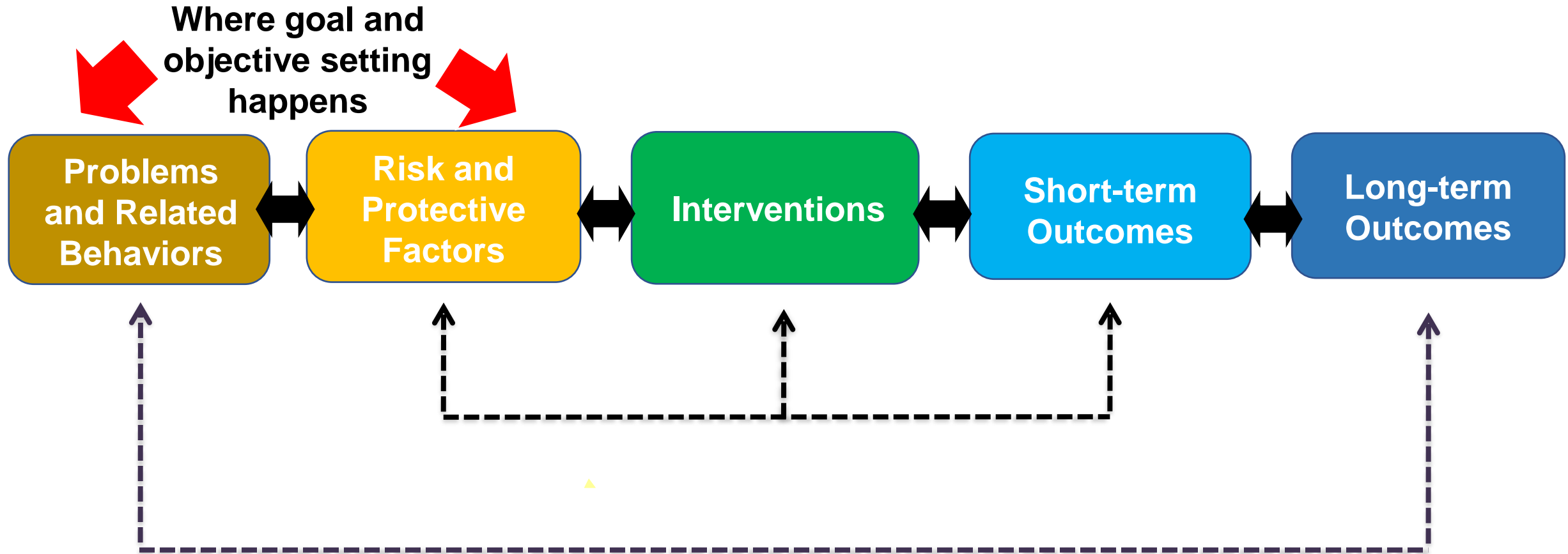


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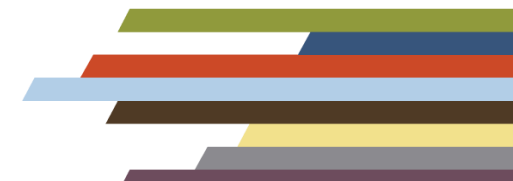
The Logic Model as a Roadmap



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**Setting SMARTer
Goals and Objectives**

What is one goal you are working toward in your public health planning efforts?





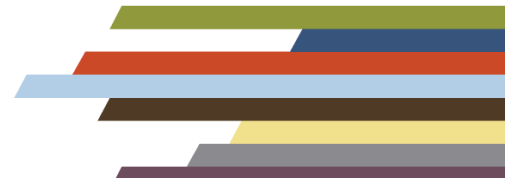
**If you don't know
where you're going,
any road will get
you there.**

- Lewis Carroll



Why Set Goals and Objectives?

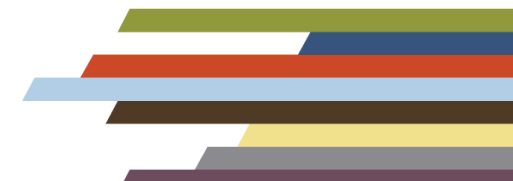
- Provide motivation
- Focus attention
- Manage performance
- Evaluate change
- Meet funder expectations





Examples of Goals

- Reduce underage drinking in ABC County youth
- Reduce opioid overdose deaths in ABC County
- Increase the capacity of the local school district to reduce high-risk behaviors of students that may contribute to substance use/misuse
- Decrease youth substance use in the XYZ community by implementing evidence-based programs that address behaviors that may lead to the initiation of use



Unpacking Objectives

Objectives may focus on: Process | Impact | Outcomes

And, must be:



SMART Objectives

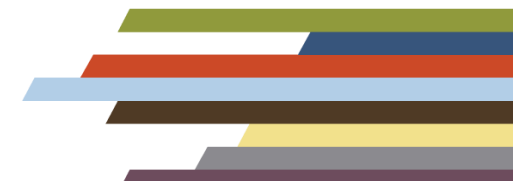
- Specific** → What is the specific task?
- Measurable** → What are the standards or parameters?
- Achievable** → Is the task feasible?
- Realistic** → Are sufficient resources available?
- Time-based** → What are the start and end dates?



