Sample Sustainability Action Plans

We have developed examples of action plans for the Program Evaluation, Partnerships, and Communications domains. We hope these samples can give you some direction as you write your own plan.

Program Evaluation: Assessing your program to inform planning and document results							
Sustainability SMART Objective: By January 2019, all consenting Program participants will be contacted to take survey evaluating outcomes of interest six months following program completion (in addition to surveys already administered upon baseline and Program completion).							
Steps to achieve objective: [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?** [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. Determine outcomes of interest and information needed from participants for six-month follow-up, as well as how the survey will be administered • Research follow-up survey implementation best practices/consult knowledgeable staff • Review existing baseline and program completion survey content for continuity • Consider potential challenges (specifically in terms of contacting participants) and brainstorm solutions	Evaluation and research team, insight/approval from leadership	Six-month evaluation needs are defined: • What information should be collected? • How should information be collected? • How should anticipated challenges be addressed?	Existing Program survey content and data, best practices literature regarding administrating follow-up survey	Feb. 15, 2018			

• Schedule evaluation team meetings for discussion • Schedule meeting with leadership for approval/discussion							
2. Develop six-month follow-up survey • Research follow-up survey development best practices/consult knowledgeable staff • Consider existing baseline and program completion surveys for continuity • Disseminate drafts to leadership and staff for review • Schedule meetings to discuss proposed edits • Pilot survey among staff and request feedback	Evaluation and research team, insight/approval from leadership, feedback from other staff	Six-month follow-up survey finalized for implementation	Existing Program survey content and data, best practices literature regarding follow-up survey development	March 31, 2018			
3. Develop additional evaluation materials: a) Consent form b) Contact information form for participants to complete c) Appointment card describing follow-up procedures d) Team contact information cards for participants e) Participant tracker sheet (e.g., client identifier, survey administration/completion dates, dates of contact, comments)	Evaluation and research team, feedback from leadership and other staff	Evaluation materials are finalized	Microsoft Office, printing services, gift certificates		April 30, 2018		

f) Participation incentive (e.g., gift certificate) • Research and reference examples of evaluation materials • Disseminate drafts for editing • Schedule meetings to discuss edits							
4. Utilize Program time with participants to provide necessary information and obtain consent (as well as contact information) a. Explain need for follow-up b. Describe follow-up procedures c. Obtain consent and contact information d. Provide participants with team contact information and appointment card • Schedule time during program with participants • Prepare informative presentation for participants • Schedule planning meeting with program educator • Compile needed materials	Evaluation and research team member, facilitated by program educator	Program participants give/deny informed consent and contact information for follow-up	Previously developed evaluation materials, program schedule		May 5, 2018		
5. Fill out participant tracker sheet (e.g., client identifier, survey administration/ completion dates, dates of contact, comments)	Evaluation and research team member	Participant tracker sheet is kept up-to-date systematically	Previously developed participant tracker sheet, information about participants		May 15, 2018 for initial		

• Fill out currently available information (e.g., client identifier, baseline and program completion survey administration dates) • Establish procedure for ongoing documentation as information is available			and evaluation process		info (but ongoin g)	-	-
6. Contact participants for three month check-in • Draft email to send to participants • Develop script for phone call • Send emails to participants • Attempt to contact participants by telephone up to three times • Document in participant tracker sheet	Evaluation and research team	Check-in email is sent to participants, telephone check-in is attempted up to three times	Participant contact information			Aug. 5, 2018	
7. Administer six-month follow-up survey • Send internet survey by email • Provide reminders as needed • Document in participant tracker sheet	Evaluation and research team	All consenting participants are contacted to complete survey	Participant contact information				Nov. 5, 2018
8. Analyze results and create report to disseminate to appropriate people (e.g., other team members, stakeholders, partners) • Compile data from all three surveys • Analyze data and determine best way to present data/draw meaning from results	Evaluation and research team, insight from leadership and communications team	Reports demonstrating meaning of results available to stakeholders, partners, and team	Statistical software, Microsoft Office				Dec 15, 2018

• Schedule meetings to discuss as team and with leadership • Create reports/presentations tailored to team members, stakeholders, and partners • Disseminate results							

