

Choosing SMART activity outcomes

The TIS Program defines a number of SMART outcomes under each of the three program aims. These outcomes show exactly what your TIS program activities must achieve to be considered successful. Having SMART outcomes will focus and drive your activities and help you identify your progress.

Having clearly described outcomes will also help CIRCA to evaluate the program by providing standards against which they can judge the impact of team activities. As you know from previous evaluation reports, the evaluation findings directly influence the ongoing funding of TIS.

SMART outcomes are:

- S**pecific (what exactly do we want to achieve?)
- M**easurable (how will we know we have achieved our target?)
- A**chievable (do we have the resources for this activity?)
- R**elevant (why does this matter?)
- T**ime-bound (when do we want to achieve this?)



SMART outcomes tell you exactly what you want to happen, where and for whom as a result of your activity. For example, if you are running an education activity for pregnant women you might choose the following outcome under Program Aim 2:

Percentage of activity participants that would increase their intentions to take steps towards cessation of tobacco or vape use.



This outcome is **specific**, because it tells you exactly what you want to achieve (increase intentions to take steps towards cessation of tobacco or vape use).

To make the outcome **measurable**, you will need to identify how much change you expect to see. For example:

20% of activity participants would increase their intentions to take steps towards cessation of tobacco or vape use.



Measurable outcomes help you to track progress, document success or see where activities are not progressing as planned.



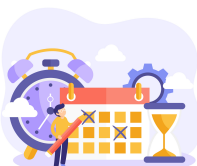
Outcomes also need to be realistic and achievable for each activity. Sometimes it can be difficult to know what your target percentage should be, especially if this is a new activity or if you are going to be working with a new group or community.

A good rule of thumb is to look at the outcomes you achieved for a similar activity and use that as your expected percentage change.



Outcomes must also be **relevant** to your context and to your community. We are aiming to change chronic, addictive behaviours related to smoking/recreational vaping, which can take time. It usually takes many small steps within a long process of change. Think about:

- Where in the journey to being smoke and vape free are the communities you work with?
- Is the TIS program well established in your IREG or are communities experiencing your activities for the first time?



Finally, identifying the end point of your activity and the points along the way at which you'll measure progress will help focus your activity and provide an urgency for change that will help 'get things done'. Thinking carefully about activity start and end dates will help your outcomes be **time-bound**.