SMART Aims

Characteristics of good outcome measures:

Measurable
Ensure that the information needed to construct our outcomes can be readily obtained.

Targeted
Ideal measures are directly tailored and relevant to the population our program or policy is aiming to influence.

SMART

Specific
Specific measures to assess the information required as precisely as possible.

Attributable
Each measure should be linked to the project efforts or policy effects.

Realistic
Ensure that data can be obtained in a timely fashion, with reasonable frequency, at reasonable cost.