

Community Partnerships for Healthy Mothers and Children (CPHMC) Project

Community Action Plan (CAP) Template

BACKGROUND

COMMUNITY ACTION PLANS

Community Action Plans (CAPs) are a required component of this CDC-funded project. The CAP is the work plan that you will use for the intervention implementation phase of the project. The CAP is organized into objectives (primary and secondary) and activities. Objectives are the specific, measurable results that you would like to see occur within a particular timeframe. For the purposes of this project, the timeframe will be the project period. Activities are tasks that are completed throughout the project to achieve the objectives. The activity descriptions are the series of more detailed steps that need to occur to complete an activity.

PRIMARY OBJECTIVES

Primary objectives A and B describe the projected **reach** of the two main strategies for this project: 1) improving access to environments with healthy food and beverage options; 2) improving opportunities for chronic disease prevention, risk reduction or management through community and clinical linkages. Reach is an estimate of the number of unique individuals you impact in a certain geographic region. Additionally, primary objective C describes the communications efforts showcasing CPHMC project achievements related to the first two strategies.

Primary Objective A: Increase the **number of people** with improved access to environments with healthy food and beverage options from 0 to target by the end of the project period.

Primary Objective B: Increase the **number of people** with improved access to opportunities for chronic disease prevention, risk reduction or management through community and clinical linkages from 0 to target by the end of the project period.

Primary Objective C: Increase the **number of public and partner messages** showcasing CPHMC project efforts and achievements from 0 to 24 by the end of the project period.

Each agency must select Primary Objective A, Primary Objective B, or both of these objectives to include in their CAPs. Please keep in mind that all agencies are required to reach a total of at least 50% of their geographic population with one or both of these Primary Objectives.

Additionally, each agency must include Primary Objective C in their CAPs. This objective’s measurement is **messages**.

SECONDARY OBJECTIVES

The **secondary objectives** are directly related to the interventions that fall under each primary objective. Your coalition will select the secondary objectives that your project will focus on related to primary objectives A and B. These objectives may or may not be written in the form of reach. Regardless, all secondary objectives related to primary objectives A and B need to describe how to arrive at a reach calculation. For example, in the below objective, the unit of measurement is the number of stores. From here, reach of the intervention can be calculated.

Secondary Objective A.8: Increase the number of new K-12 schools that implement healthy vending and concession practices in the target community from 0 to 1.

Estimated number of people reached by the intervention	1,000
---	-------

Description of reach calculation	Number of students attending the school.
---	--

It is important to calculate reach for all secondary objectives related to primary objectives A and B regardless of the main unit of measurement for the secondary objectives because reach is the unit of measurement for the primary objectives. The sum of the reach for the related secondary objectives, accounting for overlap, should equal the total projected reach of the corresponding primary objective. You will regularly keep track of progress towards your secondary objectives to calculate your progress towards the primary objectives. For example:

$$\text{Secondary Objective A.1 Reach} + \text{Secondary Objective A.2 Reach} + \text{Secondary Objective A.3 Reach} + \text{Secondary Objective A.4} - \text{Overlap} = \text{Primary Objective A Reach}$$

Additionally, you are required to include 2 secondary objectives related to primary objective C in your CAPs. Both secondary objectives related to primary objective C are measured in **messages**. Messages are unique stories or perspectives showcasing your project. Please note that each unique message may result in several activities. In fact, you are encouraged to share your unique messages through a variety of channels. For example, one story may result in 3 separate activities—being shared as a blog post, a Facebook post, and a Tweet.

All words that appear **green and bold** are ones that you will need to fill in with numbers or words.

Please see Appendix A for a list of relevant secondary objectives. Please see the “Defining Reach” power point for more guidance on how to calculate reach.

GLOSSARY

Please see Appendix B for a glossary of terms. Any word that appears **red and bold** in this document can be found in the glossary.

COMMUNITY ACTION PLAN

Coalition Name
Community Action Plan (CAP)

Geographic Details:

Target Community: _____

Population of target community: _____

Primary Objective A: Increase the number of people in <target community> with improved access to environments with healthy food and beverage options from 0 to **target** by the end of the project period.

Secondary Objective A.1: Increase the number of:

- Grocery stores that sell healthy foods and/or expand their inventory of healthy foods in the target community from 0 to **target**.
- Convenience stores that sell healthy foods and/or expand their inventory of healthy foods in the target community from 0 to **target**.
- Food banks that sell healthy foods and/or expand their inventory of healthy foods in the target community from 0 to **target**.
- Mobile grocers that sell healthy foods and/or expand their inventory of healthy foods in the target community from 0 to **target**.

Estimated number of people reached by the intervention	<input type="checkbox"/> Grocery stores estimated reach: <input type="checkbox"/> Convenience stores estimated reach: <input type="checkbox"/> Food banks estimated reach: <input type="checkbox"/> Mobile grocers estimated reach:
Description of reach calculation	<input type="checkbox"/> Grocery stores reach calculation: <input type="checkbox"/> Convenience stores reach calculation: <input type="checkbox"/> Food banks reach calculation: <input type="checkbox"/> Mobile grocers reach calculation:

Secondary Objective A.1					
Activity Number	Activity Title	Description of Activity	Start Date	Completion Date	Outputs/Measures
A.1.1					
A.1.2					
A.1.3					
A.1.4					
A.1.5					
A.1.6					
A.1.7					
A.1.8					
A.1.9					
A.1.10					

<p>Secondary Objective A.2: Increase the number of:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Grocery stores with new on-site and in-store placement and promotion strategies for healthy foods in the target community from 0 to target. <input type="checkbox"/> Convenience stores with new on-site and in-store placement and promotion strategies for healthy foods in the target community from 0 to target. <input type="checkbox"/> Food banks with new on-site and in-store placement and promotion strategies for healthy foods in the target community from 0 to target. 	
<p>Estimated number of people reached by the intervention</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Grocery stores estimated reach: <input type="checkbox"/> Convenience stores estimated reach: <input type="checkbox"/> Food banks estimated reach:
<p>Description of reach calculation</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Grocery stores reach calculation: <input type="checkbox"/> Convenience stores reach calculation: <input type="checkbox"/> Food banks reach calculation:

Secondary Objective A.2					
Activity Number	Activity Title	Description of Activity	Start Date	Completion Date	Outputs/Measures
A.2.1					
A.2.2					
A.2.3					
A.2.4					
A.2.5					
A.2.6					
A.2.7					
A.2.8					
A.2.9					
A.2.10					

<p>Secondary Objective A.3: Increase the number of new:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Grocery stores that accept WIC in the target community from 0 to target. <input type="checkbox"/> Convenience stores that accept WIC in the target community from 0 to target. <input type="checkbox"/> Farmers' markets that accept WIC in the target community from 0 to target. <input type="checkbox"/> Mobile grocers that accept WIC in the target community from 0 to target. 	
<p>Estimated number of people reached by the intervention</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Grocery stores estimated reach: <input type="checkbox"/> Convenience stores estimated reach: <input type="checkbox"/> Farmers' markets estimated reach: <input type="checkbox"/> Mobile grocers estimated reach:
<p>Description of reach calculation</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Grocery stores reach calculation: <input type="checkbox"/> Convenience stores reach calculation: <input type="checkbox"/> Farmers' markets reach calculation: <input type="checkbox"/> Mobile grocers reach calculation:

