

7-5 Developing Part Two of Your Action Plan: Setting Action Goals

In Task 7-2, you assembled and organized all the research you have already completed. In Task 7-3 and Task 7-4 you identified the issue you want to address in your Community Action Plan and brainstormed actions you could implement as part of your plan. It is one thing to do research and another to set concrete goals to help people take action on that research. But it is important to use the information you collected to figure out what actions you will take to help address the problem question: **How do we ensure good nutrition for all?**


There are many possible answers to this question. This is why your team must now decide on some goals for what to do next.

Objective



In this task, the team will assemble the second part of your action plan. You will decide on the actions you think people should begin taking in the community to address the problem question. **This analysis will help the team better understand the following questions from the question map in Task 1-10:**

- **What actions do we think people should take to address the local food issues?**
- **How can we begin enacting our action plan locally?**

1. Go to the Task 7-5 folder to read the details about assembling part two of the action plan: Setting Action Goals. 
2. Read through the details again as a team. Ask questions about any parts that are not clear. Remember, don't worry!
3. Use all the work you have completed up to this point to assemble and organize this part of your Community Action Plan, following the directions in the task folder.

Hooray! You completed Task 7-5. Check it off the task list. *Go to Task 7-6!*





Task 7-5. Developing Part Two of Your Action Plan: Setting Action Goals

The team will continue developing your action plan. Overall, this action plan will outline how you will address and communicate the problem question: *How do we ensure good nutrition for all?*

The Community Action Plan will have three parts. Tasks 7-2 to 7-6 will help you complete each part of the plan.

1. Task 7-2: Research Area Background, including all the evidence you have collected (This part involves organizing what you have already done during your research.)
2. Task 7-3: Targeting an Issue for Action (This part involves figuring out what issue in your community you would like to focus your action plan on addressing.)
3. Task 7-4: Brainstorming Action Options (This part involves brainstorming a variety of actions you and your team can build your action plan around.)
4. Task 7-5: Setting Action Goals (This part involves figuring out and deciding on what actions you or your team would like to take and setting goals for taking those actions.)
5. Task 7-6: Communications Strategy (This part involves figuring out how you will communicate to other people about your research and your action plan.)

Task 7-5 focuses on setting the action goals of the Community Action Plan. This involves developing the actions you think people should begin taking to address the problem question in your community. Complete the following, based on the research you have conducted.

It is important to set local goals to help people act on the plan. For example, part of your plan could be to work with a local food bank to help collect food for people who cannot easily access food throughout the year. Another part of the plan could be to educate various people in your community about the problem.

Setting local action goals will help you determine what actions need to be taken now and in the future, who is responsible for taking them, and how your team will monitor the actions to determine their effectiveness over time. Think about the following questions as you work through this task:

- Who do we need to help us with this action plan?
 - What do we need to do?
 - What skills do we have already that can help us, and what else do we need?
 - How will we know if our plan is working?
1. Develop a list of action goals that could be carried out by various people in your community. Consider the following when creating your action goals: What type of action is needed and what is the action meant to address? Provide a description of the action. Some examples might include:





- Education action goals: Create and hand out brochures to educate the community about food issues. This action will increase the knowledge of people in your community members about local and global food problems.
 - Advocacy action goals: Create posters to advocate for a group of people experiencing food insecurity. Write letters to local officials and community leaders concerning food-based issues and the effect on various people and groups in your community.
 - Physical action goals: Monitor your research site weekly or monthly, based on data collected. This action could collect and document long-term changes in your community regarding a specific issue.
 - Be creative and develop your own goals for your community!
2. What skills do we already have that will help us implement this action plan?
 3. Who is responsible for the action: yourself, team member, whole team, specific community member(s), all community members?
 4. Action schedule or timeline: When and how often must the actions take place? What is the first step we are going to take, and when? Will there be a second step? When will it take place? If there is more than one action, which should be done first, second, third? Create an order for all your actions, so the team knows where to start.
 5. Action monitoring: How will the action goals be documented or monitored over time to determine their effectiveness? How will you determine whether the action is working effectively? Create a strategy to monitor progress toward your goals over time.
 6. How will we know if the action plan is working? Identify some indicators that your team can use to determine whether or not your plan is having any effect on the problem.

