

# STEP 1: ADOPT A PLANNING STRUCTURE

Involvement of and support from the community hospital and public health agency administrators, other agency heads, top political leaders, and key policy makers in a community (e.g., county or multi-county area) significantly improves and strengthens the local planning process. Effective leadership is necessary to inspire a shared vision and enlist appropriate partners and staff in the development process. Once leaders' commitments and buy-in are secured, planning structures, resources and other essential elements often fall into place more easily. The suggestions and tools can help you build a strong foundation for planning. Implementation will depend, of course, on the unique characteristics of your community. Examples of planning tools include, but are not limited to the following:

Community Toolbox, University of Kansas	<a href="http://ctb.ku.edu/en/table-of-contents">http://ctb.ku.edu/en/table-of-contents</a>
MAP-IT (Healthy People 2020)	<a href="https://www.healthypeople.gov/2020/tools-and-resources/Program-Planning">https://www.healthypeople.gov/2020/tools-and-resources/Program-Planning</a>
MAPP (Mobilizing for Action through Planning and Partnerships):	<a href="http://archived.naccho.org/topics/infrastructure/mapp/">http://archived.naccho.org/topics/infrastructure/mapp/</a>
Minnesota Dept. of Health Local Public Health Assessment & Planning Resources	<a href="http://www.health.state.mn.us/divs/opi/pm/lphap/community/cha.html">http://www.health.state.mn.us/divs/opi/pm/lphap/community/cha.html</a>
NACCHO: Resource Center for Community Health Assessments and Community Health Improvement Plans	<a href="http://www.naccho.org/topics/infrastructure/CHAIP/chachip-online-resource-center.cfm">http://www.naccho.org/topics/infrastructure/CHAIP/chachip-online-resource-center.cfm</a>
Assessing and Addressing Community Health Needs	<a href="https://www.chausa.org/docs/default-source/general-files/cb_assessingaddressing-pdf.pdf">https://www.chausa.org/docs/default-source/general-files/cb_assessingaddressing-pdf.pdf</a>
CDC Community Health Assessment Public Health Professionals Gateway	<a href="https://www.cdc.gov/stltpublichealth/cha/index.html">https://www.cdc.gov/stltpublichealth/cha/index.html</a>
Moving to the Future: Tools for Developing Nutrition and Physical Activity Programs	<a href="http://www.movingtothefuture.org">www.movingtothefuture.org</a>

## TIPS

### **#1: Don't pass GO before gaining leadership support.**

#### **Enlisted leaders can:**

- Influence public opinion;
- Mobilize support and engage partners;
- Inspire action to get things done;
- Facilitate locating, obtaining, and allotting resources;
- Guide decision making;
- Advocate for the plan's goals and objectives; and
- Set policy and ensure that objectives are monitored and considered in policy matters.

### **#2: Begin within your own agency:**

- Engagement of executive leadership
- Senior staff and program managers

### **#3: Include local and county elected officials and boards of health:**

- Advisory committees
- Political and policy leaders
- Key health supporters, as well as potential adversaries

### **#4: Enlist heads of other agencies and health providers:**

Primary care, oral health, mental health, substance abuse, environmental, social services, children and families, food and nutrition assistance, aging, disabilities, education, agriculture, transportation, and other agencies.

### **#5: Know the playing field:**

- Conduct a SWOT (strengths, weaknesses, opportunities, and threats) analysis;
- Learn from past successes and mistakes; and
- Define how the community plan can support and advance leaders' current policies and priorities;
- Know how your community plan activities will align with other planning and improvement efforts.

### **#6: Be explicit about what you are requesting from others:**

- Identify shared values and common goals;
- Identify specific roles and responsibilities;
- Share responsibilities and decision making; and
- Establish accountability mechanism

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### Action Checklist:

- Secure commitment from senior staff.
- Identify potential barriers and facilitators to success.
- Form a preparation team to identify goals and guide early stages of development.
- Present the plan development process to political leaders for support.
- Create a planning structure.
- Examine the policy/political environment.
- Identify related initiatives to integrate or consider coordination with any other plans.
- Engage partners early and maintain their involvement.
- Define functions and composition of an advisory and/or steering group.

Notes: