



Ambassador Academy

Program Planning for Success!

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Introduction:



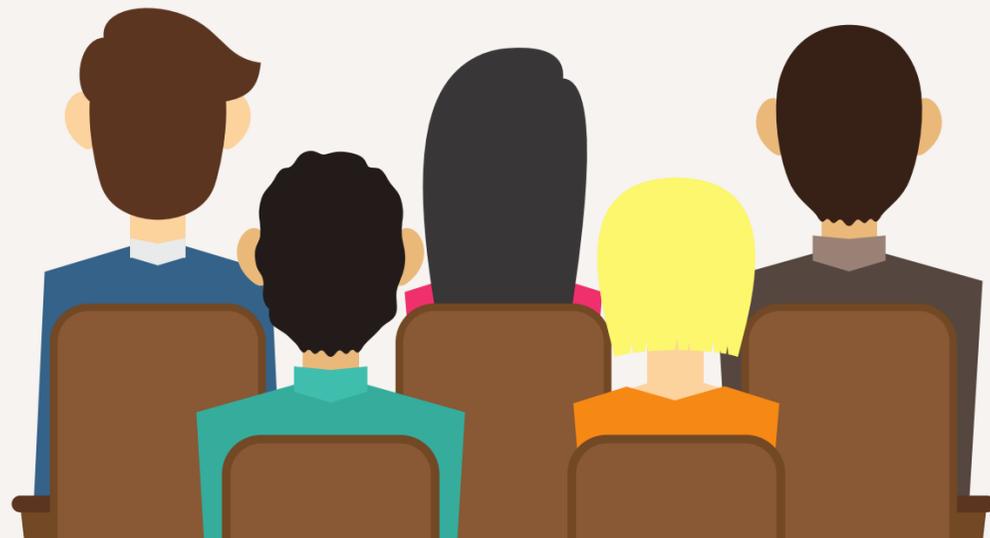
- A program is **plan of action** to accomplish a specified end.
- Program planning is essential to help you **identify the best course of action** to achieve your desired goals/carry out your program.
- Programs vary in design and can be a **one-time** event such as a workshop or an **ongoing** offering like a fitness class. Therefore, some program plans will be more detailed than others.

Step 1: Establish Your "Who"

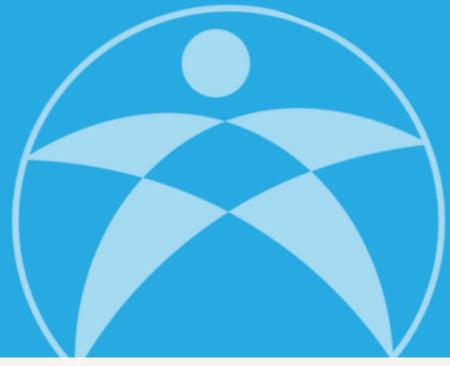


Who are you looking to capture with this program?

Your audience will always be the same (your colleagues), however maybe you're looking to target individuals based on shared interests (e.g. losing weight, managing hypertension, becoming more active).



Step 2: Set an Objective



An objective is the desired knowledge, skills, or attitudes you hope colleagues obtain as a result of participating in a specified program.

a. What is the purpose of this program?

b. What are you hoping to achieve?



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Examples of objectives:

- **Diabetes Prevention Program:** To provide employees with tools to prevent and/or delay type 2 diabetes.
- **Mindfulness Workshop:** To encourage employees to make time to practice mindfulness daily.



Step 3: Identify Outcomes



What are your key indicators of "success"?

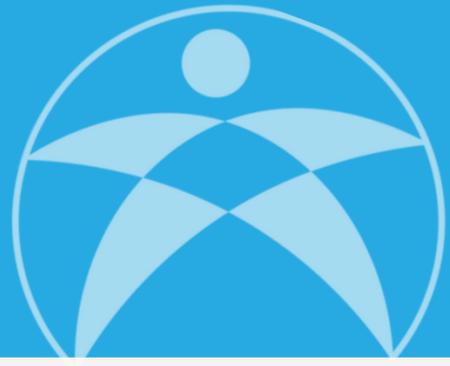
During this time, you'll want to set some metrics for yourself so you can go back once your program has concluded to see if it was successful.

Examples of metrics to track are:

- # of program registrants
- # of program attendees
- % of employees satisfied with program
- % of employees who learned something as a result of participating in your program



