

Dexter Coalition



# Long Range Action Plan

*Prepared by:*

Jennifer Booher, Consultant



# 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 Dexter 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 Dexter 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 focused on priorities that will provide future strategic direction for the Dexter 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 Dexter 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 Dexter 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 measurable 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 measurable outcomes .

### **Team Members**

Stephanie Mayweather

Shirley Bitters

Jeanette Brooks

Laurel Livingston

Mark Olexa

# 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?***

- Education about available resources
- Mental health support
- Senior resources
- Hub of wellness support/information (app. Hard copy)
- Long-term change – family + food
- Better understanding/awareness of 5 Healthy Towns and the coalition
- Invite more stakeholders/community leaders/champions to be involved in the coalition
- Research/benchmark other communities and learn from best practices
- Secure more \$, more volunteers/better management
- Healthy weight, support (eating/activity)
- Mind/body support/mental health support

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

- Increase clarity of the coalitions identity/purpose/ brand
- Improve area seniors' access to wellness resources and services

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

**Vision Statement:** Community members can articulate and actively support the actions of eating better, moving more, avoiding unhealthy substances, connecting with others in healthy ways. There is clear evidence of their support in their actual behaviors and lifestyle outcomes:

- Community members (including kids, parents, seniors, and all others) are drug-free.
- Community members are at a healthy weight and are physically fit. Lifestyle-induced deaths and illnesses are at zero.  
Mental health among community members is stable and strong;  
depression/anxiety/suicides are at zero.

- Long-term planning for coalition activities is in place and strong. Coalition volunteers and staff actively support and promote future growth of wellness initiatives. Succession planning is in place.

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# Long-Range Action Plan

## Path to Achieving Vision

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

<b>GOAL 1:</b> Increase clarity of the coalitions identity/ purpose/ branding	<b>ACTIONS</b>	<b>LEAD</b>	<b>TIMING</b>	<b>MEASURES OF SUCCESS</b>
<p><b>Objective 1:</b> Increase the number of community members that can identify what the coalition is and does</p> <p><b>Strategies</b></p> <ol style="list-style-type: none"> <li>1. Change name of coalition and market it</li> <li>2. Improve website content on foundation website</li> <li>3. Improve social media presence</li> <li>4. Create marketing material (postcard/mailer) to inform about coalition</li> <li>5. Use free community media outlets to market the coalition</li> </ol>	<p><b><u>Strategy 1. – Actions</u></b></p> <p><b>Find community member willing to lead marketing efforts (donate their time and skills) What are other coalitions doing?</b></p> <ol style="list-style-type: none"> <li>1a. Create list possible names</li> <li>b. Vote on name change at coalition meeting</li> <li>c. Change name on documents, websites, social media</li> </ol> <ol style="list-style-type: none"> <li>2a. Review website &amp; suggest improvements</li> <li>b. Include easy ways to get involved, update members, include intervention updates</li> </ol>			

<p>(Community Ed, We Love Dexter, Church bulletins)</p> <p>6. Identify ambassadors to increase support and attention of coalition</p>	<p>3a. Determine who controls Facebook page</p> <p>b. Develop social media strategy (tweetdeck, hootsuite)</p> <p>4a. Decide what mode of marketing we would like to use</p> <p>b. Create design for marketing material</p> <p>c. Buy mailing list and send out or distribute</p> <p>5a. seek out and create a list of free marketing outlets in Dexter</p> <p>b. Send marketing material to point people</p> <p>6a. Determine community organizations that we can speak at to gain new members/ambassadors (Dexter ministerial association, Dexter forum, Lions, Rotary)</p> <p>b. Asking one on one to attend a meeting</p>			
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	c. Create description of member expectations.			
<b>GOAL 2:</b> Improve area seniors' access to wellness resources and services	<b>ACTIONS</b>	<b>LEAD</b>	<b>TIMING</b>	<b>MEASURES OF SUCCESS</b>
<b>Objective 1:</b>  <b>Strategies</b> <b>1.</b>	<b><u>Strategy 1. – Actions</u></b>			
<b>GOAL 3:</b> Support community members in reaching a healthy weight.	<b>ACTIONS</b>	<b>LEAD</b>	<b>TIMING</b>	<b>MEASURES OF SUCCESS</b>
<b>Objective 1: This percentage of Adults and youth in Dexter are at a healthy weight</b> <b>Strategies:</b> 1. Encourage families to cook and plant food at home 2. Evaluate whether we will continue wellness walks (if so need to market better) 3. Continue farm to schools program 4. Continue yoga in the park initiative in the summer (fitness festival- ask Brett? Bicycle	1. Benchmark with Grass Lake about nutrition classes and marketing materials (librarian Sue Wieble) 1a. teach community members how to plant/grow food in home 1b. Create list of workshops 2. There are counters in Dexter (border to border trail), determine who placed them there and if			

<p>section at Memorial Day parade or after)</p> <p>5. Continue farmers market</p> <p><b>IDEAS:</b> Winter Health Daze—in Jan and June to kick off fitness festival--Create weekend where businesses can offer free classes/trial to offer health options to community members (soup contest w/ recipe cards) table for wellness coalition interventions, how to cook healthy meal at home, — Creekside gym January &amp; June</p>	<p>there is data that we can use.</p>			
<p><b>GOAL 4:</b> Support community members in achieving better mental health.</p>	<p><b>ACTIONS</b></p>	<p><b>LEAD</b></p>	<p><b>TIMING</b></p>	<p><b>MEASURES OF SUCCESS</b></p>
<p><b>Objective 1: Decrease the number of poor mental health days per month</b></p> <p><b>Strategies:</b></p> <ol style="list-style-type: none"> <li>1. Look at HIP &amp; MiPHY data to determine needs</li> </ol>	<ol style="list-style-type: none"> <li>1a. Present &amp; Discuss HIP &amp; MIPHY data at the November coalition meeting</li> <li>2a. Brainstorm other data sources for mental health at coalition meeting</li> <li>3. Invite experts to become ongoing liaisons to discuss what they know about mental</li> </ol>			

<ol style="list-style-type: none"> <li>2. Determine what other data sources we need to look at regarding mental health</li> <li>3. Identify specific barriers to good mental health and determine age specific mental health needs</li> <li>4. Identify tools and services that would have the broadest impact on mental health</li> <li>5. Create a list of places and activities that would provide ongoing mental health support (include cost to person- must give options in terms of costs )</li> </ol>	<p>health, upcoming events, barriers, etc.</p> <ol style="list-style-type: none"> <li>4. Research what other programs activities already exist- is there room to collaborate? (Library, senior center)</li> <li>4. Enlist therapists to help and be resources</li> <li>5. Find community member to take the lead on identifying mental health resources</li> </ol> <p>Bonus: Community Read about mental health</p>			
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