

**ADAD Prevention Branch**  
**County Strategic Plan Guide**

The purpose of this document is to guide the development of a Strategic Plan (SP), which is a road map of prevention services and goals. This document highlights all areas to be addressed in the strategic plan, which follows the Strategic Prevention Framework.

The plan shall include the following sections: Executive Summary, Community Needs Assessment, Capacity, Planning Process, Logic Model, Action Plan, Evaluation Plan, and Updating the Strategic Plan.

- I. Executive summary**
  - A brief summary of the plan, highlighting the purpose and objectives of the project and key components of the plan that can be easily shared with community stakeholders.
  - Mission and vision of the County/agency.
  
- II. Community Needs Assessment**
  - County Description
  - Community Needs
  - Capacity Assessment
  - See Community Needs Assessment template
  
- III. Capacity**
  - Describe the agency’s capacity to engage diverse community stakeholders, develop and strengthen partnerships, and raise community awareness about the identified substance use problem(s)
  - Describe training and technical assistance needed to effectively address prevention needs of the community.
  
- IV. Planning Process**
  - Describe activities that helped to inform the planning process and include information such as: Who were involved? What sectors did they represent? How did they contribute to the planning process and/or development of the logic model?
  
- V. Logic Model**
  - State problems in the County Prevention System. Include an indicator, baseline data, and cite the data source including the year.

- State the barriers in the County Prevention System. Cite the source including the year.
- State the short-term outcomes by describing the result/change expected to occur immediately. Include by how much (percentage), by when (year), and how it will be measured (indicator/data source). These outcomes typically change knowledge, attitudes, beliefs, and skills.
- State the long-term outcomes by describing the result/change expected to occur after an extended period of time. Include by how much (percentage), by when (year), and how it will be measured (indicator/data source). These outcomes typically change the substance misuse problem behavior.
- See logic model templates and samples.

**VI. Action Plan**

- Provide a timeline outlining activities/tasks for each identified program.
- See Action Plan template and a sample.

**VII. Evaluation plan**

- Counties shall work with the Eval Team (as needed) to design a process and outcome evaluation.
- Describe how the evaluation data will be collected, managed, and analyzed.
- Describe how you will use the evaluation results to improve effectiveness of the identified strategies.
- Describe how you will share the evaluation results with stakeholders.
- See Evaluation Plan template and Evaluation Report template.

**VIII. Updating the Strategic Plan**

- Make changes to the SP annually to update various components, as applicable, including, but not limited to:
- Community Needs Assessment;
- Capacity;
- Action Plan; and
- Evaluation Plan.

**IX. Appendix (if any)**