



SMART GOALS

Support and Promote the *Michigan Nutrition Standards*

Implementing the *Michigan Nutrition Standards* is a big and important job.
How and where do schools begin?

Setting small, achievable goals is a good place to start. One of the best ways for schools to stay on track when implementing anything new—whether it’s a new program, a new policy, or a new set of guidelines or regulations—is to develop a timeline for success and to set SMART goals. After you develop SMART goals, choose 1-3 goals to work on each semester and create a timeline for completion of the goals.

SMART goals are: **Specific, Measurable, Attainable, Realistic, and Time-bound.**

- **Specific:** Goals need to be specific. If they are too broad they are just “big ideas” and will remain just that: big ideas.
- **Measurable:** Goals must be stated in quantifiable terms, otherwise they’re only good intentions. Measurable goals facilitate management, planning, implementation, and control.
- **Attainable:** Goals must inspire people to aim high but not out of reach. Goals must be achievable, or they’re a set-up for failure. Set goals you know your school or district can accomplish.
- **Realistic/Relevant:** Goals must require a realistic look at the desired outcome and the process. Think: Given our resources can we realistically do this?
- **Time-Bound:** With reference to time, your goals must include a timeline of when your goals should be accomplished.

Setting SMART goals can make a huge difference in maintaining momentum toward implementing the standards. Following are examples of what SMART goals for implementing the *Michigan Nutrition Standards* might look like. These may not apply to your school. We encourage you to set SMART goals that are based on the needs you identify when you complete the [Does Our School Make the Grade? Michigan Nutrition Standards Checklist](#).

GOAL SETTING

S	SPECIFIC
M	MEASURABLE
A	ATTAINABLE
R	REALISTIC
T	TIME-BOUND



SMART GOAL EXAMPLES

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Forming a Team

- **GOAL**—By November 1, 2012, we will form a Coordinated School Health Team (CSHT), consisting of school staff, parents, and community members who will meet monthly to work toward full implementation of the *Michigan Nutrition Standards* by January 2013.

Do you need ideas on how to form a team or who should be on it?

See the [Team Effort Tab](#) of the *Michigan Nutrition Standards Toolkit*.

Training and Education

- **GOAL**—By December 1, 2012, 95% of school staff members will have attended a one-hour training conducted by the CSHT, and will have received a paper copy of the *Michigan Nutrition Standards*.

Around the School

- **GOAL**—By March 1, 2012, 100% of all foods sold on campus (including school stores) will meet the *Michigan Nutrition Standards* recommendations for foods offered/sold to students outside of school meals.

In the Cafeteria

- **GOAL**—By April 1, 2012, 100% of ala carte items and items offered in our school vending machines will meet the *Michigan Nutrition Standards* recommendations for foods sold outside of school meals.

For Families and the Community

- **GOAL**—By June 1, 2012, our school will eliminate all marketing of foods and beverages not meeting the *Michigan Nutrition Standards* during the school day, and at before and after school events and activities—especially those that are attended mainly by students as an extension of the school day.

Spreading the Word

- **GOAL**—By November 15th, 2012 our Coordinated School Health Team will write and submit one article for the school and local newspaper describing the *Michigan Nutrition Standards* and our school's implementation plan.

Need help working with the media or sharing your success?

See the handout, Media Basics in the [Cheering for Your Success Tab](#) of the *Michigan Nutrition Standards Toolkit*.

