

I RAISE THE RATES COMMUNITY CHAMPION TOOLKIT



Build Your Action Plan: Target the Problem

As you begin planning your community-based intervention, it's important to understand the rationale for why you are engaging in this project. Think about the problem you are trying to address, and why it is important. This will help define the focus for your project.

Spend a few minutes thinking about and writing a problem statement. Ask yourself: "What is the problem you are trying to address?" Be as specific as possible when thinking about this question. And then write a rationale statement, which is a 1-2 sentence description of why this problem is important.

Example problem and rationale statements:

Problem statement: *The problem is that influenza vaccination rates for patients aged 65 years and older are too low, particularly among our Black and Hispanic patients.*

Rationale statement: *I would like to improve influenza vaccine rates because vaccination is a best practice and can prevent complications from influenza and exacerbation of chronic conditions that are prevalent in the community. The disparities in vaccination rates mean that Black and Hispanic patients and patients who are aged 65 years and older are less protected against these vaccine-preventable complications.*

Questions to consider as you define your problem statement:

- Why is this problem important to you?
- Why is this problem important to your community?
- How does this problem affect your community?
- Does the problem have a different impact on socially marginalized communities?
- Why do you want to get involved?

Write your Problem and Rationale Statements:

What is the problem you are trying to address?

Why is the problem important?

Build Your Action Plan: Identify Your Community Engagement Opportunities

As you begin planning your community-based intervention, think about your personal community connections; each of these connections is an opportunity to engage with your community. Spend five minutes brainstorming and complete the community connection map worksheet.

Think about the different categories of community connections (e.g., hobbies, academic or professional groups, social connections, virtual connections, etc.) and then fill out specific activities under each of the categories. Remember, your connections can be personal or professional.

Community Connection Categories and Examples:

Community Connection	Examples
Professional Connections	<ul style="list-style-type: none"> Your local ACP Chapter Committees Clinical team
Academic Connections	<ul style="list-style-type: none"> Alumni groups or association Journal club
Social Connections	<ul style="list-style-type: none"> Faith-based organization Hobbies (e.g., running group, book club, etc.) Neighborhood or community association Cultural or heritage groups Volunteer opportunities
Virtual Connections	<ul style="list-style-type: none"> Social media platforms (Twitter, Facebook, Instagram, LinkedIn, etc.) Virtual grand rounds
Other Connections	<ul style="list-style-type: none"> Feel free to create your own category and fill in your various activities!

Complete Your Community Connection Map:

My Community Connection Map



• Academic Connections

• Social Connections

• Professional Connections

• Virtual Connections

• Other Connections

Once you have completed brainstorming your community connections, pick one or two connections to focus on for your action plan.

Who is your target audience (the community you will focus on):

