

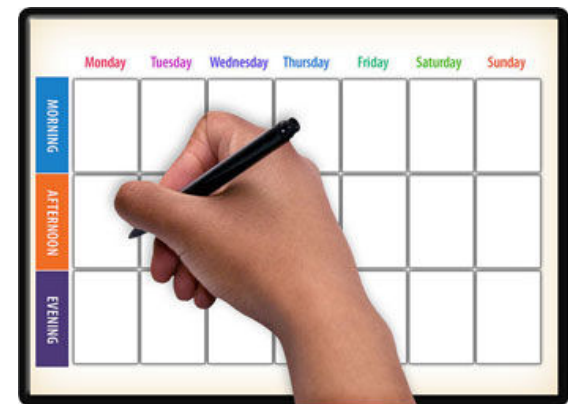
# Introduction to the Community Action Plan (CAP) Template and Interventions

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# What is the “CAP” ?

## (Community Action Plan)

- ▶ Required component of this CDC–funded project
- ▶ 13–month work plan for the intervention implementation phase of the project
- ▶ Outlines your **project objectives and activities** associated with each objective.



# The CAP Template

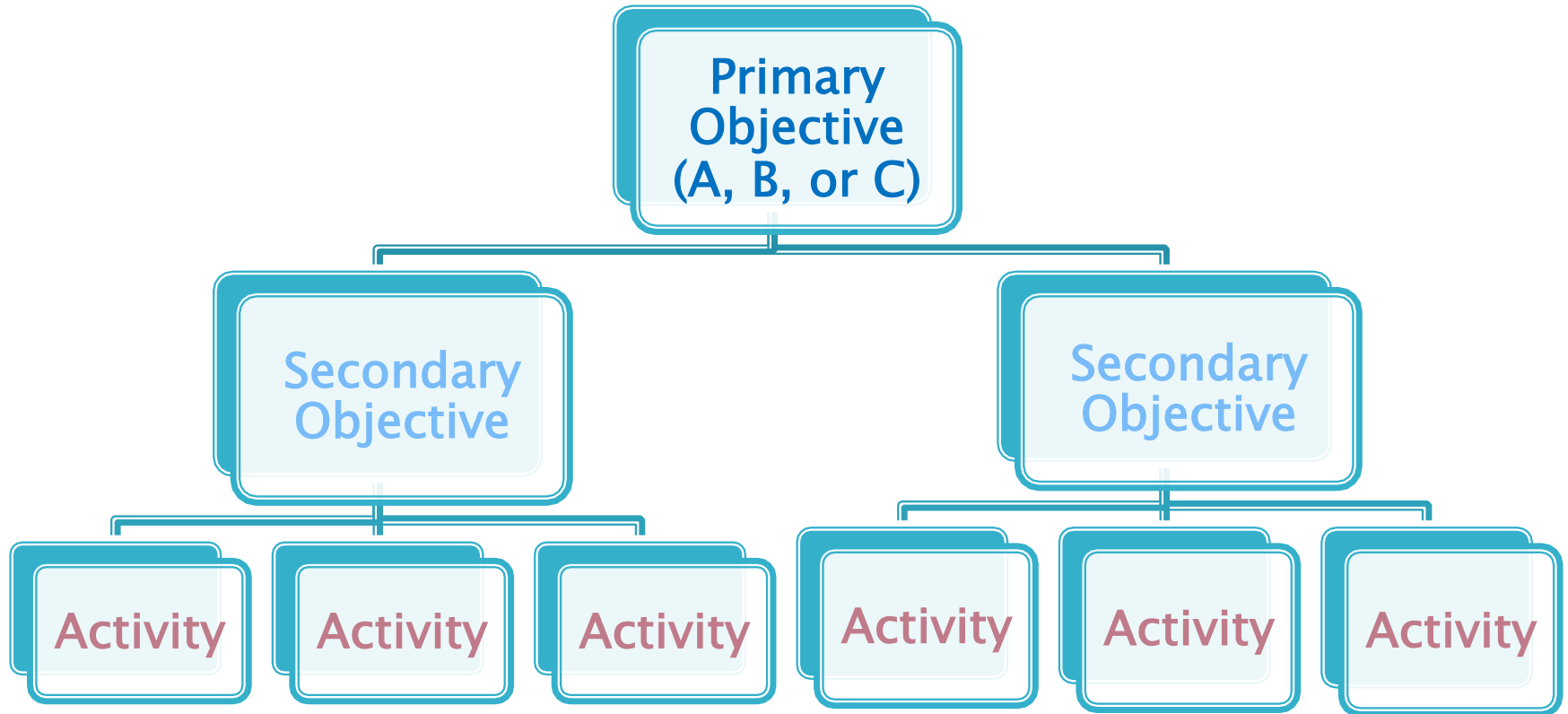
- ▶ Drawing on CDC's CAP template, and working with the other National Organizations (APA and AHA), NWA developed a **CAP template** for local agencies to use.
- ▶ This presentation will walk you through the template and provide guidance on some **possible interventions** you may want to pursue and how they will fit into your CAP.

# Organization of the CAP

- ▶ Organized into Objectives (**Primary** and **Secondary**) and **Activities**
- ▶ **Objectives**
  - Specific, measurable results that you would like to see occur within the project period
- ▶ **Activities**
  - Tasks completed throughout the project to achieve the objectives



# Organization of the CAP



# Primary Objectives A, B, and C

- ▶ **Primary Objectives A and B** describe the projected **reach** of the two main strategies for this project:
  - Improving access to environments with **healthy food and beverage options**
  - Improving opportunities for chronic disease prevention, risk reduction or management through **community and clinical linkages**
- ▶ **Primary Objective C** describes your communications efforts showcasing CPHMC project achievements related to the first two strategies.

**Reach** is an estimate of the number of unique individuals you impact in a certain geographic region. For Primary Objectives A and B, you will set a **target** number of people you would like to reach.

# Primary Objective A



- ▶ Increase the number of people with improved access to environments with healthy food and beverage options from 0 to target by the end of the project period.

# Primary Objective B



- ▶ Increase the number of people with improved access to opportunities for chronic disease prevention, risk reduction or management through community and clinical linkages from 0 to target by the end of the project period.

# Primary Objective C

- ▶ Increase the number of **public and partner messages showcasing CPHMC project efforts** and achievements from **0** to **24** by the end of the project period.

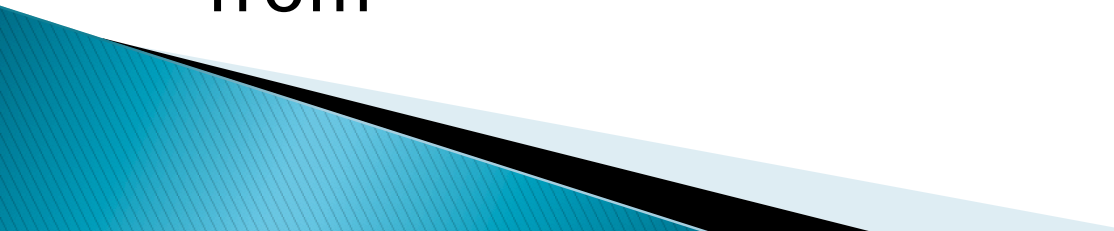


Messages are unique stories and/or perspectives showcasing your project.

**Note:** Local agencies are required to choose Primary Objective A or B OR both. In addition, Primary Objective C is required for everyone.

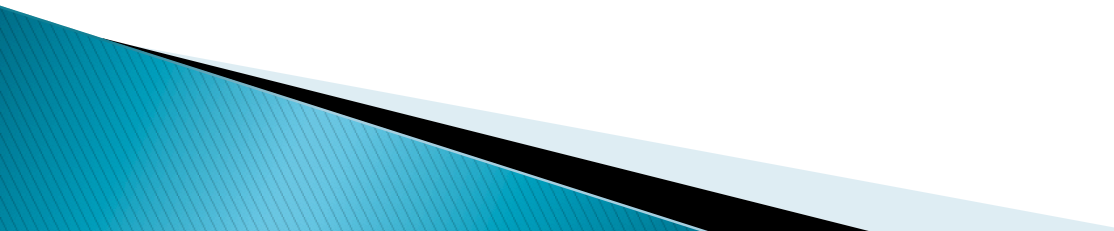
In other words, you will have **between 2 and 3 Primary Objectives**, depending on the interventions you decide to pursue.

# Secondary Objectives

- ▶ Directly relate to the **interventions** that fall under each **Primary Objective**.
  - ▶ Your coalition will select the **Secondary Objectives** that your project will focus on related to **Primary Objectives A, B, and C**.
  - ▶ The CAP template includes **a list of Secondary Objectives** that you can choose from
- 



# Secondary Objectives: Reach

- ▶ You will calculate reach for each **Secondary Objective** by estimating how many people will be impacted by your particular intervention in an increased **number of settings**.
  - ▶ We will talk more about **Defining Reach** in the presentation next week.
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# Secondary Objectives Are Written in the Form Of:

*Increase the number of <select setting> with <intervention> from 0 to <target> by the end of the project period.*

Settings are where the work takes place. This could be at the community level (county, city, municipality or neighborhood) or at a more specific level (schools, worksites, hospitals, or childcare centers)

Interventions are the actual actions you will be taking in your community to meet your Primary Objectives.

Target is the ending point for your measurement of change and is meant to capture a realistic estimate of growth during the project period.

# List of Possible Secondary Objectives

- ▶ 13 Secondary Objectives for Primary Objective A (A.1 – A.13)

Healthy food and beverage options



- ▶ 8 Secondary Objectives for Primary Objective B (B.1 – B.8)

Community and clinical linkages



- ▶ 2 Secondary Objectives for Primary Objective C (C.1 – C.2)

Communicating project efforts and achievements



# Activities

- ▶ **Secondary Objectives** are broken down into **Activities**
- ▶ **Activities** will each have a title, description, start date (by **quarter/year**), completion date (also by **quarter/year**), and outputs/measures
- ▶ (Activities for **Primary Objective C** [the Communications Objective] will be slightly different, and will also list **media type** and **circulation\***)

# Your Completed CAP Template Will Be Due **April 21, 2016**

- ▶ We will then take the next ~30 days to review your CAP, provide feedback, and finalize the CAP.
- ▶ Then the implementation phase of the project will begin

# You will hear more about CAPs next week

- ▶ Defining Reach
- ▶ Communications Requirements

# Walk through the template...





Questions?