

Action Plan Example

Develop an intervention with realistic goals, objectives, and activities

Using the Action Plan

Now that you have identified and selected an intervention to address the community health problem, you are ready to create a detailed plan that clearly describes the intervention and what you hope to accomplish. The action plan is expressed in terms of goals, objectives, and activities with expected results. It includes a target date for each activity, a description of key resources needed, and establishes accountabilities. A carefully designed and well-written action plan provides a solid basis for project evaluation.

The following provides step-by-step instructions for use of the template.

1. Goal Statement

Begin with your goal. This is a broad statement of what you hope to accomplish and your approach. The statement includes two parts; a “**to**” and a “**by or through**” phrase. The “**to**” portion refers to what you hope to accomplish and the “**by or through**” phrase summarizes the approach you will take to accomplish the goal.

Example: To decrease the percentage of Badger County residents who are overweight or obese
 by increasing physical activity options and healthier food choices.

2. Objectives

Next, write your objectives. These are specific and measurable end-products of the intervention often expressed in terms of changes in behavior, norms, knowledge, attitudes, capacities, or conditions. You might have one or multiple objectives outlined for your goal. Always make sure that your objectives are **SMARTIE: Specific, Measurable, Attainable, Realistic, Timed, Inclusive, Equitable**

Example: By May 30, Badger High School will adopt a healthier vending policy, with 100% of options meeting adopted nutritional standards.

3. Indicators

Next, jot down what you might measure to determine whether or not changes have occurred. This step serves as a quick check to ensure that your objectives are truly measurable.

Example: Healthier Vending Policy

- Policy with nutritional standards is in place.
- Inventory of snack items in vending machines
- % of snack items meeting adapted nutritional standards
- Vending company sales reports

4. Communication Plan

Record the communication target/audience(s) you need to reach, the approach/es you will use to reach them, and the purpose of the communication. In the next step, you will include these communication activities in the activity column of the template.

Example: Healthier Vending Policy

- **Target/audience:** school administrators; **Purpose:** enlist support for new policy; **Approach:** in-person meeting
- **Target/audience:** community members; **Purpose:** raise awareness of new policy; **Approach:** local media event, social media

5. Activities

Now, outline the steps you will take to achieve each objective. The activities are the “how” portion of the action plan. It is best to arrange activities by start dates. Place each activity in a separate row and add as many rows as you need to the template.

Example: Healthier Vending Policy

- Develop nutritional standards for vending machines
- Develop fact sheets, talking points, and stories based on core message
- Meet with stakeholders (principal, food service director, school board) to engage cooperation and support
- Enlist students to help plan and implement intervention
- Secure cooperation of vending company to test changes
- Select list of acceptable snacks to be stocked in machines
- Develop in-school publicity based on core message regarding vending changes
- Hold media event
- Conduct social media campaign

6. Timeframe

Determine a projected start and end date for each activity.

7. Required Resources

List all resources needed to implement project activities. Be as specific as possible. Consider funding, staff time, space needs, supplies, technology, new equipment, and key partners. More than one resource will likely be listed for each activity.

8. Lead

Identify by name the key person who will initiate the activity, provide direction for the work, and monitor progress.

9. Anticipated products or results

List expected results for each activity and be very specific. The entries in this column should be the direct, tangible, and measurable results of activities. They can be expressed as a product or document, number of units delivered, etc.

Example: Healthier Vending Policy

- Fact sheets and talking points documents
- Verbal agreements with high school principal
- Verbal agreement with vending company to test changes and share sales reports on high school vending machines
- At least # students will participate in planning and implementing pilot
- A list of items stocked by vendor meeting nutritional requirements
- Written policy defining acceptable foods in school vending machines
- At least # media stories will be generated
- At least # followers will be generated by social media campaign

10. Date Completed

As you work on the intervention over a period of time, you can use the last column to track progress on completion of activities.

Example Action Plan: Complete Streets

Goal Statement:

To decrease the percentage of Badger County residents who are overweight or obese by increasing physical activity options and healthier food choices.

Objective # 1:

By May 15, Badger County Board will adopt a “Complete Streets” policy that integrates sidewalks, bike lanes, transit amenities, and safe crossings into the initial design of all county projects.

Indicators (how you will measure progress toward achieving the objective):

- Complete Streets policy in place
- Number of projects that included multimodal transit in planning
- Miles of increased multimodal roads

Communication plan (include any communication activities that will support this objective):

- **Target/audience:** community members; **Purpose:** raise awareness of need for complete streets policy and coalition’s related work; **Approach:** local media event, social media messaging
- **Target/audience:** county board members; **Purpose:** enlist support for Complete Streets policy; **Approach:** presentation/s to county board

Example Activities

Activity	Timeframe	Resources Required	Lead	Anticipated Products or Results	Date Completed
Research similar policies; develop model policy					
Develop fact sheets, talking points, and stories based on core message				Fact sheets and talking points documents	
Identify potential key stakeholders who might be supporters and opponents of proposed policy				At least # endorsements of Complete Streets will be obtained	
Engage stakeholders and raise awareness of Complete Streets through educational sessions, strategic communications					
Secure a sponsor for the policy				Policy sponsor will be identified	
Hold community media event				At least # media stories will be generated	
Conduct social media campaign				At least # followers will be generated	
Schedule presentations at county board meetings				Complete Streets policy enacted	

Action Plan Template

Goal Statement:

Objective # 1:

Objective # 2:

Objective # 3:

Objective # 1:

Indicators (how you will measure progress toward achieving the objective):

Communication plan (include any communication activities that will support this objective):

Target:

Purpose:

Approach:

Objective 1:					
Activity	Timeframe	Resources Required	Lead	Anticipated Products or Results	Date Completed

Objective # 2:

Indicators (how you will measure progress toward achieving the objective):

Communication plan (include any communication activities that will support this objective):

Target:

Purpose:

Approach:

Objective 2:					
Activity	Timeframe	Resources Required	Lead	Anticipated Products or Results	Date Completed

Objective # 3:

Indicators (how you will measure progress toward achieving the objective):

Communication plan (include any communication activities that will support this objective):

Target:

Purpose:

Approach:

Objective 3:					
Activity	Timeframe	Resources Required	Lead	Anticipated Products or Results	Date Completed

Action Plan References

Applicant Toolkit. New Hampshire Endowment for Health web site, accessed on August 15, 2006 at http://www.endowmentforhealth.org/grant_center_applying.asp

Grant Writing Resources. University of Wisconsin School of Medicine and Public Health, Wisconsin Partnership Program web site, accessed on August 15, 2006 at: http://wphf.med.wisc.edu/how_to_apply/grantWritingResources.php

Miner LE, Miner JT. Proposal Planning & Writing (3rd edition). Westport, CT: Greenwood Press, 2003.

U.S. Department of Health and Human Services. Centers for Disease Control and Prevention. Office of the Director, Office of Strategy and Innovation.

Introduction to Program Evaluation for Public Health Programs: A Self-Study Guide. Atlanta, GA: Centers for Disease Control and Prevention, 2005.