

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

	<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>January to June 2015</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>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>