

Other Types of Implementation Plans

Type	Key Tasks – Organized Chronologically
Training & Education	<ul style="list-style-type: none"> • Assessment of Needs of the Learners • Review of Existing Programs • Learning Objectives • Design of Program • Development of Curriculum • Development of Instructional Design • Development of Evaluation (Methods and Tools) <p>OR:</p> <ul style="list-style-type: none"> • Adaptation of Existing Program • Develop Schedule • Finalize Logistics (sites, materials) • Recruit & Train Trainers • Obtain CEUs • Recruit Participants • Implement Training Sessions • Collect & Report Participant Data (Characteristics), Baseline, On-going, End of Program, Post-Program • Share results with stakeholders
Health Communications/ Social Marketing	<ul style="list-style-type: none"> • Market Research: Understanding Your Audience <ul style="list-style-type: none"> ○ Identifying & describing your audience ○ Concept development ○ Message development ○ Materials development ○ Spokesperson selection ○ Testing concepts, messages, materials, spokespersons ○ Identifying appropriate media channels • Making media buys • Planning Events • Developing campaign schedule • Running campaign • Collect & report data on: exposure to campaign, perceptions of messages, and impact of campaign messages on attitudes, behaviors • Share results with stakeholders

Type	Key Tasks – Organized Chronologically
<p>Policy & Advocacy</p>	<ul style="list-style-type: none"> • Timeline reflects schedule of policy-making body • Familiarize partners with policy-making process • Familiarize partners with the issue, existing policies (draft legislation) • Determine goals & strategies • Determine & collect information needed to make the case • Develop tactics • Understand target audience & supporters, opponents, neutral parties • Identify legislative champions • Develop your message & how it will be framed • Assist in drafting proposed legislation or regulation, if asked • Prepare message briefs for policymakers & staff • Determine how message will be delivered • Train allies & supporters on working with policymakers, staff, and media • Develop timeline for effort • Release message through media channels, advocacy events • Track progress of legislation or regulations • Maintain communications with policy-makers and supporters • Collect data on participation, reaction, and actions taken • Share results with stakeholders