1. Goal Statement

Begin with your goal. This is a broad statement of what you hope to accomplish and your approach. The statement includes two parts; a **“to”** and a **“by** or **through”** phrase. The **“to**” portion refers to what you hope to accomplish and the **“by** or **through”** phrase summarizes the approach you will take to accomplish the goal.

**Example:** *To* decrease the percentage of Badger County residents who are overweight or obese *by* increasing physical activity options and healthier food choices.

2. Objectives

Next, write your objectives. These are specific and measurable end-products of the intervention often expressed in terms of changes in behavior, norms, knowledge, attitudes, capacities, or conditions. You might have one or multiple objectives outlined for your goal. Always make sure that your objectives are **SMARTE: S**pecific, **M**easurable, **A**ttainable, **R**ealistic, **T**imed, **E**quitable

**Example:**  By May 30, Badger High School will adopt a healthier vending policy, with 100% of options meeting adopted nutritional standards. The vending policy will be created in collaboration with students that attend Badger High School.

3. Indicators

Next, jot down what you might measure to determine whether or not changes have occurred. This step serves as a quick check to ensure that your objectives are truly measurable.

**Example: Healthier Vending Policy**

* Policy with nutritional standards is in place.
* Inventory of snack items in vending machines
* % of snack items meeting adapted nutritional standards
* Vending company sales reports

4. Communication Plan

Then, record the communication target/audience(s) you need to reach to achieve your objective, the approach/es you will use to reach them, and the purpose of the communication. In the next step (step 5) you will include these communication activities in the activity column of the action plan template.

**Example: Healthier Vending Policy**

* **Target/audience:** school administrators; **Purpose:** enlist support for new policy; **Approach:** in-personmeeting
* **Target/audience:** community members; **Purpose**: raise awareness of new policy and coalition’s related work; **Approach:** local media event, social media messaging

5. Activities

Now, outline the steps you will take to achieve each objective. The activities are the “how” portion of the action plan. It is best to arrange activities chronologically by start dates. Place each activity in a separate row and add as many rows as you need to the template.

 **Example: Healthier Vending Policy**

* Develop nutritional standards for vending machines
* Develop fact sheets, talking points, and stories based on core message
* Meet with stakeholders (principal, food service director, school board) to engage cooperation and support
* Enlist students to help plan and implement intervention
* Secure cooperation of vending company to test changes
* Select list of acceptable snacks to be stocked in machines
* Develop in-school publicity based on core message regarding vending changes
* Hold media event
* Conduct social media campaign

6. Timeframe

Determine a projected start and end date for each activity.

7. Required Resources

List all resources needed to implement project activities. Be as specific as possible. Consider funding, staff time, space needs, supplies, technology, new equipment, and key partners. More than one resource will likely be listed for each activity.

8. Name of Lead

Identify by name the key person who will initiate the activity, provide direction for the work, and monitor progress.

9. Anticipated products or results

List expected results for each activity and be very specific. The entries in this column should be the direct, tangible, and measurable results of activities. They can be expressed as a product or document, number of units delivered, etc.

**Example: Healthier Vending Policy**

* Fact sheets and talking points documents
* Verbal agreements with high school principal
* Verbal agreement with vending company to test changes and share sales reports on high school vending machines
* At least # students will participate in planning and implementing pilot
* A list of items stocked by vendor meeting nutritional requirements
* Written policy defining acceptable foods in school vending machines
* At least # media stories will be generated
* At least # followers will be generated by social media campaign

10. Date Completed

As you work on the intervention over a period of time, you can use the last column to track progress on completion of activities.