California MCH

Action Plan Report Guidelines

for MCAH Jurisdictions

State of California Department of Health Services, Maternal and Child Health Branch
Family Health Outcomes Project, University of California San Francisco

Contact

Geraldine Oliva, M.D., M.P.H.
fhop@itsa.ucsf.edu
http://www.ucsf.edu/fhop
(415) 476-5283

I. Background

During the past year, California MCAH Directors and staff have met with local stakeholders, collected and analyzed data, and identified and prioritized local MCAH problems. The next steps are to analyze these priority problems, develop interventions and complete an Action/Evaluation Plan.

As with the Needs Assessment, the Action Plan Report is to be completed under the direction of the MCAH Director in collaboration with the Public Health Officer, MCAH program coordinators, and all appropriate public and private organizations.

The Action/Evaluation Plan Matrix (see Section IV of the Action Plan Report Guidelines) can be integrated into your MCAH Scope of Work to satisfy "Objective 4." As described in the Action Plan Report Guidelines, this "Action/Evaluation Plan Matrix" details plans for both intervention activities and the performance measures that will be used to monitor the effectiveness of the intervention over time. The MCAH Scope of Work can be found on the MCH Branch web site at http://www.mch.dhs.ca.gov/administration/mch_pnp.htm

The Action Plan Report is due to FHOP **June 30, 2005.**

II. Guidelines and Technical Assistance

The Family Health Outcomes Project (FHOP) will provide you with required and recommended tools for your Action Plan Report. Information helpful to the planning process and completion of the Action Plan Report will be found on the FHOP website: www.ucsf.edu/fhop .

In order to support the completion of your Action Plan Report, FHOP will:

- Serve as the contact to respond to questions and provide technical assistance related to the Action Plan Report;
- Provide feedback on draft forms and narrative;
- Continue to provide training relevant to the planning process;
- Provide the required tools needed to comply with the guidelines and examples of completed tools (on the FHOP website);
- Provide literature citations and reviews relevant to the most common priority problems (on the FHOP website);
- Continue to provide on its website standardized data for use in problem analysis and intervention planning.

* Developing an Effective Planning Process: A Guide for Local MCH Programs (September 2003) is referred to throughout this guidance as "the planning guide." Where a "Chapter" is referred to, it is a chapter of the planning guide.

FHOP contact information

Central telephone:	(415) 476-5283
FAX number:	(415) 502-0848
E-mail:	fhop@itsa.ucsf.edu
Website:	http://www.ucsf.edu/fhop

III. Content of the Action Plan Report

The Action Plan document should not exceed 10-14 pages of narrative text, one Problem Analysis Diagram and one Logic Model for each priority problem, the Action/Evaluation Plan matrix, plus any required or additional appendices.

Whenever possible, use bullet points in the narrative text sections.

We urge MCAH Directors and staff to refer to the FHOP website frequently during the process in order to access examples and blank forms, the planning guide Developing an Effective Planning Process: A Guide for Local MCH Programs (September 2003)*, and other helpful materials and tools.

See the attached Title V Five Year Action Plan Report guidelines for the required content and format.

*Developing an Effective Planning Process; A Guide for Local MCH Programs (September 2003) is referred to throughout this guidance as "the planning guide." Where a "Chapter" is referred to, it is a chapter of the planning guide.

* Developing an Effective Planning Process: A Guide for Local MCH Programs (September 2003) is referred to throughout this guidance as "the planning guide." Where a "Chapter" is referred to, it is a chapter of the planning guide.