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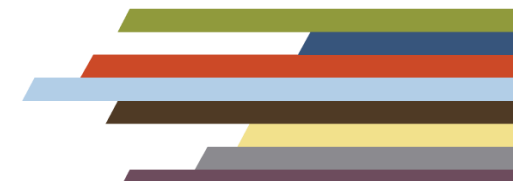
Examples of Objectives

- By June 1, 2022, ABC Community coalition staff will have trained 75% of health education teachers in the local school district on the selected, evidence-based substance use/misuse prevention curriculum
- By June 30, 2022, increase the number of middle and high school students that report awareness of the risks of marijuana use by 10% (baseline: 68%; data source: ABC Community Student Survey).
- By December 31, 2022, decrease by 5 percentage points the number of ABC Community students in grades 6 through 12 who have smoked marijuana in the past 30 days (baseline: 18%; data source: 2021 Your State Student Survey).



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Why is it SMART?

By December 31, 2022, decrease by 5 percentage points the number of ABC Community students in grades 6 through 12 who have smoked marijuana in the past 30 days (baseline: 18%; data source: 2021 Your State Student Survey).

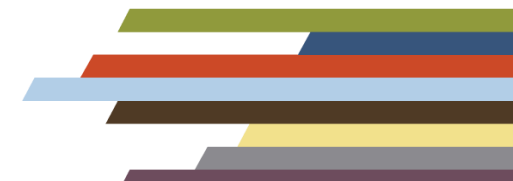
- Specific**
- Measurable**
- Achievable**
- Realistic**
- Time-based**



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Group Think: SMART-ifying Objectives

Example 1: By June 2023, decrease underage drinking in ABC county by 15%

Example 2: Form a student support team to improve access to mental health services in schools

Example 3: By March 2023, educate all parents of 7th graders about alcohol



Considerations

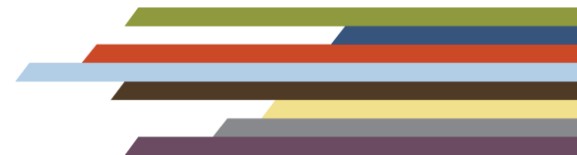
How Confident Are You in Your Ability to Set Goals and SMART Objectives?