Build Your Action Plan: Establish Your Community Team

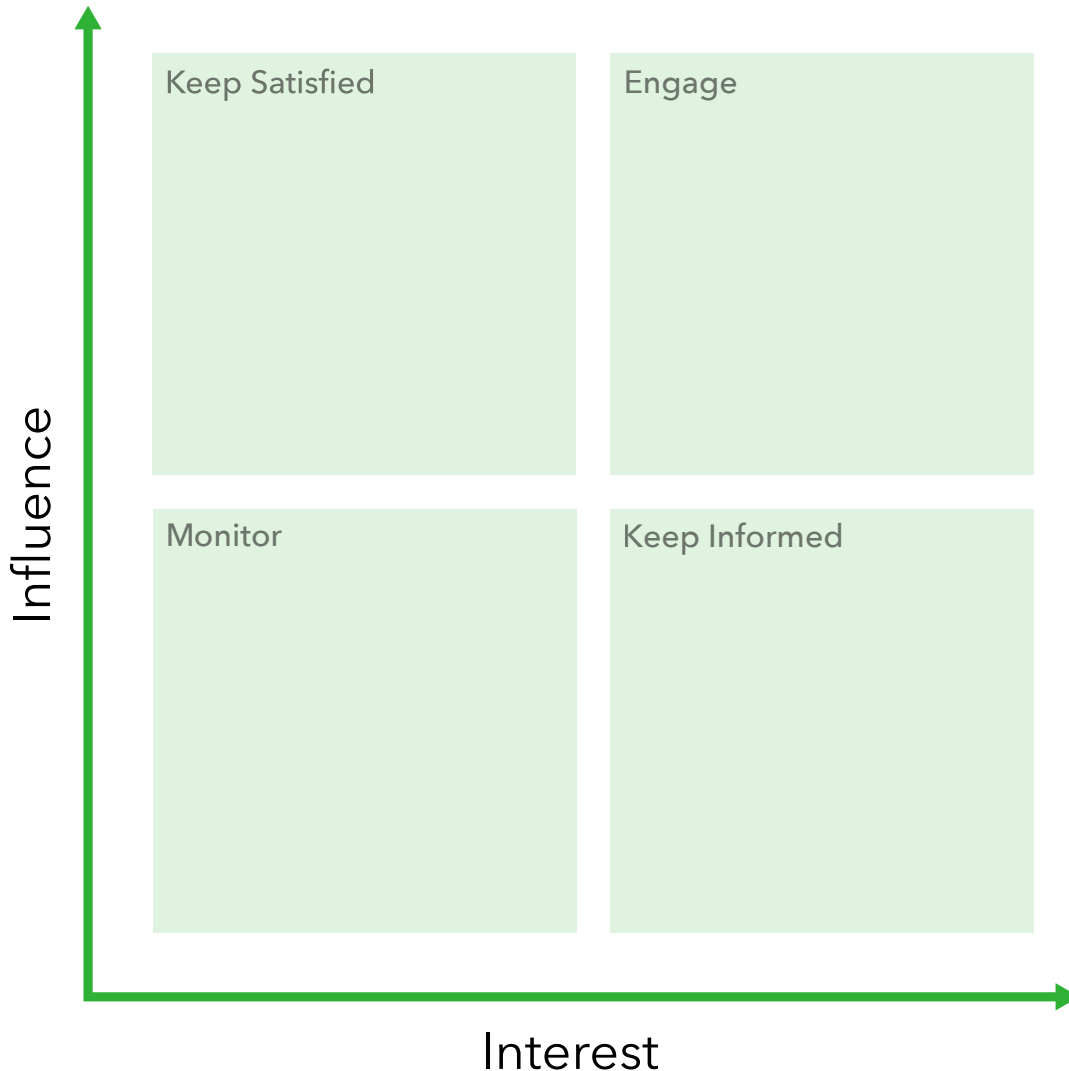
Once you have identified the target community for your project, it is time to start thinking about building your action plan and how you would like to engage with this community. You will want to build a team of key stakeholders to help you effectively implement your action plan. Use the following Build Your Team Worksheet to establish your community engagement team:

Identify and Understand Your Team Members

Stakeholder	Key Interests or Issues	Current Level of Interest	Communication Strategy	Action Plan
<i>Example: Imam at my local mosque</i>	<i>Community health</i>	<i>Supportive</i>	<i>Engage</i>	<i>Introductory phone call; weekly email updates</i>
<i>Example: Office clerk</i>	<i>Planning and budget management</i>	<i>Neutral</i>	<i>Keep satisfied</i>	<i>Weekly email updates</i>



Starting on the left side of your worksheet, list all stakeholders that would potentially be involved with your project. Then identify what their key interest would be in this project. Consider what their level of engagement might be (are they general supportive, neutral, unaware, or opposed). And then determine a communication approach to engage them appropriately based on their interest and influence over your project. Consider the diagram below as you create your communication strategy:



On the vertical axis, you have influence, which signifies the degree to which any stakeholder can affect or exert influence on your project. On the horizontal axis, you have interest, which describes the degree to which any of your stakeholders are interested in or have something to gain or lose from your project. Somebody who has lower influence would be closer to the bottom half of the graph, whereas somebody who has greater influence on your project would potentially be located on the upper part of the graph. Similarly, a stakeholder who is very interested or has a significant stake in the outcome of your project would be located farther to the right on the graph.

