



Strategizing for Action

PSE Implementation Handout

INSTRUCTIONS: On your own, brainstorm your answers to the questions below. Think of this as a draft that you can refine as the plan for your project becomes clearer.

1. **What is the problem you are trying to solve?** Clearly define the problem you are trying to address. Remember: It is important to be as specific as possible including the population, environment, social considerations that are part of the problem.

2. **What are your goals?** What are some mid-term goals (1-3 years in the future) and what do you hope to achieve in the long-term (5+ years in the future)?

3. **What type of policy, system, or environmental change will you advance or work towards to achieve your goals?**

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4. **Which key element(s) will be particularly important to accomplish your goals?**

- Define the problem and your goals
- Understand the PSE landscape: What is already being done and where are the gaps?
- Outline a clear strategy for change: What resources do you already have? What resources are needed?
- Mobilize partnerships: What kind of partnerships will support your intervention? If you have existing partnerships, how can they provide your intervention ongoing support?
- Educate the public and key decision makers: Who needs to hear about your strategy? Who are possible champions for your intervention?
- Measure success: What are some short (3-6 months), medium (1-2 years) and long term (5+ years) measures of success for your project?
- Take stock and level up: Are there challenges to or opportunities for the future growth of your intervention?