

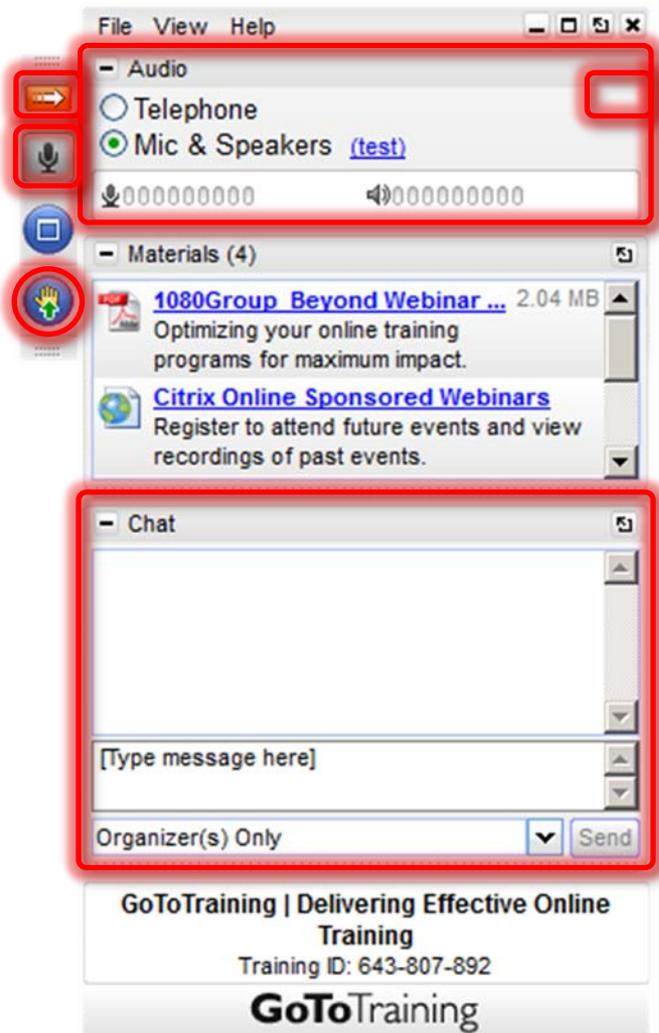


Welcome to the Colorado WIC
Program Nutrition Education
Planning Webinar

Overview

- FY14 Nutrition Education Plan sent to local agencies June 2013
- Completed plan due September 2, 2013 to your nutrition consultant
- State Office feedback September 30, 2013
- Submit FY13 Evaluation October 31, 2013

How to participate in this webinar



Your Participation

Open and hide your control panel

Join audio:

- For audio, please call from your telephone:
- Dial: 1-877-820-7831
- Passcode: 716642

Raise your hand

Chat

Note: Today's presentation is being recorded and will be provided within 48 hours.



Colorado WIC

Nutrition Education Plan

In Consultation with Epidemiology,
Planning, & Evaluation

Presenter: Julie Graves

May 16, 2013

Why Create An NEP?

- An action plan translates the ‘big picture’ of the logic model (theory of change) into an on-the-ground course of action
- Guides decisions about what to do next and the creation of monthly/weekly “to do lists”
- Helps keep team members clear and accountable for key activities or milestones



GOAL SETTING

"The future you see is
the future you get."

Robert G. Allen

"If you aim at
nothing, you will hit
it every time!"

Anon

"How am I going to
live today in order to
create the tomorrow
I'm committed to?"

