

Creating a Livable, Workable, Ever-Changing Plan of Action



NATIONAL ASSOCIATION OF
CHRONIC DISEASE DIRECTORS
Promoting Health. Preventing Disease.



*Karma Edwards,
MSPH*

**NACDD Healthy
Communities**

(email):

kedwards@chronicdisease.org

(phone): 904-608-8315



**NATIONAL ASSOCIATION OF
CHRONIC DISEASE DIRECTORS**
Promoting Health. Preventing Disease.

NACDD Background...



Steps

PHC

ACHIEVE

SAH

CPPW

REACH U.S.

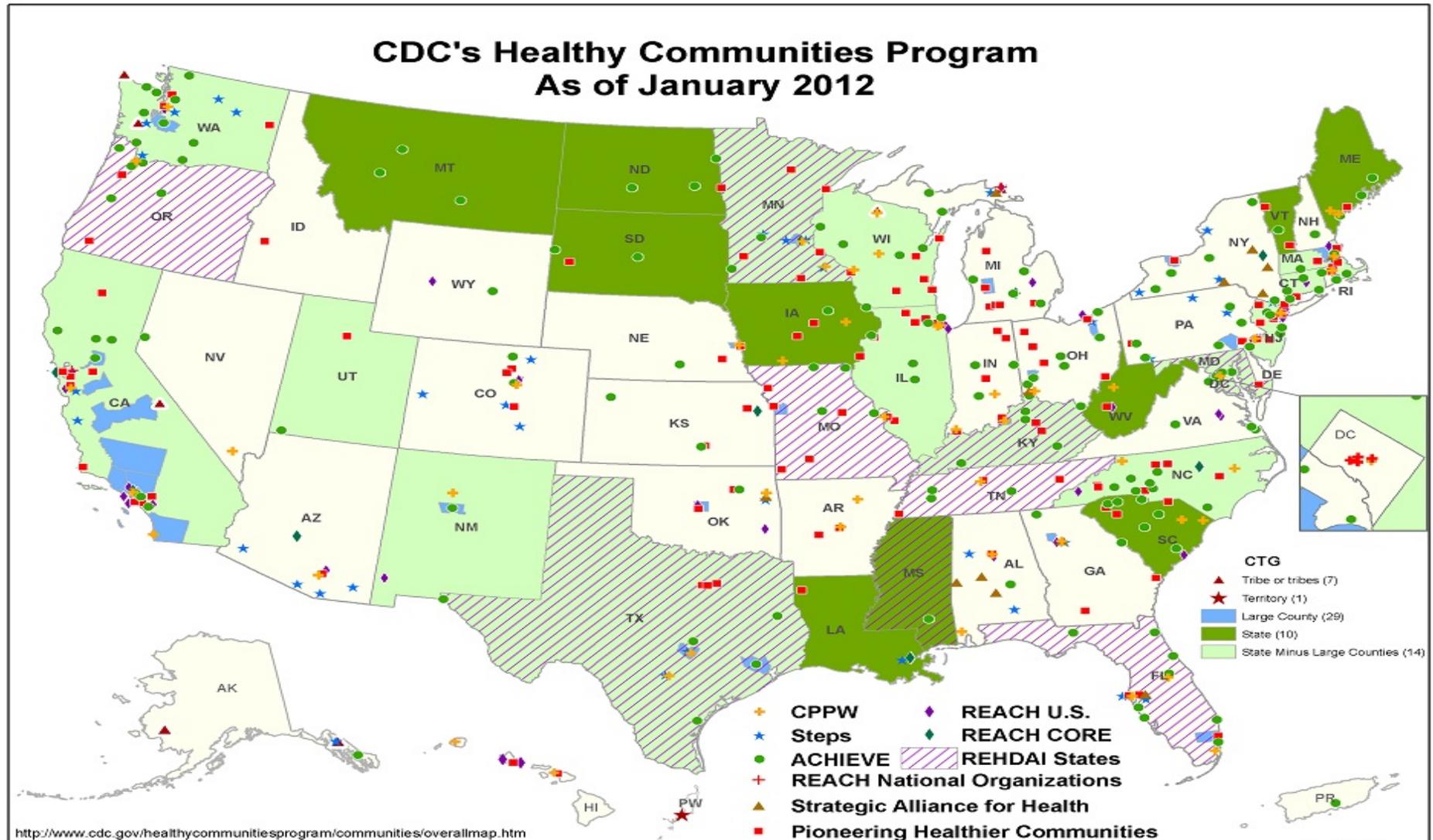
U.S. State & Territorial
Health Collaborative



NATIONAL ASSOCIATION OF
CHRONIC DISEASE DIRECTORS
Promoting Health. Preventing Disease.