Secondary Objective A.3					
Activity Number	Activity Title	Description of Activity	Start Date	Completion Date	Outputs/Measures
A.3.1					
A.3.2					
A.3.3					
A.3.4					
A.3.5					
A.3.6					
A.3.7					
A.3.8					
A.3.9					
A.3.10					

Secondary Objective A.4: Increase the number of new: <ul style="list-style-type: none"> <input type="checkbox"/> Grocery stores that accept SNAP in the target community from 0 to target. <input type="checkbox"/> Convenience stores that accept SNAP in the target community from 0 to target. <input type="checkbox"/> Farmers' markets that accept SNAP in the target community from 0 to target. <input type="checkbox"/> Mobile grocers that accept SNAP in the target community from 0 to target. 	
Estimated number of people reached by the intervention	<ul style="list-style-type: none"> <input type="checkbox"/> Grocery stores estimated reach: <input type="checkbox"/> Convenience stores estimated reach: <input type="checkbox"/> Farmers' markets estimated reach: <input type="checkbox"/> Mobile grocers estimated reach:
Description of reach calculation	<ul style="list-style-type: none"> <input type="checkbox"/> Grocery stores reach calculation: <input type="checkbox"/> Convenience stores reach calculation: <input type="checkbox"/> Farmers' markets reach calculation: <input type="checkbox"/> Mobile grocers reach calculation:

Secondary Objective A.4					
Activity Number	Activity Title	Description of Activity	Start Date	Completion Date	Outputs/Measures
A.4.1					
A.4.2					
A.4.3					
A.4.4					
A.4.5					
A.4.6					
A.4.7					
A.4.8					
A.4.9					
A.4.10					

<p>Secondary Objective A.5: Increase the number of new:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Grocery stores that offer cash or coupon incentives for purchase of healthy foods in the target community from 0 to target. <input type="checkbox"/> Convenience stores that offer cash or coupon incentives for purchase of healthy foods in the target community from 0 to target. <input type="checkbox"/> Farmers' markets that offer cash or coupon incentives for purchase of healthy foods in the target community from 0 to target. <input type="checkbox"/> Mobile grocers that offer cash or coupon incentives for purchase of healthy foods in the target community from 0 to target. 	
<p>Estimated number of people reached by the intervention</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Grocery stores estimated reach: <input type="checkbox"/> Convenience stores estimated reach: <input type="checkbox"/> Farmers' markets estimated reach: <input type="checkbox"/> Mobile grocers estimated reach:
<p>Description of reach calculation</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Grocery stores reach calculation: <input type="checkbox"/> Convenience stores reach calculation: <input type="checkbox"/> Farmers' markets reach calculation: <input type="checkbox"/> Mobile grocers reach calculation:

Secondary Objective A.5					
Activity Number	Activity Title	Description of Activity	Start Date	Completion Date	Outputs/Measures
A.5.1					
A.5.2					
A.5.3					
A.5.4					
A.5.5					
A.5.6					
A.5.7					
A.5.8					
A.5.9					
A.5.10					

Secondary Objective A.6: Increase the number of new: <ul style="list-style-type: none"> <input type="checkbox"/> Food banks in the target community from 0 to target. <input type="checkbox"/> Farmers' markets in the target community from 0 to target. <input type="checkbox"/> Mobile grocers in the target community from 0 to target. 	
Estimated number of people reached by the intervention	<ul style="list-style-type: none"> <input type="checkbox"/> Food banks estimated reach: <input type="checkbox"/> Farmers' markets estimated reach: <input type="checkbox"/> Mobile grocers estimated reach:
Description of reach calculation	<ul style="list-style-type: none"> <input type="checkbox"/> Food banks reach calculation: <input type="checkbox"/> Farmers' markets reach calculation: <input type="checkbox"/> Mobile grocers reach calculation:

Secondary Objective A.6					
Activity Number	Activity Title	Description of Activity	Start Date	Completion Date	Outputs/Measures
A.6.1					
A.6.2					
A.6.3					
A.6.4					
A.6.5					
A.6.6					
A.6.7					
A.6.8					
A.6.9					
A.6.10					

<p>Secondary Objective A.7: Increase the number of:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Restaurants/bars with new healthy menu options and/or using nutrition labeling to identify healthy menu options in the target community from 0 to target. <input type="checkbox"/> Hospitals with new healthy menu options and/or using nutrition labeling to identify healthy menu options in the target community from 0 to target. <input type="checkbox"/> Other—<please specify> with new healthy menu options and/or using nutrition labeling to identify healthy menu options in the target community from 0 to target. 	
<p>Estimated number of people reached by the intervention</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Restaurants/bars estimated reach: <input type="checkbox"/> Hospitals estimated reach: <input type="checkbox"/> Other—<please specify> estimated reach:
<p>Description of reach calculation</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Restaurants/bars reach calculation: <input type="checkbox"/> Hospitals reach calculation: <input type="checkbox"/> Other—<please specify> reach calculation:

Secondary Objective A.7					
Activity Number	Activity Title	Description of Activity	Start Date	Completion Date	Outputs/Measures
A.7.1					
A.7.2					
A.7.3					
A.7.4					
A.7.5					
A.7.6					
A.7.7					
A.7.8					
A.7.9					
A.7.10					

Secondary Objective A.8: Increase the number of new K-12 schools that implement healthy vending and concession practices in the target community from 0 to target .	
Estimated number of people reached by the intervention	
Description of reach calculation	

Secondary Objective A.8					
Activity Number	Activity Title	Description of Activity	Start Date	Completion Date	Outputs/Measures
A.8.1					
A.8.2					
A.8.3					
A.8.4					
A.8.5					
A.8.6					
A.8.7					
A.8.8					
A.8.9					
A.8.10					

Secondary Objective A.9: Increase the number of new K-12 schools that that make plain drinking water available throughout the day at no cost to students in the target community from 0 to target .	
Estimated number of people reached by the intervention	
Description of reach calculation	

Secondary Objective A.9					
Activity Number	Activity Title	Description of Activity	Start Date	Completion Date	Outputs/Measures
A.9.1					
A.9.2					
A.9.3					
A.9.4					
A.9.5					
A.9.6					
A.9.7					
A.9.8					
A.9.9					
A.9.10					

<p>Secondary Objective A.10: Increase the number of new:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Hotels/motels that publicly promote/welcome breastfeeding in the target community from 0 to target. <input type="checkbox"/> Entertainment venues that publicly promote/welcome breastfeeding in the target community from 0 to target. <input type="checkbox"/> Grocery stores that publicly promote/welcome breastfeeding in the target community from 0 to target. <input type="checkbox"/> Restaurants/bars that publicly promote/welcome breastfeeding in the target community from 0 to target. <input type="checkbox"/> Other—<please specify> that publicly promote/welcome breastfeeding in the target community from 0 to target. 	
<p>Estimated number of people reached by the intervention</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Hotels/motels estimated reach: <input type="checkbox"/> Entertainment venues estimated reach: <input type="checkbox"/> Grocery stores estimated reach: <input type="checkbox"/> Restaurants/bars estimated reach: <input type="checkbox"/> Other—<please specify> estimated reach:
<p>Description of reach calculation</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Hotels/motels reach calculation: <input type="checkbox"/> Entertainment venues reach calculation: <input type="checkbox"/> Grocery stores reach calculation: <input type="checkbox"/> Restaurants/bars reach calculation: <input type="checkbox"/> Other—<please specify> reach calculation:

Secondary Objective A.10					
Activity Number	Activity Title	Description of Activity	Start Date	Completion Date	Outputs/Measures
A.10.1					
A.10.2					
A.10.3					
A.10.4					
A.10.5					
A.10.6					
A.10.7					
A.10.8					
A.10.9					
A.10.10					

<p>Secondary Objective A.11: Increase the number of new:</p> <ul style="list-style-type: none"> <input type="checkbox"/> K-12 schools that develop and/or implement policies to support breastfeeding in the target community from 0 to target. <input type="checkbox"/> Outside of school care providers that develop and/or implement policies to support breastfeeding in the target community from 0 to target. <input type="checkbox"/> Hospitals that develop and/or implement policies to support breastfeeding in the target community from 0 to target. <input type="checkbox"/> Mental illness providers that develop and/or implement policies to support breastfeeding in the target community from 0 to target. <input type="checkbox"/> <input type="checkbox"/> Other—<please specify> that develop and/or implement policies to support breastfeeding in the target community from 0 to target. 	
<p>Estimated number of people reached by the intervention</p>	<ul style="list-style-type: none"> <input type="checkbox"/> K-12 schools estimated reach: <input type="checkbox"/> Outside of school care providers estimated reach: <input type="checkbox"/> Hospitals estimated reach: <input type="checkbox"/> Mental illness providers estimated reach: <input type="checkbox"/> Pharmacies estimated reach: <input type="checkbox"/> Primary care providers estimated reach: <input type="checkbox"/> Faith based organizations estimated reach: <input type="checkbox"/> Worksites estimated reach: <input type="checkbox"/> Prisons estimated reach: <input type="checkbox"/> Group homes estimated reach: <input type="checkbox"/> Government agencies estimated reach: <input type="checkbox"/> Military facilities estimated reach: <input type="checkbox"/> Veteran facilities estimated reach: <input type="checkbox"/> Other—<please specify> estimated reach:

Description of reach calculation	<ul style="list-style-type: none"><input type="checkbox"/> K-12 schools reach calculation:<input type="checkbox"/> Outside of school care providers reach calculation:<input type="checkbox"/> Hospitals reach calculation:<input type="checkbox"/> Mental illness providers reach calculation:<input type="checkbox"/> Pharmacies reach calculation:<input type="checkbox"/> Primary care providers reach calculation:<input type="checkbox"/> Faith based organizations reach calculation:<input type="checkbox"/> Worksites reach calculation:<input type="checkbox"/> Prisons reach calculation:<input type="checkbox"/> Group homes reach calculation:<input type="checkbox"/> Government agencies reach calculation:<input type="checkbox"/> Military facilities reach calculation:<input type="checkbox"/> Veteran facilities reach calculation:<input type="checkbox"/> Other—<please specify> reach calculation:
----------------------------------	--

Secondary Objective A.11					
Activity Number	Activity Title	Description of Activity	Start Date	Completion Date	Outputs/Measures
A.11.1					
A.11.2					
A.11.3					
A.11.4					
A.11.5					
A.11.6					
A.11.7					
A.11.8					
A.11.9					
A.11.10					

Secondary Objective A.12: Increase the number of new community gardens and/or increase the number of existing community gardens that are strengthened in the target community from 0 to target .	
Estimated number of people reached by the intervention	
Description of reach calculation	

Secondary Objective A.12					
Activity Number	Activity Title	Description of Activity	Start Date	Completion Date	Outputs/Measures
A.12.1					
A.12.2					
A.12.3					
A.12.4					
A.12.5					
A.12.6					
A.12.7					
A.12.8					
A.12.9					
A.12.10					

Secondary Objective A.13: Increase the number of: <ul style="list-style-type: none"> <input type="checkbox"/> Cities with improved public transportation options for accessing healthy food and beverage environments in the target community from 0 to target. <input type="checkbox"/> Counties with improved public transportation options for accessing healthy food and beverage environments in the target community from 0 to target. 	
Estimated number of people reached by the intervention	<input type="checkbox"/> Cities estimated reach: <input type="checkbox"/> Counties estimated reach:
Description of reach calculation	<input type="checkbox"/> Cities reach calculation: <input type="checkbox"/> Counties reach calculation:

Secondary Objective A.13					
Activity Number	Activity Title	Description of Activity	Start Date	Completion Date	Outputs/Measures
A.13.1					
A.13.2					
A.13.3					
A.13.4					
A.13.5					
A.13.6					
A.13.7					
A.13.8					
A.13.9					
A.13.10					

Secondary Objective A.14: Increase the number of: <ul style="list-style-type: none"> <input type="checkbox"/> Outside of school care providers that offer healthy food and beverage options in the target community from 0 to target. <input type="checkbox"/> Group homes that offer healthy food and beverage options in the target community from 0 to target. <input type="checkbox"/> Other—<please specify> that offer healthy food and beverage options in the target community from 0 to target. 	
Estimated number of people reached by the intervention	<ul style="list-style-type: none"> <input type="checkbox"/> Outside of school care providers estimated reach: <input type="checkbox"/> Group homes estimated reach: <input type="checkbox"/> Other--<please specify> estimated reach:
Description of reach calculation	<ul style="list-style-type: none"> <input type="checkbox"/> Outside of school care providers reach calculation: <input type="checkbox"/> Group homes reach calculation: <input type="checkbox"/> Other--<please specify> reach calculation:

Secondary Objective A.14					
Activity Number	Activity Title	Description of Activity	Start Date	Completion Date	Outputs/Measures
A.14.1					
A.14.2					
A.14.3					
A.14.4					
A.14.5					
A.14.6					
A.14.7					
A.14.8					
A.14.9					
A.14.10					

Secondary Objective A.15: Increase the number of:	
<input type="checkbox"/> K-12 schools that increase SNAP enrollment from 0 to target . <input type="checkbox"/> Other—<please specify> that offer healthy food and beverage options in the target community from 0 to target .	
Estimated number of people reached by the intervention	<input type="checkbox"/> K-12 schools estimated reach: <input type="checkbox"/> Other--<please specify> estimated reach:
Description of reach calculation	<input type="checkbox"/> K-12 schools reach calculation: <input type="checkbox"/> Other--<please specify> reach calculation:

Secondary Objective A.15					
Activity Number	Activity Title	Description of Activity	Start Date	Completion Date	Outputs/Measures
A.15.1					
A.15.2					
A.15.3					
A.15.4					
A.15.5					
A.15.6					
A.15.7					
A.15.8					
A.15.9					
A.15.10					

Secondary Objective A.16: Increase the number of:

- K-12 schools that develop and implement a healthy cooking and/or nutrition curriculum from 0 to **target**.
- Outside of school care providers that develop and implement a healthy cooking and/or nutrition curriculum from 0 to **target**.
- Substance abuse facilities that develop and implement a healthy cooking and/or nutrition curriculum from 0 to **target**.
- Faith based organizations that develop and implement a healthy cooking and/or nutrition curriculum from 0 to **target**.
- Worksites that develop and implement a healthy cooking and/or nutrition curriculum from 0 to **target**.
- Prisons that develop and implement a healthy cooking and/or nutrition curriculum from 0 to **target**.
- Group homes that develop and implement a healthy cooking and/or nutrition curriculum from 0 to **target**.
- Government agencies that develop and implement a healthy cooking and/or nutrition curriculum from 0 to **target**.
- Military facilities that develop and implement a healthy cooking and/or nutrition curriculum from 0 to **target**.
- Veteran facilities that develop and implement a healthy cooking and/or nutrition curriculum from 0 to **target**.
- Other—<please specify>

