ACTION PLAN CONCEPT AND TOOLKIT AT A GLANCE

Conceptual framework for producing a Toolkit to address the problem and/or challenges of public health issues.

**Inputs**
- Policy experts (statewide)
- Technical/program experts & researchers
- Advisory Committees
- Institutional resources
- Relevant databases & websites
- Financial resources
- Guidelines

**Process**
- Establish technical working group or Task Force
- *Steering Committee*
- *Collaborating organizations*
- Outreach
- Interactive meetings and subgroups
- Public relations
- Timeline
- On-going promotion

**Outputs**
- Collection of relevant, reliable, and objective, useful information and resources to improve policy, programs and practices
- Support feedback, sharing and utilization
- Internet website and social media and CDs
- Hard copy material

**Audiences**
- Policy & Advocacy
- Policy makers
- Media
- Special Interests
- Programs & Practice
- Managers & Supervisors
- Technical Advisors
- Communicators
- Training & Education
- Who needs to know?
- Coalitions

**Use**
- Environment informed
  - *Evidence based info contributes to policy and shared or increased resources*
  - *Accurate media coverage*
  - *Informed populace*
  - *Increased awareness*
- Programs & practice enhanced
  - *Increased access facilitated*
  - *Quality improvements supported*
- Research Enhanced
  - *New information generated*
  - *On-going process*
- Collaboration and capacity building facilitated
  - *Availability of & access to information or services increased*
  - *Communities and networks strengthened*
  - *Collaboration & innovation increased*

**Intended Long-Term Outcomes**
- Community and Individual Health Improved
  - *Increased service and utilization enabled*
  - *Health behavior improvements facilitated*
  - *Health outcome improvement supported*

5/31/12 Adapted from the K4Health Toolkits