



Developing Action Plans: Nuts and Bolts for Implementing Evidence-Based Strategies

Jomella Watson-Thompson, PhD
Work Group for Community Health
and Development at the
University of Kansas

KU WORK GROUP
FOR COMMUNITY HEALTH AND DEVELOPMENT

*collaborative
research, teaching, and service*

<http://communityhealth.ku.edu>

Developing Strategies and Action Plans to Support Evaluation

- Why Evaluate?
 - Help understand how efforts work
 - Ongoing feedback can improve community work
 - Gives community members voice and opportunity to improve efforts
 - Hold accountable those groups doing, supporting, and funding the work
- Identified strategies and action plans as tools for evaluation

Key Concepts for Developing Strategies and Action Plans

Objectives--how much of what by when

Strategies—how

Action Plans--who will do what by when

If you have built castles in the air, your work need not be lost; there is where they should be. Now, put foundations under them.

~ *Henry David Thoreau*

Developing Strategies to Support Implementation and Evaluation

- Strategy
 - Definition—Greek, strategia; generalship; giving overall direction
 - How things will be accomplished
 - Evidence-based Strategies
 - Programs
 - Policies
 - Practices

Defining Evidence-Based Strategies

1. Included in a federal list or registry of evidence-based intervention strategies OR
2. Reported in a peer-reviewed journal to have produced positive results OR
3. Documented as effective based on all three of the following guidelines:
 - Validated by a theory or theoretical basis
 - Supported by documented knowledge and convergence of empirical evidence
 - Expert-based judges validate effectiveness through combined knowledge, research, & practice

Criteria for Strategies and Changes

- Effectiveness
- Consistency with Objectives
- Fit with resources
- Anticipated resistance
- Reach

Importance of Developing a Plan to Support the Implementation of Evidence-Based Strategies

- Plan, pilot/test (when feasible), implement components and monitor the intervention
 - Develop an action plan for components
 - Mode of Delivery
 - Implement the intervention
 - Monitor implementation and evaluate effects

Developing Action Plans

- Action Plans vs. Logic Models
- Elements of an action plan
 - Changes (interventions)—to be sought or implemented
 - Action Steps— who will do what by when to bring them about

Developing Action Plans

- Create action steps
 - When creating a plan with action steps for each activity sought, minimally **describe**:
 1. **What** specific change or aspect of the intervention will occur
 2. **Who** will carry it out
 3. **When** it will be completed or its duration

Action Plan Template

Objective, Strategy, and Measures

Underage Drinking Outcome:

Objective relating to Targeted Influencing Factor:

Strategy to Address Contributing Factor:

Measure(s)/Indicator(s) Related to Strategy:	Data Indicator Source(s):	Person(s) Responsible for Collecting/Reporting Indicators:
1.		
2.		
3.		

Action Steps to Support Implementation of Strategy

Activity	By When	Who is Responsible

Action Plan Template

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Implementing and Evaluating Action Plans

Evaluate and implement action plan using criteria of:

- Completeness
- Clarity
- Sufficiency
- Currency
- Flexibility with Fidelity

Using Objectives, Strategies, and Action Plans to Guide and Enhance Your Work

- Use to communicate your initiative's purpose to others
- Make use in ongoing evaluation and organizational and program development
- Review to identify additional partners
- Review at regular intervals
 - Integrate into your routine activities

Putting It All Together

Ain't nothin' to it but to do it.

~ *Maya Angelou*

Evaluation Team-KU Work Group

Contact Information

Jerry Schultz, PhD

- Co-Director
- Work Group for Community Health and Development
University of Kansas
- 1000 Sunnyside Avenue
Room 4082
Lawrence, KS 66045

- Telephone: 785-864-0750
- Fax: 785-864-5281
- Email: jschultz@ku.edu

Jomella Watson- Thompson, PhD

- Research Associate
- Work Group for Community Health and Development
University of Kansas
- 1000 Sunnyside Avenue
Room 4082
Lawrence, KS 66045

- Telephone: 785-864-0750
- Fax: 785-864-5281
- Email: jomellaw@ku.edu