Thriving Communities Action Planning

What is an Action Plan?

An Action Plan is a tool to help turn your community's vision into reality. An Action Plan helps to articulate the key activities a community needs to complete to ensure its goals are achieved. Developing an Action Plan can help a community identify its priorities, allocate resources and maintain accountability. Key components of an Action Plan include:

- The overall *Vision* for the community's health promotion efforts
- The specific *Goals* for the community's activities related to the identified Priority Area
- The *Activity* to be accomplished
- The *Person(s) Responsible* for ensure the Activity is completed within the Timeline
- The *Target Date for Completion* by which the Activity should be completed
- The *Status* of the Activity as it relates to the Timeline
- The *Results* of the Activity once it is completed

The Action Plan can serve as a communication tool for community partners.

How do we develop an Action Plan?

1. Convene a planning team to develop the Action Plan. Consider who needs to be included in your efforts. Who is interested and invested in the community's vision? Who knows about other activities taking place in the community and how they could align? Who knows of resources that could be leveraged? Who could be responsible for specific activities?

2. Review the community's Vision

3. Identify the key Goals for the community's health promotion efforts. Focus on the identified Priority Area and limit the goals to the next year. Goals should be articulated using the SMART framework (Specific, Measurable, Achievable, Realistic, Time-Bound).

4. Identify the key Activities that need to occur. The Activities should require specific <u>action</u> and can be completed within a reasonable time frame. On other words, an Activity should not take two years to accomplish. There are probably smaller steps along the way that should be included in the Action Plan.

- Activities could include gathering data and information, training and capacity building, convening and planning, communications and marketing, events and programs, fundraising and sustainability efforts and advocacy
- Review the Success Markers – are there any activities that would help your community achieve the Success Markers?

5. Discuss the resources (financial, human, time) needed to complete each Activity.

6. Prioritize the Activities. Determine what order the Activities need to be accomplished and what makes sense given the available resources.

7. Identify the Person(s) Responsible for completing the Activity. This person may not necessarily complete all of the work themselves but will be responsible for moving the Activity forward, tracking progress and reporting back to the community.

8. Define the Target Date for Completion for each Activity. Some Activities may be "ongoing" such as quarterly planning meetings but the majority of Activities should have a hard deadline for completion (that can be adjusted as needed).

How do we use our Action Plan?

The Action Plan is the community's 'roadmap' for achieving its vision. The Action Plan should be revisited frequently to update the Status of each Activity. The Action Plan should be updated as conditions change (i.e. changes in resources, new stakeholders come to the table, etc.) or new data and information become available (i.e. Needs/Asset Assessment). When Timelines change, it is an opportunity to discuss facilitators and barriers to achieving the vision. The Action Plan is a tool to guide action, communicate progress and engage new community members. It should be a living document to reflect the breadth and depth of work taking place in the community.

Sources:

Chapter 5: Developing an Action Plan. Community Toolbox, accessed February 12, 2015. http://ctb.ku.edu/en/table-of-contents/structure/strategic-planning/develop-action-plans/main

Section 9. Community Action Guide: Framework for Addressing Community Goals and Problems. Community Toolbox, accessed February 12, 2015. http://ctb.ku.edu/en/table-of-contents/overview/model-for-community-change-and-improvement/community-action-guide/main

Fisher, D., et. Al. (2006). Getting To Outcomes with Developmental Assets: Ten Steps to Measuring Success in Youth Programs and Communities. Search Institute; Minneapolis, MN.

Kretzman, J. and J. McKnight (1993). Building Communities from the Inside Out: A Path Toward Finding and mobilizing A Community's Assets. The Asset-Based Community Development Institute, Northwestern University; Evanston, IL.

INTERACT
FOR HEALTH
A Catalyst for Health and Wellness

Thriving Communities

Action Plan

Community Vision:

Goal 1.

Goal 2.

Goal 3.

