**Action Plan Example and Template**

**Example**

**Note:** This is included as an example only; it **does not** represent a complete action plan.

**Strategy 1:** Parent Media Campaign

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| **Action Steps** | **Person Responsible** | **Timeline** | **Measure(s)****of Success** |
| * Appoint a “Parent Media Campaign” subcommittee
* Hire a consultant who specializes in health promotion messaging
* Develop media campaign goals, message(s), and timeline
* Identify appropriate media outlet(s)
* Pilot-test campaign with parents
 | * Judy Smith
* Subcommittee
* Subcommittee
* Bob Murray
* Subcommittee
 | * June
* July
* July
* August
* August
 | * Subcommittee formed and actively meeting
* Consultant hired
* Parent media campaign work plan developed and presented to coalition
* Media outlets chosen and confirmed
* Feedback obtained from pilot is incorporated into final campaign
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**Template**

**Strategy 1:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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| **Action Steps** | **Person****Responsible** | **Timeline** | **Measure(s) of Success** |
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**Strategy 2:**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| **Action Steps** | **Person****Responsible** | **Timeline** | **Measure(s) of Success** |
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