

fact sheet #13. SETTING GOALS AND OBJECTIVES

When designing a primary violence prevention initiative, it is essential that you set clear goals and objectives before you start. This stage should never be rushed, because it is these goals and objectives that will keep your work on track and determine whether your intervention has been effective.

GETTING SMART

When setting goals and objectives, make sure that they are:

- **Specific:** They identify tangible events or actions that will take place.
- **Measurable:** They express the statement in a way that can be quantified and measured.
- **Achievable:** They can be realistically achieved within the resources and timeframe.
- **Relevant:** They logically relate to the overall problem and desired effects of the program.
- **Time-bound:** They specify a time within which the objective will be achieved.

✗ **Not SMART** Project Goal: "Increase social work students' knowledge of primary violence prevention".

✓ **SMART** Project Goal: "Deliver a workshop on primary violence prevention for 20 social work students before the end of December".

A useful way to set goals for your primary prevention initiative is to consider your Impact, Outcomes & Outputs.



1800 RESPECT (1800 737 732)

A free 24 hour national domestic and family violence and sexual assault counselling service for people who have experienced violence, and for workers supporting them.

