

Chelsea Coalition



Long Range Action Plan

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Foundations

Planning Process

Introduction

Long-range planning is the process of determining the future direction of the coalition and what it will take to get there. The following information is a summary of discussion points that will direct the Chelsea Coalition in finalizing an action plan that will guide their work over the next three years.

In September and October of 2016, representatives of the Chelsea Coalition joined representatives of all Five Healthy Towns coalitions to participate in three planning sessions. This resulted in each coalition developing a draft vision statement to establish a direction for the future of the coalition and a strategic action plan to guide the coalition's work over the next three years (including goals, objectives, strategies, actions and measureable outcomes). The planning sessions were the first of many discussions that will focus on priorities that will provide future strategic direction for the Chelsea Coalition. The planning team that participated in these sessions will continue to work with coalition members to carry out the completion of the long-range action plan. Once finalized, members of the Chelsea Coalition will share the responsibility of implementing and monitoring actions outlined in the plan.

There are several criteria relative to developing a successful long-range action plan:

- The process must be inclusive where stakeholders have an opportunity to provide input
- There must be leadership assigned to the execution of specific actions
- There must be alignment between the strategic planning process and current interventions
- Timelines, responsibilities and measureable outcomes must be built into the implementation plan
- There must be ongoing communication about the plan among coalition members and community

Beyond planning, commitment to monitoring and implementation of the plan is critical.

It is important that Chelsea Coalition members engage in:

- Monitoring goals, objectives, strategies and actions
- Establishing timing of actions
- Determining who will carry out the actions
- Specifying measures of success
- Reviewing the action plan regularly (make topics the center of coalition meetings)
- Adjusting the plan as needed to meet a changing environment

The long-range action plan is a living document. It will serve as a ‘road map’ for future planning, resource allocation, recruitment of coalition members and decision-making as the Coalition works to reach its vision for the future.

As part of the planning process, a draft vision statement was developed. Based on the vision statement, strategic goals were established. Regular monitoring of the progress of implementation of the plan is critical to the Coalition’s continued success. Once finalized, the plan is meant to be adaptive, non-static, and subject to amendments as change or needs dictate.

Planning Terms

The following terms were used in developing elements of the action plan.

Goals - A goal is defined as a broad aim toward which your efforts are directed. It’s a “what,” not a “how.” In other words, it tells you where you are going rather than how you will get there. Typically, goals are broad statements.

Objectives - Objectives are closely tied to goals. And the two terms are often used interchangeably—but goals and objectives are different. An objective is a specific and measureable milestone that must be achieved in order to reach a goal.

Strategies - A strategy is a plan of action designed to achieve an objective. Strategies tell you *how* you’re going to get there, the overall direction you are going to take. For example,

Actions – An action is a specific step required to deliver on a strategy. Actions are what you do, and for every strategy, there are a number of actions with leadership and timing assigned to each.

Planning Team

The representatives of the Coalition who participated in the planning process will work with Coalition members to finalize the details of the draft action plan created during the planning sessions. Together, coalition members will focus on finalizing the vision, strategic goals, objectives, strategies and actions as well as determine leadership, timing and measureable outcomes .

Team Members

Gary Maynard
Shawn Personke
Liz Wilson
Andrew Thomson
Reiley Curran
Jesse Kauffman

Summary of Strategic Planning Sessions

As an important part of the planning process, representatives of the planning team were asked to provide thoughtful answers to the following questions. These answers contributed to the development of the vision statement (sets direction of the Coalition) and strategic goals (what needs to be accomplished to meet community needs).

Questions & Responses

What does your community need?

- Motivation/focus/natural tendency towards wellness
- Depression/mental health support (SDOH, School psychologist)
- Poor/underserved – access (SNAP, Free/reduced lunch)
- Reduce tobacco use
- Support ongoing/continuing interventions
- Help connect people in need to resources (peer outreach – community health workers, church communities, etc.)
- Social connectedness/stress relief (art classes, music, scholarships)

What will it take for the Coalition to effectively respond to these needs?

- Partner with senior center, churches – volunteers
- Focus on volunteers: fun, relevant, easy, relationships
- Refresh/re-energize – call out to community
- New ideas – Infrastructure projects
- Matrix management approach
- Professional leadership
- Opportunities to connect with others with shared interest (i.e. wellness)
- Youth involvement in decision making decisions (like A2CF Youth Advisory Council, Skywell Club) within 5HF and/or coalitions

What will your community look like if your coalition is 100% successful in meeting these needs?

Vision Statement: To create a Chelsea where everyone has access to wellness resources and the desire to utilize them to make daily choices that impact themselves and their friends and family.

Long-Range Action Plan

Path to Achieving Vision

In working toward achieving the vision of the Chelsea Coalition, the goals outlined in the following long-range action plan aim to guide the Coalition in its continued success in serving Chelsea area residents.