Step 4: Develop a Plan

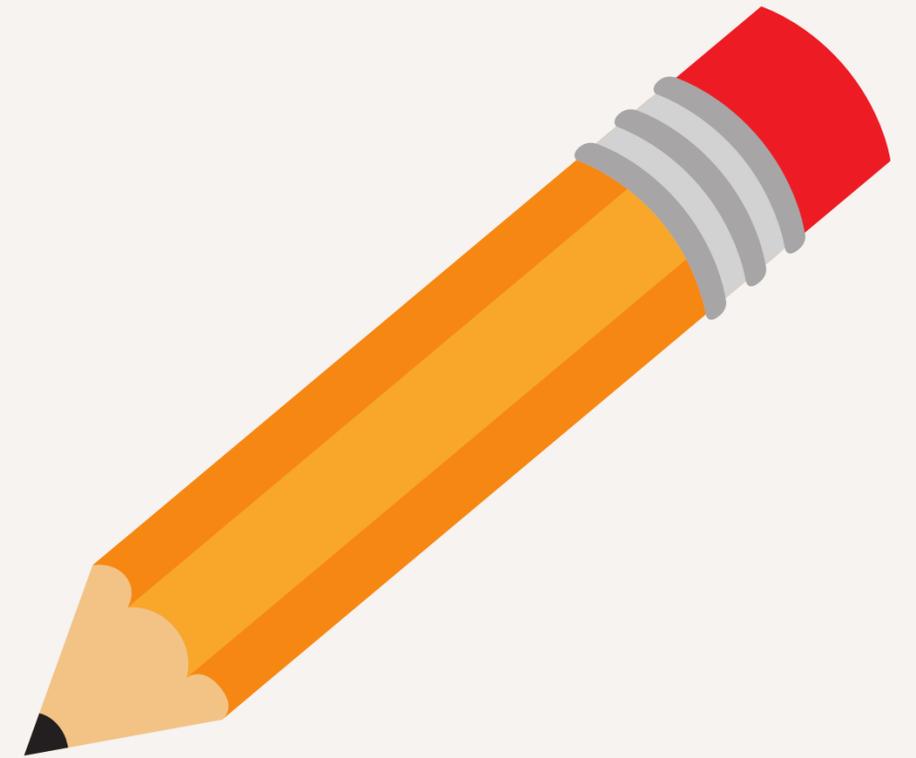


What actions do you need to complete in order to implement this program?

Be sure to include all tasks, no matter how big or small.

Examples of action items:

- Selecting a day/time to host your program
- Identifying a facilitator to lead your workshop
- Scheduling your workshop on Zoom/WebEx
- Sending out communications to notify staff



Step 4: Develop a Plan



When you're mapping out your plan, you should also spend time developing a **communications plan** to ensure your program is properly advertised to employees.

Some questions to consider are:

- What marketing materials are needed and where will they be advertised? (email, flyer, agency intranet post, email signature)
- When should communications go out and how often?
- Will there be any giveaways? If so, are these items in-house or do they need to be purchased?



Work Plan Example



WorkWell NYC Ambassador Action Plan

Below is an example of a work plan for a virtual hypertension workshop.

Program Details	
Program Name	Virtual Hypertension Workshop
Program Lead	Imo-Jah
Program Date(s)	02/10/21

Task	Start Date	End Date	Assigned To	Status
Identify workshop day and time	01/04/21	01/08/21	Myself	Complete
Complete WorkWell NYC's workshop request form	01/04/21	01/08/21	Myself	Complete
Schedule workshop in WebEx	01/11/21	01/15/21	Mike (IT Dept.)	Complete
Create an email to send out to employees (or use WorkWell's templates – if available)	01/11/21	01/15/21	Kelly (Comms Dept.)	In-progress
Send out email to staff	02/01/21	02/01/21	Myself	Not Started

Step 5: Self-Evaluation



What worked? What didn't work? What should be done differently in the future and why?

- Use this time to reflect on your planning process and jot down things to remember, should you carry out this program again.
- Think about program participation. Was it what you hoped for? (more or less?) What do you think may have contributed to this?
- **TIP:** Sending out evaluation surveys is a good way to get invaluable feedback.



Putting It All Together:



Program: STEPtember Walking Challenge

Audience: City of New York employees

Objective: To inspire employees to get active throughout their day with a friendly/fun walking challenge.

Program Outcomes:

- 10,000 employees registered
- 8,000 employees retained throughout the challenge
- 85% general satisfaction
- 85% will become more physically active as a result of participation
- 70% will continue being active beyond the challenge

Program Planning Tips

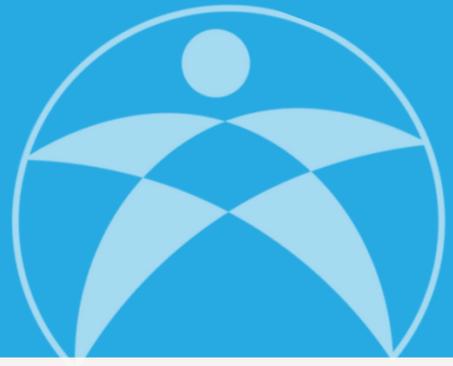


Program Planning Tips



- ✓ Plan programs around monthly observances. (e.g. Feb – Heart Health, June – Men's Health)
- ✓ Host activities during different days/times to accommodate different schedules.
- ✓ Have leadership promote and/or participate in programs, when possible.
- ✓ Tap in to your colleagues' hidden talents and have them lead a program.

Virtual Program Ideas!



- Create a digital gratitude wall (Padlet is great for this!)
- Start a book club or agency cookbook
- Host a 'Wellness Hour' featuring fun games, skill sharing or a health workshop
- Schedule a virtual tour of a museum, botanical garden or farm
- Host a Salad Social



Your Turn!



March is National Nutrition Month.

Think of a program you can host at your agency to celebrate!

Perhaps it's a Salad Social, nutrition workshop, an agency cookbook, or a cooking competition.

Take the next **5 minutes** to plan out your program using the provided worksheet.



Program planning is essential to help you identify the best course of action to achieve your desired goals. This program planning worksheet serves as a guide to ensure your program is both successful and impactful.

If you need assistance completing this worksheet, WorkWell NYC is here to help! Please contact Ambassador Coordinator, Imo-Jah De Souza at idesouzaeolr.nyc.gov.

1 Program Details:
Here is where you want to outline your program details.

Program Lead:
Program Name:
Program Date(s):
Program Description:

2 Program Objectives:
What is the purpose of this program? Each program should have at least 1 objective but no more than 3 to ensure you have a clear and concise goals.

Objective 1:

Objective 2:

Objective 3: