

Develop successful strategies:

___ You can form a planning group to develop strategies

Find potential members:

___ Community leaders

___ Members of other local organizations

___ Those affected by the issue or problem

___ Representatives of local ethnic and cultural groups

Create a supportive environment:

___ A safe and comfortable building, neighborhood site

___ Create an open forum for all to participate

Determine/review targets and agents of change:

___ Be inclusive of those experiences, at risk for, and contributing to the issue

___ Determine risk and protective factors affecting the issue

___ Review vision, mission, and objectives

Brainstorm the best strategies:

___ Determine potential obstacles

___ Strategize to get around obstacles

___ Identify how agents of change will help

___ Decide when strategies will affect targets of change

___ Determine if you will work on repairing or preventing problems

___ Ensure strategies decrease risk factors, and increase protective factors

___ Make sure strategies will address entire problem or issue

Do the strategies meet the criteria?

___ Give overall direction

___ Fit resources and opportunities

___ Minimize resistance and barriers

___ Reach those affected

___ Advance the mission

EXAMPLE 1: PROMOTING HEALTHY DIETS AND PHYSICAL ACTIVITY AMONG CHILDREN AND YOUTH

Here are selected strategies for changes in elementary, middle, and high schools to reduce dietary risk for chronic disease (from the Center for Community Health and Development's *Reducing Risk for Chronic Disease: An Action Planning Guide*):

- Integrate health and nutrition activities into existing student organizations
- Enact and enforce state nutritional guidelines for school lunch programs and daycare services
- Monitor and provide feedback on nutritional quality of foods available in cafeterias, concession stands, and vending machines
- Place point-of-purchase information about healthy choices in cafeterias and vending machines
- Make available healthy snacks in vending machines, concession stands, and cafeterias
- Implement age-appropriate health and nutrition curricula

EXAMPLE 2: PREVENTING YOUTH VIOLENCE

Here are selected strategies for changes in the criminal justice system to reduce youth violence (from the Center for Community Health and Development's *Preventing Youth Violence: An Action Planning Guide*):

- Communicate information about levels of violence and gang-related activity through the media
- Establish reward programs for tips leading to arrests for illegal weapons sales
- Establish a "silent witness hotline" for reporting incidents of violence
- Establish neighborhood watch programs
- Provide awards to police and citizens who contribute to the prevention of youth violence
- Establish crisis intervention teams to deal with domestic disputes

- Community education in monitoring violence and gang-related activity
- Remove "crack" houses in affected neighborhoods

EXAMPLE 3: PROMOTING HIGHWAY SAFETY

Selected strategies for encouraging states and communities to promote adherence to traffic laws follow (from the National Highway Traffic Safety Administration's *Strategic Execution Plan*):

- Award demonstration grants to states and communities for traffic safety initiatives, particularly involving alcohol, speed and safety belts.
- Promote and distribute Campaign Safe and Sober materials. Collaborate with national organizations to implement traffic safety and enforcement programs.
- Provide technical assistance, training and educational materials to law enforcement, prosecutors, judges and community activities.