

Activity Planning Steps

Step 1: Define the issue



- What is the problem?
- What do your school, community or peers need?
- What health issue interests or worries you?
- Why is this issue important to you?

Step 2: Prep



- Who can help you?
- Engage a diverse team and reach out to allies.
- What are your main goals?

Step 3: Define the audience



- Who are you targeting?
- Describe your target audience (e.g., age, grade, attitudes, behaviours, gender, lifestyle, values, hobbies, interests)
- How do they respond to messaging?

Step 4: Define the message



- What: What is it about?
- So What: Why is it important? Why should the audience care? (This looks at reasons or benefits of taking action. What are the threats if nothing changes?)
- Now What: What do you want the audience to do about it? (Always include this in your message.)

Things to consider when creating your message:

- Make it clear, simple, and easy to remember
- Tailor the message to your audience
- Don't offend your audience
- Images and branding can help

Step 5: Identify your communication plan



- Where does your audience get their info?
- What are the best channels (e.g., social media, PA announcements, posters, word of mouth)?
- Where can you reach your audience?

Step 6: Plan an activity



- What activity will help get the message out?
- What activity will interest audience participation?
- What activities have been successful in the past?
- What resources will we need?
- When will we deliver the activity?
- What specific outcome do we wish to achieve?

Remember: The more health promotion Action Area pillars an activity addresses, the more effective it will be.

Step 7: Consider how you will measure your success








- How will you measure if there was a change in knowledge, attitude, or behaviour?
- How will you know you reached your desired outcome?
- Who will do the evaluation?
- How will you share the results?

Step 8: Celebrate



- How do you plan to celebrate your hard work and success?
- Where and when will the celebration activity be held?

S.M.A.R.T. GOALS

			Non-SMART example	SMART example
S	Specific 	Who? What? Where? What exactly do you want to accomplish? Be clear and specific.	Run a half marathon.	I want to run the <i>Million Reasons Run half marathon</i> .
M	Measurable 	How much? How many? How often? How will you know when you meet the goal?	Run a half marathon.	I want to run the Million Reasons Run half marathon <i>in under 2 hours</i> .
A	Achievable 	How? How will you reach your goal? Do you have the skills or tools to reach your goal? Is it possible or realistic to meet this goal? Is it too hard to achieve?	Run a half marathon.	I want to <i>train for</i> and run the Million Reasons Run half marathon in under 2 hours.
R	Relevant 	Worthwhile? Is this goal worth working hard to accomplish? Does it align with your overall plan?	Run a half marathon.	I want to train for and <i>complete</i> the Million Reasons Run half marathon in under 2 hours.
T	Time bound 	When? When do you want to achieve your goal? What is the deadline?	Run a half marathon.	I want to train for and complete the Million Reasons Run half marathon in under 2 hours <i>on August 15, 2023</i> .



Source: Lung Health Foundation. Creating Effective Health Promotion Campaign [Internet]. Toronto, ON; Ontario Lung Association; 2020. Available at: <https://lunghealth.r5pro.com/lunghealth/cehpc/>.

Source: Ottawa Public Health. Youth Connections Ottawa – Implementation Guide: A Toolkit for Implementation of the Youth Connections Ottawa Peer-to-Peer Program. Ottawa, ON: Ottawa Public Health; 2019.