



Northeast & Caribbean (HHS Region 2)

**PTTC**

Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration

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The HHS Region 2 Northeast and Caribbean Prevention Technology Transfer Center  
presents:

## **Setting Goals, Objectives and Planning SMART: Strengthen Your Prevention Planning Process**

Webinar: Thursday, April 20, 2023  
1:00 PM – 2:30 PM (EST)

Prevention plans that effectively impact substance use are based on following a strategic planning process making decisions that are driven by goals, objectives, and data. Author Zig Ziglar reminds us that “unless you have definite, precise, clearly set goals, you are not going to realize the maximum potential...” Developing broad, all-encompassing goals and SMART (Specific, Measurable, Achievable, Realistic, and Time-Phased) objectives is a key component in this type of planning process, leading to more objectivity in the implementation and evaluation of selected initiatives and a greater likelihood of making a positive impact on community health outcomes.

During this webinar, participants will explore the steps in a data-driven public health planning process to guide prevention efforts and examine the role and importance of goal- and objective-setting within such a process. We will examine the differences between goals and objectives and describe how to develop clear goals and SMART objectives, working through examples of each to improve them. Participants will also have an opportunity to discuss their past successes, barriers to setting and pursuing goals and objectives in their prevention planning efforts and consider real-world benefits and challenges of committing to this type of process.

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Questions? Please contact [cneary@ssw.rutgers.edu](mailto:cneary@ssw.rutgers.edu)