



Strategic Plan Elements

- Critical Issues*** Select **3-5** priority issues that need to be addressed in the next 2-3 years in order to have an impact in addressing tobacco-related disparities.
- Goals*** Develop **one** goal developed for each critical issue identified. Goals are broad statements of what you hope to achieve.
- Strategies*** Establish **3** strategies to accomplish each goal. Strategies are statements of major approaches that will be used to achieve each goal.
- Action Plan*** Brainstorm potential action steps for each strategy indicating who, will do what, by when.
- Marketing Plan*** Can be incorporated into the action plan or developed separately. Identifies specific audiences to whom to distribute the strategic plan. Identifies preferred communication channels (e.g., face-to-face; legislative session; annual meeting or conference, etc.) and medium (e.g., executive summary; press kit, etc.).