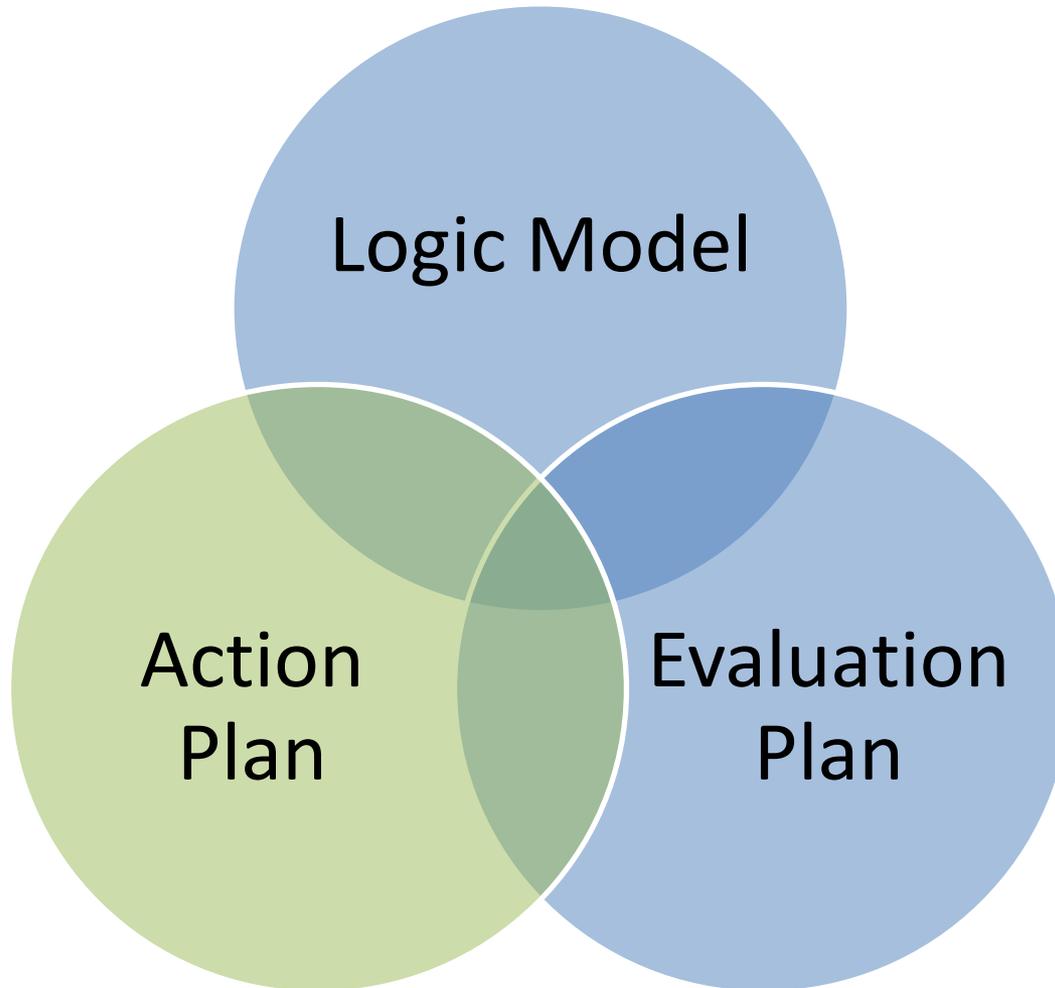
Anthony Robbins

Effective Program Planning = Clear Thinking & Common Language

Reviewer Thoughts...

In these thought bubbles you'll find the key things that your reviewer will be looking for when s/he reviews your NEP next Fall

All these plans! What's the Difference?



FY14 Local Agency Nutrition Education Plan

Project Area: Breastfeeding Promotion

Goal:

Objective A:

Lead:

Target Population:

Criteria for Success:

As Measured by (Data Source):

E V A L U A T I O N

Strategies	Key Activities	Target Completion Date	Responsible Persons/Group	Tracking Method:

Objective B:

Lead:

Target Population:

Criteria for Success:

As Measured by (Data Source):

Strategies	Key Activities	Target Completion Date	Responsible Persons/Group	Tracking Method:



Goals

- Goal = the broad overall aim, NOT achievable by YOUR agency alone!
- For FY14, the state will provide several pre-written program goals in each of the 3 project areas for you to choose from
- Pick the one (or more than one) which most fits your local agency's priorities in that focus area for the coming year

Examples of Goals You Can Pick:

Breastfeeding Promotion and Support :

- Increase the annual percentage of infants who are exclusive/primarily breastfed

Healthy Weight Promotion:

