

Developing an action plan


An action plan can be formatted in many ways. You may like to use a format you are familiar with or use the information and template provided here as a guide.

- ✓ **Name the program**
- ✓ **Write an overall aim/goal** for the program: this is a single sentence explanation of the program's long term expected outcome. The aim/goal usually express long-term changes in behaviour or health status; or changes to economic and environmental conditions.
- ✓ **Write specific program objectives:** these elaborate and restate the goal/s in *operational terms*. Objectives state what must occur for the goal to be achieved and what the program is meant to achieve immediately after its completed. They address the factors that cause or contribute to the health need or issue covered in the goal. Objectives describe the way you will measure the impacts of your program.

Objectives should be **S.M.A.R.T:** Specific, Measurable, Achievable, Relevant, Time scale

Elements of SMART Objectives


- **Specific**
 - Is there a precise outcome or behaviour linked with a number (percent, rate, frequency)?
- **Measurable**
 - Is there a system in place to measure progress towards and achievement of objective



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Elements of SMART Objectives


- **Achievable**
 - Can the objective be achieved with a reasonable amount of effort?
- **Relevant**
 - Is the objective relevant to the project goals? To the communities goals?
- **Time-bound**
 - Is there a start and/or finish date?



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SMART Objectives can take different forms

- **Process objectives**
 - To increase the number of primary school children participating traffic safety programs by 50%
- **Outcome objectives**
 - To increase the proportion of primary school children living within 1.5km who walk/cycle to school by 10%



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- ✓ **Identify strategies and step-by-step actions** to implement to identify how each objective will be achieved
- ✓ **Include** information on timelines (By when) and person responsible (By whom)
- ✓ **Include process evaluation indicators:** these are your signs of success or ways you will measure and gauge whether an activity was worthwhile doing. Process evaluation enables reflective practice and continuous improvement. It collects information and feedback about an activity or program of activities which you can use to assess whether it was worthwhile and whether any changes or improvements are needed. The main questions are:
 - **Reach:** did the program activities reach the intended audience/target group? (e.g. who & how many took part, where were participants from, were numbers sufficient etc.)
 - **Satisfaction:** were the participants (and implementers) satisfied with the program activities? (e.g. was a venue convenient, were session times or language used appropriate, were staff helpful/ friendly, was content presented interesting/useful etc.)
 - **Implementation:** were the program activities implemented as planned? (e.g. on the day did it run well/ according to plan, what worked well, what didn't work well, what would you do differently next time, what is needed to make it more successful?)
 - **Quality:** were the program activities and resources of high quality? (e.g. were instructions/directions clear, did participants feel comfortable to ask questions, are materials attractive etc. Note: It is always best to pre-test processes or materials where possible. This enables improvements if necessary before the actual event).

Program name:

Program aim/goal:

Program objectives: (Refer to the South West Healthy Kids ANGELO workshop summary for a copy of the objectives identified)

Strategies How will the objective be achieved?	Actions What will be done to achieve the strategy?	By whom Who will do it?	Timeframe When will it start? When will it end?	Process evaluation - indicators or measures of success Reach, satisfaction, implementation, quality

Note: Refer to the Department of Health Evidence Summaries: [Getting more children aged 5 to 12 years to eat more fruit and vegetables](#) &/or [Increasing healthy eating for children aged 4-6 months to 4 years](#) for recommendations about approaches and strategies that are known to be more successful in different settings.