GOAL 1: Increase awareness of and ability to access available resources and programs	ACTIONS	LEAD	TIMING	MEASURES OF SUCCESS
<p>Objective 1: By 2020, maintain or increase the percentage of adults who report that they always or usually get the social/emotional support they need (88.4% in 2015) – consider omitting or swap with another data point</p> <p>Strategies 1. Build connections/partnerships with existing resources</p>	<p>A1: Build partnerships with Hospital, schools, churches, FIA, CSC, and businesses</p> <p>A2: Raise awareness of resources</p>			<p>2020 HIP Survey results – Question: How often do you get the social and emotional support you need?</p> <p>Percentage of coalition meetings with representatives from partner organizations listed in A1</p>
<p>Objective 2: By 2020, 18.5% of youth (HS) will report having felt</p>	<p>S1-A1: Recruit coalition members who represent organizations that work with</p>			<p>Percentage of coalition meetings with representatives from</p>

<p>depressed in the last 12 months (MiPHY 24.8% in 2016)</p> <p>Strategies:</p> <ol style="list-style-type: none"> 1. Build connections/partnerships with existing resources for youth 2. Create Youth Advisory Council within Chelsea Friends and Family Wellness Coalitions and/or 5 Healthy Towns Foundation 	<p>youth (churches, SRSLY, library, Community Ed & Rec, Scouts, Ballet Chelsea, 4-H, etc.)</p> <p>S2-A1: Write by-laws, recruit youth members, develop process for youth RFP for grants</p>			<p>partner organizations listed in A1</p> <p>Total amount of grant funds awarded to the Youth Advisory Council to distribute based on their priorities</p>
<p>Objective 3: By 2018, identify scholarships available to the poor and underserved in each of the four vision areas (EB, MM, AUS, CWO).</p> <p>Strategies:</p> <ol style="list-style-type: none"> 1. Enhance access to available resources 	<p>A1: Seek and consolidate scholarships to access resources</p>			<p>Number of scholarships identified in each of the four vision areas</p>
<p>Objective 4: By 2020, increase the percentage of Chelsea youth that report biking/walking to school (15% in 2015)</p>	<p>S1-A1: Work with the school. Identify ways to improve the current Safe Routes to School program. Identify a Safe Routes to School Coordinator.</p>			

<p>Strategies: 1. Build connections/partnerships with current resources</p>				
<p>Goal 2: Increase community participation in coalition activities</p>	<p>ACTIONS</p>	<p>LEAD</p>	<p>TIMING</p>	<p>MEASURES OF SUCCESS</p>
<p>Objective 1: By 2020, average coalition meeting attendance will increase by 25% (based on average attendance of 14 members in 2016).</p> <p>Strategies:</p> <ol style="list-style-type: none"> 1. Raise awareness of coalition activities and need for community participation 2. Ensure meetings are accessible 	<p>S1-A1: Provide training and orientation for new coalition members</p> <p>S1-A2: “Bring a friend” challenge for current members</p> <p>S1-A3: Provide a social media tutorial for coalition members</p> <p>S1-A4: Solicit the community for new initiatives and ideas via a press release, social media, and other media outlets</p> <p>S1-A5: Create a presentation template that can be used by coalition members to present to community organizations and at events</p>			<p>Average meeting attendance at monthly coalition meetings</p> <p>Number of new members joining the coalition each year</p> <p>Number of returning members participating in coalition meetings each year</p>

	S2-A1: Evaluate meeting time and location to ensure they are accessible			
<p>Objective 2: Increase youth participation in Chelsea Wellness Coalition activities.</p> <p>Strategies: Create Youth Advisory Council within Chelsea Friends and Family Wellness Coalitions and/or 5 Healthy Towns Foundation</p>	<p>A1: Write by-laws</p> <p>A2: Recruit youth members</p> <p>A3: Develop Youth RFP</p>			<p>Number of youth on YAC</p> <p>Percentage of coalition meetings with youth participation</p> <p>Percentage of coalition funding decisions with youth input</p>
<p>Objective 3: By 2018, increase the total coalition units of engagement by 10%.</p> <p>Strategies:</p> <ol style="list-style-type: none"> 1. Raise awareness of coalition activities and need for increased partnerships, community participation and ideas 2. Facilitate development of sustainability plans for interventions 	<p>S1-A1: Recruit new ideas for activities to fund through annual plans. (bike/walk to school initiatives and programs to encourage families to eat 5 or more servings of fruits and vegetables per day for 2018-2019 plan)</p> <p>S1-A2: Collaborate to market and promote coalition activities within Chelsea and all 5H towns</p>			<p>Total units of engagement</p> <p>Percentage of interventions that also have other sources of funding</p> <p>Percentage of total budgets of interventions that is funded by foundation vs. other sources</p>

	S2-A1: Support ongoing interventions in building sustainability			Number of new interventions annually
Goal 3: Reduce tobacco use among youth and adults	ACTIONS	LEAD	TIMING	MEASURES OF SUCCESS
Objective 1: By 2020, 5% of adults and 0% of HS youth will be current smokers Strategies: 1. Change policies	S1-A1: Tobacco 21 S1-A2: Smoke free outdoor spaces			Passage of tobacco reduction policies at city or township level Smoking status of adults (2020 HIP survey) Percentage of youth who regularly use tobacco (2020 MiPHY)