

Increasing Impact Through Your Local Great Start Strategic Plan

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Overview of the Session

- ★ Reflect on elements of existing GSC plan
- ★ Discuss how to improve the development and content of the plan
- ★ Discuss attributes that strengthen a plan's impact

A few minutes of reflection...

- ★ Pick one of the early childhood problems from your GSC area. Write a problem statement.
- ★ Why is it a problem? Why is it a problem for your area, specifically?
- ★ What are the shared outcomes that the GSC has committed to? (to address this problem)
- ★ What are the strategies (pick 2) that are being used?
- ★ How will the GSC know the strategies “worked”?

Collaborative vs. Program

Collaborative	Program
SCALE: Measure success by community-level indicators.	SCALE: Measure change in individuals directly effected by intervention.
CAUSES: Ensure that all causes of identified problems are addressed.	CAUSES: Focus on single strategy, e.g. parenting education.
ACTORS: Activities are diffused among members; staff coordinate and support.	ACTORS: Program staff lead process and are responsible for interventions.



The Effective Planning Sequence

1. Problem
2. Outcome
3. Strategies
4. Activities

A Problem Statement

- ★ A strong strategic plan is based on a sound problem statement
- ★ It clearly articulates the problem
- ★ It is a reflection of SHARED agreement

A Problem Statement

- ★ One by one
- ★ No blame
- ★ Not a solution
- ★ Use behaviors & conditions
- ★ Measurable
- ★ Reflect community concerns

Theory of Change

- Describes the type of strategies used to accomplish the goal
- Creates a commonly understood vision of the problem
- Defines over-arching proven strategies or approaches

Logic Model

A road map that lets everyone know:

- Where the GSC is going
- How the GSC is getting there
- How progress will be measured
- How you will know the destination has been reached

A Simple Logic Model

Theory of Change

Problem

But Why?

But Why
Here?

Strategies

Activities

Outcomes

Scope

- To have impact at the population level requires a comprehensive approach with multiple strategies
- Strategies must work in concert with each other; be an effective combination

A Good Strategic Plan

- ★ Builds from the logic model
- ★ Gets to the level of “nuts and bolts”
- ★ Covers 3-5 years
- ★ Follows ECIC’s outline

Strategies for Community Change

- 1) Provide information
- 2) Enhance Skills
- 3) Provide Support
- 4) Enhance Access/Reduce Barriers
- 5) Change Consequences
- 6) Physical Design
- 7) Modify/Change Policies

A few minutes of reflection

- ★ Review your responses to the first set of questions .
- ★ Turn to someone who is not from your community.
- ★ What did you notice about your responses after hearing the presentation?
- ★ What would you change?

Focused Conversation

- ★ What did you hear that caught your attention today?
- ★ What has become clearer to you?
What was a new idea for you?
- ★ What changes could you make to improve effectiveness and impact?
What challenges would need to be overcome?
- ★ What's your next step?