What are you trying to accomplish? Objectives are the specific measurable results of your digital communication initiative. To define your objectives, prioritize the short- or long-term changes you want to see. Completed objectives serve as evidence of your achievements, such as a 10% increase in cancer screening at a community clinic within 3 months. In this section, you will outline specific health issues and what knowledge, beliefs, and behaviours you want to influence to help people meet those challenges.

Because digital communication is all about people, the objectives for your initiative should be based on what your priority audience wants to achieve. Use the research methods described in Step 1: Understand Your Audience above to understand the problems facing your audience and what it would look like if things improved. This model of collaboration, or co-creation, will help ensure that your efforts are meaningful and appreciated by the people you aim to support.

Objectives should follow the SMART model:

**Specific**: Ensure that your objective is well defined.
  - **Ask**: What exactly do you want to achieve? When? Where? How? With whom?

**Measurable**: Break your objective into measurable elements that can be tracked for impact.
  - **Ask**: How will you know when your objective has been achieved?

**Attainable**: Assess whether your objective is achievable given constraints in time, resources, and commitment.
  - **Ask**: How realistic is your objective given any limitations and constraints?

**Relevant**: Clarify that your objective is meaningful to your audience.
  - **Ask**: Does your priority audience care about achieving your objective?

**Time-Sensitive**: Outline the time frame for achieving your objective.
  - **Ask**: What can be achieved now? Six months from now? A year from now?
Making an objective SMART

| Not-so-SMART objective: Encourage healthy habits among youths to prevent cancer and other noncommunicable diseases. |
| SMART objective: Decrease the number of tobacco retailers within a 100-meter radius of schools and colleges in New Delhi by 10% within 6 months. |

Objectives fall into three broad categories about what you want to achieve in the short or long term. For each type of objective, we have provided questions, answers, and potential evaluation measures to help guide the development of your objectives. Note that the measurement of your objectives and overall evaluation of your digital communication initiative will be discussed in detail in the Step 6: Track your Impact section of this toolkit.

1. KNOWLEDGE OBJECTIVES: When you want your audience to learn something new.

   **Ask:** What information would your audience find motivating or important?
   
   **Sample answer:** Knowledge about when to seek cancer screening services.
   
   **Evaluation measure:** The percentage of women who recall how often they should be screened for breast cancer.

2. BELIEF OBJECTIVES: When you want your audience to believe something or feel a certain way.

   **Ask:** What attitudes and opinions best support your audience?
   
   **Sample answer:** Confidence in the ability to prevent certain cancers through lifestyle changes.
   
   **Evaluation measure:** The extent to which your audience agrees or disagrees with this statement: “I can prevent cancer by engaging in healthy habits.”

3. BEHAVIOUR OBJECTIVES: When you want your audience to change what they do.

   **Ask:** What actions could your audience take to overcome their health challenge?
   
   **Sample answer:** Quit smoking or using chewing tobacco.
   
   **Evaluation measure:** The percentage of your audience that stopped using tobacco within a certain period.

Remember to keep these objectives specific to your digital communication initiative. Your organisation may have a mission statement or yearly targets, but the objectives you create should be unique to the digital efforts you plan to implement.
Complete the following objective-setting activities to continue building your initiative, then proceed to Step 3:
Select Your Strategies and Tactics.

Stories of Success

Delhi’s Indian Cancer Society (ICS) seeks to provide cancer awareness and education and to offer high-quality, low-cost cancer screening facilities. In 2016, ICS redesigned its website to reach health care providers and the general public (its “priority audience”). ICS set the following primary objective for the website initiative:

Objective: Create a proactive, consistent, and reliable web resource by providing accurate, understandable cancer information on our website by December 2016.

ICS is evaluating this objective’s success by conducting usability testing of the website among a small audience of health care providers and the general public.
My digital communication initiative so far...

AUDIENCE: ____________________________________________ (for example, youths aged 18 to 24)

Based on what you learned in the Step 1: Understand Your Audience section, write your priority audience here.

Using one of the audience groups you identified in the Step 1: Understand Your Audience section, fill in the blanks below to clarify the knowledge, beliefs, or behaviours you want to influence and to refine your ideas into SMART objectives. Remember, objectives are the specific, measurable, attainable, relevant, and time-sensitive results of your digital communication initiative.

OBJECTIVE #1
State your draft objective:

Define an objective type (knowledge OR belief OR behaviour):

☐ Knowledge objective: What information does your audience need to know to make decisions about the health issue of concern?

☐ Belief objective: What attitudes and opinions best support your audience?

☐ Behaviour objective: What actions could your audience take?

Make your objective SMART (address all questions):


Measurable: How will you know when your objective has been achieved?

Time-Sensitive: Within what time frame do you aim to accomplish your objective?

State your SMART objective:

By __________________________, __________________________ will achieve/accomplish
[Time frame] [Name of organisation/group]

[Specific outcome, with a number or percentage that you can measure]