



Reality Check: Does Your Plan Meet Your Community Need?



 

Reality Check

Does Your Plan Meet Your Community Need?

Making Your Action Plan Work for Your Community

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***“Plans are only good intentions
unless they immediately
degenerate into hard work.”***



Peter Drucker

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What does good implementation look like?

Objectives

Participants will be able to:

- Participants will learn how to define audience outcomes.
- Participants will gain an understanding of the importance of and how to of aligning strategies to community conditions.
- Participants will understand the frequency and dosage of strategies required to bring about population level change.

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Implementation

Implementation is the **act** of accomplishing some aim or executing some order.

The Strategic Prevention Framework



Assessment

Evaluation

Capacity

Implementation

Planning

Sustainability and Cultural Competence

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Implementation

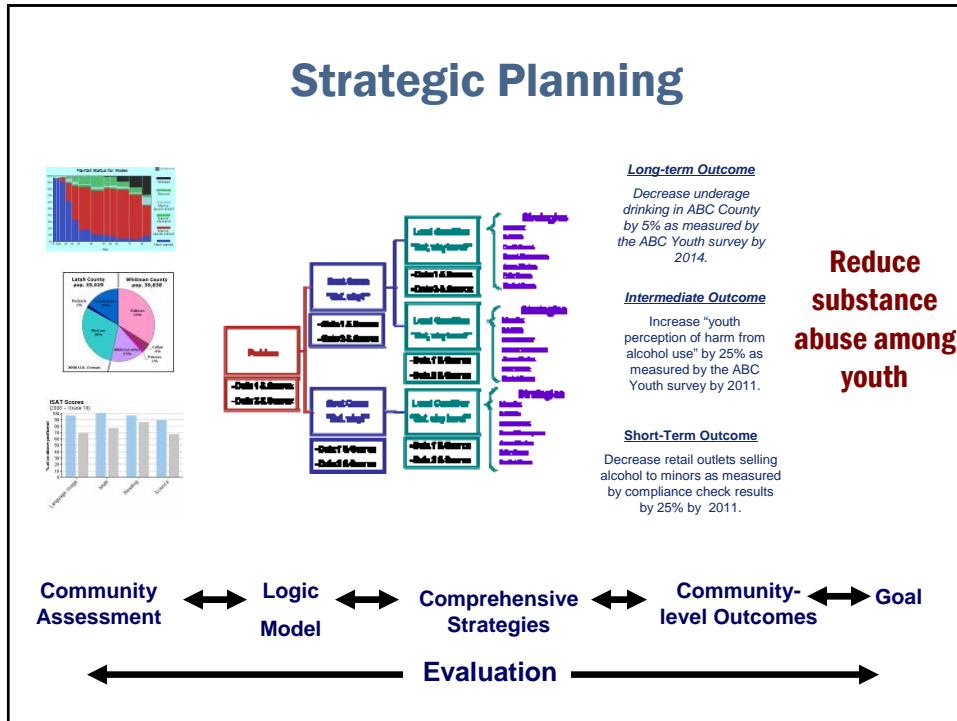
- During the planning stage of the SPF, you selected strategies to address the local condition your coalition seeks to change.
- This workshop focuses on implementation, the fourth element of the SPF, which is all about putting your plan into practice to bring about community change.
- The emphasis during this phase is on the frequency and interaction of your strategies aimed at changing the local condition.
- It is here where coalition members need to step up and honor the commitments they made during the planning process to carry out the coalition's work.

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“Ready...Fire...Aim!!!”

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Achieving Implementation Outcomes

Starts with a clearly defined local condition

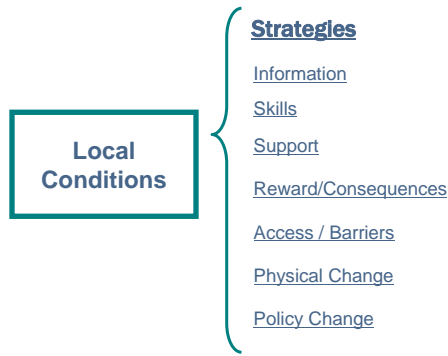
- Specific
- Identifiable
- Actionable
 - Not an attitude or belief but the behavior that occurs as a result of the belief
 - For example:
 - Belief - Parents don't perceive alcohol is harmful
 - Behavior that occurs as a result of the belief - parents permit youth drinking in their home, parents are pressuring school for suspending youth for dinking at prom, parents don't report other parents for hosting parties and providing alcohol

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Implementation Outcomes: Strategies

A “combination” of these strategies, composed of *programs, practices and policies* that will be implemented to change a local condition.

Coalitions develop **Action Plans** that guide the implementation of the strategies.



