The tool below utilizes the concept of SMART goals. The essence of SMART goals is that they are specific, measurable, attainable, realistic, and timely. Start on the left side of the grid by writing down vaccine outreach activities that you would like to implement at your organization. Then fill in the key aim(s) (i.e., improving ***knowledge/attitudes/beliefs*, norms, access**) you are hoping to have with each activity. Next, break down the activities into more manageable action steps. Set deadlines for completing each specific action and keep track of your progress (e.g., weekly). It’s okay to adjust the plan as needed. We’ve filled out a few examples below!

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Initiative | Aim  | Who’s involved? | Action Steps | Deadline | Status | Date |
| 1. Create and share videos of positive local stories on COVID-19 vaccinations  | Promote positive ***norms*** | CBO staff memberHarvard comms team member  | Step 1: Brainstorm video conceptStep 2: Recruit residents for videoStep 3: Create video…Step 7: Disseminate… | 08/07/2108/14/2108/20/219/14/21 | CompletedIn progress | 08/05/21 |
| 2. Help community members find transportation to vaccination appointments/sites | Increase vaccine ***access*** | CBO outreach leader  | Step 1: Step 2: Step 3: Step 4: | … | … | … |
| 3. Share educational flyers on COVID-19 vaccinations that dispel common myths  | Increase ***knowledge*** and impact ***attitudes*** &***beliefs*** | … | Step 1: Step 2: Step 3: Step 4: | … | … | … |
| 4. …. | … | … | Step 1: …Step 2: Step 3: Step 4: | … | … | … |
| 5. … | … | … | Step 1: …Step 2: Step 3: Step 4: | … | … | … |