

## Civil Money Penalty (CMP) Reinvestment Application Tips for Writing Clear Goals and Quantifiable Objectives

### Introduction:

As a component of the CMP application process, it is imperative that applicants state clear goals and objectives. Setting clear goals and measurable objectives is a good way to plan the steps needed to make your project achievable.

### What is a goal?

A goal is a desired result you want to achieve, and is typically broad and long-term.

- Example: *To provide person-centered care to improve the quality of life of residents living with dementia.*

### What is an objective?

- An objective defines the specific, measurable actions the nursing home must take to achieve the overall goal.
- Typically, one may use the SMART (Specific, Measurable, Achievable, Relevant, Time-Bound) method or a similar method to define and measure specific objectives.

### Tips for Writing Smart Objectives

<b>SPECIFIC</b>	Clear, detailed description of what needs to be achieved – who, what, details?
<b>MEASUREABLE</b>	Quantifiable to track progress
<b>ACHIEVABLE</b>	Realistic and attainable
<b>RELEVANT</b>	Relevant and have a rationale
<b>TIME-BOUND</b>	Specify a timeframe for completing the objective- by when?

To develop SMART objectives, use the template below and fill in the blanks:

By \_\_\_\_/\_\_\_\_/\_\_\_\_, \_\_\_\_\_

[WHEN—*Time bound*] [WHO/WHAT—*Specific*]

from \_\_\_\_\_ to \_\_\_\_\_.

[MEASURE (number, rate, percentage of change and baseline)—*Measurable*]

(Source: [State Heart Disease and Stroke Prevention Program Evaluation Guide: SMART Objectives Evaluation Guide](https://www.cdc.gov/dhdsp/docs/smart_objectives.pdf)  
([https://www.cdc.gov/dhdsp/docs/smart\\_objectives.pdf](https://www.cdc.gov/dhdsp/docs/smart_objectives.pdf)))

**Example SMART Objective:**

*By December 31, 2021 (**WHEN**), X Nursing Home Corporation (**WHO**) will implement a Dementia Care Training Program for 70 staff in five nursing homes (**WHAT**), and have 90% of staff participants receive a passing score on the Dementia Care Certification exam (**MEASUREABLE**).*

<b>SPECIFIC</b>	<ul style="list-style-type: none"> <li>Who: X Nursing Home Corporation</li> <li>What: Implement a Dementia Care Training Program for 70 staff in five nursing homes</li> </ul>
<b>MEASUREABLE</b>	<ul style="list-style-type: none"> <li>How many: 90% of staff participants receive a passing score on the Dementia Care Certification exam</li> </ul>
<b>ACHIEVABLE</b>	<ul style="list-style-type: none"> <li>Attainable: We have time to plan and the resources to implement</li> </ul>
<b>RELEVANT</b>	<ul style="list-style-type: none"> <li>This is a person-centered, evidence-based dementia care training program</li> </ul>
<b>TIME-BOUND</b>	<ul style="list-style-type: none"> <li>When: By December 31, 2021</li> </ul>

In closing, by writing clear goals and measurable objectives, you can develop clear applications for review; enable participants to understand the intent of the plan; and increase the potential for your project to be deemed successful.