

EXAMPLE OF AN ADVOCACY GOAL

Sustainable Development Goals (SDGs): Goal 3, Target 3.4

By 2030, reduce by one-third premature mortality from NCDs through prevention and treatment and promote mental health and wellbeing.

Once your long-term advocacy goal is defined, it is time to delineate your advocacy objectives:

- Short-term (generally 1-2 years), action-oriented targets
- Smaller incremental steps to complete that will help progress towards your advocacy goal
- Describe the **change you want** to achieve, **who** will make the change and **when** it will happen

What are SMART objectives?

Make sure that your NCD advocacy objectives are “SMART,” which stands for:



SPECIFIC

What do you want to do?
Clearly state what you want to accomplish.



MEASURABLE

How will you know when you have reached it? Track and monitor progress.



ACHIEVABLE

Is it in your power to accomplish it?



REALISTIC OR RELEVANT

Can you reasonably achieve it? Is it in line with your NCD alliance's mission?



TIME-BOUND

By when will you accomplish it? Set a timeframe to meet it.