

PRIORITIZING AND SELECTING ACTIONS

The next step in the strategic planning process is to collectively select and implement activities and actions. Ask yourself and others what you would like to see changed in your community and what steps or strategies will take you there. Think big! Brainstorm with your community food team. Encourage the generation of as many action and activity ideas as possible. After you have generated an extensive list, consider the human, physical and financial resources available to you and establish your priorities. In the box below you'll find a list of actions and activities drawn from other communities' accomplishments.

Actions are the eventual changes or long-term goals/outcomes that take place. Actions meet three criteria: (1) They are achievable; (2) They are long term or sustainable; and (3) They compel another entity to do something to change the environment (the place people live) for the well being of all.

Activities are the organizing interventions that lead up to and support actions. Examples of activities include: health fairs, peer education programs, murals, production of educational materials, petition drives, letter writing campaigns, speak outs, meetings with policy makers, media advocacy efforts, etc.

You can make it happen

- open a new grocery store
- start a new bus route
- form a food policy council
- expand hours of operation at food stamp offices
- increase enrollment in federal food assistance programs
- start a food purchasing cooperative
- start or expand neighborhood farmers' markets
- write food and agriculture policy recommendations to agencies/
policy makers push for renovation of a neighborhood grocery store
- set up a community kitchen w/ resident cooking programs
- influence zoning in order to allocate space for community gardens
- publish periodic nutrition articles in a local paper
- present assessment findings to Board of Supervisors
- start a harvest gleaning project
- encourage local food producers to donate or compost surplus
- improve school lunches
- change business' and public institutions' food purchasing practices
- change local store purchasing habits or shelving practices
- start a healthy eating mentoring program
- develop a handbook about the city's food system that catalogs food outlets educate the public on the structure of the food industry
- establish linkages between farmers and low-income communities

ISSUE: Disparities in Infant Mortality Rates --

Focus Area	Community Unity & Lack of Leadership	Violence	Nutrition & Food Security	Substance Abuse & Crime
Sample Actions	Establish an advocacy group that measures/rates leadership of “community leaders” (Create a community accountability “Report Card”)	Through an advocacy group recommend to the school district ways to deter truancy	Through advocacy and good neighbor policies, improve food choices and selections in community groceries	See violence focus area
		Increase the number of physical activities available at schools for young people	Through education and advocacy, increase utilization of WIC among pregnant women	Reduce (and maintain) number of advertisements for alcohol in local stores and other public spaces
		Through an advocacy and coordination, create and maintain safe zones for kids, pregnant mothers and families	Through education and advocacy, increase knowledge and use of perinatal health care resources (WIC, prenatal care, etc.)	Change social norms of “it’s acceptable to drink”
		Establish ongoing job development and training	Improved display of fresh produce	Expose and eliminate hotspot areas
				Establish and maintain alcohol/drug free zones
				Establish and maintain “Good Neighbor” policies for alcohol vendors
				Create and maintain extended families/social support networks
				<i>Increase individual self esteem</i>
Sample Activities	Sponsor community cleanups, volunteer activities, and Block parties/events	Sponsor community structured dialogues violence prevention (provide opportunities to explore solutions – results oriented dialogues)	Offer cooking classes and teach healthy cooking	See violence focus area

	Sponsor neighborhood watch groups	Re-establish/establish neighborhood watches	Conduct educational campaigns, eg., posters with messages about healthy eating and prenatal care, 5 groups or five a day, at stores, businesses, libraries, churches, etc.	Teach refusal skills- building (peer support) for young people
		Ensure that street lamps on streets and parking lots are maintained by the public agency responsible and adequate lighting is available		Advocate for treatment centers/ rehab centers/recovering support groups in lieu of jail time for non-violent offenders, especially youth
	Train community members to be leaders (build skills)	Heightening SFPD presence at hot spots		Conduct an educational campaign about substance abuse and relationship to crime
	Communicate community issues and concerns to established political leaders and representatives	Conflict resolution skill building for at risk youth		
	Provide political education and encourage people to vote			Create extended family support (social network)
	Participate in the Undoing Racism Workshops and enroll others to participate	Offer jobs, job training		
		Provide productive activities (eg., youth support groups, h drill teams)		
		Teach/build awareness among youth of core causes of violence in order to “break the cycle of violence”		Sponsor alcohol-free public and social events
<div data-bbox="214 1224 772 1442" data-label="Text"> <p>An “activity” is a one-time, short-term measurable effort that can lead to a long term and sustained policy or practice that changes the social or physical environment</p> </div>				

Violence Prevention Programs Community Action Teams

- Addressing violence prevention for up to \$5,000 each.
- Up to 3 **“Veteran” Violence Prevention CAT macro grants**. Addressing violence prevention for up to \$10,000 each.

Children and Youth Domestic Violence Free (DV Free)

- Up to 4 youth-driven **DV Free CAT macro grants**. Addressing dating/domestic violence for up to \$12,500 each.

Groups that previously received and successfully implemented a SFDPH Community Action grant for violence prevention qualify as a “veteran” CAT.

These grants will support community groups to conduct outreach, education, organizing, and/or policy advocacy. Successful projects will meet the following criteria: 1) it is achievable, 2) it addresses community needs, 3) it focuses on **violence prevention** or **dating/domestic violence prevention**. *Those applying for the DV Free macro grants must present a project that is youth-driven. Those applying as “Veteran” CATs must focus on creating positive, sustainable change in their communities (e.g. developing policies and/or advocating for policy change).* Applicants are encouraged to base proposed projects on objectives outlined in the Roadmap for Preventing Violence, YouthPOWER recommendations, or the Intimate Partner Violence Strategic Plan (see appendix). Additionally, as in previous cycles, applicants should include steps from the Community Action Model (see appendix) in their projects.

Project examples include:

- Reduce violence through revised or stricter enforcement of existing laws.
- Identify and advocate for policies that reduce access to firearms. Possible actions include: create policies requiring that all guns used in crimes are traced; advocate for ammunition tax to fund prevention efforts; require all firearms confiscated by SFPD to be permanently taken out of commission (after no longer required for evidence); limit gun shows, etc.
- Identify and advocate for policies to prevent truancy; such as homework center for truant students; partnership between appropriate agencies to reduce truancy; involve families of truant students, etc.
- Identify and advocate for policies to prevent dating/domestic violence, such as: reducing availability of alcohol, promoting positive images of females; promoting positive images of healthy relationships, etc.
- Identify and advocate for policies that reduce access to alcohol. Possible actions include: reduce number of advertisements for alcohol in local stores and other public spaces; advocate for alcohol tax to fund prevention efforts, banning alcohol advertising near schools, parks, places of worship, request local stores to engage in responsible merchandising/sales; investigate alcohol sales to minors etc.
- Expose and eliminate “hot spots” for drugs and crime. Possible actions include: investigate local store sales of drug paraphernalia; advocate for community policing; etc.