

## Developing Strategy Activities

Use the following categories to help develop activities to carry out your strategies.

### Prepare for Action

- **Gather any additional needed feedback on strategy ideas**, particularly from targeted users
- **Develop materials, processes, or protocols** related to strategy ideas (e.g., draft shared consent form, select curriculum to adopt, design training program, create social marketing plan)
- **Identify critical individuals** who are essential for carrying out strategies
- **Gather information** and input about potential implementation barriers

### Build buy-in & Capacity

- **Put communication processes in place** to ensure relevant stakeholders learn about strategy and adopt.
- **Build stakeholder buy-in** to support the strategy (e.g., develop talking points; contact relevant leaders to discuss issues and help them see strategies and actions as necessary, beneficial, and feasible)
- **Build needed skills and knowledge** for people to carry out strategies

### Learn for Continuous Improvement

- **Develop and launch tracking process** to ensure changes outlined in your strategies are being carried out (e.g., new policy, practices, or procedures being put in place; program features like location, times being adjusted; new settings being created, etc.)
- **Check in with those implementing and being reached by strategy** to see how implementation is going and whether strategies are starting to make a difference (e.g., gather feedback from relevant perspectives through staff meetings, direct touches with families, fast five surveys, etc.)
- **Make sense of data/feedback** and what it tells you about implementation and the impact of your efforts (e.g., to what extent are your efforts being implemented effectively? To what extent are they starting to make a difference in targeted root causes and outcomes? What's working and why? Not working and why?)
- **Determine Next Steps:** Given what you learned about the implementation and impact of your strategies, what should you do next? Do you need to:
  - Learn more about the targeted issue
  - Design a different solution or adjust your approach
  - Address implementation concerns
  - Expand your effort, because it was successful
  - Collect more data to better understand your impact
  - Share your success with others in the community