WORKSHEET 6.2: DEVELOPING SMART INDICATORS

What is the communication objective that needs to be measured?	
What is the input/output/outcome being measured?	
What is the proposed indicator?	

Is the indicator:	Yes	No
Specific? (Is it clear what the indicator is setting out to measure, and among which audience?)		
Measurable? (Does data exist to measure the indicator and can it be accessed?)		
Attainable? (Can data to populate the indicator be collected, even during the emergency?)		
Relevant? (Does it contribute to the overall program goal?)		
Time-bound? (Is the timeframe for stated?)		

If you have answered "No" to any of the above question on the checklist, you should redefine the indicator to ensure if fits all the above criteria.

Improved indicator: _____

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