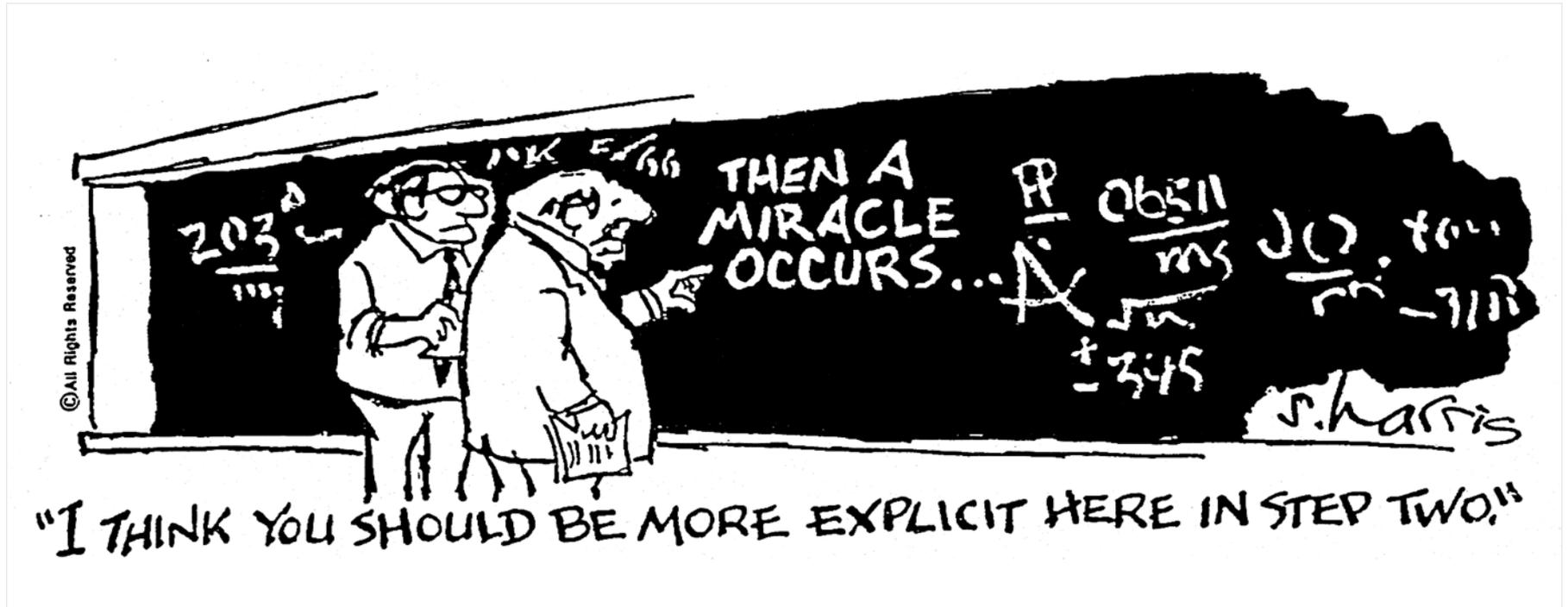
- WIC families live in an environment where healthy eating and active living are easy choices

Effective and Efficient Delivery of Nutrition Services:

- Reduce the amount of WIC clinic appointments not meeting processing standards

Aren't these goals enough?

... do we REALLY need a whole action *plan*?



Polling Question #1:
Do you know the difference
between a “goal” and an
“objective”?

Yes, of course!

Maybe

No, and I’m not sure I want to!

I’ve been dying to know!

Goals vs. Objectives

Objectives: Specific and measurable steps or outcomes that lead to the goal



- Help set organization priorities
- Provides a “map” for organizing work and managing time
- Monitor & evaluate progress toward goal
- Set targets for self-assessing and accountability

Objective :

The ANCHOR of your Plan!

- Translate the short-term outcomes from your logic model into SMART objectives
- Add sections, as necessary, to accommodate the number of objectives required to represent all the major efforts this agency is contributing toward the overarching goal
- REMEMBER!... Objectives are achievements
 - Not strategies, not activities, & not tasks
 - The “what”, not the “how”
 - Written as THE CHANGE YOU WISH TO SEE!



Polling Question #2:
Do you know what a SMART
objective is?

Yes, of course!

Maybe

No, and I'm not sure I want to!

I've been dying to know!

Keeping it S.M.A.R.T.

SMART Objectives are the “big steps” a program will take to attain its goal. They should be:



- **Specific** (who, what, and where –describe!),
- **Measurable** (how many, how much, to what quality standard),
- **Achievable** (attainable with resources available),
- **Relevant** (achieving this adds value & progress toward goal),
- **Timeframed** (by when).

