

STEP 1: LAY THE FOUNDATION

Successful programs require thoughtful and strategic planning. A critical part of the planning process is reviewing past and existing programs, assessing needs and resources, and determining clear goals. Laying this foundation of understanding and direction will ensure maximum effectiveness and impact of your GSW activities are maximized.

Start with Review

- ❖ What has your department or coalition done in past years to promote appropriate antibiotic use?
- ❖ What have other departments or coalitions across the country done in past years?
<http://www.cdc.gov/drugresistance/community/news.htm> to download *print ads, podcasts, Graphic Button, Logos, PSA templates, etc.* (See Activities Section)

Assess the Current Situation

- ❖ What are the needs in your state related to antibiotic resistance?

Consider:

- Areas or populations with high resistance rates
- Hard to reach populations
- Barriers for parents
- Barriers for healthcare providers

- ❖ What resources does your department or coalition have for GSW?

Consider:

- Staff time
- Funding
- Facilities
- Expertise
- Partners
- Materials

- ❖ What resources are available in the state for antibiotic resistance/appropriate use?

Other groups that might provide support for GSW activities include:

- Local affiliates of national Get Smart Week Partners

<http://www.cdc.gov/drugresistance/community/news.htm> to download

National Partner List

- Community health clinics
- Organization serving specific groups (ethnic, religious, professional, etc.)
- Volunteer organizations (Rotary, Kiwanis, etc.)
- Schools
- Businesses
- Media

Determine your Objectives

Once you have an understanding of what the needs and resources related to antibiotic resistance are in your state and reviewed the GSW messages, determine your objectives for the upcoming GSW. Being clear about your objectives will facilitate the planning process and increase effectiveness.

Although there are broad national goals for GSW, every state has its own unique combination of people, organization, needs, and resources. Your department or coalition's objectives for GSW 2008 will depend on a number of factors:

- ❖ How is your current program meeting the GSW goals?
- ❖ What needs to happen in your state to achieve those goals?
- ❖ Where or among whom does that change need to happen?
- ❖ Who can you recruit to achieve these goals?

When you develop your objectives make sure they are SMART:

Specific

Measurable

Achievable

Realistic

Time-bound