CARING *for* COLORADO FOUNDATION
A Health Grantmaker

Guide to Developing a Project Plan

Project Plan - Overview

The project plan is a very important component of the grant application and should be carefully and thoughtfully considered. Caring for Colorado Foundation requires grantees submit project plans which contain goals, objectives, steps to accomplish objectives and an overview of the tools used to measure objectives, as defined below.

- **Goal** (General, aspirational purpose of project)
- **Objective** (SMART – specific, measurable, achievable, realistic and time-bound)
- **Steps to Accomplish Objective** (List major steps including deadlines and who is responsible)
- **Measurement Tools** (List and describe tools and methods to be used to measure the objectives)

Goals are a broad statement of purpose that describes the expected long-term effects of a program/project. A goal should be aspirational with a longer term horizon.

Objectives are statements that describe program results to be achieved and how they will be achieved. Objectives are more concrete and immediate than goals. Objectives also help set targets for accountability and are a source for program evaluation questions. Caring for Colorado Foundation uses objectives as the basis for monitoring implementation of progress toward achieving a program goal. No more than four (4) objectives should be submitted.

The third section, **steps to accomplish objective**, breaks down the specific steps and activities to be taken to accomplish the objective – the what will be done, by whom and on what timeline.

The **measurement tools** section provides insight into the methods for collecting data to measure progress against objectives. This section should be used to help illuminate the tools and instruments to be used to measure impact and/or health improvements.

Writing Goals and SMART Objectives

The first step in developing a project plan is to draft a goal statement. A goal is about the final impact or outcome that you are striving to achieve. Projects should have only one goal, with up to four (4) objectives supporting the accomplishment of that goal. Example goal statements are provided below:

Goal: Build a new clinic.
Stronger Goal: Improve the health of underserved populations by improving access to care.

Goal: Implement a home visitation program.
Stronger Goal: Improve maternal/child health outcomes for low-income families through evidence-based programs.

Goal: Hire a pediatric dentist.
Stronger Goal: Ensure all children in Pueblo County have a dental home.

Caring for Colorado Foundation requires applicants to use SMART objectives. A SMART objective is specific, measurable, achievable, realistic, and time-bound.

- ***Specific***: Describe the action, behavior or achievement that is desired in quantitative terms. Objectives should contain the "who" and "what" of program activities - who is being served and what action/activity is taking place. Avoid verbs that may have vague meanings to describe intended outcomes (e.g., "understand" or "know") since it may prove difficult to measure them. Instead, use verbs that document action (e.g., "At the end of the session, the participants will demonstrate xxx behavior...").
- ***Measurable***: The focus is on "how much" change is expected. Objectives should quantify the amount of change expected - specify a baseline value and the quantity of change the intervention is designed to achieve.
- ***Achievable:*** Objectives should be attainable within available program resources and a given period of time.
- ***Realistic:*** Objectives are most useful when they accurately address the scope of the health problem and programmatic steps that can be implemented.
- ***Time-bound:*** Objectives should provide a time frame indicating when the objective will be measured or a time by which the objective will be met.

SMART Objective Examples

Non-SMART objective #1: Health coaches will be trained on the scientifically based health education curriculum.
This objective is not SMART because it is not specific, measurable, or time-bound. It can be made SMART by specifically indicating who is responsible for training the coaches, how many will be trained, who they are and by when the trainings will be conducted.

SMART objective #1: Within 12 months, agency staff will have trained 90% (9 of 10) of health education coaches in the clinic on the evidence-based health education curriculum and 70% (7 of 10) will demonstrate proficiency in the delivery of the curriculum as measured by pre-post test scores on approved evaluation tools.

Non-SMART objective #2: 90% of home visitation clients will participate in sessions on children's social and emotional development.
This objective is not SMART because it is not specific or time-bound. It can be made SMART by specifically indicating who will do the activity, by when, and who will participate.

SMART objective #2: By the end of 18 months, certified home visitors will have delivered a social and emotional development curriculum to 560 clients (90% of program participants) and clients will demonstrate improved relational behaviors as measured through observation and through pre-post scores on standardized assessments.

Non SMART objective #3: The region's diabetic population will demonstrate improved health.
This objective is not SMART because it is not specific or time-bound. It can be made SMART by specifically indicating who will do the activity, by when, who will participate and what health improvement is measured.

SMART Objective #3: Within 12 months, County Health Department will increase the percentage of adult diabetic patients who have controlled blood sugar levels (A1C level of 7 or less) from 57% to 63%.

Please contact the staff at Caring for Colorado Foundation, (720) 524-0770, if further assistance is needed.