ACTION PLAN REPORT CHECKLIST

The following sections and required tools must be completed and submitted in the report, due June 30, 2005. This checklist is to assist you in assuring that your plan is complete. Include this checklist in your report

Report and Appendices	Check Mark
I. Executive Summary (1- 2 pages)	
A. Purpose of Action/Evaluation Plan	_____
B. Summary description of *action plan* planning groups and process	_____
C. List of priority problem areas and respective major interventions	_____
D. Summary of performance monitoring plan	_____
II. Description of *action plan* planning group(s) (1-2 pages)	_____
A. Description of the planning group(s) and changes in the membership/representation from the assessment year	_____
B. Summary of what worked and did not work in the action planning process	_____
III. Problem Analysis and Intervention Points	
A. Final list of priority problems	_____
B. Changes in priorities from assessment year (if any)	_____
C. Address each MCAH priority problem individually. For example, *Priority Problem 1* might be "Childhood obesity in school age Hispanic children," *Priority Problem 2* "Perinatal substance abuse," *Priority Problem 3* "Breastfeeding promotion," etc. Summary of the problem/synopsis of assessment year findings (4-6 pages for each problem)	
1. Summary of the problem/synopsis of assessment year findings	_____
2. Description of the planning group including how input from experts and community was obtained.	_____
Required membership roster/description in an Appendix or could be included in Section II appendix (see guidelines)	_____
3. Problem analysis diagram and a description or diagram of the identified causal pathway(s) that will be addressed	_____
Required Problem Analysis Diagram(s)	_____
4. Summary of rationale for the selected interventions. (include references here or in an Appendix)	_____
5. **Required** Logic Model reflecting interventions and outcomes	_____
IV. Action/Evaluation Plan	
A. **Required** Action/Evaluation Plan Matrix (1-2 pages per problem/intervention)	_____
B. Evaluation plan narrative including data collection and analysis, anticipated barriers and plans to address barriers. (1-2 pages)	_____

* Developing an Effective Planning Process: A Guide for Local MCH Programs (September 2003) is referred to throughout this guidance as "the planning guide." Where a "Chapter" is referred to, it is a chapter of the planning guide.

Title V Five Year Action Plan Report Guidelines

This Title V Five Year Action Plan Report guidance provides the **required** format and content for your local Jurisdiction's Title V FY 2006-2010 Action Plan Report. The Action Plans are due to the Family Health Outcomes Project (FHOP) on June 30, 2005. References to assist the completion of a section and forms that are required or available are listed.

Following these Guidelines is a brief description of the recommended local planning process and suggested time frame for completing the process in order to meet the June 30, 2005 deadline.

I. Executive Summary

The Executive Summary should be written after all the other sections have been completed and should include the:

A. Purpose of the action plan
B. Summary description of the *Action Plan* planning group(s) and process
C. List of priority problem areas and their respective major interventions
D. Summary of performance monitoring plan

Purpose of Section I

This section is a summary of the sections that follow.

When making a community or other summary presentation, it can be used as an introduction to the Action/Evaluation Plan Matrix.

II. Description of *Action Plan* Planning Group(s)

Purpose of Section II

Input from the MCAH jurisdictions on "what worked" and "what didn't work" will be used by the MCAH Branch to develop a set of best practices regarding the planning process.

This description of best practices will be shared later among all MCAH jurisdictions.

A. Describe the *Action Plan* planning group(s). Is it continuing with the same composition from the Year 1 report, reconstituted, or reorganized into sub-groups that focus on the specific priority problems?

* Developing an Effective Planning Process: A Guide for Local MCH Programs (September 2003) is referred to throughout this guidance as "the planning guide." Where a "Chapter" is referred to, it is a chapter of the planning guide.

- **If you are using the same planning group(s)** used during the needs assessment year:
  - simply say so and include in an appendix to this section the list of planning group participants and who they represent. Then refer to it when completing section III-C-2 below;
  - you can cut and paste from your local needs assessment report submitted June 2004.

- **If the planning group(s) has changed** from those used for the needs assessment:
  - briefly describe the changes made in composition and/or process from the assessment year planning group, for example, "working groups were used to address each priority problem";
  - describe how new members were recruited;
  - include the membership roster for each priority area in the *Appendix* for Section III-C-2 (as described below).

B. Describe what worked well in your action planning process, any problems or challenges that arose and how these were addressed.