Estimated number of people reached by the intervention

- K-12 schools estimated reach:
- Outside of school care providers estimated reach:
- Substance abuse facilities estimated reach:
- Faith based organizations estimated reach:
- Worksites estimated reach:
- Prisons estimated reach:
- Group homes estimated reach:
- Government agencies estimated reach:
- Military facilities estimated reach:
- Veteran facilities estimated reach:
- Other—<please specify> estimated reach:

Description of reach calculation	<ul style="list-style-type: none"><input type="checkbox"/> K-12 schools reach calculation:<input type="checkbox"/> Outside of school care providers reach calculation:<input type="checkbox"/> Substance abuse facilities reach calculation:<input type="checkbox"/> Faith based organizations reach calculation:<input type="checkbox"/> Worksites reach calculation:<input type="checkbox"/> Prisons reach calculation:<input type="checkbox"/> Group homes reach calculation:<input type="checkbox"/> Government agencies reach calculation:<input type="checkbox"/> Military facilities reach calculation:<input type="checkbox"/> Veteran facilities reach calculation:<input type="checkbox"/> Other—<please specify> reach calculation:
----------------------------------	--

Secondary Objective A.16					
Activity Number	Activity Title	Description of Activity	Start Date	Completion Date	Outputs/Measures
A.16.1					
A.16.2					
A.16.3					
A.16.4					
A.16.5					
A.16.6					
A.16.7					
A.16.8					
A.16.9					
A.16.10					

Primary Objective B: Increase the number of people in <target community> with improved access to opportunities for chronic disease prevention, risk reduction or management through community and clinical linkages from 0 to target by the end of the project period.

Secondary Objective B.1: Increase the number of new:

- Dental offices referring and/or signing patients up for Medicaid and/or private insurance in the target community from 0 to **target**.
- Hospitals referring and/or signing patients up for Medicaid and/or private insurance in the target community from 0 to **target**.
- Mental illness providers referring and/or signing patients up for Medicaid and/or private insurance in the target community from 0 to **target**.
- Pharmacies referring and/or signing patients up for Medicaid and/or private insurance in the target community from 0 to **target**.
- Primary care providers referring and/or signing patients up for Medicaid and/or private insurance in the target community from 0 to **target**.
- K-12 schools referring and/or signing patients up for Medicaid and/or private insurance in the target community from 0 to **target**.
- Outside of school care providers referring and/or signing patients up for Medicaid and/or private insurance in the target community from 0 to **target**.
- Group homes referring and/or signing patients up for Medicaid and/or private insurance in the target community from 0 to **target**.
- Government agencies referring and/or signing patients up for Medicaid and/or private insurance in the target community from 0 to **target**.
- Military facilities referring and/or signing patients up for Medicaid and/or private insurance in the target community from 0 to **target**.
- Veteran facilities referring and/or signing patients up for Medicaid and/or private insurance in the target community from 0 to **target**.
- Faith based organizations referring and/or signing patients up for Medicaid and/or private insurance in the target community from 0 to **target**.
- Cities referring and/or signing patients up for Medicaid and/or private insurance in the target community from 0 to **target**.
- Counties referring and/or signing patients up for Medicaid and/or private insurance in the target community from 0 to **target**.
- Non-profit organizations referring and/or signing patients up for Medicaid and/or private insurance in the target community from 0 to **target**.
- Worksites referring and/or signing patients up for Medicaid and/or private insurance in the target community from 0 to **target**.
- Farmers' markets referring and/or signing patients up for Medicaid and/or private insurance in the target community from 0 to **target**.
- Grocery stores referring and/or signing patients up for Medicaid and/or private insurance in the target community from 0 to **target**.
- Other—<please specify> referring and/or signing patients up for Medicaid and/or private insurance in the target community from 0 to **target**.

Estimated number of people reached by the intervention	<ul style="list-style-type: none"><input type="checkbox"/> Dental offices estimated reach:<input type="checkbox"/> Hospitals estimated reach:<input type="checkbox"/> Mental illness providers estimated reach:<input type="checkbox"/> Pharmacies estimated reach:<input type="checkbox"/> Primary care providers estimated reach:<input type="checkbox"/> K-12 schools estimated reach:<input type="checkbox"/> Outside of school care providers estimated reach:<input type="checkbox"/> Group homes estimated reach:<input type="checkbox"/> Government agencies estimated reach:<input type="checkbox"/> Military facilities estimated reach:<input type="checkbox"/> Veteran facilities estimated reach:<input type="checkbox"/> Faith based organizations estimated reach:<input type="checkbox"/> Cities estimated reach:<input type="checkbox"/> Counties estimated reach:<input type="checkbox"/> Non-profit organizations estimated reach:<input type="checkbox"/> Worksites estimated reach:<input type="checkbox"/> Farmers' markets estimated reach:<input type="checkbox"/> Grocery stores estimated reach:<input type="checkbox"/> Other—<please specify> estimated reach:
--	--

Description of reach calculation	<ul style="list-style-type: none"> <input type="checkbox"/> Dental offices reach calculation: <input type="checkbox"/> Hospitals reach calculation: <input type="checkbox"/> Mental illness providers reach calculation: <input type="checkbox"/> Pharmacies reach calculation: <input type="checkbox"/> Primary care providers reach calculation: <input type="checkbox"/> K-12 schools reach calculation: <input type="checkbox"/> Outside of school care providers reach calculation: <input type="checkbox"/> Group homes reach calculation: <input type="checkbox"/> Government agencies reach calculation: <input type="checkbox"/> Military facilities reach calculation: <input type="checkbox"/> Veteran facilities reach calculation: <input type="checkbox"/> Faith based organizations reach calculation: <input type="checkbox"/> Cities reach calculation: <input type="checkbox"/> Counties reach calculation: <input type="checkbox"/> Non-profit organizations reach calculation: <input type="checkbox"/> Worksites reach calculation: <input type="checkbox"/> Farmers' markets reach calculation: <input type="checkbox"/> Grocery stores reach calculation: <input type="checkbox"/> Other—<please specify> reach calculation:
----------------------------------	--

Secondary Objective B.1					
Activity Number	Activity Title	Description of Activity	Start Date	Completion Date	Outputs/Measures
B.1.1					
B.1.2					
B.1.3					
B.1.4					
B.1.5					
B.1.6					
B.1.7					
B.1.8					
B.1.9					
B.1.10					

Secondary Objective B.2: Increase the number of WIC agencies reimbursed by Medicaid and/or private insurance for (a) nutrition services provided by nutrition staff (including weight management, diabetes management, etc.), (b) breastfeeding services provided by WIC staff, and/or (c) new chronic disease prevention and management services that already have existing billing codes in the target community from 0 to target .	
Estimated number of people reached by the intervention	
Description of reach calculation	

Secondary Objective B.2					
Activity Number	Activity Title	Description of Activity	Start Date	Completion Date	Outputs/Measures
B.2.1					
B.2.2					
B.2.3					
B.2.4					
B.2.5					
B.2.6					
B.2.7					
B.2.8					
B.2.9					
B.2.10					

Secondary Objective B.3: Increase the number of new:

