

Community-Driven Health Equity Action Plans: Two-Page Condensed Plan Summary Outline

The purpose of creating a two-page summary of your Community-Driven Health Equity Action Plan is to help promote your plan and engage your stakeholders in a targeted way. If you choose to create this condensed summary of your plan, the format should reflect the target audience, such as potential funders, community partners, local media, or community residents.

Consider how to communicate your plan to someone unfamiliar with your work, or perhaps your community, in two pages. Avoid copying and pasting from your full plan and instead think of how you would explain your plan's components in a face-to-face conversation with someone in your target audience. Consider providing succinct and clear bullet points, rather than a fleshed out narrative.

Visuals can be impactful and quickly communicate the relationship between your vision, goals, and strategy. Think about how the various components of your plan work together and how you can reflect the connections in a flow chart, diagram, or simple table.

Components

Community Context

Include a brief description of the challenges and opportunities in your community, so that readers will understand the catalyst for your plan.

Vision

Include 1-2 sentences describing the purpose and ultimate outcome of your plan.

Goals and Strategy

Provide a big-picture overview of the goals, benchmarks, and/or milestones that will help achieve your vision, and describe the concrete steps that you will take to accomplish your goals. This should include stakeholders and their roles in achieving the goals of your plan (where necessary).

Sustainability

Include a description of how the plan will be carried out over the course of the plan's timeline, identifying the resources needed to sustain the work of the plan.

Additional Information (optional)

If desired, include any other information that will help readers understand your plan. This could include the research grounding for your plan, a communications strategy, next steps, and/or reflections and informal self-evaluation.