III. Problem Analysis and Intervention Planning for Each Priority Problem

Purpose of Section III

Your local needs assessment resulted in the selection of priority problems.

The next steps are to:

- ***identify the contributing factors and risks*** to each of these problems,
- ***identify potential points of effective intervention*** based on researched best practices and experience, and to
- ***select and develop the intervention(s)*** that are most promising and likely to work within your communities.

This section should be based on work done with a planning group whose members have expertise/insight in the particular problem area.

We recommend the use of the required tools during the planning process. However, if your MCAH planning group, or the planning group that was used to address the development of interventions addressing a priority problem, does not use the specific required tools in this section, a smaller group or MCAH staff should **use the work of the planning group to complete the following, using the required tools**:

A. Provide a final list of the priority problems identified in the assessment year.

B. Discuss the reasons for changes, if any, in the priority list from the previous year's assessment report.

C. Address each MCAH priority problem individually. For example, *Priority Problem 1* might be "Childhood obesity in school age Hispanic children," Priority *Problem 2* "Perinatal substance abuse," Priority *Problem 3* "Breastfeeding promotion," etc.

* Developing an Effective Planning Process: A Guide for Local MCH Programs (September 2003) is referred to throughout this guidance as "the planning guide." Where a "Chapter" is referred to, it is a chapter of the planning guide.

If your county identified three or fewer priority problems, complete each of the five steps below for each priority problem. If your county identified more than three, complete each of the five steps below for <u>at least the top three</u> priority problems.

For **EACH** priority problem provide the following:

1. Describe the problem, summarizing the problem description from the previous year's assessment report. Use bullet points whenever possible.

   Reference: Your County's Title V Assessment Report submitted June 2004.

2. Describe how input was obtained from:
   - experts in the priority area; and
   - community members/consumers. If a community forum, focus groups, or other methods are used to obtain community/consumer input, briefly describe or, if described in a previous section, refer back to that section.

   In a **required Appendix** (except when there is one planning group and a membership roster is included in Section II as described above), include the planning or workgroup membership roster, which lists members and the entities or interests represented for the priority area.

   Do not duplicate information already given for a previous priority area. Refer back to the previous description. Add information to this section when it pertains specifically to the priority area, (e.g., a task force was the entity planning for this priority as part of a larger community-wide collaborative effort or a community survey was conducted to obtain more information about this priority area).

3. Provide a problem analysis diagram and describe or diagram the "causal pathway" identifying the intervention point(s).

   Reference: Planning Guide:
   - Chapter III "Conducting a Formal Problem Analysis and Identifying Effective Interventions," (pages 45-70);
   - See especially "Diagram 2. Causal Pathway: School-Aged Children with Asthma," (page 69).

Use Required Tool: Problem Analysis diagram.
- Download the blank form from the FHOP website: www.ucsf.edu/fhop
- See FHOP website for an example of a completed problem analysis diagram.

* <u>Developing an Effective Planning Process: A Guide for Local MCH Programs (September 2003)</u> is referred to throughout this guidance as "the planning guide." Where a "Chapter" is referred to, it is a chapter of the planning guide.

4. Describe the rationale for the intervention(s) chosen to address the priority problem.
   - This should include a summary of the evidence based literature review and the local experience upon which the selected intervention strategies are based (1-2 paragraphs) and the references supporting the selected strategies.
   - Discuss how the chosen intervention strategies and literature review apply to and are feasible in your specific local community(ies).

   Reference: FHOP Website: www.ucsf.edu/fhop
   - FHOP will post intervention literature reviews for some problems that were identified as priority problems by a large number of jurisdictions.
   - If using a literature review compiled by FHOP, footnote the reference and any additional sources used.

   Available Tools: Two tools will be available on the FHOP Website to assist the selection of interventions and documentation of the process:
   - the literature review summary **tool** can be used if your jurisdiction conducts its own literature review or expands on the reviews provided, and
   - the **tool** "Criteria for Determining Feasible Solutions" which can be used to guide the selection of interventions that are appropriate to your local communities (e.g., geographic areas, race/ethnic groups).

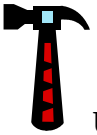
   FHOP encourages you to send your literature review to FHOP as soon as it is completed so that it may be posted to the website, to assist other counties with the same or similar problems in identifying interventions.

5. Provide the logic model showing the intervention strategies and desired outcomes. The logic model should include:
   - the resources (inputs) needed;
   - all the major intervention strategies that the planning group will explore and/or implement (outputs) over the 5 year action plan period;
   - implementers/participants in intervention (outputs); and
   - expected intermediate and long term outcome objectives.

   Note that MCAH may not be responsible for implementing all the listed interventions

   Reference: Planning Guide:
   - Chapter IV "Developing Objectives, Performance Measures, and an Action Plan," (pages 71-87);
   - Appendix IV-A-1 "Example Logic Model: Community Plan to Promote Breastfeeding," (page 205);
   - Appendix V-B-1 "Example Logic Model Tool," (page 219); and
   - Appendix V-B-2 "How to Use a Logic Model: Step by Step,"(page 220).

* Developing an Effective Planning Process: A Guide for Local MCH Programs (September 2003) is referred to throughout this guidance as "the planning guide." Where a "Chapter" is referred to, it is a chapter of the planning guide.



Use Required Tool: Logic Model

- Download from FHOP website. See FHOP website for an example of a logic model: www.ucsf.edu/fhop
- **If your community is already using a logic model that is comparable to the one required by FHOP, consult with FHOP to determine whether it can be substituted for the required tool.**

IV. Action/Evaluation Plan

Purpose of Section IV

This section will incorporate the results of the work completed in the above sections.

The action plan is organized to be easy to use as a reference and as the basis of your Title V progress reports.

The performance measures and evaluation plan should provide program managers with information to identify program implementation successes and problems and for continuous quality improvement.

This section should include the following:

A. The Action/Evaluation Plan

Use the Action/Evaluation Plan Matrix provided by FHOP. Your MCAH Action/Evaluation Plan should be a community level plan. Each problem that MCAH will address over the next 5 year period should be included in the Action/Evaluation Plan. This includes the priority problems that have been worked on during the planning year, as well as problems that your MCAH program addresses on an ongoing basis. For the purpose of incorporating your MCAH priorities into your Scope of Work, you can copy those pages of the matrix for inclusion in the Scope of Work.

Reference: Planning Guide:

- Chapter IV "Developing Objectives, Performance Measures, and an Action Plan," (pages 71-90);
- Chapter V "Performance Evaluation and Performance Monitoring," (pages 91-101, 110-114); and
- Chapter VI "Putting it All Together: Creating a Planning Document," (pages 122-123).

* Developing an Effective Planning Process: A Guide for Local MCH Programs (September 2003) is referred to throughout this guidance as "the planning guide." Where a "Chapter" is referred to, it is a chapter of the planning guide.

Use Required Tool: Action/Evaluation Plan Matrix

- Download from FHOP website: www.ucsf.edu/fhop

B. **The Evaluation Plan Narrative**

This narrative should be a 1-2 page summary of how data collection and analysis will be conducted. This will be in addition to the Action/Evaluation Plan Matrix.

Include:

- a discussion of any data collection barriers anticipated;
- plans to address these barriers; and
- if MCAH has a project for which evaluation is a major component, (e.g., a CDC funded project) or is participating in a collaborative effort that is being evaluated, include the abstract or summary of the program being evaluated.

References: Planning Guide and FHOP website:

- Chapter V "Program Evaluation and Program Monitoring" (pages 96-101, 110-114);
- Chapter VI "Putting It All Together: Creating a Planning Document" (pages 123-124).
- See FHOP website for an **example evaluation summary narrative**: www.ucsf.edu/fhop. Note that these Title V requirements differ from the evaluation plan components in the Planning Guide, as this is a community-level plan.