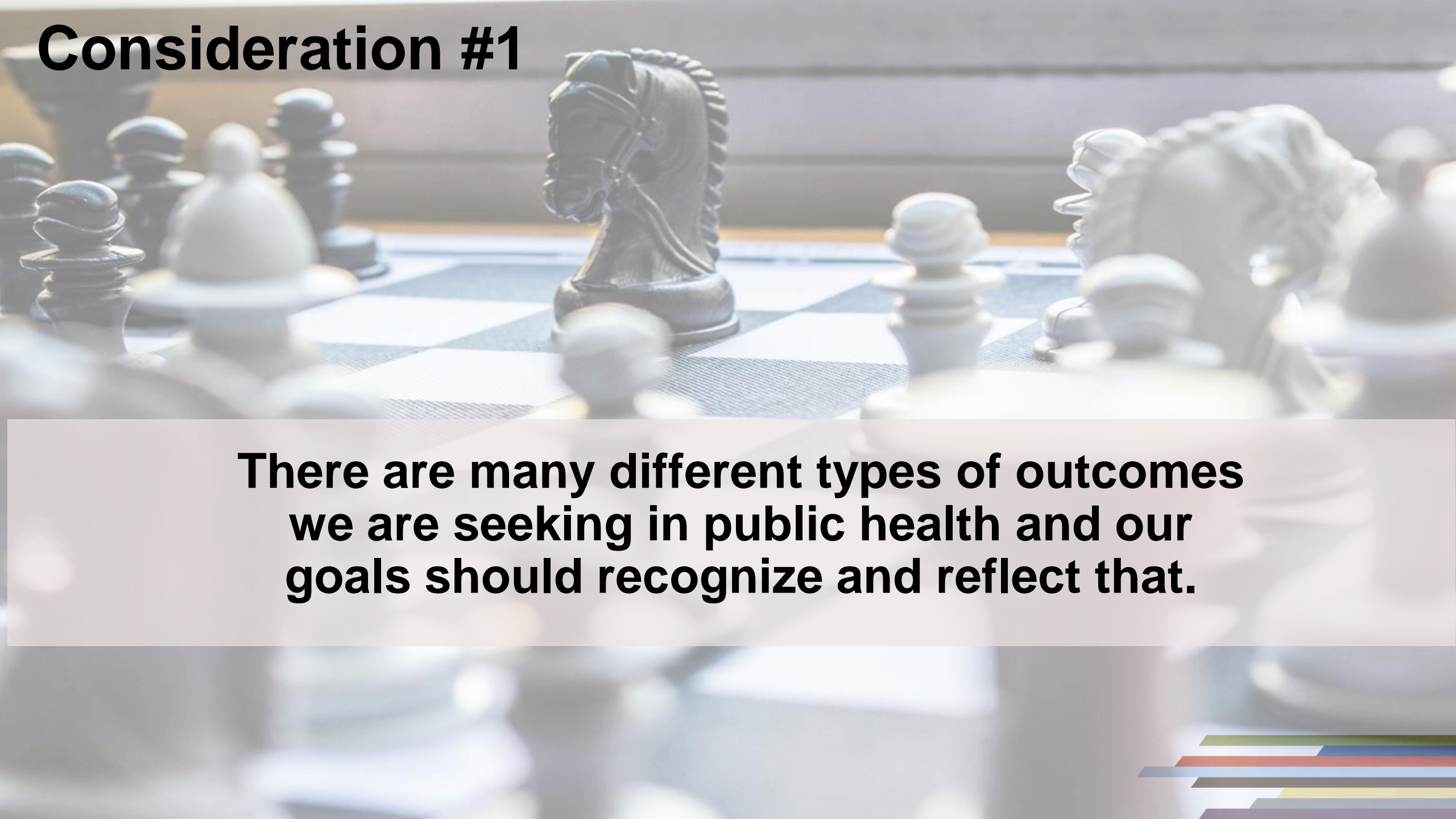
Not at all

**Somewhere
in between**


Very



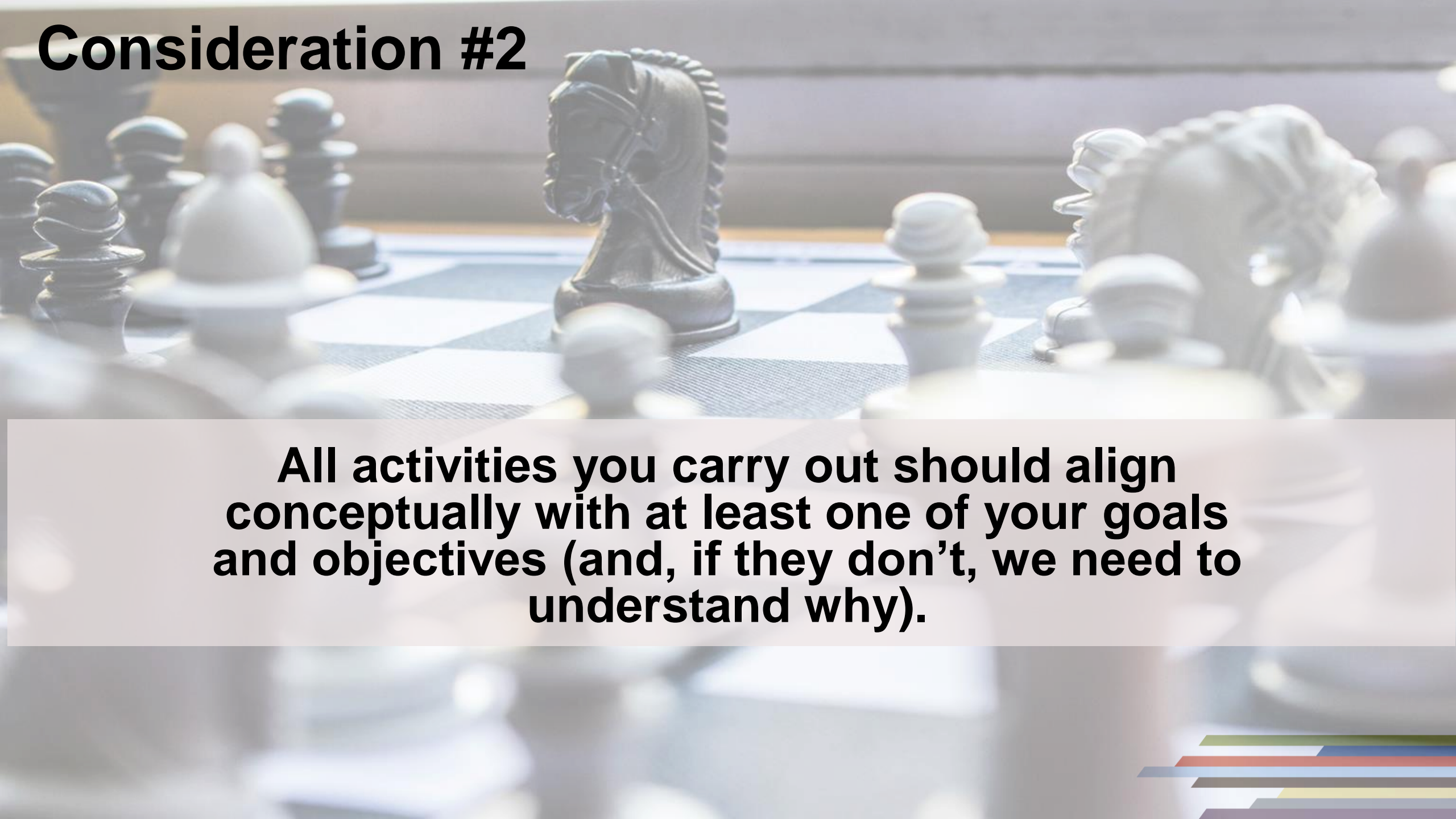
Consideration #1




There are many different types of outcomes we are seeking in public health and our goals should recognize and reflect that.




Consideration #2



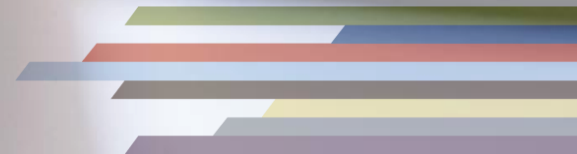
All activities you carry out should align conceptually with at least one of your goals and objectives (and, if they don't, we need to understand why).



Consideration #3

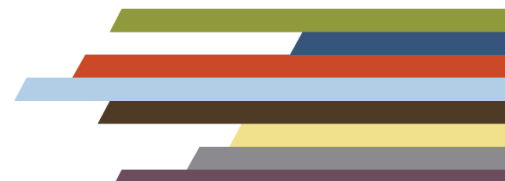


Creating and sharing SMART objectives with community members and partners involved in your work can help create increased transparency and accountability.





Questions?



Resources

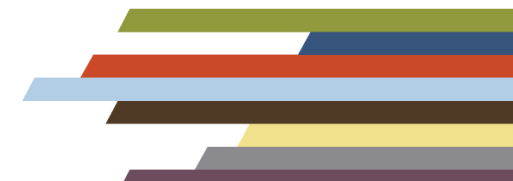
