



Completing your Action Plan

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Presentation Outline & Objectives

By the end of this presentation, you should understand:

- The purpose of action plans
- How action plans relate to your annual MCAH SOW
- Action plan requirements
- How to complete the top section of the action plan form
- How to complete the bottom section of the action plan form
- Helpful tips for completing action plans



The purpose of developing 5-Year Action Plans

- Allows you develop 5 year work plan for each of the required MCAH Scope of Work (SOW) Goals 1, 2 and 3
- Improve local MCAH planning efforts and ability to quantify and describe outcomes
- Leverage resources and improve collective impact across the State by supporting a common understanding of problems and strategies
- Improve continuity of local programming
- Respond to recommendations from the Federal Maternal and Child Health Bureau
- Serve as an easy-to-use reference document for staff and stakeholders
- Inform development of the annual SOW in each of the next five years

Action Plans and MCAH SOW

- For Fiscal Year (FY) 2015-16, develop 5-Year Action Plans with enough detail so that you can copy and paste the objectives, interventions and outcome measures into your FY 2015-16 MCAH SOW.
- For subsequent FYs, you may use an outline format in your 5-Year Action Plans
- As your Action Plans become more detailed in subsequent years, you can copy and paste objectives, interventions and outcome measures in your annual MCAH SOW

MCAH SOW Requirements and Relationship to the 5-year Action Plans

- Each LHJ is required to develop an annual SOW objective to address at least one problem in each of Goals 1 and 2 and two objectives for Goal 3, a local infant health promotion objective and a Sudden Infant Death Syndrome (SIDS) objective
- If resources allow, LHJs should also develop additional objectives and place them under Goals 1-6 as appropriate
- The same requirement holds for the 5-Year Action Plans

5-Year Action Plan Requirements

- LHJs must complete a 5-Year Action Plan to address at least one problem in each of Goals 1 and 2, and two problems in Goal 3 each year
- Using your completed Needs Assessment Deliverable Form B, “Problem Statement, Strategies and Interventions”, develop at least one SMART (Specific, Measurable, Achievable, Realistic, and Time framed) objective for each fiscal year, with corresponding interventions and performance measures
- You may develop additional objectives in Goals 1-6 in one or more years, as needs and resources allow

Completing Your Action Plan: the top section

- **MCAH SOW Goal** – Specify which MCAH Goal (1-6)
- **Problem Category** – select problem category; depending on the number of years and complexity of your objectives, you may put multiple problem categories in one Action Plan or use a separate Action Plan for each Problem Category
- **Problem Statement(s)** — Copy the problem statements being addressed in the Action Plan from your Title V Needs Assessment Deliverable Form B
 - There may be more than one problem statement in a particular Problem Category
 - You may address one problem in one year, another problem in another year, or the same problem for all five years

Completing Your Action Plan: the top section (cont.)

- **A** Problem Statement from Deliverable Form B (Problem Statement, Strategies and Interventions) may or may not take 5 years to address
 - 5-Year Action Plans may or may not address more than one Problem Statement(s) within the same goal
- Action Plan may address multiple Problem Statements in a Problem Category (i.e., address lack of access to health care for women, lack of access to health care for Latino children and lack of access to health care for pregnant women)
 - **L**ist all of the problems in the Problem Statement(s) row on the Action Plan

Completing Your Action Plan: the top section (cont.)

- **Five Year Local Goal(s)** – Include at least one goal that corresponds to each problem statement which is broad and reflects the anticipated outcomes of interventions
- **Risk/contributing factors** – What causes the problem? Identify overall causal pathways and possible intervention points (from your problem analysis , if completed)
- **Best Practice Strategy/Interventions** – Briefly describe intervention strategies chosen to address identified problems. Refer to Deliverable Form B – Problem Statement, Strategies, and Partners
 - MCAH has provided detailed sample 5-Year Action Plans that include best practice strategies for the most common problems
<http://www.cdph.ca.gov/programs/mcah/Documents/MO-MCAH-Action%20Plan%20guidelines.pdf>

Completing Your Action Plan: the Top section (cont.)

- **Intervention Population(s)** – list the populations that will you will intervene with to address the problem
 - Intervention Population and the Target Population identified in your Problem Statement may or may not be the same

Example: Improving infant health

- you may need to intervene with providers, parents or caregivers (Intervention populations) but infants are the target population



Completing your Action Plan: the bottom section

Short and/or Intermediate Objective(s)

- Fiscal Year - Insert the fiscal year you will be working on the objective in the first column
- State the short and/or intermediate term SMART objectives
 - Copy and paste the sample objectives from the 5-Year Action Plan samples and customize them for your jurisdiction
 - Objectives should note the specific outcome expected in the intervention population in a specified time frame.
- Please contact your Nurse Consultant first, and the Family Health Outcomes Project (FHOP) second, if you need assistance developing objectives that are not listed in the 5-Year Action Plan samples or need technical assistance to develop your objectives

Completing your Action Plan: the bottom section (cont.)