S.M.A.R.T. – *Specific*

- **Specific:** State specifically what you want to achieve.
 - Describe the action, behavior or achievement that is desired in **quantitative or highly descriptive qualitative** terms
 - If change is desired, include both the current “level” and desired “level”
 - From X → Y

S.M.A.R.T. – *Specific*

- Example (New Year's Resolution): Exercise more.
- Better: Exercise more often than I do now.
- Even Better: Exercise 3 days / week.
- Best: Increased exercise from 1 day / week to 3 days / week.
 - From X → Y
 - Baseline = 1 day/week
 - Target = 3 days / week
 - Definition(s)
 - Exercise = 30 minutes of vigorous physical activity outside of work.



S.M.A.R.T. – *Measurable*

- This is the **EVALUATION** part 😊
- **Measurable:** Be able to determine the extent to which the action, behavior or achievement has been accomplished.
 - Identify a system or method to track and record the action, behavior or achievement
 - Use an existing data collection system or create one



Example: I will maintain a notebook that records the date and duration (minutes) each time I exercise.

S.M.A.R.T. – *Achievable*

- **Achievable:** Can you actually accomplish it?
 - Have a reasonable belief in your ability to accomplish the objective *within the timeframe set*
 - Consider resources and potential obstacles
 - Challenge yourself / program, but also set-up for success
- **Example:** I currently exercise 1 day/week. I joined a gym and should be able to increase to 3 days/week. Eventually, I would like to exercise 4 days/week.

S.M.A.R.T. – *Relevant*

- **Relevant:** Achievement of the objective should be meaningful.
 - Important to your organization
 - Impact the program goal
 - 10 Essential Services of Public Health
 - Contribute toward
 - WIC Priorities
 - WIC Performance Measures
- **Example:** Exercise helps me maintain a healthy weight and reduces my risks for chronic diseases. Increasing my weekly exercise will contribute toward my weight loss goal.

S.M.A.R.T. – *Time-bound*

- Time-bound: By when should the objective be accomplished?
 - Clearly state the target date
 - Begin the objective with the target date
- Example: By April 1, 2010 I will increase my frequency of exercise from 1 day / week to 3 days / week.



S.M.A.R.T Objective – All Together



- Between December 31, 2009 and April 1, 2010 I will increase my frequency of exercise from 1 day / week to 3 days / week.

Polling Question #3:

So which letter in S.M.A.R.T. do you think is the most important in writing a SMART objective?

ANSWER OPTIONS:

S, M, A, R, T, none of the above, or all of the above

Reviewer Thoughts...

- Does it meet ALL S.M.A.R.T. criteria?
- Is it written as the achievement (the CHANGE) and not as the strategy or activity (the HOW)?

Lead

- Who is leading the charge on accomplishing this objective?
- In most cases on the NEPs this will be the local agency itself
- In cases of a large agency or multiple subdivisions, be as specific as possible about which group or unit is driving this objective



Target Population

- Name the group(s) you are directly impacting through the above objective.
- May be individual mothers & children, local community, schools, businesses, medical professionals, partner organizations, policy makers, etc.

Reviewer Thoughts:

Are the named persons/groups the most appropriate and specific focus of this objective?

Criteria for Success



- Briefly describe what will be observed if the objective is met successfully
- This brings the spotlight in on the ‘S’ and the ‘M’ of your SMART objective – **and makes you really think about it**
- Should be stated AS SPECIFICALLY AS POSSIBLE – in either numerical (quantitative) or descriptive words (qualitative)



Reviewer Thoughts...

- *Does the criteria as stated, give a clear and specific picture of what success on this objective looks like?*
- *If stated qualitatively (in words, not numbers), is the description detailed enough to guide activity?*

Polling Question #4:

Why do you suppose that the “Criteria for Success” is often the most challenging part of any action planning process?

Open response answer

As Measured By...

- Describe how criteria will be assessed (measured)
- This box should include both the SOURCE of the data / information under “Criteria for Success”, and the approach you will take to make sense of it (count it, compile it, summarize it)
- EXAMPLE: Compiled & Analyzed “Ceased Breastfeeding Reports”



Reviewer Thoughts...

