

Developing a Community-Driven Health Equity Action Plan: A Seven-Step Guide to Strategize How to Advance Health Equity Locally

Planning Questions

Guidance and Examples

<p>1. Vision & Goals</p>	<p>What is your vision for your community? What goal(s) will help you reach that vision?</p>	<p>Your vision is what you want to achieve over the long term. Your goals are measurable steps you must accomplish in the short term to move towards your vision.</p>
<p>2. Community Context</p>	<p>What are the unique challenges that your community faces? What opportunities exist in your community that you can leverage to achieve your goal(s) and vision?</p>	<p><i>Possible challenges:</i> lack of political will, inconsistent funding, lack of community engagement, need for alignment of resources, etc. <i>Examples of opportunities:</i> invested community leadership, strong local government relationships, multi-sectoral partnerships, etc.</p>
<p>3. Research Grounding</p>	<p>Which recommendations from National Academies of Sciences, Engineering, and Medicine reports or other research will guide the development of your plan?</p>	<p>Every community is unique and there is no one-size-fits all solution, but it is critical that your plan is grounded in the evidence base. As a starting point, view reports from the Culture of Health Program at nam.edu/CultureofHealth.</p>
<p>4. Strategies & Tactics</p>	<p>How will your team accomplish the goals identified for your plan? What are the <i>what, why, and how</i> of your plan?</p>	<p><i>Examples:</i> collaborate with community partners to develop community surveys, complete a literature review of toolkits that explain and address health equity to create and share a resource hub with the community, connect with and learn from similar communities, etc.</p>
<p>5. Stakeholders</p>	<p>Who will you need to engage for plan development, uptake, and implementation, and at what level of engagement? How will you receive feedback from your stakeholders?</p>	<p><i>Stakeholder examples:</i> residents, community organization leadership and members, recipients of community resources, school leadership, local political officials, etc. <i>Feedback examples:</i> survey submissions, email correspondence, in-person meetings, etc.</p>
<p>6. Timeline</p>	<p>What is your timeline for developing, rolling out, and implementing your plan?</p>	<p>Establish a practical timeline given your community context and capacity, with two phases: 1) plan development (about 15 months) and 2) rollout and implementation (next couple of years).</p>
<p>7. Sustainability</p>	<p>How will you tell stakeholders about your plan, rollout, and implementation? What community partnerships and funder relationships do you need to develop? How will you identify success and evaluate your plan?</p>	<p><i>Communications plan:</i> identify audiences, key messages, messengers, tactics (for example, meetings, websites, newsletters, etc.) <i>Potential resources to sustain plan:</i> policymaker connections, state and federal investments, grant funding, etc. <i>Evaluation:</i> define outputs that will help achieve your goal as well as measurable outcomes against which to track your impact</p>

To view health equity action plans completed by communities across the country using this guide, please visit nam.edu/HealthEquityActionPlans.