

## Sustaining Success

### **TIP: Don't Be Afraid to Set the Bar High**

Remember to make your objectives Specific, Measurable, Achievable, Realistic, and Time-bound (SMART), but aim for real change rather than safe goals. It can be hard to put concrete steps and outcomes in writing, especially when it can take time to see results, and it can be difficult to show that changes are due to your strategy. SMART objectives that can be achieved with your resources give your coalition focus and direction and also help you track your efforts. It also helps to keep moving your initiative forward. Be sure to build in objectives that enable your organization or coalition to continue to move forward after the initial funding stream expires.

### **Strong Example**

The initiative's goal is for 30 percent more schools to follow school nutrition guidelines in the next two years. We created a committee to recruit representatives from local businesses and engage our local health department. We are also seeking to reach more diverse populations by targeting schools within the county that serve low-income areas.

- Clearly describes the next steps the coalition or community will take
- States what the coalition will do to reach goals

### **Weaker Example**

This initiative and partners envision a community culture where all of those involved in the educational process value strategies that support healthy learners and recognize that improved nutrition is vital to kids who excel at all of their life goals. We seek to reach more schools and achieve greater community representation in our coalition.

- Future steps should be specific and detailed
- Check for grammar and punctuation errors
- It might be helpful to read sections out loud to check for errors