

# Garrett Lee Smith Memorial Act State and Tribal Grantees Webinar

We will begin in a moment...

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## Introduction to SPRC's New Strategic Planning Model

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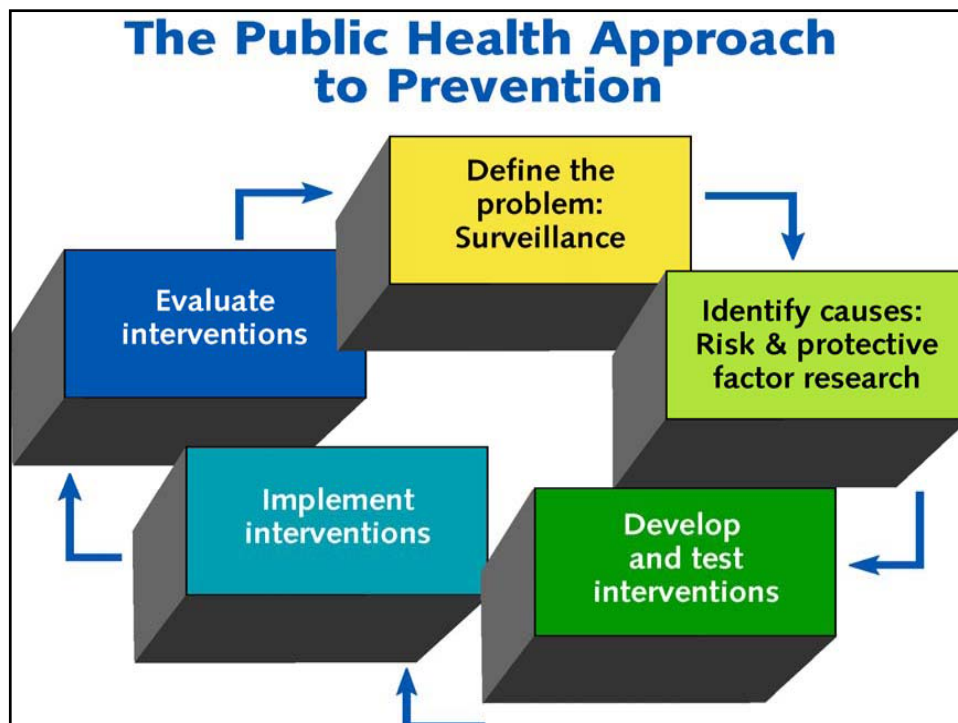
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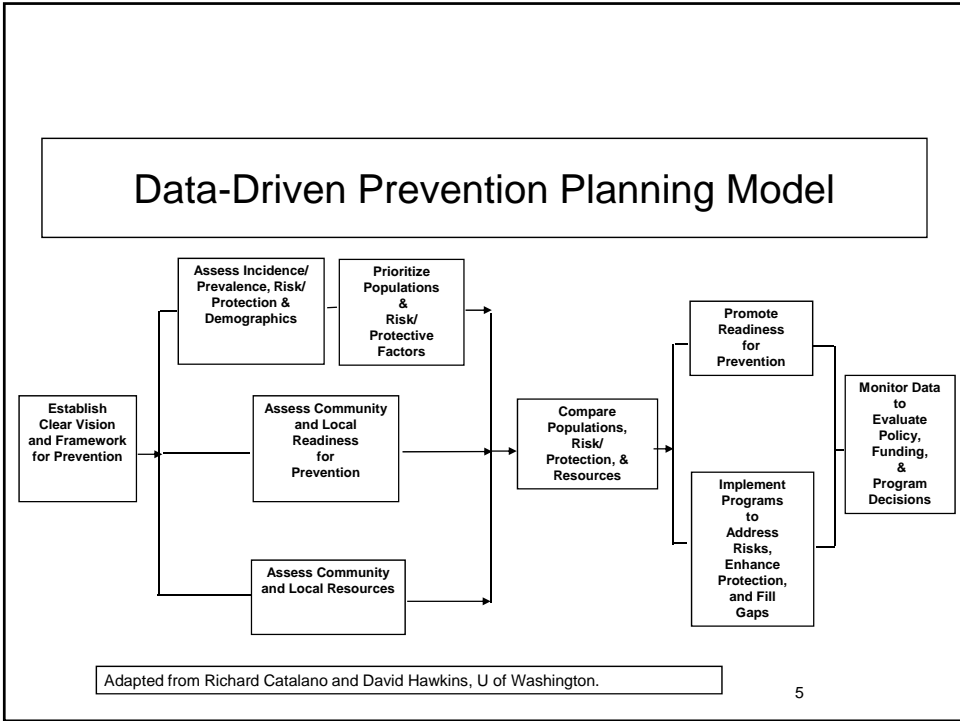
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## Why a new model?

