

Steps to developing a Community Innovation Project

ASSESSMENT PHASE

STEP 1 - What is the community issue/need?

Things to consider:

- Community engagement is important to identify the issue, potential solutions, and potential partners. Methods could include:
 - Cold calls with people who you think could help or people who work with your target population
 - Key informant interviews
 - Meeting youth where they are at
- Environmental Scan
 - What are existing community resources? What is being done currently to address the issue? Who can help? How can they help?
- Consider how long this step will take and how much time you have to develop your project idea.

What would this step look like in YOUR community?

STEP 2 - What is the rough innovative idea?

Things to consider:

- Identify the core components and elements of the initiative - what are the nuts and bolts?
- Bring information found in step 1 back to your team and develop a high level idea -
 - Consider answering the following questions: What is the project? Who would it impact? Where would it take place? When would it take place? How would you achieve it?
- What makes this idea different? What makes this idea innovative?
- Do some research to answer the following questions: What examples in other locations have been done before? What information would suggest this idea would work in your setting?
- Identify community assets and resources. (Human resources? Financial resources? In-kind resources?)
 - Consider staffing - How many?
- Share ideas back with key informants and stakeholders (including target audience) and obtain their feedback. (This will take time!)
- Further develop high level idea - start thinking about elements for an action plan:
 - Develop a rough budget (Consider a budget for advertising!)
 - Develop a rough timeline
 - Identify roles of key stakeholders (who else do we involve?)
 - Identify goals, objectives, and outcomes
 - Develop a program logic model if possible
- Create a proposal and apply for funding

What would this step look like in YOUR community?

PLANNING PHASE

STEP 3 - Develop an action plan!

Things to consider:

- Involve target audience in the planning phase - they may have ideas on the best ways of doing things related to recruiting, outreach, and raising community awareness. Consider: Who else should you involve in the planning phase? Can we collaborate and connect with different organizations or individuals?
- Consider how long this step will take and how much time you have to carry-out your project idea.
- Review your resources (financial, human, and in-kind)
- Create a document that outlines the task, when it will be completed, and who will complete it.
- Questions to ask yourself:
 - How do we make this project work? Do we need volunteers? How does this process work? Application forms? What does this look like? Criminal Record Checks? How long is this process? Can you reduce waiting time? Accessibility to the project? What are the potential barriers? How do you reduce those barriers?
 - When do we start advertising? What will this look like?
 - When do we start implementing? (project launch date)
 - Who will do each task?

What would this step look like in YOUR community?

ACTION PHASE

STEP 4 - Advertisement and recruitment!

Things to consider:

- Consider how long this step will take and how much time you need to generate enough community awareness prior to your project launch.
- If applicable, have application forms ready before you begin advertising.
- Create promotional materials - Posters? Videos? Radio ads?
- Create social media pages - Social media content to create interest? Preferred social media platforms?
- Raise awareness for the project weeks prior to launch date to start recruitment early
- Create strategy to keep people engaged
- Giveaways? Events? To promote the project.

What would this step look like in YOUR community?

STEP 5 - Project launch and Implementation!

Things to consider:

- Continue recruitment and advertising
- Be active on social media
- Ensure you have a process of tracking and collecting data:
 - Project spending, participation and engagement of target audience, participant info

What would this step look like in YOUR community?

EVALUATION PHASE

STEP 6 (but done throughout) - Project evaluation!

Things to consider:

- Evaluation doesn't have to be at the end. It can be done anytime throughout the project.
- Consider informal evaluation such as team reflections or making adjustments as things unfold. But be sure to keep track of changes as the project evolves.
- Surveys and interviews are good tools to get participant feedback.
- Consider external resources or contract professionals to assist with evaluation.
- How do you share the information with the participants and stakeholders?

What would this step look like in YOUR community?