Build Your Action Plan: Write a SMARTIE Statement

Now it is time to develop a specific aim statement for your project. When defining your aim statement, be sure to understand the current state of the problem. That way, you can ensure that the goal you set for your project will effectively address the problem. For more information on how to assess the current state of a problem, consult [Step 1 of the ACP Advance QI Curriculum](#).

When writing your aim statement, be sure your goal is SMART (specific, measurable, achievable, relevant, time-bound):

- **Specific:** Narrow the scope of your goal to be specific and clearly defined.
- **Measurable:** Consider how you will numerically measure the achievement or tracking of your goal.
- **Achievable:** Select a goal that is both achievable and relevant to your project.
- **Relevant:** Ensure your goal is meaningful and relevant to addressing the problem you defined in your problem statement.
- **Time-bound:** Select your time frame. It is very important to define a period of time during which you will work toward and ultimately achieve your aim.

In addition to being SMART, think about setting a goal that is inclusive and equitable:

- **Inclusive:** Ensure your goal incorporates marginalized groups, focusing on those who are most impacted by the problem, in an authentic, meaningful way that shares power and authority.
- **Equitable:** Ensure that the goal helps achieve equitable outcomes and considers issues that contribute to inequitable systems.

Example SMARTIE goal: To increase percentage of Black and Hispanic members in my church who get the flu vaccine by 5% over the next six months. As we create our action plan, we will seek and incorporate the input of stakeholders representing the diversity of the community. And we will ensure that any materials we use or develop are culturally appropriate.

Write your SMARTIE aim statement here:

Build Your Action Plan: Brainstorm and Prioritize Activities

Once you have built your team and written your SMARTIE aim statement, it is time to start brainstorming activities for your action plan. Work with your team of community connections and ask if you can engage in their existing activities or ask if you can partner with them on a new activity! The following section provides a list of potential activities, which serve as a few examples of how you can get involved in your community. Work with your team to brainstorm ideas for your action plan.

Example activities:

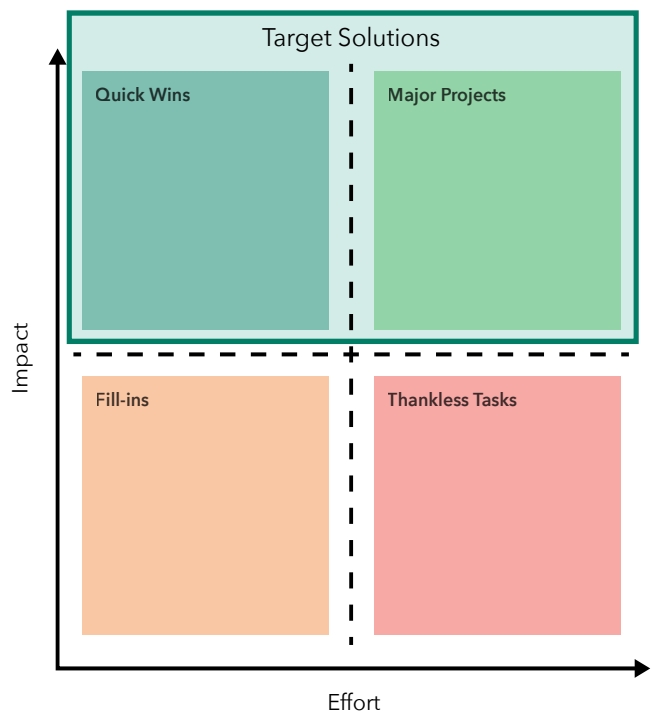
- **Volunteer with your local health department to see how you can get involved**
 - Volunteer to participate in pop-up or mobile vaccine clinics
- **Reach out to your faith-based organization and see how you can partner with them to promote vaccines this flu season?**
 - Write an article for your church’s newsletter
- **Educate and engage your peers**
 - Present a virtual grand round on adult immunizations to your colleagues
 - Propose to lead an immunization session at your state chapter meeting
- **Connect with your local media stations**
 - Reach out to my local news or radio station and offer to do a segment on vaccines
- **Leverage your social media presence**
 - Participate in a social media campaign to promote vaccinations
 - Host an online Q&A session to answer frequent questions about vaccinations

Once you have identified potential activities for your action plan, it is important that you prioritize them to help narrow down the list. One exercise to help you prioritize your potential activities is by using a prioritization matrix. The prioritization matrix is divided into four quadrants. High-impact, low-effort solutions, considered quick wins, are in the top left corner.

