## **Strategic Plan of Action**

Use the outline below to help develop your coalition's or organization's Strategic Plan of Action for conducting syphilis elimination activities in your community.

Vision Statement: Your vision is your dream; it's the way you think things ought to be.
Mission Statement: What is going to be done and why?
Objectives: Specific measurable results of your work. A plan may have several objectives.
Target Audiences: Who in the community do you need to reach? Do you have more than one target audience? What do you want these target audiences to do?
Strategies: Broadly describe the paths that you are going to take to achieve your objectives. There may be more than one strategy identified to help reach the plan's objectives.

Actions – Actions incorporate the specifics of what will be done, by whom, by when, and with what resources. They will ultimately result in the achievement of the objectives that you have created.

Actions (what will be done)	Person(s)/ organization(s) responsible	Date completed (by when)	Resources required (at what cost)	Collaborators or partners that are needed