- SPRC sought a consistent, coherent, and useful model for strategic planning specific to suicide prevention
- Goals for the model:
  - Useful tool for technical assistance and training during planning and grant implementation
  - Encourages a public health approach to prevention
  - Provide a visual aid and supporting narrative that are clear, easily understood, and useful
  - Anticipates potential planning pitfalls
  - Bolsters sustainability work

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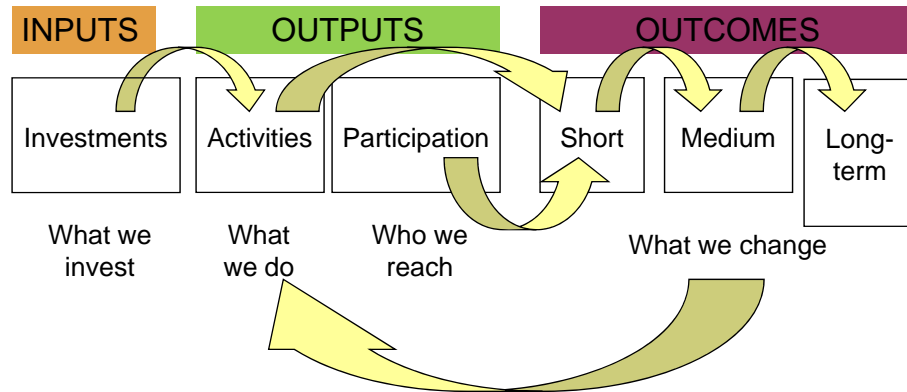


## "VMOSA"

Vision  
 Mission  
 Objectives  
 Strategies  
 Action Plans

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## What about logic models?



University of Wisconsin-Extension, Program Development and Evaluation

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## Development of a new model

- Where we are now:
  - Writing
  - Review
  - Release

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## Webinar objectives

Today, you will be able to:

1. Describe a new model for strategic planning,
2. Understand the steps of strategic planning, and
3. Discuss implications of this model for technical assistance and program planning.

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## Strategic planning

Strategic planning is an ongoing and structured effort to shape and guide a prevention initiative<sup>1</sup>.

A strategic plan is a "roadmap" of long- and short-range strategies, activities, and timelines<sup>2</sup>.

<sup>1</sup> DeJong et al. 2007.

<sup>2</sup> National Center for Mental Health Promotion and Youth Violence Prevention.

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## Key elements of planning

- Prevention-focused
- Comprehensive and multi-layered
- Use of a systemic, strategic, and targeted process
- Research-based, using current literature and practice
- Multi-component, using multiple strategies that are coordinated and synergistic
- Collaborative, involving key sectors and stakeholders
- Supported, through infrastructure, systems, and institutional commitment


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## Other key ingredients for suicide prevention

- Leaders who establish an agreed-upon vision and mission
- Partnerships and collaboration with key stakeholders
- Planning team or coalition
- Public policy avenues
- Finances and other resources
- Evaluation

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## A new model for strategic planning: five steps

- 
- I. Describe the problem and its context.
  - II. Identify draft priorities and goals.
  - III. Consult the literature; refine priorities and goals.
  - IV. Select or develop interventions.
  - V. Create and implement an action plan.

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### Step one

- I. Describe the problem and its context.
  - A. Review data.
  - B. Assess resources.
  - C. Assess climate.

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## Step one

### PRODUCT from Step I: Problem Statement

- What is happening with suicide?
- Why? (risk and protective factors)
- Who is affected? (populations)
- Resources and assets
- Climate assessment

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## Step two

II. Identify draft priorities and goals.

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## Step two

PRODUCT from Step II: Draft priorities and goals

- Risk and protective factors
- Populations
- Goals

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## Step three

III. Consult the literature; refine priorities and goals.

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### Step three

PRODUCT from Step III: Refined priorities and goals

- Includes a range of intervention approaches to consider
- Will be further developed during evaluation planning

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### Step four

IV. Select or develop interventions.

A. Articulate theory and outcomes.

B. Develop evaluation plan.

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## Step four

### PRODUCTS from Step IV:

1. Selected intervention
2. Refined problem statement including interventions and resources
3. Logic Model

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## Step five

### V. Create and implement an action plan.

- A. Implement interventions.
- A. Evaluate interventions.
- A. Refine interventions.

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## Step five

### PRODUCTS from Step V:

1. Detailed action plan to guide implementation
2. Implemented interventions
3. Completed process and outcome evaluation
4. Refined interventions

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## Strategic planning: Example

Technical assistance – statewide coalition leader contacts you about school-based interventions. You can:

- Provide a list of programs (Step IV)
- Go back to earlier steps (I-III) and talk about the problem that prompted the phone call
  - Review data, resources, climate
  - Develop and refine priorities and goals

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## Strategic planning: Example

Planning process – while working with GLS sub-grantees in your state or tribe, a local coordinator held a first meeting with a planning group, which decided to implement a public awareness campaign for youth.

What is your response?

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## Discussion

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## Next steps

- Grantee meeting –  
Monday, January 5, 3pm session entitled  
“Strategic planning for suicide prevention”
- Continuing work with your SPRC prevention specialist

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## Thank you

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