

Example Sustainability Action Plan

Sustainability Goal	Paste the goal you drafted in step 5 from Table 1 in the cell to the right.	Create a communications plan co-developed with people with lived experience and specific to the stages/phases of an infectious disease epidemic/pandemic, which includes dissemination strategies for reaching pregnant people and infants at increased risk by June 2024.
Responsible individual(s)	Identify the individual(s) who will be responsible for implementing the overall plan, updating the plan, and who will be accountable for achieving the goal. This person(s) does not have to do all the work, but needs the skills, authority, and time to oversee the plan and ensure it is carried out.	<p>Jane Doe</p> <ul style="list-style-type: none"> Public Health Emergency Planner <p>Dr. John Doe</p> <ul style="list-style-type: none"> Special Projects Coordinator
Assets	Identify strengths, resources, or past experiences that you can use to help achieve your sustainability goal. Then check your plan to see how you can improve it by leveraging those assets.	<p>Jane Doe</p> <ul style="list-style-type: none"> Public health officer (for 23 years) Infectious disease epidemiologist Appreciates precision Well-connected in the community (family has lived in the community and been active members for three generations) <p>Dr. John Doe</p> <ul style="list-style-type: none"> Epidemiologist Holds a DrPH in Community Health Emergency preparedness background Previous maternal-child health work in the community, has strong community partnerships
Anticipated barriers	Envision working to achieve this goal and visualize the challenges for which you will need to plan. Make sure that those potential barriers are addressed in the plan below.	<p>Need to ensure that messaging is relevant to people with lived experience</p> <p>Need to specify who will disseminate the message, for independent infectious disease events; when it's time to reach the population, it's time to execute the plan.</p> <p>Need to consider the timeliness factor; don't want to spend so much time getting it right that we miss the window to reach the public.</p>
Reassessment cadence	Define a cadence—for example, biweekly, monthly, or quarterly—at which you will formally reassess and revise the sustainability plan below. The greater the	Biweekly

uncertainty and risk, the more often you should reassess. See Table 4 for reassessment guidance.

Step	Action Step	Responsible individual	Necessary resources	Desired completion date
<i>Number your steps in the approximate order they will occur.</i>	<i>Be specific and make each step discrete. Anyone should be able to pick up this document and understand what needs to happen to achieve your goal.</i>	<i>Who will ensure the action step gets taken? It does not have to be the person who will do the work, but it should be the person with the skills, authority, and time to make sure that the action step gets done.</i>	<i>Necessary resources include things like staff, permits, and materials. If you do not currently have the necessary resources, your plan should include the steps required to obtain them. It may be necessary to articulate a separate sustainability goal and plan to do so.</i>	<i>Be prepared to revise these dates as you go.</i>
1	Reach out to Mary on the communications team	Jane and Dr. John Doe	Mary in communications	First Week in March 2024
2	Create messaging templates for the different phases of an infectious disease epidemic	Mary with input from Jane and Dr. John Doe	Existing messaging templates	March 2024
3	Translate messaging templates to the top non-English languages in the county	Mary and the communications team (they have staff to support this)	Translation services	First Week in April 2024
4	Vet templates with community members, including people with lived experience, and stakeholders to ensure appropriate literacy level and translation	Mary and the communications team	The communications team has a health literacy specialist who can help assess the literacy level	End of April 2024. 1st community baby shower second week of April 2024 - could promote this with school programs and other community partners.
5	Create a list of providers who encounter the maternal-child health population, with a focus on those accepting Medicaid and the uninsured	Dr. John Doe will connect with FQHCs and local health clinics to see where they refer pregnant and birthing people	FQHCs, local health clinics	Begin mid-March 2024, aim for completion by June 2024
6	Work with the communications and emergency preparedness teams to assess current distribution channels	Jane, Dr. John Doe, and Mary	Access to communication channels	June 2024
7	Write a communications plan that outlines when to disseminate messaging, to whom messages are disseminated, how messages are disseminated, and what message is being disseminated (messaging templates, see earlier activity)	Mary	Staff time and capacity	June 2024

