

# DEVELOPING AN ACTION PLAN

Once the breakfast club committee has been formed and all members have a clear understanding of the committee's mission and objectives, begin developing an action plan. The action plan will act as a blueprint to help focus ideas and decide what next steps need to be taken to guide the development of the breakfast club. Remember, the action plan is a working document. As the club grows and evolves, so will the action plan. Display it prominently, review it often, and don't be afraid to make revisions to meet the changing needs of the breakfast club.

## 1 BRAINSTORM THE CURRENT STRENGTHS AND WEAKNESSES OF THE SCHOOL

Start by taking the time to think about where the breakfast club is now compared to where the committee wants it to be. Consider what the school's main strengths are and what components need improvement (e.g. community involvement, staff support, volunteers, fundraising, menu planning, creating a warm and welcoming environment, integrating food and nutrition education, etc.) Focus on building on the school's strengths and addressing manageable challenges.

## 2 EXPLORE THE EXTERNAL OPPORTUNITIES

What is the socio-economic context of the community? Are there other not-for-profit organizations involved? Are there any similar initiatives supported by the provincial government, health units, or the local school board? Which local businesses and/or community members may support the breakfast club's mandate? With all this information in mind, what are the opportunities for the school breakfast club? Sometimes additional support and resources are just a phone call away.

## 3 DEFINE 3 TO 5 PRIORITIES

The following are examples of possible breakfast club priorities:

Based on the first two analyses, what are the main priorities? Be sure to set priorities that are SMART (specific, measurable, achievable, realistic, and time-related) and break down any large, complex priorities into manageable steps.

- Increase breakfast club participation;
- Involve more community members;
- Increase support and awareness among school staff and parents;
- Acquire new equipment to support further menu development;
- Involve students as volunteers;
- Improve the eating habits, food skills, and nutrition knowledge of students;
- Increase fruit and vegetable choices by students.

## 4 CREATE THE ACTION PLAN

Refer to the chart below to identify the specific strategies and actions required to meet the goals. Describe the concrete steps, timelines, and resources (funding, staff, or equipment) attached to each goal and list them in order of priority.

# BREAKFAST CLUB ACTION PLAN

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GOAL	ACTION STEPS	RESOURCES NEEDED	PERSON RESPONSIBLE	TIMELINE	COMMENTS