

ACTION PLAN WORKSHEET

Using the Action Plan

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.

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.

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

To increase the success of Somali youth in Moorhead, MN by improving social cohesion, recreational opportunities, and academic achievement.

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 SMART: Specific, Measurable, Attainable, Realistic, Time-bound. [How to Create SMART Goals Using a Tree Diagram](#) and the [Tree Diagram template](#) (PDFs from SMART Learning Systems) may help you graphically create and organize measurable objectives with specific targets.

Ex. By March 30, 2013, Badger High School will adopt a healthier vending policy, with 100% of options meeting adopted nutritional standards.

By July 31, 2018, the New American Development Agency will have a vibrant out-of-school program to address gaps in academic achievement, health through recreation, and increased social cohesion within their own community and within the broader Moorhead community and led with youth-voice.

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INDICATOR

Next, jot down what you might measure to determine whether changes have occurred. This step serves as a quick check to assure that your objectives are truly measurable.

Objective:	Indicators:
<p><i>Ex. By March 30, 2013, Badger High School will adopt a healthier vending policy, with 100% of options meeting adopted nutritional standards.</i></p>	<ul style="list-style-type: none"> ● 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
<p><i>By July 31, 2018, the New American Development Agency (NADA) will have a vibrant out-of-school program to address gaps in academic achievement, health through recreation, and increase social cohesion within their own community and within the broader community of Moorhead.</i></p>	<ul style="list-style-type: none"> - Attendance at out-of-school programs (academic) - Improved grades and test scores (academic) - Appreciative inquiry / ripple effect mapping that identifies outcomes from attending the program - Surveys to measure social connectivity and community support before and after (social cohesion) - Parent survey about using technology less and going outside more (parents indicated that they want their children to not use their phones and get outside) (health)

COMMUNICATION NEEDS

Then, record the communication target/s you need to reach to achieve your objective, the approach/es you will use to reach them, and the purpose of the communication. In the next step (step 5) you will include these communication activities in the activity column of the action plan template.

NOTE: If you used [Spitfire Strategies Smart Chart 3.0](#) to create your communications strategy, bring this information to the Action Plan. If you haven't used it yet, consider using the SMART Chart to make and assess strategic communications decisions.

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Example Objective	Target Audience	Message	Tactics
<i>Ex. By March 30, 2013, Badger High School will adopt a healthier vending policy, with 100% of options meeting adopted nutritional standards.</i>	School Principal	<i>A healthier school vending policy will help students focus better in the classroom.</i>	<i>In-person meeting</i>
	Community members	<i>The Healthy Badger County coalition is working on a healthier school vending policy that will make the healthy choice the easy choice for our kids.</i>	<i>Local media event, social media messaging</i>
Objective 1	Target Audience	Message	Tactics
Improved academic achievement	Youth	A out-of-school program will provide an opportunity for tutoring and standardized test prep, as well as a place for having fun and building leadership skills	In person meeting Youth Leadership Development
	Mentors / NADA	College mentors and the New American Development Agency are critical to creating a nurturing environment for Somali youth	In person meeting Leadership development training
Objective 2	Target Audience	Message	Tactics
Increased social cohesion	Youth	An out-of-school program would create a space for youth to connect with friends and mentors and build youth capacity to address issues like racism at school.	In person meetings Community volunteer opportunities Anti-racism workshops
	School District	Somali youth need more support from school administrators, staff, and students in order to feel safe and successful at school.	Engage with school administrators and the school board
Objective 3	Target Audience	Message	Tactics
Improved health behaviors	Youth	Being outside more and looking at screens less will help you be more healthy, physically, mentally, and emotionally.	In person meetings
	Parents	There are opportunities in the community to help families spend more time outside together.	Environmental scan of outdoor recreation opportunities

ACTIVITIES: PLANNING & MONITORING

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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 chronologically by start dates. Place each activity in a separate row and add as many rows as you need to the template. For each activity include the timeframe (start and end), resources required, lead, expected results or products, and date completed to help you track your progress.

Objective (example)

By March 30, 2013, Badger High School will adopt a healthier vending policy, with 100% of options meeting adopted nutritional standards.

Activity	Timeframe	Resources Required	Lead	Anticipated Products or Results	Date Completed
<i>Ex. Develop fact sheets and talking points based on core message</i>	<i>Start: Jan. 2013 End: Feb. 2013</i>	<i>20 hours staff time Desktop publishing software Printing supplies</i>	<i>James Jones, American Heart Association</i>	<i>Fact sheets and talking points documents (one for each target audience)</i>	<i>Feb. 27, 2013</i>

Objective 1

Activity	Timeframe	Resources Required	Lead	Anticipated Products or Results	Date Completed
NADA develops a high quality out-of-school weekly program	May - July 2018	Training on positive youth development, risk management, program design, service and service-learning Evaluation capacity Funding to offset transportation and other gathering expenses	Noelle and Joshua support 7-10 Somali youth in planning the program	a weekly, high quality after school program One day a week focuses on community cohesion through service and focuses on academic achievement and health	July 31, 2018
Community Meetings	May - July 2018	Extension Staff, NADA partners School district / board Partner with organizations that do anti-racism work	Noelle and Joshua	Build more connections between the Somali community and the broader Moorhead community More support for Somali youth at school	July 31, 2018

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Intentional integration in 4-H experiences (possible state fair connection)	August/September 2018	Funding, Transportation, 4-H onboarding, 4-H Springboard connection, affinity groups within 4-H	Clay County 4-H, Joshua and Noelle		September 7, 2018
Youth-led planning of out-of-school time	June/July 2018	Gathering space, trust building among Extension and NADA, schedules and availability, YAP training curriculum (Extension has it)	Noelle and Joshua support youth in planning	Creating a reflection/planning time for selected members of the after-school program to provide leadership	July 31, 2018

Objective 2

Activity	Timeframe	Resources Required	Lead	Anticipated Products or Results	Date Completed

Objective 3

Activity	Timeframe	Resources Required	Lead	Anticipated Products or Results	Date Completed

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ACTIVITIES: SEQUENCING

If you need to sequence many activities in parallel, consider using a Gantt chart to show beginning and ending times and how activities overlap. This is sometimes easier to do in an Excel spreadsheet. You can download a free Gantt Chart template [here](#).

Objective (example)

By March 30, 2013, Badger High School will adopt a healthier vending policy, with 100% of options meeting adopted nutritional standards.

	Dates									
Activity	1/7/13	1/14/13	1/21/13	1/28/13	2/4/13	2/11/13	2/18/13	2/25/13	3/4/13	3/11/13
<i>Develop fact sheets and talking points based on core message.</i>										
<i>Inventory snack items in vending machines in each school.</i>										
<i>Identify credible people to meet with school board members.</i>										
<i>Schedule individual school board member meetings.</i>										

Objective 1

	Dates									
Activity										

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Objective 2										
	Dates									
Activity										

Objective 3										
	Dates									
Activity										

Adapted from the [Healthy Wisconsin Leadership Institute Community Health Improvement Toolkit](#).