

RESOURCE

PHASE 2

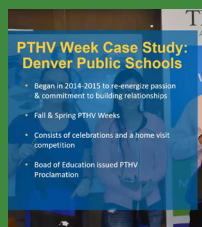
Planning Checklist and Resources

FOR LOCAL PTHV WEEK CELEBRATIONS

Thank you for joining our inaugural National PTHV Week celebration during the week of September 19 – 24, 2022! Now that you have registered to participate, we encourage thoughtful planning leading up to this event to ensure strong execution and to increase the likelihood that your home visiting goals are achieved.

To assist in these efforts, PTHV is providing robust planning support to partnering schools and districts. In addition to a series of preparation webinars, PTHV will provide virtual office hours as well as curated guidance and tools on related topics spanning communications, advocacy, evaluation, and more. Use this document as you think about your plan and check off key tasks as they are completed.

Resources



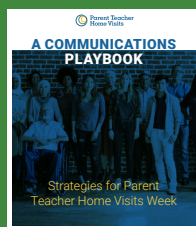
[PTHV Week Preparation Session 1 Recording](#)



[PTHV Week Mini-Grant Guidance](#)



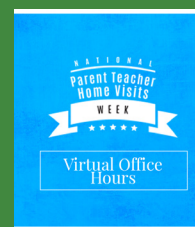
[PTHV Week Advocacy Tools](#)



[PTHV Week Communications Playbook](#)



[PTHV Week Evaluation Toolkit](#)



[PTHV Week Virtual Office Hours](#)

To learn more about PTHV Week, register for upcoming PTHV Week-related events, access these resources, and more, visit: <https://pthvp.org/pthv-silver-anniversary/national-pthv-week/>

Engage

Questions to Consider

1. Which stakeholders should be involved in planning and implementing PTHV Week activities? Who will coordinate the planning team and manage the implementation process to ensure that milestones are met, and the celebration is successful?
2. Which school/district personnel or departments need to be a part of planning and implementation? What role will they play? What is their capacity to support? What steps will we take to engage them?
3. What role will key district leaders (i.e., the superintendent or school board members) play in PTHV Week? How will we communicate plans with them and engage them in the celebration?
4. What role does our local teachers' union play in our PTHV practice currently? How can we collaborate with them to honor and celebrate educators who prioritize building relationships with families during PTHV Week?

My local school or district has:

- Developed a communication plan inclusive of key messages, target audiences, and strategies and tactics
- Crafted/adapted promotional materials and resources

Plan

1. What are our PTHV Week goals? What activities will help us meet those goals? What steps do we need to take and by when to successfully implement these activities? Who is responsible, and what resources are needed?
2. How and with what frequency will we monitor our PTHV Week action plan progress?

- Identified a planning team and designated a leader to oversee the planning process
- Developed an action plan with key milestones, tasks, persons responsible, and deadlines to ensure successful implementation of your PTHV Week activities
- Established a process and cadence for monitoring progress toward meeting action plan milestones

Apply

1. Do we need additional resources that are not covered by traditional funding but are through PTHV's Mini-Grant Competition? Who will be responsible for preparing and submitting the application?

- Drafted a PTHV Week budget based on planned activities and needs, as well as identified existing funding and other resources to support implementation
- Reviewed PTHV's Mini-Grant Guidelines
- Prepared and submitted application by May 18, 2022 deadline

Communicate

1. What communication support and resources (i.e., social media, video production, media outreach) does our district offer that would be helpful when planning PTHV Week? How will we solicit this support?
2. What and with whom do we want to communicate about PTHV Week? Who are our target audiences for PTHV Week communications, and what do we want them to do? What are the key messages that we want to share that will inspire them to engage and act? What relevant data and statistics support our statements?
3. When and how will we communicate with stakeholders about PTHV Week? What strategies and tactics will we employ to connect with our target audiences?
4. What are communication barriers? How will we intentionally plan to overcome these challenges?
5. Who are unexpected messengers – different voices – that we can leverage to spread the word about PTHV Week and the benefits of doing relational home visits?
6. How will we know that communication methods are successful?

- Developed a communication plan inclusive of key messages, target audiences, and strategies and tactics
- Crafted/adapted promotional materials and resources

Evaluate

1. What types of PTHV Week data will we collect? How do we intend to use the data we collect?
2. Who do we need to assist us with data analysis and evaluation? What steps will we take to engage them?
3. How will data be collected? How will data collection procedures and processes be communicated to school-level staff?

- Determined what and how data will be collected
- Communicated data collection expectations and procedures with staff

Execute

1. What other questions do we have about PTHV Week?

- Completed tasks outlined in action plan
- Implemented communication plan
- Attended PTHV Week Virtual Office Hours when questions or planning support needs emerged