

Sample Sustainability Action Plans

We have collected a few examples of action plans for the Environmental Support, Partnerships, and Communications domains. These come from programs operating in public health or clinical care and operating at different levels (e.g., state or community). We hope these samples can give you some direction as you write your own plan.

Environmental Support: Having a supportive internal and external climate for your program							
Sustainability Objective: Identify and cultivate 1 physician and 1 senior administrator as champions for reducing hospital readmissions by January 2015.							
Steps to achieve objectives: [Be very specific and include important sub-steps. Anyone should be able to pick up this document and understand what needs to happen in order to reach your objective.]	Who will do the work? [For every task, there needs to be a responsible party/parties. Who will ultimately ensure the work gets finished?]	What does success look like? [What metrics will you use to track progress on the completion of each step? How will you know it's time to move on to the next step?]	What non- financial resources are needed for this step? Where will they come from?	Due date [In the appropriate quarter, enter a specific date by which the activity must be completed.]			
				Q1	Q2	Q3	Q4
1. Identify 2 physicians and 2 senior administrators who are well placed to build internal support for our initiative.	Readmission team leader	4 potential champions identified Meeting with senior leadership held	None			July 31, 2014	
2. Build relationships with them and educate them about importance of our initiative. Ask them to be champions for our efforts.	Readmission team leader	1 physician and 1 administrator agree to be champions	Time				Sept 30, 2014
3. Determine talking points and identify a specific request that our champions will ask of corporate leaders on behalf of our initiative	Readmission team leader and Champions	Talking points and 'ask' determined	Resources on developing talking points and ask				Oct 31, 2014
4. Hold a meeting with a key member of leadership and educate them on our program and ask them for specific support	Champions	Meeting with senior leadership held and they agree to increase support for reducing hospital readmissions	Data on effectiveness of reducing hospital readmissions				Nov 15, 2014

Partnerships: Cultivating connections between your program and its stakeholders

Sustainability Objective: By October 2014, develop a “partnership” plan that focuses on enhancing current and expanding/broadening/diversifying new partnerships committed to and invested in achieving state chronic disease goals. Component 1 - Add 3 new partnerships & increase cost sharing by \$10,000; Component 2 - Engaging new and untapped partners in chronic disease

Steps to achieve objectives:	Who will do the work?	What does success look like?	What non- financial resources are needed for this step? Where will they come from?	Due date			
				Q1	Q2	Q3	Q4
1. Compile list of partners needed around the table	Program Manager and coalition chair	Completed list of existing and needed partners	Access to partner contact info	Oct 31 2014			
2. Develop “ask” and talking points for each group (what is benefit to them?)	Coalition’s communications team	Talking points developed and tested	Best practice guidelines on developing talking points		Jan 15 2015		
3. Train people on how to reach out to different potential partners	Coalition’s communications team	Communications training complete	Training facilitator with communications expertise		Feb 15 2015		
4. Assign people to reach out to partners	Program Manager	Staff assigned to reach out to each partner	None		Feb 16 2015		
5. Hold meetings and ask potential partners to commit to involvement or to enhance current involvement	Staff	3 new partners agree to involvement	None		Mar 31 2015		

Communications: Strategic communication with stakeholders and the public about your program

Sustainability Objective: By October 2014, develop and implement a Communication plan on benefits and accomplishments of coordinated chronic disease efforts that increases awareness to internal and external partners.

Steps to achieve objectives: [Be very specific and include important sub-steps. Anyone should be able to pick up this document and understand what needs to happen in order to reach your objective.]	Who will do the work? [For every task, there needs to be a responsible party/parties. Who will ultimately ensure the work gets finished?]	What does success look like? [What metrics will you use to track progress on the completion of each step? How will you know it's time to move on to the next step?]	What non- financial resources are needed for this step? Where will they come from?	Due date [In the appropriate quarter, enter a specific date by which the activity must be completed.]			
				Q1	Q2	Q3	Q4
1. Identify and agree on overall message and purpose of the communications plan.	Communications team	Overall message and purpose of plan determined	Staff time	Jan 31, 2014			
2. Gather sample Communications plans and research existing chronic disease messages.	Health Education and Communications Director	Excel doc with list of sample Communication plans and evidence based chronic disease messages	Best practice guidelines	Feb 28, 2014			
3. Scan assessment of what is happening in communications of organizations to discover what current methods are working.	Coalition staff	Document summarizing communication methods used by partner organizations and departments	Staff time	Feb 28, 2014			
4. Identify target audiences (internal and external) and develop communication goals for each audience.	Communications team	List of different audiences and goals	Staff time	Mar 31, 2014			
5. Develop key messages for each audience and determine which method of communication to use.	Communications team and Health Education and Communications Director	List of evidence based messages for each audience and plan for communicating message through an appropriate method.	Staff time, research on which communication method to use with which audience		Apr 30, 2014		
6. Pilot test messages with members of each audience.	Health Education and Communications Director	List of messages that resonate with audiences	Volunteers to provide feedback on messages		May 31 2014		

7. Document audiences, goals, messages, methods, and timeline in a formal written Communications plan.	Health Education and Communications Director	Operational Communications plan complete	Staff time		June 15, 2014		
8. Start implementing Communications plan by using messages with different audiences.	Communications team	Increased media attention Increased inquiries from the public Increased attendance at event Increased web traffic				July 1, 2014	