- CDC's [Develop SMART Objectives](#) Resources
- Minnesota's Department of Health: [Writing meaningful goals and SMART objectives](#)
- [Examples of SMART Goals](#)
- University of Kansas' Community Tool Box, Chapter 8, Section 3: [Developing a Strategic Plan/Creating Objectives](#)



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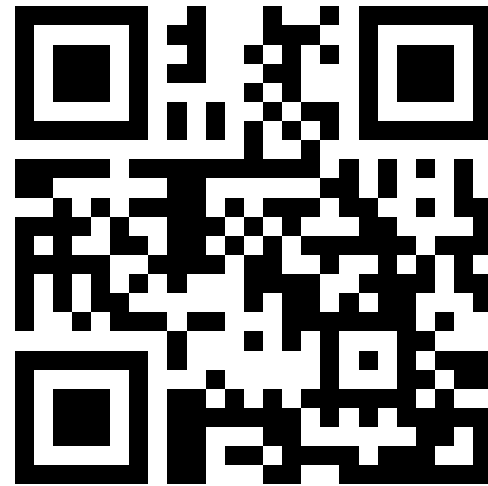
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Evaluation

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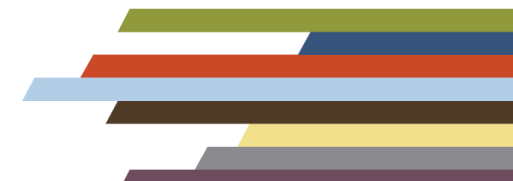


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Thank You!

If you have questions or comments, don't hesitate to contact:

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Region 2 PTTC, EDC
jgoldberg@edc.org

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