

Elements of an Action Plan

- Community changes to be sought
- Action steps: who will do what by when?



What is Community Health?

COMMUNITY TOOL BOX



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Why Create an Action Plan?

- Lend credibility to your group or effort
- Ensure that you don't overlook details
- Help you understand the feasibility of changes
- Enhance efficiency
- Provide accountability



Create action steps:

- a. Convene an **inclusive planning group** of community members to design your action plan
- b. Describe:
 1. **What** specific change or aspect of the intervention will occur
 2. **Who** will carry it out
 3. **When** it will be completed or its duration
 4. **Resources** (money and staff) needed
 5. **Communication**: who should know what



Developing Strategic and Action Plans

Action Step (what will be done)	Person(s) Responsible (by whom)	Date Completed (by when)	Resources Required (at what costs)	Communication/ Collaborators (who else should know what about this)
1. Prepare a plan for social marketing	Marketing firm	April, 2006	\$15,000 (fundraising)	Business Action Group
2. Influence employers to use flextime	Maria & Suarez (Business Action Group)	September, 2008	Multiple hours per site; \$250 for brochure	Schools Task Force
3. Develop childcare service at local church	Jomella and Curtis (Schools Task Force)	July, 2003	Two hours/wk for year; parent involvement	Business Action Group, Schools Task Force, Faith Communities

Evaluate and implement the action plan using criteria of:

- Completeness
- Clarity
- Sufficiency
- Currency
- Flexibility

Follow through, keep people **informed**, keep track of what you've **accomplished**, and celebrate!



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Consider Social Determinants of Health in Communities in your Plan

<https://youtu.be/8IKW41LmxWg>

Reviewing and Building Consensus on Your Action Plan

- Learn what other members of your community think of your statements and plans (e.g., vision, mission)
- Agree on a course of action
- Gather together the people who care
- Communicate your evolving plan to potential supporters and detractors
- Create a visible, far-reaching, celebration to promote the plan



Using Strategic and Action Plans to Guide and Enhance Your Work

- Use the plan to communicate your initiative's purpose
- Utilize your plans in ongoing evaluation and organizational development
- Review plans to identify additional partners
- Review plans at regular intervals



Identifying Action Steps: Getting Down to the Nitty-Gritty



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What are action steps?

Action steps are specific efforts made to reach agency goals.



Action steps should be concrete and comprehensive

- Action steps should explain:
 - What will occur.
 - To what extent these actions will occur.
 - Who will carry them out and for how long.
 - When these actions will take place.
 - What resources are needed to carry them out.



Why you should identify action steps?

- To concentrate on necessary details.
- To decide on workable ways to reach your goals.
- To allow many people to think in a structured way about coalition.
- To save time, energy, and resources.



When you should determine action steps?

- After you've decided what changes you want to occur.
- Early in the life of your organization.
- Updated every year or two.
- Even if your organization's been around a while, it's never too late to decide on action steps!



How to identify action steps?

- Determine what your group is really good at.
- Brainstorm ways to use your strengths.
- Consider barriers and ways to remove them.
- Implement the changes.
- Make a final list.
- Pat yourself on the back.



Make sure each step includes:

- What will occur.
- To what extent, these actions will occur.
- Who will carry out these changes.
- When these changes will take place.
- What resources are needed.





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