Partnerships: Cultivating connections between program partners and its stakeholders							
Sustainability SMART Objective: By October 2018, form three new strategic partnerships with staff and/or key resources to dedicate to tobacco control intervention.							
Steps to achieve objective: [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?** [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 potential partners • Determine what is needed in terms of resources/knowledge/skills • Independently research by looking at organizations' websites and other available resources • Schedule internal meeting for brainstorming and discussion • Consider existing connections and reach out to partners for insight	Leadership, input from partners and staff	List of potential partners	Partner contact information, access to potential partner websites/other resources	Feb. 28, 2018			
2. Develop profiles of potential partners • More extensive research of partners • Circulate profiles to partners and staff for input • Prioritize partners based on information compiled	Research staff, input from partners	Profiles of potential partners outlining the following: • Benefits to them • Their contributions • Focus areas, mission, and current activities • Any existing connections with them • Priority level	Partner contact information, access to potential partner websites/other resources		May 15, 2018		

3. Develop tailored "ask" and talking points for each potential partner (what is benefit to them?) • Research best practice guidelines on developing talking points • Utilize developed partner profiles • Test/practice talking points with staff	Communications team	Talking points finalized	Staff time, best practice guidelines on developing talking points		May 31, 2018		
4. Assign people to reach out to potential partners • Schedule meeting with staff to discuss	Leadership	Staff assigned to each potential partner			June 15, 2018		
5. Hold sessions to train and plan for initiating contact with partners • Hold team planning and training session (with external training facilitator) • Hold independent planning and practice sessions with each staff assigned to a partner	Communications team	Plan and training for contact complete	Training facilitator with communications expertise, meeting space, best practice guidelines for establishing new partners			July 15, 2018	
6. Establish relationships and level of involvement with potential partners • Assigned staff initiate contact • Invite potential partners to partnership/team meetings • Assigned staff and leadership meet with potential partners independently	Leadership, staff assigned to each potential partner	Three new partnership contracts	Potential partner contact information, spaces to meet (virtual or real)			Aug. 15, 2018	

• Discuss and request involvement from potential partners • Develop formal contracts							
7. Review successes and challenges, revising effort as needed.	Leadership, input from partners and staff	Successes/challenges reviewed and strategic plan updated as needed	Staff time				Sept. 15, 2018

Communications: Strategic communication with stakeholders and the public about your program efforts and successes							
Sustainability SMART Objective: By October 2018, the communications team will revise the standard informational presentation to incorporate three program successes and present the finished product to five organizations within the community.							
Steps to achieve objective: [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?** [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 three key successes • Review available program data • Reach out to partners and staff for insight • Schedule internal meetings to discuss	Leadership, communications team	Three successes determined	Staff and partner time	Feb. 10, 2018			
2. Conduct literature review to provide further support and context for identified successes • Assign one staff member to focus on each success • Determine key search terms, as well as useful databases, websites/orgs, and other sources to search • Outline key information identified	Research staff, communications team	Report outlining evidence with key points/examples to be incorporated into presentation	Access to literature	Feb. 28, 2018			
3. Schedule presentations with five organizations • Develop/compile informational materials to promote program to organizations	Communications team	Presentations scheduled with five organizations	Staff and partner time, informational/promotional	March 20, 2018			

• Research local organizations • Research and develop talking points tailored to each organization • Consult partners and staff • Compile list of organizations by priority • Initiate and maintain contact with organizations until five presentations are confirmed			materials, talking points				
4. Revise standard informational presentation to incorporate three successes and tailor to specific organizations • Research presentation and communications best practices as needed • Disseminate drafts to leadership and staff for editing • Schedule meetings with team to review and practice presentation • Schedule meeting with leadership and staff to pilot presentation and get feedback	Communications team, insight from leadership and staff	Finalized presentations (PowerPoints and scripts)	Staff and leadership time, Microsoft Office, slides and scripts from existing program presentations to revise		April 20, 2018		
5. Develop survey for feedback on presentations • Utilize existing Program surveys for format/content • Research relevant examples of surveys	Communications team, research staff	Finalized survey	Staff and leadership time, survey software, existing Program survey, examples of surveys from other programs		April 20, 2018		

• Disseminate drafts surveys to staff and leadership for edits							
6. Administer presentations and surveys • Prepare materials in advance including copies of survey, program pamphlets, and promotional “gifts” to provide	Communications team, organization staff facilitate	Presentations provided to five organizations, surveys completed and returned	Space, materials, and equipment for presentation			Aug. 30, 2018	
7. Review survey responses and debrief as team • Compile and present survey responses to draw meaning and understand impact of presentations • Schedule meeting to discuss as team • Determine next steps in terms of specific strategy and the overall communications approach	Leadership, communications team, research staff	Report outlining survey results and next-steps	Software to analyze and present results				Oct. 10, 2018