NACDD Background...



NACDD Background...



NATIONAL ASSOCIATION OF
CHRONIC DISEASE DIRECTORS

Promoting Health. Preventing Disease.

NACCHO

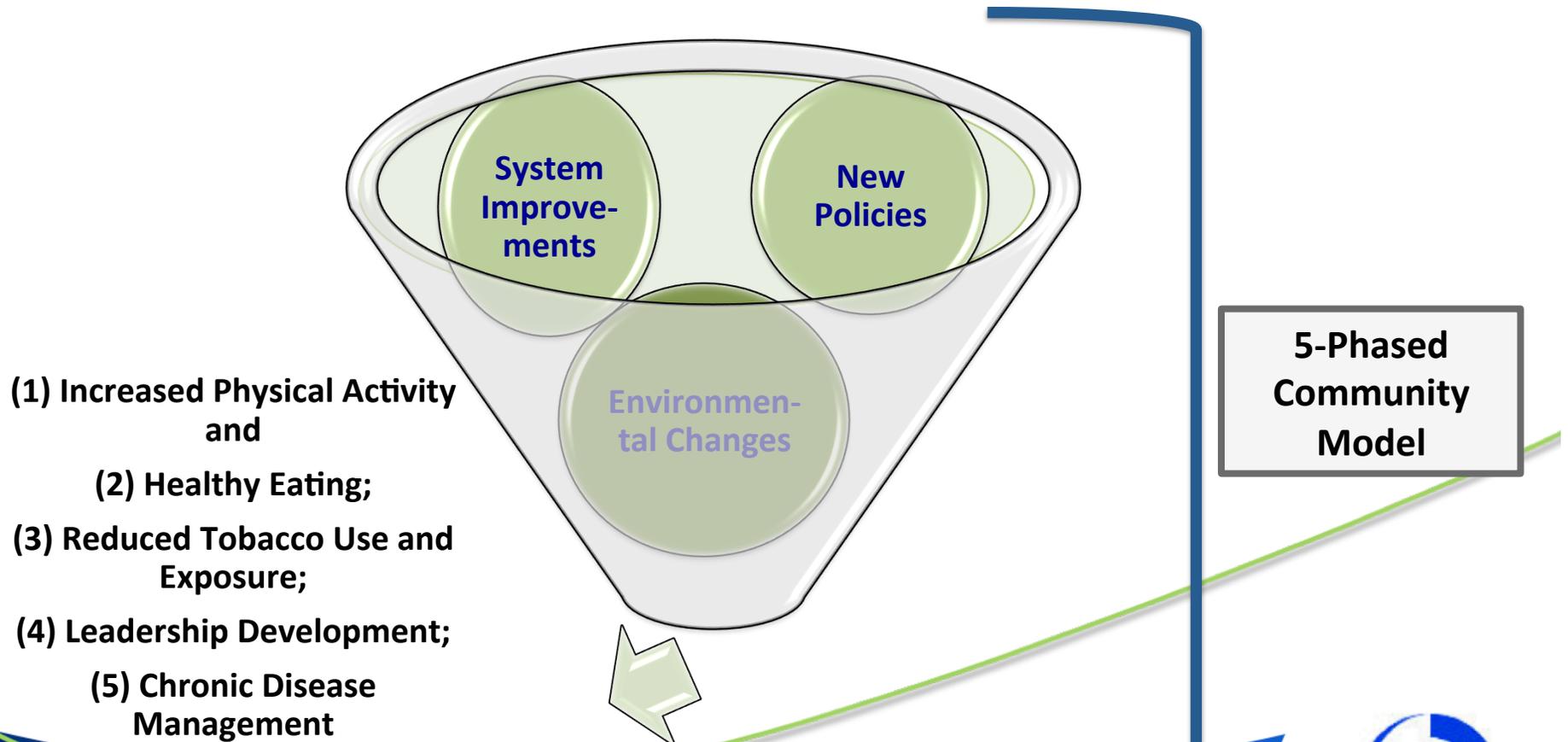
National Association of County & City Health Officials



the



NACDD Background...



