

Creating an Action Plan

You have probably heard about the importance of setting personal health goals. Creating an action plan takes it to the next level by focusing on a group-, organizational-, or community-level goal. **Action planning** is a process that can be simplified into three related parts. In the image below, the gear shapes represent that these three parts are connected. As well, an action plan is a living document. The arrows represent that the process is not a straight line from Point A to Point B. At any time, you may have to return to an earlier step, for example, if you hit a barrier or if something doesn't go the way you originally planned it. An important aspect of making a plan is to write it down. That way, you are able to refer back to it and can monitor its progress.

The **Identify—Create—Evaluate** process is outlined below. Each part has additional questions to think through as you create the plan.

Identify an Issue

There is no shortage of health issues needing attention in our communities. We are all living through the worst public health crisis in a century. Closer to home, you may have a personal connection – something you or a family member are dealing with. Perhaps it is something that has affected your local school, community, or state.

Identify the issue or situation you want to address.

- What is the problem?

Identify and find the information you need.

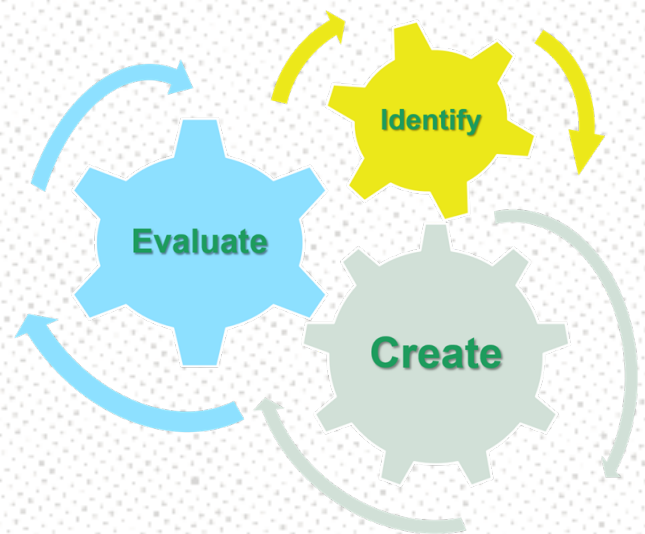
- What information do I need? Start with the facts.

Identify others to be involved.

- Why should someone else care?

Here are some things to think about:

- Are other people aware this is an issue? If not, what might convince them that it is important?
- Who is affected? How many people are affected?
- What can happen if we don't do something about this issue or situation?
- Are some people opposed to addressing this issue? Why? What might convince them otherwise?



Where can you get information?

- Local and state health department
- Health professionals in the community, such as school nurse
- Community agency
- Universities
- Government agencies, such as the [Centers for Disease Control and Prevention](#)
- Nonprofit and professional organizations, such as the Robert Wood Johnson Foundation's [County Health Ranking and Roadmaps](#)
- Internet search (be sure to consult reputable sources of information)



Creating an Action Plan

Create a Plan and Take Action

What will you do?

Where will you do it?

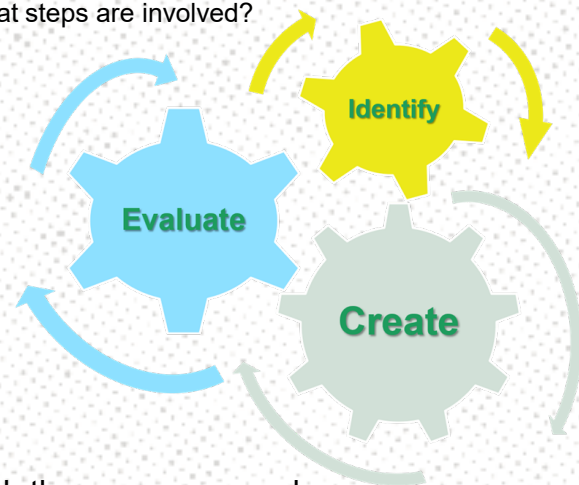
When will it happen? What is your timeline?

Who will do it?

Who or what will help you? That is, what resources do you need to carry out the plan?

What are the challenges you might encounter (and how can you overcome them)?

Who do you want to reach?
 What do you want them to do?
 How will things be accomplished?
 What steps are involved?



Dream big, but be realistic about what you can accomplish with the resources you have.

Take action! Put the plan into action and keep going.

Monitor your progress so you know if you are on track or if you have to make changes.

Be flexible; as the plan unfolds, be flexible enough to change course if you encounter a barrier or are presented with a new opportunity, and revise your plans as needed.



Evaluate the Plan

It's important to know if you met your goal.

1. Results

- What does success look like?
- How can you measure it?
- What did you do? Perhaps your goal changed as the plan unfolded - that's important to know as well.

2. Share

- How and with whom will you share the results of what you did?

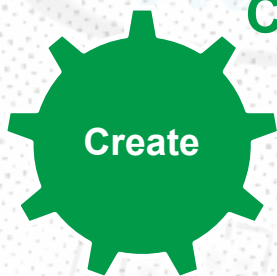


My Action Plan

Use this page to capture your action plan ideas.



Identify an Issue



Create a Plan and Take Action



Evaluate the Plan