- *Will assessing in this manner actually yield a meaningful picture of progress toward the objective?*
- *Are the planned method(s) of information-gathering and interpretation reasonable to expect of staff's time and expertise?*



Strategy

- Enter the strategy that addresses the Objective
 - from your overall program plan or logic model
- A STRATEGY is an overall “approach” or “type of effort” to achieve one’s objective
 - One strategy most likely includes a whole bunch of activities or tasks
- May need more than one strategy to achieve the objective (Add more rows to the NEP template)!

Example: Convene a community stakeholder group for planning & oversight

Reviewer Thoughts...

- *Does the STRATEGY represent an important “chunk” of the efforts called for by the objective?*
- *Together, do all the strategies listed adequately represent all the major “chunks” of effort needed to accomplish the stated Objective and meet the Criteria for Success?*

Key Activities

- Describe the **high level activities** that comprise the overall Action Step
 - Add additional rows, as necessary.

Example:

Key Activity 1) Hold first meeting of community stakeholders

Key Activity 2) Complete entire Fall season of monthly meetings

Key Activity 3) Finalize a plan for coalition's first year

- Don't micro-manage yourself with your work plan – you're a professional. 😊 (No need to itemize lower level activities)

Reviewer Thoughts...

- *Are there any key activities missing that are important to the larger action step?*
- *Are the activities listed in chronological & sequential order?*

Target Completion Date



- These should “stack up” to your stated time frame for completion of OBJECTIVE!
- Some dates may be dependent on earlier ones
- Are there any key events or external time frames that may impact your work?
 - Annual conference of stakeholders?
 - Important community events or gatherings?
 - Fiscal year requirements?

Reviewer Thoughts...

Does the timeline of activities seem accomplishable within the timeline set for the objective?

Responsible Person/Group

- The more specific you can be the better
- When appropriate, put the name of the actual Lead person or position responsible for that Key Activity
- NOTE: Typically, the same person/group will be responsible for the tracking – but if different, then include that by naming a second person/group





Reviewer Thoughts...

*Are the person/group
responsible appropriately
specific?*

Tracking Method

- Briefly describe how you will track progress on this activity

Examples...

- *Use tracking form we create*
- *Report out at regular staff meetings*

Reviewer Thoughts...

- *Do the methods of tracking seem useful & reasonable?*

Shampoo, Rinse, Repeat!



Repeat each of the previous planning steps for all the objectives you are planning to achieve

Let's See an Example!

Project Area: Healthy Weight Promotion				
Goal: WIC families live in an environment where healthy eating and active living are easy choices				
Objective A: By September 30, 2014, 80% of WIC participants have access to at least one low cost community physical activity program or community venue promoting active lifestyles.				Lead: Faraway County WIC – Janie Rodriguez
Target Population: All WIC participants in Faraway County				
Criteria for Success:			As Measured by (Data Source):	
<ul style="list-style-type: none"> Map of Faraway county shows at least one affordable active lifestyle program/venue option within 5 miles of every known WIC participant address Minimum of 80% of all WIC participants report awareness of at least one no/low-cost program that promotes an active lifestyle in their community. 			<ul style="list-style-type: none"> Map created with data points researched by Faraway county WIC staff Data collected from short survey given to all WIC Participants 	
Strategies	Key Activities	Target Completion Date	Responsible Persons/Group	Tracking Method
Educate and build awareness of low cost physical activity programs for WIC participants in the community	Identify community, county, or regional initiatives intended to increase community opportunities for physical activity.	December, 2013	Tracy & Jodi	Completed handout with resource name and contact information
	Learn about the community, county, or regional initiatives and assess alignment with the goals of WIC and how WIC participants might benefit from the initiatives.	January, 2013	Tracy & Jodi	In-service at October staff meeting; minutes distributed to all staff members
	Develop informational handout highlighting options for low-cost physical activity opportunities in Faraway county (including map with options labeled)	February, 2013	Bob & Sara	Completed handout
	Discuss & offer information about resources in the community regarding physical activity opportunities to WIC participants during WIC visits.	April, 2013	All clinic staff	Quarterly chart reviews for each staff
	Create and administer short survey asking Faraway WIC clients about awareness of active lifestyle options in their community	June, 2013	Serena	Completed surveys turned into Serena

Questions?
Comments?
Answers?





**Thanks & Have FUN
with Action Planning!**