NACDD Background...





NATIONAL ASSOCIATION OF
CHRONIC DISEASE DIRECTORS
Promoting Health. Preventing Disease.

ACHIEVE

- 48 communities in **31** states and 1 US territory (2008-2012)
- 1,860+ sustainable health changes impacting over **5,000,000** people
- Leveraged over **\$55,000,000**



...2008...2012...Colby, KS...



Learning Objectives



- Understand NACDD's Community Action Plan (CAP) Template
- Understand NACDD's "CAP Part 4" – Sustainability Planning
- Understand and effectively apply templates for your needs



3. Prioritization and Planning

...the
data...



...what you
plan to
do...

- Review assessment data (*CHANGE*)
- Complete data analysis (*CHANGE Summary Statements*)
- Interpret analysis (*CHANGE Sector Data Grid*)
- Identify “boundary line” between NEEDS and ASSETS

...what it
means...

- Examine NEEDS and ASSETS
- Choose action plan template
- Develop Community Action Plan (CAP)
 - Coalition input and approval

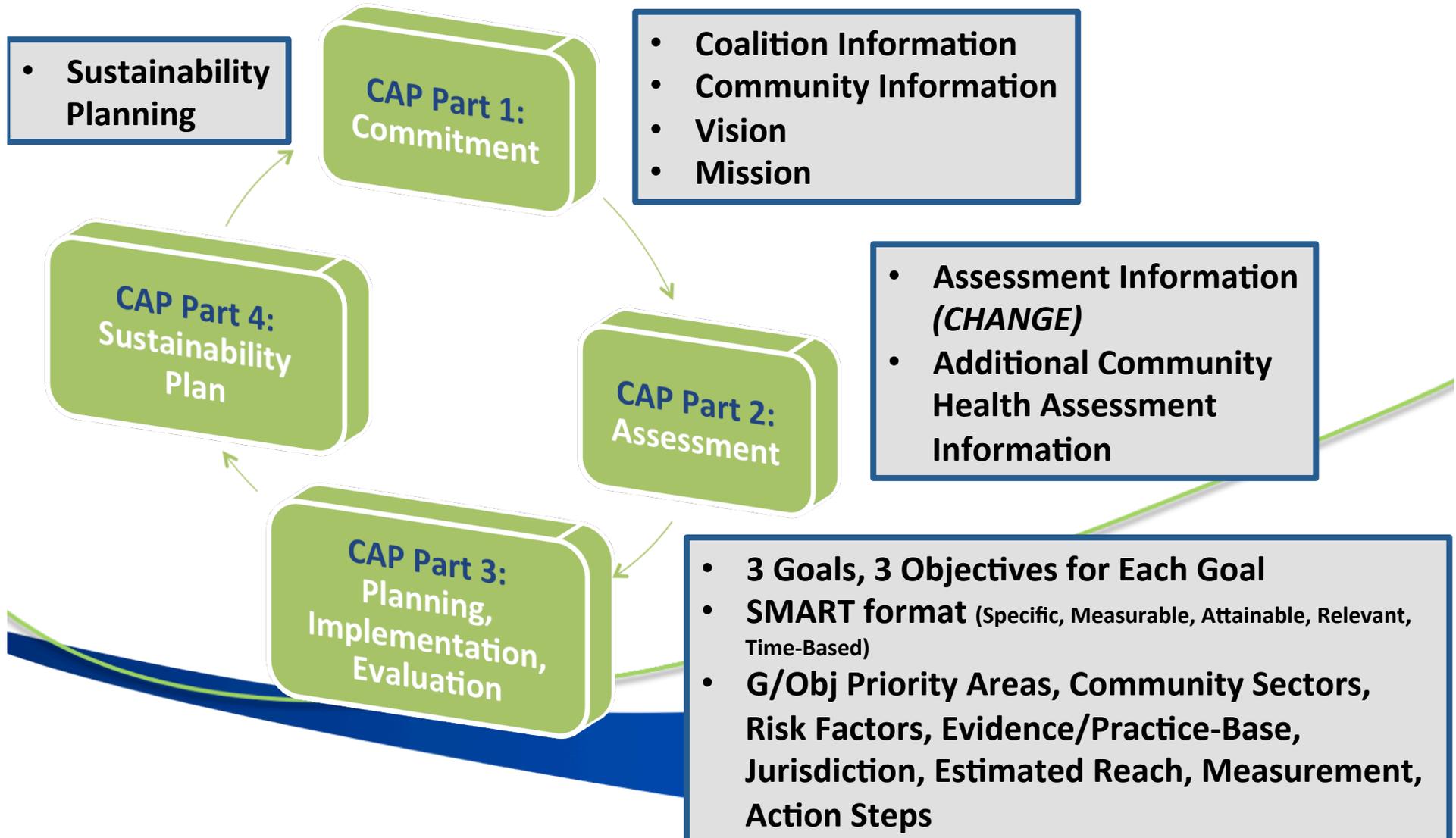
The CAP...



