

Program Planning Framework

- Step 1 - Taking Stock
- Step 2 - Setting Direction

“What do we hope to accomplish here during the project?”

The logo for the Heart Health Resource Centre, featuring a stylized white heart with horizontal lines extending to the right, set against a light orange background.

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Step 2: Setting Direction

Purpose:

To make decisions regarding “who” to reach, “where” to reach them, and for “why”.

To begin to build a summary picture of decisions in a Logic Model for



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LOGIC MODEL

Channel(s):

WHERE

Audience(s):

WHO

Programs:

HOW

Outcome Objectives:

WHAT

Goals / Vision:

WHY



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Creating a Mission Statement

- What is the primary purpose of our coalition?
- What business are we in?
- Why do we exist?



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Sample Goal Statements

To increase the percentage of multiple risk factor programs.

To increase the number of initiatives that change policies.

To increase the number of women reached with skill development programs.

To increase coalition programming in at least



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