Implementation Outcomes

Core Competency: Developing Interventions

Seven behavior change strategies:

1. Provide Information
2. Build Skills
3. Provide Support
4. Enhance Access/Reduce Barriers
5. Change Incentives/Disincentives
6. Change Policies or Regulations
7. Change the Physical Design of the Environment

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Dosage

- Dosage is defining the right combination of strategies and activities, with enough frequency and duration to bring about the desired environmental change
- One thing to do it once
- Another to do it enough to create change
- **Bottom line**—Doing it enough to create force to bring about the change, what is it really going to take to change the local condition?

Does Your Action Plan Work Toward Change In Your Community

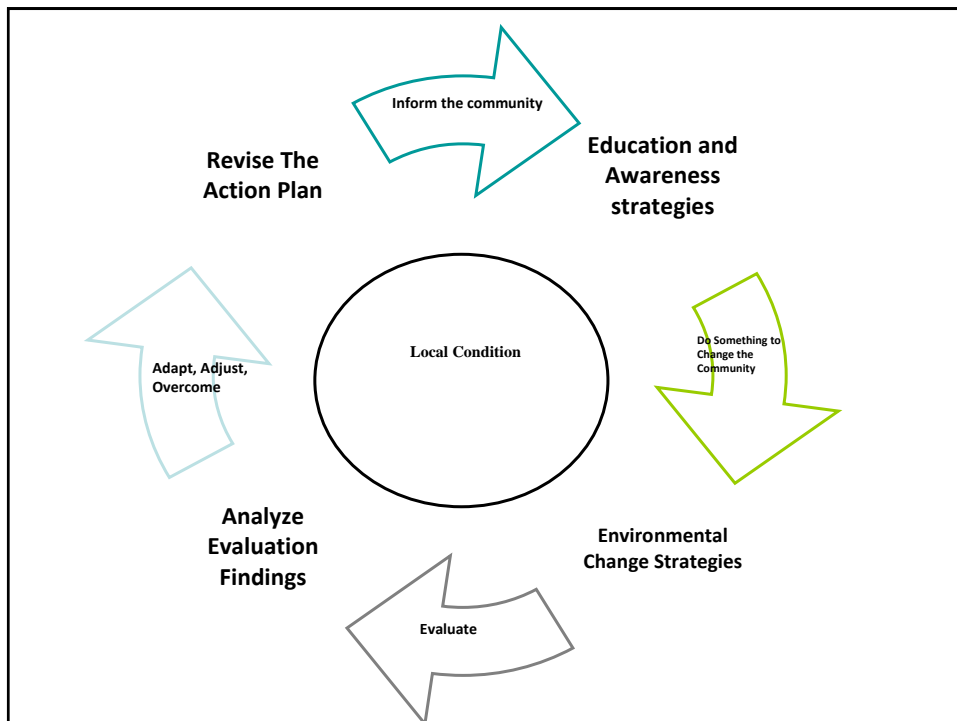
- Do your strategies add up to create enough force to achieve change in the local condition?
- Are the individual strategies complementary to each other to create force?
- Or are they functioning in isolation—unrelated to each other?
- What other strategies will you need to implement to create enough force to achieve change?

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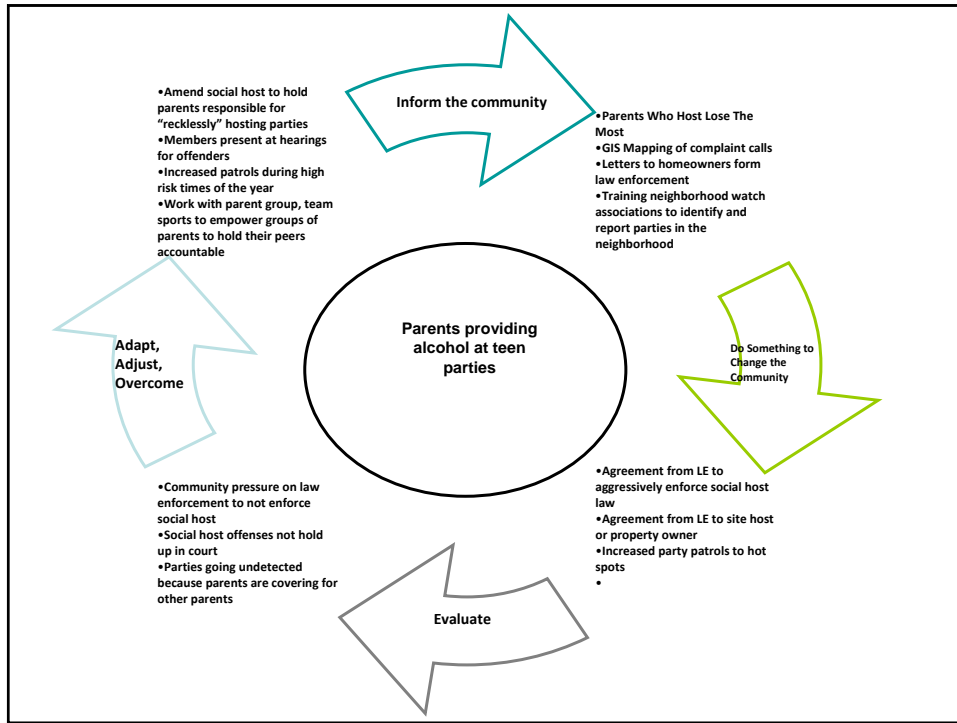
 

Implementation Considerations

- What are you doing to raise awareness?
- What are you doing to change the community or environment?
- How do the awareness and environmental strategies play off of each other?
- Did the strategies make a difference?
- What do we need to change or adjust?



