

**YOUR TURN**

**PUBLIC HEALTH  
BUSINESS PLANNING**

**A practical guide**

## **Chapter Fourteen: Sustaining Success in South Carolina**

The exercise for this chapter is just to go to the Management Academy web site ([www.maph.unc.edu](http://www.maph.unc.edu)), click on the “Business Plans” and “Model Business Plans” links, and familiarize yourself with more examples of finished plans. Read one of them on-line, and in groups discuss the strengths and weaknesses of the plans you read. If you were to try this plan, what can you foresee as challenges? What strategic partners in your community can you imagine working with to pull it off? How is your community different from or similar to the one described by the Management Academy planners? How do you think the plan could be improved?