Part 1. Goals

Here are two broad goals of community-wide media and networking efforts.

> **GOAL ONE**
> Accelerate the population-level impact of evidence-based positive parenting strategies beyond the more narrow effects of targeted, face-to-face service provision by practitioners alone.

> **GOAL TWO**
> Broadly mobilize through media and communication channels (both formal and social) direct-to-consumer positive parenting knowledge and behavior changes.

Beyond these common broad goals, consider the more specific goals below for you to build upon them or create your own goals.

POSSIBLE GOALS

Providing normative information about child development and parenting.

Destigmatize the need for parenting support.

Increase the awareness, reach, and accessibility of positive parenting knowledge and skills.

Modeling positive parenting strategies.

Leveraging social and professional networks for positive parenting support if and as needed.

YOUR GOALS

_____

_____

_____

_____

_____

_____

_____

_____

_____
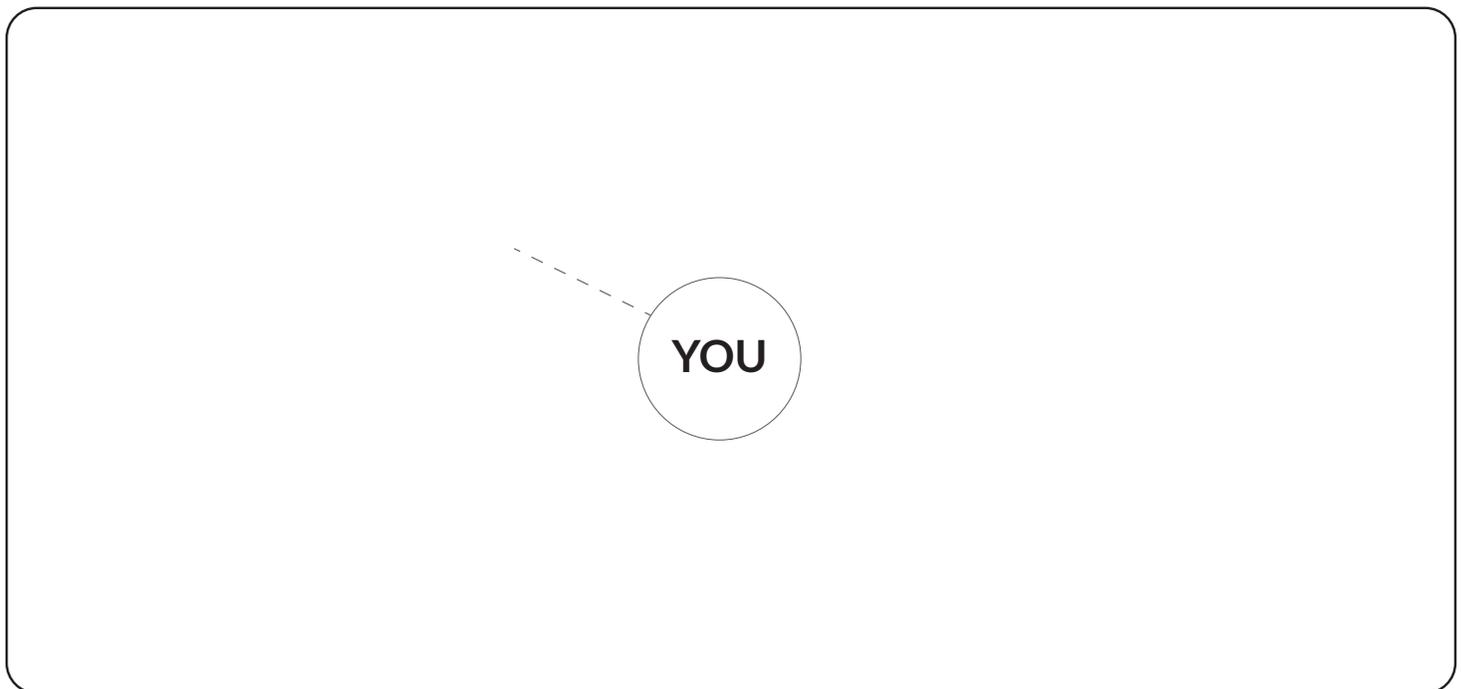
_____

Part 2. Networks

Do an environmental scan of your social and professional networks by listing out who you know for parenting advice and support.

NAME	COMMUNITY ROLE	RELATIONSHIP

Next, draw lines to the people you know and create a web of connections to see how your connections link and how your network expands.

YOU

Part 3. Strategic Planning

Idenitfy lead agency and coalition strengths and assets that you currently have.

MY STRENGTHS

Now that you have identified your strengths, think how you can utilzie those assets to help achieve your defined goals from Part 1 , and write out your current plan to rollout Triple P material.

MY STRATEGIC PLAN

S
SPECIFIC

M
MEASURABLE

A
ACHIEVEABLE

R
REALISTIC

T
TIME-BOUND

Part 4. Data Planning

Write out the name and description of each data source and identify what outcomes would indicate success.

SMART OBJECTIVE
What do you want to know?

DATA SOURCE
How will you know it?

What does success look like?

SMART OBJECTIVE
What do you want to know?

DATA SOURCE
How will you know it?

What does success look like?

SMART OBJECTIVE
What do you want to know?

DATA SOURCE
How will you know it?

What does success look like?

SMART OBJECTIVE
What do you want to know?

DATA SOURCE
How will you know it?

What does success look like?