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| **Specific:** | The goal should be **specific—** detailed and focused on one area of performance and stated exactly on what is being accomplished. |
| **Measurable:** | The goal should be **measurable** so that your practice can assess the progress as the implementation stage begins. |
| **Attainable:** | The goal should be realistically **attainable** with consideration given to timeframes and available resources. |
| **Relevant:** | The goal should be **relevant** to practice goals to enhance job performance. How will the results make a difference and to whom? How do the goals fit into the overall goals of the agency and organization? |
| **Time Bound:** | The goal should be **time bound**—with a firm but realistic completion date for each goal specified, consistent with the sense of urgency communicated by leaders. |
| **Aim** | **Example goal** | **Priority or ranking (high, medium, low; or 1, 2, 3; or phase 1, 2, 3)** | **How will this be measured?** |
| 1. Provide psychoeducation, destigmatize perinatal mental health conditions, and help engage women in treatment using a strength‐based and culturally responsive approach. | * By *DATE,* we will include 1 piece of literature (print, electronic link, email) regarding prenatal and/or postpartum mental health in each new prenatal packet.
 | Medium | The intake nurse will spot‐check 10% of prenatal packets on the first Tuesday of the month. |
| 2. Implement screening for depression, anxiety, and PTSD twice during pregnancy (at prenatal care initiation and later in pregnancy) and at postpartum visits.  | * By *DATE*, 80% of patients who have a new OB visit on or after *DATE* will be screened for depression, anxiety, and PTSD at the time of their new OB visit using Sections A, B, and C of the *Perinatal Mental Health Screening*.
 | High | On the first Friday of the month the intake nurse will check charts of patients having an OB intake visit during the prior day for documentation of screening results (paper form, completed electronic form, or documented scores) |
| * By *DATE*, 80% of patients who have a new OB visit after *DATE* will be screened for depression, anxiety, and PTSD at the time of their 26‐ to 28‐week visit using Sections A, B, and C of the *Follow‐up Perinatal Mental Health Screening*
 | High | On the second Friday of the month the medical assistant will check charts of patients having a diabetes screening visit during the two days prior for documentation of screening results (paper form, completed electronic form, or documented scores) |