

Breastfeeding Community Project Work Plan Example 2015

Organization: ___ xxx _____ Project Name: ___ xx xx xx _____

Please fill in the attached chart, adding in row for objectives and activities as needed.

Objective	Activities	Time Period	Participants	Outputs	Performance Measurements
<p>Why is the program being delivered and to whom is it being delivered?</p> <p><i>What is/are the objective(s) of the project?</i></p> <p><i>What does the project intend to achieve?</i></p>	<p>What are the activities that will take place in order to achieve the program's objective(s)?</p> <p><i>(Use one row per activity; add rows as needed.)</i></p>	<p>When will the activities be carried out?</p> <p><i>What is the duration of the activity and/or the target date for completion of the activity?</i></p>	<p>Who are the key participants that will be involved with the activities?</p> <p><i>Who will you need to partner with?</i></p> <p><i>How will you involve volunteers?</i></p>	<p>What are the expected outputs of the activities?</p> <p><i>What are the direct results of the activities?</i></p> <p><i>What products and services will be delivered or produced as a result of the activities?</i></p>	<p>How will each activity be evaluated to see if your objectives have been achieved?</p> <p><i>What are the indicators that will be evaluated?</i></p> <p><i>How will the indicators be evaluated?</i></p>
Example #1	Develop and Run a Prenatal Breastfeeding Class for Women from Low-Income Neighbourhoods and Increase Participants' Breastfeeding Self-Efficacy Scores				
Goal of Program					
<p><i>Objective #1</i></p> <p><i>To develop an evidence-based prenatal breastfeeding class curriculum that is meaningful to prenatal women from low-income neighborhoods</i></p>	<p>Activity #1</p> <p><i>Review current key resources for evidence-based key messages as prenatal class content</i></p>	<p><i>January</i></p>	<p><i>Internal staff</i></p>	<p><i>2- 3 key current resources will be reviewed and a list of key messages for class content developed</i></p>	<p><i>N/A</i></p>
	<p>Activity #2</p> <p><i>Conduct 3-5 focus groups with women from low-income neighbourhoods in order to get input into the content for and format of a prenatal breastfeeding class tailored to this population</i></p>	<p><i>January to February</i></p>	<p><i>Internal staff</i></p> <p><i>Community agencies working with women in low-income neighbourhoods</i></p> <p><i>Women from low income neighbourhoods</i></p>	<p><i>3 – 5 focus groups will be conducted with a total of 20 women attending and providing feedback</i></p> <p><i>Focus group participants will provide feedback and 80% are satisfied with process</i></p>	<p><i># of focus groups (at least 3)</i></p> <p><i># of focus group participants (at least 20)</i></p> <p><i># of focus group participants were satisfied with progress (at least 80%)</i></p>
	<p>Activity #3</p> <p><i>Analyse feedback received in focus groups and have it reviewed for accuracy by two focus group participant</i></p>	<p><i>February to March 15</i></p>	<p><i>Internal staff</i></p>	<p><i>Report with focus group analysis</i></p>	<p><i>Report provides insight into content and format preferences for prenatal class tailored to women from low-income neighbourhood</i></p>

	<i>Activity #4 Determine and finalize content and format of prenatal breastfeeding class and review with class facilitator(s)</i>	<i>March 15 to May 15</i>	<i>Internal staff Community stakeholders</i>	<i>Prenatal class content ready in electronic format and relevant portions printed</i>	<i>Breastfeeding class content is aligned with best practice Class facilitator(s) feel confident using the content and format. Community stakeholder survey shows 90% are satisfied with process and finalized class content and format</i>
<i>Objective #2 To promote the prenatal breastfeeding class to women from low-income neighbourhoods effectively</i>	<i>Activity #1 Develop a promotional strategy using feedback from focus groups and community stakeholders</i>	<i>February to March</i>	<i>Internal staff Community stakeholders Women from low-income neighbourhoods</i>	<i>Promotional strategy developed, listing at least 3 promotional resources to be developed (e.g., poster, social media post, radio ad), 2 media sources, 2 social media sources and 5 community sites</i>	<i># women providing feedback (at least 20) # of community stakeholders providing feedback (at least 5) # of promotional resources in strategy (at least 3) # of media channels, social media channels and community sites in promotional strategy (see outputs)</i>
	<i>Activity #2 Develop promotional tools and resources</i>	<i>March to May</i>	<i>Internal staff Community agencies working with women in low-income neighbourhoods</i>	<i>At least 3 promotional resources completed in electronic or printed format</i>	<i># of resources developed (at least 3) Resources reflect feedback from women and community stakeholders</i>
	<i>Activity #3 Promote the prenatal class via media channels, social media and community sites</i>	<i>June to December</i>	<i>Internal staff Community agencies Media</i>	<i>Promotional resources are evident and reach at least 1000 women from low-income neighbourhoods. At least 20 women sign up for prenatal class</i>	<i># of media channels (2), social media channels (2) and community sites posting promotional sources (5) Estimated # of women reached. # of inquiries about new prenatal class (at least 30) # of women signing up for prenatal class (at least 20)</i>
<i>Objective #3 To track changes in prenatal class attendance by women from low-income neighbourhoods</i>	<i>Activity #1 Review and analyse demographic data from prenatal class attendance for previous 6 months</i>	<i>January to June</i>	<i>Internal staff</i>	<i>A report of how many women from low-income neighbourhoods attended regular prenatal breastfeeding classes from</i>	<i>Demographic data available</i>

	<i>Activity #2 Review and analyse demographic data from prenatal class attendance for 6 months while running new class</i>	<i>July to December</i>	<i>Internal staff</i>	<i>January to June 2015 A report of how many women from low-income neighbourhoods attended regular and new tailored prenatal breastfeeding classes from July to December 2015</i>	<i>% increase in participation of women from low-income neighbourhoods (at least 20%)</i>
<i>Objective #4 To increase breastfeeding self-efficacy of women attending the new prenatal class</i>	<i>Activity #1 Use pre- and post-class breastfeeding self-efficacy tools in regular prenatal classes</i>	<i>May to June</i>	<i>Internal staff Class participants</i>	<i>The breastfeeding self-efficacy tool is incorporated into the prenatal class structure and printed for use pre- and post- class</i>	<i>N/A</i>
	<i>Activity #2 Run prenatal class tailored to women from low income neighbourhoods once per month. Include use of pre- and post-class breastfeeding self-efficacy tools in low income prenatal classes and participant evaluation forms.</i>	<i>July to December</i>	<i>Internal staff Class participants</i>	<i>Monthly classes in low-income neighbourhoods 3-6 pregnant women attend each class for a total of at least 20 women Completed pre and post class self-efficacy forms and evaluation forms</i>	<i># of classes offered (at least 6) # of women attending (at least 15) # of total participants (at least 25) # of completed evaluation and pre- and post-class self-efficacy forms (at least 10)</i>
	<i>Activity #3 Compare pre- and post-class self-efficacy scores and review participant evaluation forms</i>	<i>July to December</i>	<i>Internal staff Class participants</i>	<i>Comparison of self-efficacy scores shows an increase by at least 20% Survey of class participants shows a minimum of 80% feeling confident in their ability to breastfeed</i>	<i>% increase in self-efficacy scores (at least 20%) # number of women feeling confident with breastfeeding (at least 80%) # of women reporting satisfaction with breastfeeding at postpartum events (informal data collection) # women satisfied with learning events (at least 80%)</i>