Goal 1:				
Activity	**Timeline**	**Person (s) Responsible**	**Status***	**Notes/Comments**

* Status: Complete, In Process/Ongoing, Not Started

Notes on Status of Activities (facilitators, barriers, questions, support needs):

Goal 2:				
Activity	**Timeline**	**Person (s) Responsible**	**Status***	**Notes/Comments**

* Status: Complete, In Process/Ongoing, Not Started

Notes on Status of Activities (facilitators, barriers, questions, support needs):

Goal 3:				
Activity	**Timeline**	**Person (s) Responsible**	**Status***	**Notes/Comments**

* Status: Complete, In Process/Ongoing, Not Started

<u>Notes on Status of Activities (facilitators, barriers, questions, support needs)</u>:

Thriving Communities

Year 1 Action Plan SAMPLE

Community Vision: The people of Thriving Community live a healthy life.

Goal 1. To strengthen the Thriving Community Coalition.

Goal 2. To deliver health-related programming to Thriving Community residents.

Goal 3. To sustain the work of the Thriving Community Coalition.

Goal 1: To strengthen the Thriving Community Coalition			
Activity	**Timeline**	**Person(s) Responsible**	**Status***
Define community vision	July 1, 2014	Mark	Complete
Identify key members of community (individuals and organizations) to engage in planning	July 30, 2014	Susan, Tim	Complete
Host three community meetings to share vision, gather feedback on goals and activities, identify community needs/resources and recruit Coalition members	September 30, 2014	Linda, Mark, John	Complete
Establish Coalition meeting schedule and leadership/committee structure	October 30, 2014	Mark, Linda	Complete
Complete Needs/Asset Assessment	November 30, 2014	Susan, Tim	Complete
Complete Year 1 Action Plan	November 30, 2014	Mark, Leadership Team	In Process
Develop a strategic communications plan to share work of Coalition with community	December 30, 2014	John, Leadership Team	In Process
Review and update Action Plan	Quarterly	Leadership Team	Ongoing
Attend Learning Collaborative meetings	Quarterly	Leadership Team	Ongoing

Goal 2: To deliver health-related programming to Thriving Community residents.			
Activity	**Timeline**	**Person(s) Responsible**	**Status***
Identify other community activities related to the Coalition's efforts (i.e. schools, community fairs, Health Department activities, etc.) *Linked to community meetings listed above*	October 30, 2014	Susan, Tim	Complete
Host a booth at the community festival with health-related activities, give-aways and recruitment materials	October 30, 2014	John, Leadership Team	Complete
Plan for spring kick-off event at community park including date, location, time, registration process, marketing, etc.)	November 30, 2014	Mark, Leadership Team	Complete
Confirm co-sponsors and vendors (i.e. health screening from Health Department) for spring event	December 30, 2014	Susan, Tim	In Process
Develop monthly schedule of community events	February 28, 2015	Susan, John, Tim	Not Started
Train community residents to lead community events	April 30, 2015	Linda, Joe, Monica	Not Started

Goal 3: To sustain the work of the Thriving Community Coalition.			
Activity	**Timeline**	**Person(s) Responsible**	**Status***
Attend InterAct for Health Sustainability consult	January 31, 2015	Mark, Leadership Team	Not Started
Develop fundraising plan including potential sources for marching grant funds	February 28, 2015	Mark, John, Susan	Not Started
Conduct introductory meetings with potential funding sources	March 30, 2015	Mark, Leadership Team	Not Started
Establish relationship with local paper and other media sources	April 30, 2015	Mark, Mary	Not Started

* Status: Complete, In Process/Ongoing, Not Started

<u>Notes on Status of Activities (facilitators, barriers, questions, support needs)</u>:

The local school district has expressed interest in developing a program or curricula to improve the health of students and faculty. Are there resources available to support us?

Our coalition would like to begin thinking about potential policy change in our community. We have identified some changes in our community we would like to present to the local community council but we aren't sure how to move forward.