

Continuous Quality Improvement Toolkit

A Resource for Maternal, Infant, and Early Childhood Home Visiting Program Awardees

Module 4: What Is a SMART Aim?

A SMART aim is **S**pecific, **M**easurable, **A**ttainable, **R**elevant, and **T**ime-bound. Using the SMART format focuses CQI efforts toward accomplishing intended goals. Use the guiding questions and examples to create your own SMART aim.

	GUIDING QUESTIONS	EXAMPLE RESPONSES	YOUR RESPONSES
STEP 1	In what areas do changes need to be made? What is the topic?	<i>Breastfeeding</i>	
STEP 2	Be specific: How do we want to improve in this area?	<i>Increase the rate of exclusive breastfeeding at 3 months of age.</i>	
STEP 3	Identify a goal: What number or percentage of improvement is needed?	<i>The current rate of exclusive breastfeeding at 3 months is 30%; an increase of 20% is the goal.</i>	
STEP 4	Measure it: How will the change be measured? What tool(s) will be used?	<i>Caregivers will respond “Yes” or “No” to the question about exclusive breastfeeding on the Three Month Postpartum Home Visit form.</i>	
STEP 5	Set a timeframe: When will this change be reached?	<i>December 31, 2018</i>	
STEP 6	Select a population: Who is the target of the change?	<i>New mothers</i>	
FINAL SMART AIM	<p>Example: <u>By December 31, 2018, 50% of new mothers will report exclusive breastfeeding during their 3-month postpartum home visits.</u></p> <p>By _____, ____% of _____ will _____</p> <p>_____.</p>		

