**Defining behaviour and setting SMART Objectives Tool**

**WWW.Strategic-Social-Marketing.Org**

1. **Introduction**

**An AIM is:**

A broad strategic purpose of a project, AIMS can be long term, medium term or short term.

**An Objective is:**

A specific measurable goal whose achievement will contribute towards the aim.

1. **Defining the problem**

* Think of your health problem as the gap between what should occur in your community and what is occurring, or the gap between an acceptable/desirable health status and the current status.
* Problem definition statement

1. **Objectives can be focused on three different issues:** 
   * **Affective** objectives, focused of feelings
   * **Cognitive** objectives, focused on learning
   * **Psychomotor** objectives, focused on doing or observable or reported behaviour
2. **Objectives should be set out in a SMART format. SMART stands for:** 
   * **S**pecific: not open to different interpretations.
   * **M**easurable
   * **A**chievable: with the resources that are available.
   * **R**eliable: durable and consistent data can be gathered
   * **T**ime bound: can be measured within he time frame of the intervention
3. **Objectives must be specific and answer the following questions:**
   * What you are evaluating?
   * What are you aiming to achieve?
   * How will change be measured?
   * Who is the intervention aimed at?
   * Where is it taking place?
   * What is its time scale?
   * Who wil deliver the intervention>

E.g.: The programme will increase the current attendance rate of 12% at the East Rd Vaccination Clinic by white middle class men aged 25-35 from the Small Town area, to a rate of 15% by the end of December 2013.

1. **Behavioural feasibility Assessment**

Use the following check list of questions l to assess the likelihood of the desired

behaviour being adopted

1. Is the current behaviour seen as a problem?
2. How rewarding is the undesirable behaviour?
3. How costly is the current behaviour?
4. How complex is the behaviour (Does it involve several elements)?
5. How frequently must the desired behaviour be performed?
6. How compatible is the desired behaviour with the target audience's behaviour?
7. Is the current behaviour approved of socially?
8. Are their major barriers to engaging with the desired behaviour?
9. What information does the audience need to perform the behaviour?
10. What skill does the audience need to perform the behaviour?
11. What resources does the audience need to perform the behaviour?
12. Are their some members of the segment who already do the desired behaviour?
13. **List the potential target audiences**

* **Primary audience** (The key people you want to help change)
* **Secondary audience** (The people who you can help and who can help the primary audience)
* **Tertiary or other audiences** (Others who have influence on the primary and or secondary audiences)

1. **Current behaviour**

* **Describe current problematic behaviour** (Set out in specific and quantifiable terms the behaviour)
* **List and describe related problematic behaviours**
* **List and describe current beneficial behaviours to be maintained**

1. **Desired behaviour Objective/s** (set out in SMART format)

**1**

**2**

**3**