

YOUR TURN

**PUBLIC HEALTH
BUSINESS PLANNING**

A practical guide

Chapter Four: Definition of Plan

Use this exercise to begin thinking about the program you might want to plan.

Write down three aspirations of your organization or community. Be as “out there” as possible – 100% compliance, 0% infection rate, no more injuries – that kind of thing. Be specific about the area in which you have these aspirations (heart disease, not disease in general, for example), but be ambitious beyond reason in your goal.

Then take those aspiration and turn them into more reasonable expectations. What can you *expect* to reach in these areas? Do a little research to find out where you’re starting from – what is the rate of this problem in your community now? What other programs are out there (or in your organization) that have attempted to address this problem?