

FORMULATE SMART OBJECTIVES

Formulate SMART Advocacy Objectives will be critical to guide your advocacy efforts in support of strengthened routine immunisation.

➔ Identify your Advocacy Objectives:

Your advocacy objective is your desired accomplishment or outcome that will contribute to your goal. It is a step along the road to achieving your goal that answers similar questions to the advocacy goal (WHO, WHAT, WHERE, WHEN), and that needs to be SMART: S (Specific), M (Measurable), A (Achievable), R (Relevant/Result-oriented), T (Time-bound).

➔ Instructions

Use one of your identified advocacy goals and write it down on the top row.