A Community Action Plan is a living document, usually time based, that enables a community to structure its activities around a common purpose and to prioritize needs.



The CAP...





NATIONAL ASSOCIATION OF
CHRONIC DISEASE DIRECTORS

Promoting Health. Preventing Disease.

KANSAS | **Chronic
Disease
Risk
Reduction**

Healthy Communities **Community Action Plan Template**

INTRODUCTION

This plan is intended to be completed in sections as your CHART progresses through the phases of ACHIEVE. These phases are:

1. Commitment
2. Assessment
3. Planning
4. Implementation
5. Evaluation

Each section of this plan gathers information relevant to a phase of Healthy Communities which, when complete, will provide a comprehensive plan and summary of your local Healthy Community activities. Each section should be completed as relevant activities are completed.



NATIONAL ASSOCIATION OF
CHRONIC DISEASE DIRECTORS

Promoting Health. Preventing Disease.

PART 1 - COMMITMENT

[ENTER YOUR COMMUNITY NAME HERE]

[ENTER YOUR COACHES' NAMES HERE]

[ENTER YOUR STATE HEALTH DEPARTMENT EXPERT ADVISOR'S NAME HERE (or your main contact at SHD)]

CHART MEMBERSHIP

Complete the below information table for your CHART. Add additional rows as needed.

| CHART Member Name | Organization Name | Organization Role | Organization Type (Choose from the following) | | Sector (Choose from the following) |
|-------------------|-------------------|-------------------|--|--|---------------------------------------|
| | | | Academia/Education An Individual Civic Organization Community Based Organization Cultural/Ethnic Organization Environmental Organization Foundations/Philanthropic Health Care Organization Nonprofit organization Professional Association Public Relations/Media | Advocacy Group Business/For Profit/Consultant Coalition/Alliance Community Health Center Elected/Appointed Official Faith-based Organization Government Organization Health Insurance Company Organization representing priority population Public Health Organization Other (specify) | |
| | | | | | |
| | | | | | |

VISION

Your vision statement is your inspiration, the framework that describes your strategic planning. It highlights what will be achieved when the activity is successful. It describes a healthier future and answers the question, "Where do we want to be in a few years?"

Example: *"On a daily basis, all citizens of Any Town, USA, will consume a nutritionally-balanced diet, acquire the minimum recommended daily physical activity, and refrain from using tobacco products."* The vision is what will be achieved by your efforts.

[Enter text]

MISSION

The mission statement informs what impact your CHART will make and describes why it is important to achieve the vision. Example: *"The ACHIEVE CHART team of Any Town, USA, will work with top-level leaders in all community sectors to implement policy, system, and environmental strategies to facilitate healthier eating, increased physical activity, and the cessation and abstinence of tobacco products for all citizens."* The mission includes efforts your CHART will undertake to achieve the vision.

[Enter text]

COMMUNITY DESCRIPTION

Information to include: demographic information, target population, socio-economic and health data, community size, community strengths, weakness, assets and threats.

[Enter text]

INTERVENTION AREA MAP

This is optional, not required, and would be inserted in this section.

EXISTING EFFORTS

Describe existing efforts and experience with the state health office, identified sectors, populations, risk factors, and chronic disease areas that may support, or be a barrier to the implementation of policy, systems and environmental change strategies. Describe also existing coalitions and efforts that have been made and that will be leveraged to advance Healthy Communities.



[Enter text]

CHART

Summarize the structures and processes developed for decision making within the CHART.

[Enter text]

Describe the structures and processes that have been put in place to ensure that CHART member involvement matches their skills, interests, and resources.

[Enter text]

PART 2 - ASSESSMENT

CHANGE TOOL INFORMATION

Describe key findings of CHANGE and how the data will be used to inform the community action plan.