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Table Top Activity

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Implications for Coalitions

Each strategy must be implemented within the context of mobilizing the community, not in a vacuum or silo

- How do we engage the community or target audience in each phase of the implementation?
- What key relationships do we need to facilitate to implement?
- What systems will need to be involved?
- What are the implications of this activity on other or future activities of the coalition and community partners?



Next Steps



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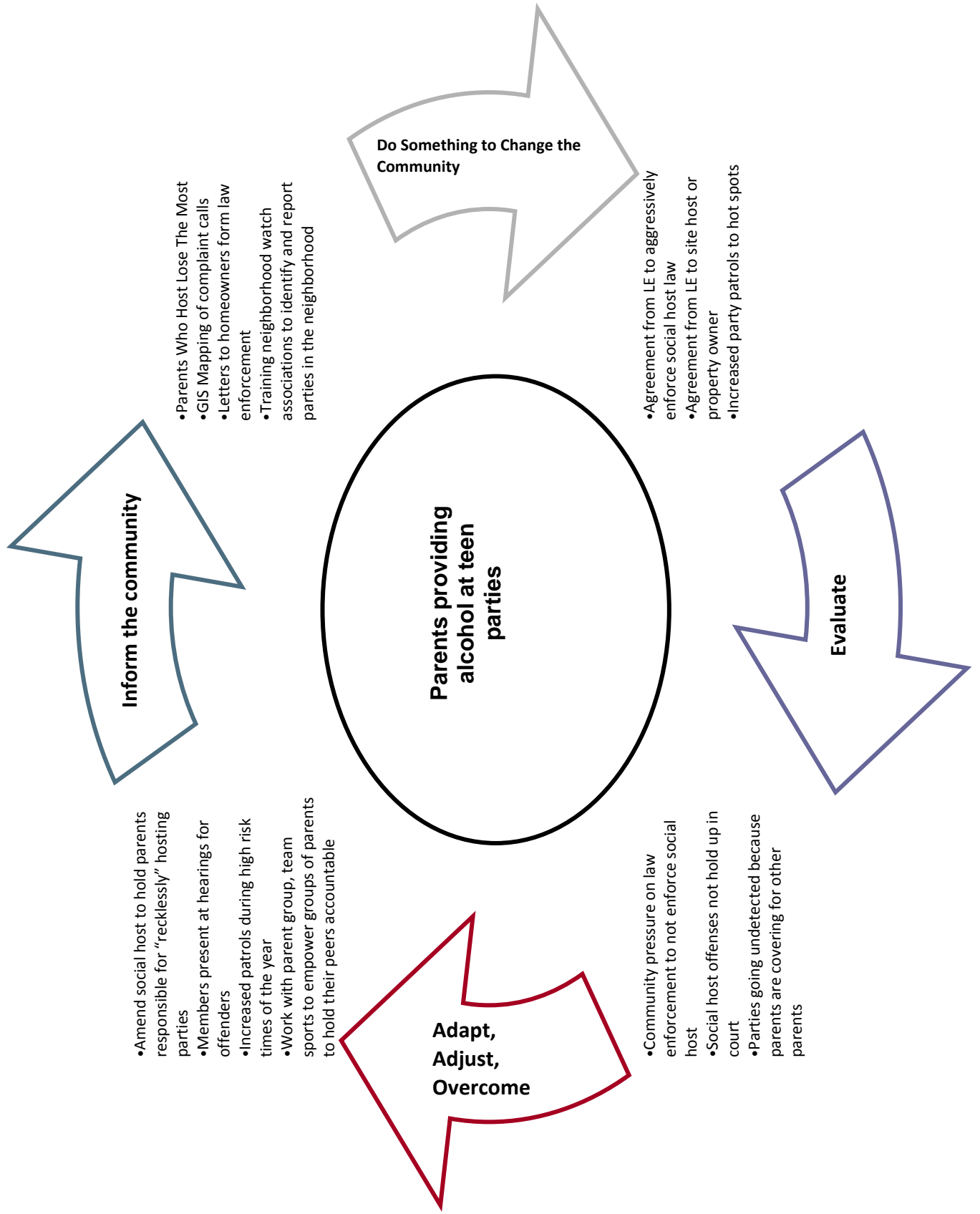
Taking It Home



Questions or Comments?

Implementation Worksheet - Example



Implementation Worksheet