- **Inputs, including Community Partner involvement** – list staff and other resources needed to meet your objective.
 - Examples: project leader, professional staff, community partners, and space and equipment needs
- **Interventions Activities to Meet Objectives** – Describe intervention activities and populations you will intervene with to address the problem
 - Include enough detail (a blueprint or outline) so that staff will be able to implement them as planned and it is clear how activities will meet objectives and measure performance and accountability
 - Intervention activities may change and more detail can be added over the course of implementing the 5-Year Action Plan.

Completing your Action Plan: the bottom section (cont.)

Performance Measures (Short and/or Intermediate)

- **Process Objective and Measure** – For every process objective, ensure there is a process description and measure(s)
- **Outcome Objective and Measure** – For every outcome objective, list an outcome measure
 - For those implementing evidenced-based interventions, focus can be on developing process measures to document performance and fidelity to the intervention rather than on developing outcomes measures
- Performance measures are usually quantitative and should be compared to a baseline measurement.

Process Objectives and Measures

- Process Objectives - Quantify what services should be delivered by how much, how they will be delivered, and/or to whom they will be delivered

For example:

- Units of service provided
- Number of people served
- Percent of target population participating in the program



Process Objectives and Measures - Examples

Example of process objective:

- By date, 100 postpartum women will receive education about SIDS risk reduction and infant safe sleep during face-to-face contact with outreach workers

Example of process measure:

- [Number] of postpartum women who received education about SIDS risk reduction during face-to-face contact with outreach workers/100 postpartum women



Outcome Objectives and Measures

- Outcome Objectives - Quantify the intended results of a program and capture desired changes in the program's target group or participants

- Knowledge
- Behavior
- Behavioral intentions
- Health care system
- Attitudes
- Health status
- Policies



Outcome Objectives and Measures - Examples

Example of outcome objective:

- By date, 5 child care providers will demonstrate knowledge of SIDS risk reduction and infant safe sleep practices and agree to implement them in their organization

Example of outcome measures:

- [Number] of child care providers demonstrating knowledge of SIDS risk reduction and infant safe sleep practices/ 5 child care providers
- [Number] of child care providers who have implemented SIDS risk reduction and infant safe sleep practices in their organization/ 5 child care providers

Action Plan Tips

- Begin at any point in the 5-Year Action Plan samples if you are already in the process of working on or have completed a similar objective
- Change the order of the objectives in the 5-Year Action Plan samples to meet your needs
- Personalize the information in the 5-Year Action Plan samples using knowledge of your capacity, expertise, resources, and existing programs or activities
- Mix and match objectives from the 5-Year Action Plan samples to meet your needs

Action Plan Tips (cont.)

- Modify, add, delete or refine objectives as needed as you implement your 5-Year Action Plans
- Include both SMART process and outcome objectives, with the understanding that these too will be further developed and refined as you implement your 5-Year Action Plans
- Use the Action Plan Matrix on the MCAH Local Title V Needs Assessment Web page to help you plan which problem categories and objectives you will work on each year
- USE your Action Plan(s) – revisit, revise & update at least annually to keep plan current and useful

Action Plan Options & Resources

- Instructions for Actions Plan
<http://www.cdph.ca.gov/programs/mcah/Documents/Action%20Plan%20guidelines%20FINAL.docx>
- Sample Action Plans
 - available on state MCAH website at
<http://www.cdph.ca.gov/programs/mcah/Documents/MO-MCAH-Action%20Plan%20guidelines.pdf>
 - Designed to facilitate creation of Action Plans for LHJs
 - Can use some, all, or none of the sample Action Plans and can modify them to meet your local needs
- Action Plans are DUE to MCAH: May 15, 2015

Glossary

- **Goals** – are broad general statements of long-term ideal accomplishments
- **Objectives** – specific statements of desired achievements that are expected to occur as a result of an activity. Objectives break down the goal into smaller parts of desired achievements. There are two types of objectives: Process Objectives and Outcome Objectives
- **Process Objectives** - quantifies what services should be delivered, how much, how they will be delivered, and/or to whom they will be delivered. Answers the key question, “Who needs to do what, to or with whom, and when is it to be done?”
- **Process Objectives have process measures** - quantifies the resources used, the population reached or activities accomplished (e.g., a plan was produced or numbers receiving education) over a specific time frame. Answers the question “How well did we do in delivering this service?”
- **Outcome Objectives** – quantifies the intended results of an activity and captures desired changes in the target group or participants. Answers the key question “What do we hope will be the results of the activity?”
- **Outcome Objectives have outcome measures** – can be short or intermediate but they quantify the results (e.g. knowledge, behavior, attitude, environmental) of the activities being undertaken. Answers the question “How effective were my activities?”.

Action Plan Examples

- Review a few action plans on state website, noting how the fields are filled out and examples objectives and process and outcome measures

Questions?



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