

# Sample Action Plan Completed by YACH Youth Staff

## Friends of Willy North Action Plan

<b>Initiative Title:</b>	Northside Nutrition Promotion
<b>Start – End Dates:</b>	October 2017- October 2018
<b>Community</b>	<p><i>What community will this project serve?</i> Northside of Madison</p> <p><i>How are you defining that community?</i> We are defining the North Madison as the geographic area between First Avenue and Wheeler Road (North to South) and between East Washington Street and Northport Drive. This geographic area includes families with children that will attend Malcom Shabazz and Madison East High School and people that live, work, eat, shop, and play in the neighborhoods within this region.</p>
<b>Community Assets</b>	<p><i>What is special about your community?</i> The north side of Madison is special because it is a very culturally diverse community with a long history. The neighborhoods on the northside are some of the oldest in Madison.</p> <p><i>Why is it important to you that people living in your community are healthy and well?</i> It's important to us that people living in this community are healthy and well because 1) all people should be healthy and well and 2) people that live on the North side of Madison may have fewer resources to be healthy and well than other people in Madison.</p> <p><i>Who are your allies?</i> Some important allies that are working to improve the health and well-being of people in our community are the Northside Planning Council, Warner Park, Brentwood Neighborhood Association, Dane County UW-Extension, Willy Street Coop, City of Madison Parks Division, Madison Metropolitan School District, Troy Farms and Gardens, and REAP Food Group</p>
<b>The issue you want to address:</b>	<p><i>What does the initiative hope to achieve, overall?</i> By October 2018, the Brentwood YACH team will improve community health on the Northside, by promoting local resources and raising awareness about the importance of nutrition.</p> <p><i>What is the youth niche in this issue? What will youth contribute to this effort that no adult has or could do?</i> The Willy Street Coop is an ally of the community in promoting nutrition and health, but still many people cannot or do not buy food from the Northside Willy Street Coop grocery store. The youth working on this project will serve as a middle man between the coop and the community by promoting the coop to community members and helping the coop to better serve the community.</p>
<b>What do you want to achieve?</b>	<ol style="list-style-type: none"> <li>Over the course of the year YACH will assist the Willy Street Co-op by increasing the number of community residents participating in food accessibility programs, with the support of the Northside Planning Council.</li> </ol>

<b>(S.M.A.R.T. Goals)</b>	<p>2. By October 2018, the YACH team will have created food accessibility program flyers and distribute them around the Northside community.</p> <p>3. By the end of summer, 2018, the YACH group will have 3 Open community meetings to have dialogue about community health (Fitness, wellness, balanced nutrition, food access programs) with the residents, to inform them about YACH and other organized groups on the Northside, to spread knowledge about community health programs.</p>
<b>Notes? (Money, Staff, Partners, Volunteers, Supplies)</b>	<p><i>When you're gathering information about your community, issue and actions, you may want to record notes here that don't have a 'home' or use to you yet.</i></p> <p>Northside Planning Council (NPC)  NPC has handouts/pamphlets that list food resources in community  Northside Farmer's Market at Warner Park on Sundays April – November</p>

### S.M.A.R.T Goals

<b>S.M.A.R.T. Goal 1: Over the course of the year YACH will assist the Willy Street Co-op by increasing the number of community residents participating in food accessibility programs, with the support of the Northside Planning Council.</b>				
<b>Activities you will do to achieve your goal</b>	<b>Team member(s) responsible</b>	<b>Resources Needed (Money, Staff, Volunteers, Supplies)</b>	<b>Deadline (when will you complete the activity?)</b>	<b>Outcomes (short-, medium-, or long-term)</b>
Talk to Willy Street Coop about programs	YACH group	Paper, pens (for notes)	Beginning of September 2017	Build relationship with Coop, learn about their programs
Gather information on other Northside Food Assistance programs	YACH group	Paper, pens, computers	Beginning of September 2017	Program information (brochures, interviews conducted, websites)
Write brief report/summary on food resource programs	YACH group	Computer, notes	September 2017	Research in finalized report
Make a rough draft for a plan to advertise food assistance programs	YACH group	YACH team, computer, paper, pens	September-October 2017	Draft of advertising plan
Get feedback from Willy Street coop on advertising plan	YACH group	Printed draft of advertising plan	October 2017	Know what to modify in draft advertising plan
Finish advertising plan	YACH group	YACH team, computer, paper, pens	October 2017	Printed complete plan for advertising

**S.M.A.R.T. Goal 2: By October 2018, the YACH team will have created food accessibility program flyers and distribute them around the northside community.**

Design & Create Flyers to advertise food assistance programs	YACH group, Willy Street Coop	Computer (for design) and printing services	October- November 2017	Flyers are understandable; Many flyers are made/printed
Find a location to place flyers	Volunteers	Car (or active transportation)	October- November 2017	List with sites where flyers will be looked at
Distribute Flyers	Volunteers November 2017	Tape, Staplers, Tacks	November 2017	Number of locations where flyers are hung: stores, light poles, etc. All flyers will be distributed
Create website/ social media page	YACH group/ Community Navigators	Computer, work space, time	December 2017 – January 2018	Page is completed and running; Social media analytics are promising  (Number of times website visited, number of followers)
Make allies (businesses) for advertisement to cross promote Willy Street programs	YACH members	Time, Volunteers	January 2018	Number of businesses we partner with; Number of businesses displaying flyers

**S.M.A.R.T. Goal 3: By the end of summer, 2018, the YACH group will have 3 Open community meetings to have dialogue about community health (Fitness, wellness, balanced nutrition, food access programs) with the residents, to inform them about YACH and other organized groups on the Northside, to spread knowledge about community health programs.**

Find location to have meetings/community gatherings	YACH group	Big space, tables + chairs, time	December 2017- January 2018	Space found and set up for gatherings;  Space allows community members to connect & learn
Find speakers and volunteers	YACH group	Paper flyers, online advertisements	December 2017-2018	Find volunteers/ speakers willing to help inform others
Invite community members	YACH group	Paper flyers, emails, mail, online invites/advertisement	January 2018	All invites sent out and written with a valid date; Number of people invited and in attendance
Plan an agenda/ schedule	YACH group	Paper, supplies, work space	December 2017- January 2018	Events run smoothly because agenda was planned in advance
Have 3 community meetings	YACH group and staff	Meeting location, speakers, information to share, invites	January 2018, February 2018, March 2018	Everything works out; People leave knowing more about food assistance programs & wellness

## Program Budget

Item	Quantity	Purpose	Cost per Item	Total Cost
Printing Services	x	flyers	provided	x
Pens/Pencils	x	Interview, information gathering process	provided	x
computers	x	research	provided	x
volunteers	x	Distributing flyers	free	x
Tape	20 rolls	Hanging flyers	\$1.89	\$37.80
Staplers	10	Hanging flyers	\$5.98	\$59.80
Work Space	x	working	Free- Lakeview Library or Warner Park Community Center	x
Transportation (mileage)	100 miles each for 5 workers	Distributing flyers	\$0.50 per mile	\$250
Staples	14 boxes	Distributing flyers	\$2.27	\$31.78
Snacks		For volunteers and community meetings		\$1000
<b>Totals</b>				<b>\$1,379.40</b>



Extension

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