**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

|  |  |  |  |
| --- | --- | --- | --- |
| **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 |

**Template**

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

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

**Strategy 2:**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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