



SMART Objectives & Performance Measures for CST Contracts

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WHAT IS A ‘SMART’ OBJECTIVE?



SMART Objectives

- **Specific**
 - Concrete, observable, behavioral, not vague or ambiguous, include “for whom?”
 - e.g., sampled bar, restaurant, grocery and convenience store **sales** of alcohol to minors based upon compliance checks
 - e.g., successfully complete treatment as evidenced by: full attendance; duration of treatment aligns with plan; sustained good progress; discharge plan developed
- **Measurable**
 - Quantifiable, numeric, “how much?”
 - e.g., reduce **sales** from 36% to 25%
 - e.g., 60% of clients will successfully complete treatment
- **Achievable**
 - Realistic, reachable
 - e.g., stakeholders agree that contacts, materials and educational efforts will be sufficient to achieve at least an eleven point decrease in **sales**



SMART Objectives (cont.)

- **Relevant**
 - Meaningful, legitimate, agreed to
 - e.g., Research has demonstrated that merchant underage alcohol law compliance checks reduce **sales** of alcohol to minors; reduced availability of alcohol to minors will have an overall positive impact on underage drinking
- **Time-bound**
 - Scheduled, dated, "by when?"
 - e.g., By December 31, 2013, reduce bar, restaurant, grocery and convenience store **sales** of alcohol to minors based upon sample compliance checks from 36% to 25%
 - e.g., Percentage of treatment plans successfully completed will increase by 20% during the contract's 2nd year.

SMART Objectives Exercise

- What is not SMART about these sample project objectives, and how could they be made SMARTER?
 1. Two counties will integrate their CST programs by Dec. 31, 2015.
 2. Increase the number of children served under CST by 25%.
 3. During the contract period [CY 2016], children enrolled in CST services will improve their school performance and attendance.

Performance Measure Categories

- **Access:**
 - e.g., # to be served; wait time
- **Effectiveness/Outcome:**
 - e.g., service engagement; symptom reduction or control; functioning; competence; fidelity; alcohol sales to minors



Performance Measure Categories (cont.)

- **Participant satisfaction:**

- e.g., overall satisfaction; satisfaction with a particular service component



- **Efficiency** (contract administrator discretion):

- e.g., percent of budget expended; cost per participant; non-grant revenue obtained; percent of expenses that are for direct services

Uniform vs. Program-Specific Performance Data

- **Across-the-board:** No. served; Pct. satisfied; level of objective achievement; Pct. of budget expended



- **Program-specific:**

- Offense/underage drinking recidivism rate
- Pct. of children/families *successfully* completing treatment plan
- Pct. of children improving school attendance/performance
- CST Coord. Committee membership meets s. 46.56 requirements
- Pct. of families in need of CST services who are served
- Amount of collaboration with other agencies & service providers
- No. of parents who participate in CST program (i.e., committees)

CST Evaluation: Indicators

- s. 46.56(14) : DHS shall evaluate CST initiatives funded under Section 46 of Statues, to focus on following information:

1. No. of days enrollees spend out-of-home vs. non-enrollees
2. Changes in problem behaviors before/after enrollment
3. Compare school attendance & performance before/after enrollment

CST Evaluation: Indicators (cont.)

- 4. Compare recidivism rates of enrollees w/delinquent history
- 5. Parent and child satisfaction w/ CST initiatives
- 6. Types of CST services and their costs
- 7. Systems change and sustainability plans under s. 46.56(3)(d)

Using CST Evaluation Indicators to create Outcome Performance Measures

Workshop Exercise



Thanks for Participating! Good luck with CST SMART Objectives!

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