[Enter text]

ADDITIONAL COMMUNITY ASSESSMENT INFORMATION

Enter any assessments conducted in addition to CHANGE. If no other assessments have been conducted, leave this section blank.
Add additional rows as needed.

| Name of Assessment | Date Assessment Completed | Description of Assessment | How Assessment Data Informed the CAP |
|--------------------|---------------------------|---------------------------|--------------------------------------|
| | | | |
| | | | |
| | | | |

PART 3 – Planning, Implementation, and Evaluation

Project Goal 1.0

Goal: [Click here to enter text.](#)

Priority area(s) the goal addresses: *(select all that apply)*

Chronic diseases: Arthritis Cancer Cardiovascular disease Diabetes Obesity

Related risk factors: nutrition physical activity tobacco

How the goal impacts the priority area(s): [Click here to enter text.](#)

Measuring progress: *(describe how you plan to measure your progress)*



| Primary Data Source | Secondary Data Source |
|---|---|
| Click here to enter text. | Click here to enter text. |
| Describe the progress | Click here to enter text. |
| Describe barriers or issues and plans to overcome them | Click here to enter text. |

Annual Objective 1.1

PSE Objective: [Click here to enter text.](#)

Setting/Sector: *(select all that apply)*

Community at large
 Community institution/organization
 Health care
 School
 Work site

Jurisdiction: *(select all that apply)*

City
 County
 Region
 Other Jurisdiction

Evidence/practice base for the strategy: [Click here to enter text.](#)

Target number of people who will be reached: [Click here to enter text.](#)

How the objective impacts the problem: [Click here to enter text.](#)

Measuring objective progress:

| Primary Data Source | Secondary Data Source |
|---|--|
| Click here to enter text. | Click here to enter text. |
| Describe the progress | Click here to enter text. <i>Will complete for the CAP resubmission in March 2012</i> |
| Describe barriers or issues and plans to overcome them | Click here to enter text. <i>Will complete for the CAP resubmission in March 2012</i> |

1.1 Action Steps:



| Action Steps | Specific Person(s)/ Organization(s) Responsible | Timeframe | Describe the progress of the action step |
|---|---|---|---|
| 1. Click here to enter text. | Click here to enter text. | Click here to enter text. | Click here to enter text. |
| 2. Click here to enter text. | Click here to enter text. | Click here to enter text. | Click here to enter text. |
| | text. | enter text. | |
| 3. Click here to enter text. | Click here to enter text. | Click here to enter text. | Click here to enter text. |
| 4. Click here to enter text. | Click here to enter text. | Click here to enter text. | Click here to enter text. |
| 5. Click here to enter text. | Click here to enter text. | Click here to enter text. | Click here to enter text. |
| 6. Click here to enter text. | Click here to enter text. | Click here to enter text. | Click here to enter text. |
| 7. Click here to enter text. | Click here to enter text. | Click here to enter text. | Click here to enter text. |
| 8. Click here to enter text. | Click here to enter text. | Click here to enter text. | Click here to enter text. |
| 9. Click here to enter text. | Click here to enter text. | Click here to enter text. | Click here to enter text. |
| 10. Click here to enter text. | Click here to enter text. | Click here to enter text. | Click here to enter text. |



The CAP...

- **Part 1 = Commitment**

- Coalition
- Mission
- Vision
- Community Information

- **Part 2 = Assessment**

- Assessment findings
- Additional assessments & information

- **Part 3 = PSE Goals/Objectives**

- Goal 1
- Annual Objective 1.1

- **Part 3 = PSE Goals/
Objectives Actual
Template:**

- **Goal 1**

- Annual Objective 1.1
- Annual Objective 1.2
- Annual Objective 1.3

- **Goal 2**

- Annual Objective 2.1
- Annual Objective 2.2
- Annual Objective 2.3

- **Goal 3**

- Annual Objective 3.1
- Annual Objective 3.2
- Annual Objective 3.3



Sustainability Planning...

- Planning for the end in the beginning (and throughout)
 - How will your efforts continue past the funding period?
 - How will your efforts continue when you are no longer there?
- NACDD Template “CAP Part 4”:
 - Extension of the CAP
 - Sustainability specific sections

Coalitions/Partnerships

PSE Change Strategies

Social Marketing/
Communication

Integration

Mentoring

Funding



Sustainability Planning...