- Dental offices that are integrated into a strong referral network* in the target community from 0 to **target**.
- Hospitals that are integrated into a strong referral network* in the target community from 0 to **target**.
- Mental illness providers that are integrated into a strong referral network* in the target community from 0 to **target**.
- Pharmacies that are integrated into a strong referral network* in the target community from 0 to **target**.
- Primary care providers that are integrated into a strong referral network* in the target community from 0 to **target**.
- K-12 schools that are integrated into a strong referral network* in the target community from 0 to **target**.
- Outside of school care providers that are integrated into a strong referral network* in the target community from 0 to **target**.
- Group homes that are integrated into a strong referral network* in the target community from 0 to **target**.
- Government agencies that are integrated into a strong referral network* in the target community from 0 to **target**.
- Military facilities that are integrated into a strong referral network* in the target community from 0 to **target**.
- Veteran facilities that are integrated into a strong referral network* in the target community from 0 to **target**.
- Faith based organizations that are integrated into a strong referral network* in the target community from 0 to **target**.
- Cities that are integrated into a strong referral network* in the target community from 0 to **target**.
- Counties that are integrated into a strong referral network* in the target community from 0 to **target**.
- Non-profit organizations that are integrated into a strong referral network* in the target community from 0 to **target**.
- Worksites that are integrated into a strong referral network* in the target community from 0 to **target**.
- Farmers' markets that are integrated into a strong referral network* in the target community from 0 to **target**.
- Grocery stores that are integrated into a strong referral network* in the target community from 0 to **target**.
- WIC agencies that are integrated into a strong referral network* in the target community from 0 to **target**.
- Other—<please specify> that are integrated into a strong referral network* in the target community from 0 to **target**.

*Integrating into a strong referral network can include the following activities: Developing and disseminating new tools or resources designed to improve awareness of available chronic disease prevention and management services in the community; enhancing the WIC referral list with new community-based chronic disease prevention and management services; increasing the number of community partners that sign clients up for WIC; increasing the number of community partners that refer clients to WIC; increasing the number of community partners (including WIC) that refer and/or sign families up for healthcare; increasing the number of community partners that refer families to other chronic disease prevention and management services in the community; and increasing the number of community partners (including WIC) that offer new chronic disease prevention and management services.

<p>Estimated number of people reached by the intervention</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Dental offices estimated reach: <input type="checkbox"/> Hospitals estimated reach: <input type="checkbox"/> Mental illness providers estimated reach: <input type="checkbox"/> Pharmacies estimated reach: <input type="checkbox"/> Primary care providers estimated reach: <input type="checkbox"/> K-12 schools estimated reach: <input type="checkbox"/> Outside of school care providers estimated reach: <input type="checkbox"/> Group homes estimated reach: <input type="checkbox"/> Government agencies estimated reach: <input type="checkbox"/> Military facilities estimated reach: <input type="checkbox"/> Veteran facilities estimated reach: <input type="checkbox"/> Faith based organizations estimated reach: <input type="checkbox"/> Cities estimated reach: <input type="checkbox"/> Counties estimated reach: <input type="checkbox"/> Non-profit organizations estimated reach: <input type="checkbox"/> Worksites estimated reach: <input type="checkbox"/> Farmers' markets estimated reach: <input type="checkbox"/> Grocery stores estimated reach: <input type="checkbox"/> WIC agencies estimated reach: <input type="checkbox"/> Other—<please specify> estimated reach:
---	--

Description of reach calculation	<input type="checkbox"/> Dental offices reach calculation: <input type="checkbox"/> Hospitals reach calculation: <input type="checkbox"/> Mental illness providers reach calculation: <input type="checkbox"/> Pharmacies reach calculation: <input type="checkbox"/> Primary care providers reach calculation: <input type="checkbox"/> K-12 schools reach calculation: <input type="checkbox"/> Outside of school care providers reach calculation: <input type="checkbox"/> Group homes reach calculation: <input type="checkbox"/> Government agencies reach calculation: <input type="checkbox"/> Military facilities reach calculation: <input type="checkbox"/> Veteran facilities reach calculation: <input type="checkbox"/> Faith based organizations reach calculation: <input type="checkbox"/> Cities reach calculation: <input type="checkbox"/> Counties reach calculation: <input type="checkbox"/> Non-profit organizations reach calculation: <input type="checkbox"/> Worksites reach calculation: <input type="checkbox"/> Farmers' markets reach calculation: <input type="checkbox"/> Grocery stores reach calculation: <input type="checkbox"/> WIC agencies reach calculation: <input type="checkbox"/> Other—<please specify> reach calculation:
----------------------------------	--

Secondary Objective B.3					
Activity Number	Activity Title	Description of Activity	Start Date	Completion Date	Outputs/Measures
B.3.1					
B.3.2					
B.3.3					
B.3.4					
B.3.5					
B.3.6					
B.3.7					
B.3.8					
B.3.9					
B.3.10					

<p>Secondary Objective B.4: Increase the number of new:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Dental offices that make “prescriptions” for non-pharmaceutical interventions like exercise and WIC in the target community from 0 to target. <input type="checkbox"/> Hospitals that make “prescriptions” for non-pharmaceutical interventions like exercise and WIC in the target community from 0 to target. <input type="checkbox"/> Mental illness providers that make “prescriptions” for non-pharmaceutical interventions like exercise and WIC in the target community from 0 to target. <input type="checkbox"/> Pharmacies that make “prescriptions” for non-pharmaceutical interventions like exercise and WIC in the target community from 0 to target. <input type="checkbox"/> Primary care providers that make “prescriptions” for non-pharmaceutical interventions like exercise and WIC in the target community from 0 to target. <input type="checkbox"/> Other—<please specify> that make “prescriptions” for non-pharmaceutical interventions like exercise and WIC in the target community from 0 to target. 	
<p>Estimated number of people reached by the intervention</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Dental offices estimated reach: <input type="checkbox"/> Hospitals estimated reach: <input type="checkbox"/> Mental illness providers estimated reach: <input type="checkbox"/> Pharmacies estimated reach: <input type="checkbox"/> Primary care providers estimated reach: <input type="checkbox"/> Other—<please specify> estimated reach:
<p>Description of reach calculation</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Dental offices reach calculation: <input type="checkbox"/> Hospitals reach calculation: <input type="checkbox"/> Mental illness providers reach calculation: <input type="checkbox"/> Pharmacies reach calculation: <input type="checkbox"/> Primary care providers reach calculation: <input type="checkbox"/> Other—<please specify> reach calculation:

Secondary Objective B.4					
Activity Number	Activity Title	Description of Activity	Start Date	Completion Date	Outputs/Measures
B.4.1					
B.4.2					
B.4.3					
B.4.4					
B.4.5					
B.4.6					
B.4.7					
B.4.8					
B.4.9					
B.4.10					

Secondary Objective B.5: Increase the number of:

- Dental offices with providers and/or staff that receive basic training in (a) WIC services and benefits, (b) community chronic disease prevention and management services referrals, and/or (c) breastfeeding in the target community from 0 to **target**.
- Hospitals with providers and/or staff that receive basic training in (a) WIC services and benefits, (b) community chronic disease prevention and management services referrals, and/or (c) breastfeeding in the target community from 0 to **target**.
- Mental illness providers with providers and/or staff that receive basic training in (a) WIC services and benefits, (b) community chronic disease prevention and management services referrals, and/or (c) breastfeeding in the target community from 0 to **target**.
- Pharmacies with providers and/or staff that receive basic training in (a) WIC services and benefits, (b) community chronic disease prevention and management services referrals, and/or (c) breastfeeding in the target community from 0 to **target**.
- Primary care providers with providers and/or staff that receive basic training in (a) WIC services and benefits, (b) community chronic disease prevention and management services referrals, and/or (c) breastfeeding in the target community from 0 to **target**.
- K-12 schools with providers and/or staff that receive basic training in (a) WIC services and benefits, (b) community chronic disease prevention and management services referrals, and/or (c) breastfeeding in the target community from 0 to **target**.
- Outside of school care providers with providers and/or staff that receive basic training in (a) WIC services and benefits, (b) community chronic disease prevention and management services referrals, and/or (c) breastfeeding in the target community from 0 to **target**.
- Group homes with providers and/or staff that receive basic training in (a) WIC services and benefits, (b) community chronic disease prevention and management services referrals, and/or (c) breastfeeding in the target community from 0 to **target**.
- Government agencies with providers and/or staff that receive basic training in (a) WIC services and benefits, (b) community chronic disease prevention and management services referrals, and/or (c) breastfeeding in the target community from 0 to **target**.
- Military facilities with providers and/or staff that receive basic training in (a) WIC services and benefits, (b) community chronic disease prevention and management services referrals, and/or (c) breastfeeding in the target community from 0 to **target**.
- Veteran facilities with providers and/or staff that receive basic training in (a) WIC services and benefits, (b) community chronic disease prevention and management services referrals, and/or (c) breastfeeding in the target community from 0 to **target**.
- Faith based organizations with providers and/or staff that receive basic training in (a) WIC services and benefits, (b) community chronic disease prevention and management services referrals, and/or (c) breastfeeding in the target community from 0 to **target**.
- Non-profit organizations with providers and/or staff that receive basic training in (a) WIC services and benefits, (b) community chronic disease prevention and management services referrals, and/or (c) breastfeeding in the target community from 0 to **target**.
- Worksites with providers and/or staff that receive basic training in (a) WIC services and benefits, (b) community chronic disease prevention and management services referrals, and/or (c) breastfeeding in the target community from 0 to **target**.
- Other—<please specify> with providers and/or staff that receive basic training in (a) WIC services and benefits, (b) community chronic disease prevention and management services referrals, and/or (c) breastfeeding in the target community from 0 to **target**.

<p>Estimated number of people reached by the intervention</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Dental offices estimated reach: <input type="checkbox"/> Hospitals estimated reach: <input type="checkbox"/> Mental illness providers estimated reach: <input type="checkbox"/> Pharmacies estimated reach: <input type="checkbox"/> Primary care providers estimated reach: <input type="checkbox"/> K-12 schools estimated reach: <input type="checkbox"/> Outside of school care providers estimated reach: <input type="checkbox"/> Group homes estimated reach: <input type="checkbox"/> Government agencies estimated reach: <input type="checkbox"/> Military facilities estimated reach: <input type="checkbox"/> Veteran facilities estimated reach: <input type="checkbox"/> Faith based organizations estimated reach: <input type="checkbox"/> Non-profit organizations estimated reach: <input type="checkbox"/> Worksites estimated reach: <input type="checkbox"/> Other—<please specify> estimated reach:
<p>Description of reach calculation</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Dental offices reach calculation: <input type="checkbox"/> Hospitals reach calculation: <input type="checkbox"/> Mental illness providers reach calculation: <input type="checkbox"/> Pharmacies reach calculation: <input type="checkbox"/> Primary care providers reach calculation: <input type="checkbox"/> K-12 schools reach calculation: <input type="checkbox"/> Outside of school care providers reach calculation: <input type="checkbox"/> Group homes reach calculation: <input type="checkbox"/> Government agencies reach calculation: <input type="checkbox"/> Military facilities reach calculation: <input type="checkbox"/> Veteran facilities reach calculation: <input type="checkbox"/> Faith based organizations reach calculation: <input type="checkbox"/> Non-profit organizations reach calculation: <input type="checkbox"/> Worksites reach calculation: <input type="checkbox"/> Other—<please specify> reach calculation:

Secondary Objective B.5					
Activity Number	Activity Title	Description of Activity	Start Date	Completion Date	Outputs/Measures
B.5.1					
B.5.2					
B.5.3					
B.5.4					
B.5.5					
B.5.6					
B.5.7					
B.5.8					
B.5.9					
B.5.10					

Secondary Objective B.6: Increase the number of:

- Dental offices with providers and/or staff that receive cultural competency training in the target community from 0 to **target**.
- Hospitals with providers and/or staff that receive cultural competency training in the target community from 0 to **target**.
- Mental illness providers with providers and/or staff that receive cultural competency training in the target community from 0 to **target**.
- Pharmacies with providers and/or staff that receive cultural competency training in the target community from 0 to **target**.
- Primary care providers with providers and/or staff that receive cultural competency training in the target community from 0 to **target**.
- K-12 schools with providers and/or staff that receive cultural competency training in the target community from 0 to **target**.
- Outside of school care providers with providers and/or staff that receive cultural competency training in the target community from 0 to **target**.
- Group homes with providers and/or staff that receive cultural competency training in the target community from 0 to **target**.
- Government agencies with providers and/or staff that receive cultural competency training in the target community from 0 to **target**.
- Military facilities with providers and/or staff that receive cultural competency training in the target community from 0 to **target**.
- Veteran facilities with providers and/or staff that receive cultural competency training in the target community from 0 to **target**.
- Faith based organizations with providers and/or staff that receive cultural competency training in the target community from 0 to **target**.
- Non-profit organizations with providers and/or staff that receive cultural competency training in the target community from 0 to **target**.
- Worksites with providers and/or staff that receive cultural competency training in the target community from 0 to **target**.
- Other—<please specify> with providers and/or staff that receive cultural competency training in the target community from 0 to **target**.

<p>Estimated number of people reached by the intervention</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Dental offices estimated reach: <input type="checkbox"/> Hospitals estimated reach: <input type="checkbox"/> Mental illness providers estimated reach: <input type="checkbox"/> Pharmacies estimated reach: <input type="checkbox"/> Primary care providers estimated reach: <input type="checkbox"/> K-12 schools estimated reach: <input type="checkbox"/> Outside of school care providers estimated reach: <input type="checkbox"/> Group homes estimated reach: <input type="checkbox"/> Government agencies estimated reach: <input type="checkbox"/> Military facilities estimated reach: <input type="checkbox"/> Veteran facilities estimated reach: <input type="checkbox"/> Faith based organizations estimated reach: <input type="checkbox"/> Non-profit organizations estimated reach: <input type="checkbox"/> Worksites estimated reach: <input type="checkbox"/> Other—<please specify> estimated reach:
<p>Description of reach calculation</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Dental offices reach calculation: <input type="checkbox"/> Hospitals reach calculation: <input type="checkbox"/> Mental illness providers reach calculation: <input type="checkbox"/> Pharmacies reach calculation: <input type="checkbox"/> Primary care providers reach calculation: <input type="checkbox"/> K-12 schools reach calculation: <input type="checkbox"/> Outside of school care providers reach calculation: <input type="checkbox"/> Group homes reach calculation: <input type="checkbox"/> Government agencies reach calculation: <input type="checkbox"/> Military facilities reach calculation: <input type="checkbox"/> Veteran facilities reach calculation: <input type="checkbox"/> Faith based organizations reach calculation: <input type="checkbox"/> Non-profit organizations reach calculation: <input type="checkbox"/> Worksites reach calculation: <input type="checkbox"/> Other—<please specify> reach calculation:

Secondary Objective B.6					
Activity Number	Activity Title	Description of Activity	Start Date	Completion Date	Outputs/Measures
B.6.1					
B.6.2					
B.6.3					
B.6.4					
B.6.5					
B.6.6					
B.6.7					
B.6.8					
B.6.9					
B.6.10					

Secondary Objective B.7: Increase the number of new:

- Dental offices that create and implement policies to assess for healthy behaviors, including access to fruits and vegetables and neighborhood walkability, during the medical history intake with patients, in the target community from 0 to **target**.
- Health insurance companies that create and implement policies to assess for healthy behaviors, including access to fruits and vegetables and neighborhood walkability, during the medical history intake with patients, in the target community from 0 to **target**.
- Hospitals that create and implement policies to assess for healthy behaviors, including access to fruits and vegetables and neighborhood walkability, during the medical history intake with patients, in the target community from 0 to **target**.
- Mental illness providers that create and implement policies to assess for healthy behaviors, including access to fruits and vegetables and neighborhood walkability, during the medical history intake with patients, in the target community from 0 to **target**.
- Pharmacies that create and implement policies to assess for healthy behaviors, including access to fruits and vegetables and neighborhood walkability, during the medical history intake with patients, in the target community from 0 to **target**.
- Primary care providers that create and implement policies to assess for healthy behaviors, including access to fruits and vegetables and neighborhood walkability, during the medical history intake with patients, in the target community from 0 to **target**.
- Other—<please specify> that create and implement policies to assess for healthy behaviors, including access to fruits and vegetables and neighborhood walkability, during the medical history intake with patients, in the target community from 0 to **target**.

<p>Estimated number of people reached by the intervention</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Dental offices estimated reach: <input type="checkbox"/> Health insurance companies estimated reach: <input type="checkbox"/> Hospitals estimated reach: <input type="checkbox"/> Mental illness providers estimated reach: <input type="checkbox"/> Pharmacies estimated reach: <input type="checkbox"/> Primary care providers estimated reach: <input type="checkbox"/> Other—<please specify> estimated reach:
<p>Description of reach calculation</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Dental offices reach calculation: <input type="checkbox"/> Health insurance companies reach calculation: <input type="checkbox"/> Hospitals reach calculation: <input type="checkbox"/> Mental illness providers reach calculation: <input type="checkbox"/> Pharmacies reach calculation: <input type="checkbox"/> Primary care providers reach calculation: <input type="checkbox"/> Other—<please specify> reach calculation:

Secondary Objective B.7					
Activity Number	Activity Title	Description of Activity	Start Date	Completion Date	Outputs/Measures
B.7.1					
B.7.2					
B.7.3					
B.7.4					
B.7.5					
B.7.6					
B.7.7					
B.7.8					
B.7.9					
B.7.10					

<p>Secondary Objective B.8: Increase the number of:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Cities with improved public transportation options for accessing chronic disease prevention and management services in the target community from 0 to target. <input type="checkbox"/> Counties with improved public transportation options for accessing chronic disease prevention and management services in the target community from 0 to target. 	
Estimated number of people reached by the intervention	<ul style="list-style-type: none"> <input type="checkbox"/> Cities estimated reach: <input type="checkbox"/> Counties estimated reach:
Description of reach calculation	<ul style="list-style-type: none"> <input type="checkbox"/> Cities reach calculation: <input type="checkbox"/> Counties reach calculation:

Secondary Objective B.8					
Activity Number	Activity Title	Description of Activity	Start Date	Completion Date	Outputs/Measures
B.8.1					
B.8.2					
B.8.3					
B.8.4					
B.8.5					
B.8.6					
B.8.7					
B.8.8					
B.8.9					
B.8.10					

Primary Objective C: Increase the number of **public** and **partner messages** showcasing CPHMC project efforts and achievements from 0 to 24 by the end of the project period.

Secondary Objective C.1: Increase the number of **public** messages on CPHMC efforts and achievements from 0 to 12 by the end of the project period.

Write a short narrative about how the activities will result in achieving this secondary objective.

Secondary Objective C.1						
Activity Number	Communication Activity Title	Description of Activity	Start Date	Completion Date	Media Type (Television, Radio, Print, Social Media, Outdoor, Other)	Circulation/ Viewers/ Listeners/ Followers/ Subscribers
C.1.1						
C.1.2						
C.1.3						
C.1.4						
C.1.5						
C.1.6						
C.1.7						
C.1.8						
C.1.9						
C.1.10						

Secondary Objective C.2: Increase the number of **partner** messages on CPHMC efforts and achievements from 0 to 12 by the end of the project period.

Write a short narrative about how the activities will result in achieving this secondary objective.

Secondary Objective C.2						
Activity Number	Communication Activity Title	Description of Activity	Start Date	Completion Date	Partner Media Type (Email listserv/ newsletter, Blog, Social Media)	Circulation/ Followers/ Subscribers
C.2.1						
C.2.2						
C.2.3						
C.2.4						
C.2.5						
C.2.6						
C.2.7						
C.2.8						
C.2.9						
C.2.10						

Appendix A: Secondary Objectives List

Secondary Objectives Related to Primary Objective A:

Secondary Objective A.1: Increase the number of [grocery stores; convenience stores; food banks; mobile grocers] that sell healthy foods and/or expand their inventory of healthy foods in the target community from 0 to target.

Secondary Objective A.2: Increase the number of [grocery stores; convenience stores; food banks] with new on-site and in-store placement and promotion strategies for healthy foods in the target community from 0 to target.

Secondary Objective A.3: Increase the number of new [grocery stores; convenience stores; farmers' markets; other—mobile grocers] that accept WIC in the target community from 0 to target.

Secondary Objective A.4: Increase the number of new [grocery stores; convenience stores; farmers' markets; other—mobile grocers] that accept SNAP in the target community from 0 to target.

Secondary Objective A.5: Increase the number of new [grocery stores; convenience stores; farmers' markets; other—mobile grocers] that offer cash or coupon incentives for purchase of healthy foods in the target community from 0 to target.

Secondary Objective A.6: Increase the number of new [farmers' markets; food banks; other—mobile grocers] in the target community from 0 to target.

Secondary Objective A.7: Increase the number of [restaurants/bars; hospitals; other—please specify] with new healthy menu options and/or using nutrition labeling to identify healthy menu options in the target community from 0 to target.

Secondary Objective A.8: Increase the number of new K-12 schools that implement healthy vending and concession practices in the target community from 0 to target.

Secondary Objective A.9: Increase the number of new K-12 schools that make plain drinking water available throughout the day at no cost to students in the target community from 0 to target.

Secondary Objective A.10: Increase the number of new [hotels/motels; entertainment venues; grocery stores; restaurants/bars; other—please specify] that publicly promote/welcome breastfeeding in the target community from 0 to target.

Secondary Objective A.11: Increase the number of new [K-12 schools; outside of school care providers; dental offices; hospitals; mental illness providers; pharmacies; primary care providers; substance abuse facilities; faith based organizations; worksites; prisons; group homes; government agencies; military facilities; veteran facilities; other—please specify] that develop and/or implement policies to support breastfeeding in the target community from 0 to target.

Secondary Objective A.12: Increase the number of new community gardens and/or increase the number of existing community gardens that are strengthened in the target community from 0 to target.