* Developing an Effective Planning Process: A Guide for Local MCH Programs (September 2003) is referred to throughout this guidance as "the planning guide." Where a "Chapter" is referred to, it is a chapter of the planning guide.

The Planning Process

The following is a summary of the recommended planning process from which the Action/Evaluation Plan and Report is developed.

The planning group has completed its assessment in Year 1 and is now focusing on action (intervention) planning. The local MCAH program may choose to build upon its planning group's assessment efforts from the previous year, reconstitute the planning group, develop sub-groups for the priority problem areas (i.e. breastfeeding or perinatal substance use workgroup) or integrate its work with a larger effort. In some jurisdictions, an existing coalition or group, (e.g., an obesity task force or interagency breastfeeding council) may be the designated planning group for that priority area. Planning during this year is focused on problem analysis and intervention development. Thus, the planning group(s) should include experts in and persons representative of groups affected by the priority problems. The local MCAH program is required to obtain public input for its action plan, including input from community members, political figures and other health organizations, *outside the immediate MCAH office*. MCAH staff will be facilitating, providing background work and/or participating in the work of a broader group. In all cases the results should be documented.

For each priority problem, a facilitator or staff who understands problem analysis and logic models should facilitate the planning group's process. Using the assessment data from the previous year's report and expert knowledge from the group, they create a problem analysis diagram for the priority problem. This should lead to group discussion, the identification of causal pathways, and a decision about intervention points and strategies. The planning group should assess the effectiveness of current programs addressing the problem, review or conduct a literature review, consult with the community, and assess the feasibility of implementing an effective intervention. They should add to the problem analysis diagram/pathways as new information is gained. Once intervention strategies have been identified and selected, the planning group/staff should develop the community-wide intervention logic model. Throughout this process, discussion and attention should be given to how strategies will be evaluated, keeping in mind the question "how will we know if we have succeeded in reducing or eliminating the problem?" Begin to work on developing outcome objectives. When developing objectives, make them SMART (specific, measurable, achievable, realistic and time-framed). They should be specific to the intervention points and pathways selected as a result of the problem analysis. *If your planning group is using a different framework than prescribed, it is necessary for MCAH staff to convert the work of the group into the required tools (problem analysis/logic model). Consult with FHOP staff to determine how to effectively translate the process and what is acceptable*.

The action/evaluation plan is compiled by staff incorporating the work on priority problems that has been done during the planning year. Staff will also include the MCAH objectives, activities and performance monitoring measures that will be ongoing during the five year implementation period. Staff should refine all objectives to be SMART. It may be necessary to consult with the planning group(s) or program staff to assist with developing or compiling some of the information needed (e.g., performance measures). When completed, the plan should be presented to and reviewed by the planning group(s). In addition to being part of this report, it should be

* Developing an Effective Planning Process: A Guide for Local MCH Programs (September 2003) is referred to throughout this guidance as "the planning guide." Where a "Chapter" is referred to, it is a chapter of the planning guide.

concise and useful enough to be used as a monitoring document over the five-year implementation period and as the basis for reporting progress towards MCAH objectives.

Recommended Timeline: (Note that these activities can be overlapping and reiterative)

Ongoing – October 2004	Conduct problem analysis on all priority problems and begin literature reviews
August – December 2004	Complete literature reviews and theory of change
December 2004 – March 2005	Complete logic models for all priority problems
April – June 2005	Complete action and evaluation plan
May 2005	Write a description of the planning group(s) and process
June 2005	Complete executive summary

On or before June 30, 2005, the Action Plan Report must be submitted to FHOP

Submit one hard copy and one electronic copy. Either send it electronically to fhop@itsa.ucsf.edu, or mail a CD with the hardcopy to:

Family Health Outcomes Project
University of California, San Francisco
3333 California Street, Suite 365
San Francisco, CA 94118

* Developing an Effective Planning Process: A Guide for Local MCH Programs (September 2003) is referred to throughout this guidance as "the planning guide." Where a "Chapter" is referred to, it is a chapter of the planning guide.