Part 4: Comprehensive Plan and Sustainability Plan



Sustainability efforts of the CHART are outlined below with detail provided on actions and timeframes. Please review the major categories highlighted below (Coalitions /Partnerships, PSE, Social Marketing /Communication, Integration, Mentoring and Funding) and consider activities and partner leads for each to develop your sustainability plan. As your work in these areas progress, there are spaces available for you to capture progress and comments as needed.

Coalitions & Partnerships –

To help your coalition maintain its efforts, the following evidence-based practices are recommended:

- Develop and employ a process for leader succession and recruitment of new members
- Provide recognition and renewal to coalition members to increase energy and reduce burnout
- Continuously integrate coalition goals and strategies into the missions of its organizations
- Develop diversified funding to ensure balance and commitment to coalition strategies

| Action Steps | Partner Lead | Timeframe | Progress | Comments |
|--------------|--------------|-----------|----------|----------|
| Activity 1. | | | | |
| Activity 2. | | | | |
| Activity 3. | | | | |

Policy, Systems & Environmental (PSE) Change Strategies –

To sustain important coalition PSE work once it is adopted requires activities for:

- Implementation, Monitoring and Maintenance of PSE work.

| Action Steps | Partner Lead | Timeframe | Progress | Comments |
|--------------|--------------|-----------|----------|----------|
| Activity 1. | | | | |
| Activity 2. | | | | |
| Activity 3. | | | | |

Social Marketing & Communication –

Social marketing campaigns are critical tools for jump-starting a coalition's efforts to gain support from the various sectors of the public to support PSE change strategies, or to help decision-makers understand/support healthy community efforts. Communication strategies to consider using include strategies such as:

- Use of Media
- Educating Decision Makers, and
- Targeting Messages to Key Decision Makers

| Action Steps | Partner Lead | Timeframe | Progress | Comments |
|--------------|--------------|-----------|----------|----------|
| | | | | |
| | | | | |
| | | | | |

Sustainability Planning...

Integration –
Once the coalition has implemented PSE and worked on communicating its message, it is important to identify a community home for the coalition and work efforts. When identifying a “community home” for the coalition consider the:

- Capacity to solicit and accept a variety of funding sources,
- Appeal to interests of a variety of community-based organizations,
- Ability to shift priorities to accommodate changes in goals and community interests.
- Internal administrative, governance, planning, and evaluation infrastructure to manage competing interests.
- Organization absorption of PSE CAP strategies.

| Action Steps | Partner Lead | Timeframe | Progress | Comments |
|--------------|--------------|-----------|----------|----------|
| Activity 1. | | | | |
| Activity 2. | | | | |
| Activity 3. | | | | |

Mentoring –
A crucial step to sustaining PSE coalition work locally is to spread the good work being done by your own group with others. This provides an opportunity to:

- Reflect on your successes,
- Share with local, regional, state or national partners, and
- Learn from others on what is working within their coalition.

| Action Steps | Partner Lead | Timeframe | Progress | Comments |
|--------------|--------------|-----------|----------|----------|
| Activity 1. | | | | |
| Activity 2. | | | | |
| Activity 3. | | | | |

Funding –
Perhaps the most important step to sustaining PSE coalition work locally is to secure additional funding and leverage additional resources that will keep your project active after the funding/project period ends. Strategies to consider are:

- Writing and obtaining additional grants,
- Advocate for coach/coordinator positions to be absorbed (i.e. “provided”) by agency, board, local government, etc.,
- “What’s the problem and who’s the champion?” among community partners, and
- Organization absorption of PSE CAP strategies.

| Action Steps | Partner Lead | Timeframe | Progress | Comments |
|--------------|--------------|-----------|----------|----------|
| Activity 1. | | | | |
| Activity 2. | | | | |
| Activity 3. | | | | |



RESOURCES for CAP Templates:

Email and Dropbox:

- NACDD CAP Template
- NACDD CAP Part 4 Sustainability Planning Template
- NACDD CAP Guidebook (2011)
- TA from Karma through 1/10/14
- ***NACDD General Member Webinar Nov. 21st 3-4 EST***





**NATIONAL ASSOCIATION OF
CHRONIC DISEASE DIRECTORS**
Promoting Health. Preventing Disease.

Thank You!!!



**NATIONAL ASSOCIATION OF
CHRONIC DISEASE DIRECTORS**
Promoting Health. Preventing Disease.