ADAD Prevention Branch

Strategic Plan Guide for Programs & Policies

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. A separate SP shall be completed for each type of prevention service (i.e., program or policy).

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.

All awardees are to use the templates provided in this guiding document.

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 agency, program, and/or coalition.

II.   **Community Needs Assessment**
- Community Description
- Community Needs
- Capacity Assessment
- See Community Needs Assessment template

III.   **Capacity**
- Describe training and technical assistance to be provided to the agency or coalition.
- 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?
- Describe how risk and protective factors, and local conditions *(Policy only)* were prioritized. Describe the selection process of the program or policy (i.e., conceptual fit, practical fit, and evidence of effectiveness).
  - Included in a registry for substance misuse prevention programs and policies;
  - Reported in a peer-reviewed journal with positive effects on the primary target outcome;

- o Documented effective by other sources of information and the consensus judgement of the ADAD and the Evidence-Based Workgroup or other informed experts; or
- o Programs and policies that do not meet any of the three (3) criteria above shall work towards meeting the third (3rd) criteria by the end of the contract period. The ADAD will provide guidance as needed.

V. Logic Model
- State the substance misuse problem. Include an indicator, baseline data, and cite the data source including the year.
- State the prioritized risk and protective (optional) factors. Cite the source including the year.
- State the prioritized local condition *(Policy only)*. Cite the source including the year.
- State the prevention program or policy.
- 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 intermediate outcomes *(Policy only)* by describing the result/change expected to occur after some time. Include by how much (percentage), by when (year), and how it will be measured (indicator/data source).
- 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 or policy.
- *(Program only)* Complete a Data Reporting Table indicating the projected number of cycles, sessions, people served, and length of time.
- See action plan template and a sample.

VII. Adaptations, if applicable
- If you anticipate making any adaptations for the program and/or policy please complete the items below, accordingly, for ADAD approval. Adaptations must be approved prior to implementing them.
- Program
  - o Complete an Adaptation Request Form. See adaptation request form.

- Policy
  - o What is the policy statement? Describe any components such as goals, outcomes, capacity to move towards outcomes, and parties involved. Also specify information that would make this strategy effective, including enforcement details and consequences of noncompliance. Please indicate

if a policy statement has yet to be developed, or if it is a draft or a revision.

- o Does any part of your policy statement differ from what the literature suggests are best practices of the strategies you are using? Please provide any sources you have used to make this determination. If you have not made the comparison, please indicate the steps you would take to do so. If you have made the comparison, please list each component or specific practice separately and address the next two questions: (1) What is the impact of this change to the effectiveness of the strategy? (2) Please provide justification of the change.

VIII.   Evaluation Plan

- All awardees shall work with a qualified external evaluator to assist in designing a process and outcome evaluation.
- Describe short-, intermediate *(Policy only)*, and long-term outcome indicators for the identified program or policy.
- Describe how fidelity of the program or policy will be monitored and measured.
- 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 program or policy.
- Describe how you will share the evaluation results with stakeholders.
- See evaluation plan template.

IX.   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.

X.   Appendix (if any)