

Instructions for the *Mpowerment* Implementation Planning and Program Objectives Tools

These Implementation Planning and Program Objectives tools are for use by those who are planning on or are already implementing the *Mpowerment* intervention. These tools can serve as a "living document" or ongoing record of plans, accomplishments, and timelines between the staff in the agency funded to conduct the intervention and their CDC Program Project Officer. Technical assistance personnel can use the tool to assist implementing agencies with planning and conducting the intervention.

These two tools or templates are to be used together as one tool in a two-step planning process, beginning with the development of program objectives (Program Objectives tool), followed by development of specific plans for accomplishing the key intervention tasks and activities (Implementation Planning tool).

The Program Objectives tool is a worksheet to use in developing program objectives using the CDC SMART objectives (i.e., specific, measurable, achievable, relevant, time-based) model. Specific SMART objectives should be developed for each of four areas of intervention practice: 1) initial, 2) early, 3) intermediate, and 4) ongoing activities.

Example SMART program objectives for each of the program activities areas (initial, early, intermediate and ongoing) include:

Initial: By February 15, 2005, our *Mpowerment Project* will have signed a lease on project space.

Early: By June 15, 2005, our *Mpowerment* program will have recruited 20 Core Group members from the social networks of African American, Latino, Asian Pacific Islander and white gay men, ages 21-30, in this community (name of project catchment area) and held its first meeting.

Intermediate: Starting May 15, 2005, by December 15, 2005, our *Mpowerment* project will have held one M-group every two weeks through the week ending December 18, 2005.

Ongoing: Discuss informal outreach (including success stories and challenges/barriers) during Core Group meetings at least once/month to encourage Core Group members to engage in conversations with their friends about safer sex and HIV prevention.

Steps for using the tools:

- a) Form a team to work on *Mpowerment* program planning and implementation.
- b) Watch the *Mpowerment* overview video and training tapes
- c) Review, in detail, the *Mpowerment* manual and M-group training manual.
- d) Review, in detail, the implementation planning and program objectives tools.
- e) Hold a meeting to discuss how these tools may need to be adapted or tailored to meet your program needs. Remember that, when adapting or tailoring the *Mpowerment* intervention, the guiding principles (pages 5-7 in Module 1 of the *Mpowerment* manual), operating structure (pages 7-9, module 1), program components (pages 9-11, Module 1) and core elements (CDC Procedural guidance), and their key characteristics (page 14, Module 1) must be maintained.
- f) Revise content of these planning tools as needed.
- g) Consult with *Mpowerment* TA providers and original researchers as necessary (www.mpowerment.org).

h) Hold a meeting, or series of meetings, to develop program objectives (the Program Objectives tool) and specific plans and timelines for completing each of the key tasks and activities of your Mpowerment program (the Implementation Planning tool).

i) Begin implementing *Mpowerment*. Document progress and completion of tasks and activities.

j) Periodically hold team meetings and review progress in implementing *Mpowerment*. Make adjustments to program plans/these tools as needed. Document revisions.

Implementation planning tasks and activities listed on the implementation planning tool are drawn from the *Mpowerment Program Logic Model* (pages 13- 17 of Module 8 in the *Mpowerment* manual). The *Mpowerment Logic Model* provides an overview of how the *Mpowerment* project "works." The logic model describes the intended outcomes of the activities. Knowledge of the relationship between activities and outcomes can guide your planning and implementation.

The logic model also includes references to modules in the *Mpowerment* manual. These module pages describe tasks and activities in detail. It is important to refer to each relevant section of the implementation manual while developing and maintaining this implementation plan. These details will help you define solid SMART program objectives.

This Implementation Planning tool is similar in intent to the "Steps to Starting an *Mpowerment Project*" (pages 12 & 13 in Module 1 of the *Mpowerment* manual). The development and maintenance of this planning tool should be a comprehensive, useful and systematic guide to support implementation of activities in the various program components needed to conduct the *Mpowerment Project*. Many of these structures and activities may overlap.

Developing an implementation plan and time frame may vary based on community size and interest and a project's budget. Each community must adapt these steps to its Project's goals, funding for the program, planning needs, and level of interest generated within the community.

Program Objectives Tool for the *Mpowerment* (POL) Intervention

| Mpowerment activities phases | Program Objectives (using CDC's SMART model)* <i>(Record your program objectives for this stage below)</i> |
|---|---|
| <p><u>Initial activities</u> (e.g., conduct community assessment, locate project space, identify popular leaders of subgroups, social networks, determine issues pertinent to young gay men in the community, collect baseline information, determine community stakeholders, hire Project Coordinators, train and educate Project staff, communicate Project goals and structure to agency staff and stakeholders, recruit Core Group members).</p> | |

*CDC SMART Model for writing objectives: S = Specific; M = Measurable; A = Achievable; R = Relevant; T = Time-based

Early activities (e.g., Convene Core Group; Core Group determines project name, logo, and unmet needs, markets program with friends, furnishes and decorates space; develop plans for formal outreach, form Community Advisory Board (CAB), determine media outlets, develop publicity campaign, Coordinators learn how to conduct M-groups).

Intermediate activities (e.g., Core Group continues to promote project within their social networks and recruits new members, conduct variety of large and small outreach events, implement M-groups, collect M-group data, encourage informal outreach, implement publicity campaign, discuss project activities with Community Advisory Board (CAB).

Ongoing activities (e.g., Core group implements long term and weekly outreach activities, conduct outreach at community venues, evaluate outreach events, recruit new members to Core Group, recruit men to M-groups, monitor and encourage informal outreach, continue implementing publicity plans, discuss project activities with CAB, update agency staff).