Secondary Objective A.13: Increase the number of [cities; counties] with improved public transportation options for accessing healthy food and beverage environments in the target community from 0 to target.

Secondary Objective A.14: Increase the number of [outside of school care providers; group homes; other—please specify] that offer healthy food and beverage options in the target community from 0 to target.

Secondary Objective A.15: Increase the number of [K-12 schools; other—please specify] that increase SNAP enrollment from 0 to target.

Secondary Objectives Related to Primary Objective B:

Secondary Objective B.1: Increase the number of new [dental offices; hospitals; mental illness providers; pharmacies; primary care providers; K-12 schools; outside of school care providers; group homes; government agencies; military facilities; veteran facilities; faith based organizations; cities; counties; non-profit organizations; worksites; farmer's markets; grocery stores; other—please specify] referring and/or signing patients up for Medicaid and/or private insurance in the target community from 0 to target.

Secondary Objective B.2: Increase the number of new [other—WIC agencies] reimbursed by Medicaid and/or private insurance for (a) nutrition services provided by nutrition staff (including weight management, diabetes management, etc.), (b) breastfeeding services provided by WIC staff, and/or (c) new chronic disease prevention and management services that already have existing billing codes in the target community from 0 to target.

Secondary Objective B.3: Increase the number of new [dental offices; hospitals; mental illness providers; pharmacies; primary care providers; K-12 schools; outside of school care providers; group homes; government agencies; military facilities; veteran facilities; faith based organizations; cities; counties; non-profit organizations; worksites; farmer’s markets; grocery stores; WIC agencies; other—please specify] that are integrated into a strong referral network* in the target community from 0 to target.

*Integrating into a strong referral network can include the following activities: Developing and disseminating new tools or resources designed to improve awareness of available chronic disease prevention and management services in the community; enhancing the WIC referral list with new community-based chronic disease prevention and management services; increasing the number of community partners that sign clients up for WIC; increasing the number of community partners that refer clients to WIC; increasing the number of community partners (including WIC) that refer and/or sign families up for healthcare; increasing the number of community partners that refer families to other chronic disease prevention and management services in the community; and increasing the number of community partners (including WIC) that offer new chronic disease prevention and management services.

Secondary Objective B.4: Increase the number of new [dental offices; hospitals; mental illness providers; pharmacies; primary care providers; other—please specify] that make “prescriptions” for non-pharmaceutical interventions like exercise and WIC in the target community from 0 to target.

Secondary Objective B.5: Increase the number of [dental offices; hospitals; mental illness providers; pharmacies; primary care providers; K-12 schools; outside of school care providers; group homes; government agencies; military facilities; veteran facilities; faith based organizations; non-profit organizations; worksites; other—please specify] with providers and/or staff that receive basic training in (a) WIC services and benefits, (b) community chronic disease prevention and management services referrals, and/or (c) breastfeeding in the target community from 0 to target.

Secondary Objective B.6: Increase the number of [dental offices; hospitals; mental illness providers; pharmacies; primary care providers; substance abuse facilities; K-12 schools; outside of school care providers; group homes; government agencies; military facilities; veteran facilities; faith based organizations; non-profit organizations; worksites; other—please specify] with providers and/or staff that receive cultural competency training in the target community from 0 to target.

Secondary Objective B.7: Increase the number of new [dental offices; health insurance companies; hospitals; mental illness providers; pharmacies; primary care providers; other—please specify] that create and implement policies to assess for healthy behaviors, including access to fruits and vegetables and neighborhood walkability, during the medical history intake with patients, in the target community from 0 to target.

Secondary Objective B.8: Increase the number of [cities; counties] with improved public transportation options for accessing chronic disease prevention and management services in the target community from 0 to target.

Secondary Objectives Related to Primary Objective C:

Secondary Objective C.1: Increase the number of public messages on CPHMC efforts and achievements from 0 to 12 by the end of the project period.

Secondary Objective C.2: Increase the number of partner messages on CPHMC efforts and achievements from 0 to 12 by the end of the project period.

Appendix B: CAP Terms and Definitions

Activities allow you to break your secondary objectives down into achievable, measurable tasks with specific deadlines throughout the project period.

Activity Titles are the names of the measurable tasks to be completed to reach your secondary objectives.

Activity Descriptions are the more detailed steps for completing the activities.

Baseline is the starting point for your measurement of change. If you're introducing a new intervention, the baseline will be zero. If you are continuing work, you may need to spend time thinking about how to capture a starting point that will help you articulate what you are adding through this project.

Circulation/ Viewers/ Listeners/ Followers/ Subscribers describes the number of people who are likely to view the TV PSA, hear the radio piece, read the newspaper article or PSA, open the social media post, view the billboard, etc.

Interventions are the actual actions you will be taking in your community to meet your Primary Objectives.

Media Type describes the type of media you will use to reach your local community (i.e. television, radio, print media, social media, outdoor communications, etc.).

Messages are unique stories and or perspectives showcasing your project. Please note that each unique message may include several activities. For example, one story may result in 3 separate activities—being shared as a blog post, on Facebook, and on Twitter.

Output/Measures are the products of all your work. Each task will lead to something—and that something is what we will count and evaluate. In some cases, task outputs are clear numbers or a definitive product. But, in many cases, you will produce a range of output types and spend time building systems and relationships that aren't easy to quantify—and that's okay. We want to understand your work; a more complete picture is a more realistic picture, even if it involves lots of different parts.

Partner is an audience type describing people who can be reached via partner communications networks such as email listservs.

Partner Media Type describes the type of media you will use to reach partners (this will almost always be a newsletter or email).

Primary Objectives describe the projected results of your three main strategies: Improving access to environments with healthy food and beverage options; improving opportunities for chronic disease prevention, risk reduction or management through community and clinical linkages; and increasing the number of public and partner messages showcasing CPHMC project efforts and achievements related to the first two strategies. Primary objectives will determine total reach of project activities. Please keep in mind that each local agency should plan to reach at least 50% of their geographic population.

Public is an audience type describing your local community, which can be reached via television, radio, print media, social media (Facebook, Twitter, etc.), outdoor communications (such as billboards), and other media mechanisms.

Secondary Objectives describe the interventions that fall into these three categories of primary objectives; these interventions will help you achieve your primary objectives. The sum of the reach of the secondary objectives, accounting for overlap, should equal the total projected reach of each corresponding primary objective. You will regularly keep track of progress towards your secondary objectives to calculate your progress towards the primary objectives.

Reach is an estimate of the number of unique individuals you impact in a certain geographic region, in your case the “target community.” All local agencies are working in the community setting and are defining reach by jurisdiction (county, city, municipality or neighborhood). Reach only counts one person one time. Reach will never be more than the total population of your settings. For this project, you are required to reach 50% of the target community.

Settings are where the work takes place. All projects have a designated geographic area and are working in the community at a jurisdiction level (county, city, municipality or neighborhoods). Settings could include more specific places (schools, worksites, hospitals, or childcare centers), depending on your particular project goals.

Start Date/Completion Date should be reported in terms of Quarter/Year. In other words: **Q3/2016**: April-June 2016; **Q4/2016**: July-Sept 2016; **Q1/2017**: Oct-Dec 2016; **Q2/2017**: Jan-Mar 2017; **Q3/2017**: Apr-June 2017.

Target is the ending point for your measurement of change and is meant to capture a realistic estimate of growth during the project period.

Target Community is the overall defined geographic area for the project.