

Stockbridge 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 Stockbridge 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 Stockbridge 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 Stockbridge 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 Stockbridge 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 Stockbridge 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.

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

Jo Mayer

Molly Howlett

Tom Clark

Kelly Schmidt

Emily Stewart

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?

- Educate parents: food choices
- A mental health profile for the community
- Physical location for the coalition
- Assess senior needs

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

- Educate about food choices (through school lunch, sports programs, etc.)
- Identify leaders/resource people/champions
- Coalition needs: leadership, volunteers, dynamics of the coalition

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

Vision Statement: SAWC nurtures a culture of personal and community wellness, bringing opportunities to every resident within the Stockbridge Community School District. Opportunities focus on move more, eat better, avoid unhealthy substances, and connect with others in healthy ways.

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Long-Range Action Plan

Path to Achieving Vision

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

GOAL 1: Raise community awareness of SAWC and involvement in coalition healthy activities and opportunities	ACTIONS	LEAD	TIMING	MEASURES OF SUCCESS
<p>Objective 1: Increase participation at SAWC facilities, programs, and events</p> <p>Strategies</p> <p>A. Promote past and current interventions in the community</p> <p>B. Leverage current and new partnerships in the community</p>	<p>Strategy 1 – Actions</p> <p>1A. Form a marketing committee to develop materials (i.e. handouts, press releases, giveaways)</p> <p>2A. Develop a postering group to deliver fliers for coalition interventions to local businesses</p> <p>3A. Develop email contact list of local businesses and organizations to send communication on SAWC events and interventions</p> <p>1B. Assess current and identify new partnerships that align with vision.</p>	<p>1A. Harvey Morrell</p> <p>2A. SAWC Board</p> <p>3A. SAWC Board</p> <p>1B. SAWC Board and postering group</p> <p>2B. ---</p>	<p>1A. Create materials by end of summer 2017</p> <p>2A. Spring 2017</p> <p>3A. Spring 2017</p> <p>1B. Complete by Fall 2017</p> <p>2B. Complete by Spring 2018</p>	<p>1A. Increased attendance numbers at coalition events</p> <p>2A. Increased attendance numbers at coalition events</p> <p>3A. Increase in number of people reporting they are aware of SAWC and attendance at coalition events</p> <p>1B. Increased number of intervention leads, increase in the number of collaborators listed for current interventions</p>

	2B. Follow up and engage new partners			2B. Increased number of intervention leads, increase in the number of collaborators listed for current interventions
Objective 2:				
Strategies 1.				
GOAL 2: Improve the nutrition culture in Stockbridge	ACTIONS	LEAD	TIMING	MEASURES OF SUCCESS
Objective 1: Adults and youth consume 5 or more fruits and vegetables per day Strategies 1. Education of student and adult population of value of eating 5 or more fruits and vegetables per day 2. Explore partnerships	Strategy 1 – Actions 1. Smith Healthy Snacks program 2. Support the Open Air Market 3. Tide Me Over 4. Learning By Doing project 5. Bridge to Wellness Challenge 6. Feature information on healthy eating and nutrition in the Stockbridge Community			

	<p>News to improve NEAT score</p> <p>Strategy 2 – Actions</p> <ol style="list-style-type: none"> 1. Identify and pursue potential partners 2. Monitor and report back on collaborations at coalition meetings 			
GOAL 3: Increase community involvement and awareness of the coalition and its activities	ACTIONS	LEAD	TIMING	MEASURES OF SUCCESS
<p>Objective 1: Increase active coalition participation</p> <p>Strategies</p> <ol style="list-style-type: none"> 1. Educate and solicit participation for all community organizations and boards (i.e. Scouts, Lions, Townships, Legion, PTO, Athletic Boosters, Churches) 	<p>Strategy 1 – Actions</p> <ol style="list-style-type: none"> <u>1.</u> Develop materials (i.e. handouts, press releases, giveaways) and a presentation <u>2.</u> Identify groups to engage with <u>3.</u> Develop the engagement plan (who, when, where) <u>4.</u> Follow up after presentation with a thank you letter 			

	<u>5.</u> Distribute information on SAWC through the Bridge to Wellness Challenge			
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