On the top right corner are the high-impact, high-effort solutions, which are considered major projects. In the lower two quadrants are low-impact, low-effort and low-impact, high-effort solutions, which are considered fill-ins or thankless tasks, respectively.

Once you have generated your list of potential activities, map them on the prioritization matrix based on your perception of the amount of effort it would take to implement the activity, and how impactful you believe the activity would be. You should focus on activities that are Quick Wins or Major Projects, while avoiding Fill-ins and Thankless Tasks.

Write down your top 1-2 activities for your action plan here:



Build Your Action Plan: Create your Evaluation Strategy

As you develop your action plan, you will want to think about a strategy for measuring success and evaluating your project. This will help determine if your project made an impact. Identifying an evaluation strategy begins with selecting metrics that describe or are pertinent to the problem that you are addressing. In addition to selecting your metrics, you also want to determine the frequency of data collection. Do you want to collect data on a weekly basis? Or pre-/post-intervention, or post-intervention only? Select an approach that makes sense for your activity.

Example evaluation approaches:

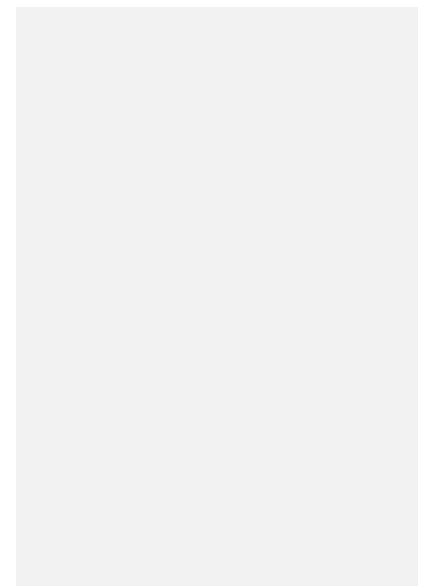
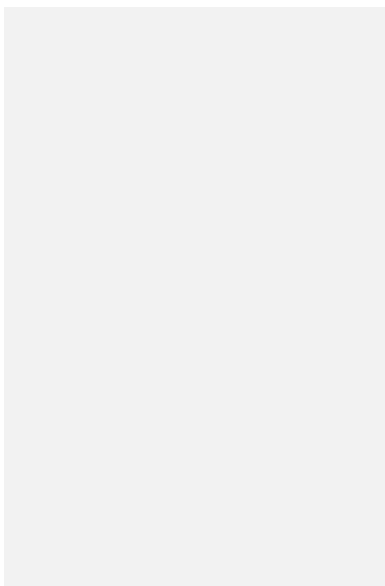
- Measure the reach of your social media campaign by collecting information on number of likes, shares, views, etc.
- Record attendance for any virtual or in-person gatherings
- Create a brief evaluation survey for community members to fill out
- Number of educational resources distributed weekly

The goal is to develop an evaluation strategy that is realistic and not overly burdensome. Engage your team to see if they have any ideas on data you can collect to measure your project.

Fill out your evaluation strategy here:

- What will you measure? _____
- What source will you use for the data (e.g., social media analytics, surveys, etc.)?

- When will you collect data (time period, frequency, etc.)?



Put it all together: I Raise the Rates Community Champion Action Plan Worksheet

Champion Name:

Community Focus/Target Audience:

Who is on Your Team:

Project Goal (SMARTIE aim statement):

Description of Activity:

Evaluation Strategy:

- What are we measuring?
- What is our data source?
- When will we collect data (time period, frequency, etc.)?

Team Roles and Responsibilities:

Who	What	When	Why