

# Healthy Living

## Topic of January

### Creating SMART goals

Duke Health and Exercise Research Trials • Research@duke.edu • 919-681-9000



**What is a SMART goal?** A SMART goal is a specific, measurable, achievable, relevant and realistic, time bound plan to success.

#### Where to begin:

- ❖ Think of a goal you would like to work toward.
- ❖ What is your reason why you want to achieve this specific goal?
- ❖ Try setting one or two goals. Focusing on too many changes at once can become overwhelming.

#### Tips for Success:

- ❖ Reassess weekly: If you get off track, it's okay. Restart!
- ❖ Write down your goals: Putting your goals on paper and placing them where you can read them daily helps you stay on track.
- ❖ Share your goal: Telling someone close to you what your goals are will help keep you accountable, as well as build your support system!
- ❖ Celebrate: Reward yourself for achieving small goals

#### Smart Goal Example:

- ❖ Specific: I will donate blood regularly through the American Red Cross
- ❖ Measurable: I will donate blood 6 times this year
- ❖ Achievable: I will schedule my next appointment before I leave each donation
- ❖ Relevant: I will help save up to 18 lives if I achieve my goal
- ❖ Timely: I will schedule my first appointment this week

#### Blood Donation Shortage

Check out [redcross.org/give-blood](http://redcross.org/give-blood) to learn about where you can sign up to donate blood in our community!

#### Join the Duke Health and Exercise Research Trials Registry!



We are looking for healthy volunteers and individuals with various medical conditions to join a variety of clinical research studies. To learn more, contact our team @

[Research@duke.edu](mailto:Research@duke.edu) or 919-681-9000

Pro00084060

## Ever thought about donating blood?

Severe blood shortages are common after the holiday season. Many regular donors are not available to spare time for donating during this time of year. Unfortunately, it is an untimely event due to increase in surgeries during the winter months.

**Every 2 seconds in the U.S. someone needs blood.**

**1 donation could save up to 3 lives**

**Red blood cell donations will be used within 42 days of donating.**

- American Red Cross

[Download the blood donor app here](#)



## Words of Wisdom

“Success is a series of small wins.” - Anonymous