

Healthy Work Environment (HWE) Goal Setting

Assess the interests of the group: Setting goals for group activities is easiest and most effective when it is a collaborative process between the Ambassador and group members. Begin by assessing the interests and readiness of your group. Depending on the size of your group and how well you know group members, assessing interest can be done informally (i.e., in conversation or via emails) or by distributing the **HWE Interests Survey**.

Assess your workgroup's current level of engagement in healthy activities: To set your group up for success, it is very important to know your baseline. Goal activities should be just a small step beyond what your group is currently doing.

Setting S.M.A.R.T. Goals

Specific: Employ the 5 Ws ... who, what, when, where, and why. Make sure the goal specifies what needs to be done with a timeframe for completion. *Example: As a part of an HWE, group members will mark their calendars for the next 10 weeks to meet at 9:30 a.m. on Friday mornings for a 30-minute brisk walk. Session 5 will be a walk plus bodyweight-based exercises led by a guest fitness instructor.*

Measurable: Goal objectives should include numeric or descriptive measures that define quantity, quality, etc. How will we know when the goal has been successfully met? Focus on elements such as easily observable actions, quantity, quality, time, and/or flexibility to measure outcomes. *Example: There will be ten 30-minute walks scheduled on consecutive Fridays at 9:30 a.m. At the end of 10 weeks, participants need to have attended at least seven 30-minute walks (session 5 is required).*

Achievable: Goal objectives should be within each group member's control and influence; a goal may be a "stretch," but still feasible. Is the goal achievable for all your group members? Factor in some flexibility to account for potential obstacles to a group member's goal completion (inclement weather, illness, travel, increased work demands and deadlines). *Example: There will be two groups walking at different paces. Participants can choose which group they would like to join each week. We will schedule one make-up session at an agreed upon time over the 10-week period.*

Relevant: It is important to develop goals that relate, at least somewhat, to the group member's personal health goals while also relating to the greater goal of creating a healthy worksite. *Example: The Interest Survey indicated that all group members would like to add more physical activity into their workday and have more opportunities for team-building activities.*

Time-bound: Goal objectives should identify a definite target date for completion and/or frequencies for specific action steps that are important for achieving the goal. Incorporate specific dates and calendar milestones when appropriate. *Example: Goal activity period is 10 weeks. The special session is placed at week 5 to provide renewed motivation at the mid-way point.*