

## STEP 1: LAY THE FOUNDATION

Successful programs require thoughtful and strategic planning. A critical part of the planning process is reviewing past and existing programs, assessing needs and resources, and determining clear goals. Laying this foundation of understanding and direction will ensure maximum effectiveness and impact of your Get Smart events.

### Start with Review

- What has your department or coalition done in past years to promote appropriate antibiotic use?
- What have other departments or coalitions across the country done in past years?

### Assess the Current Situation

- What are the needs in your state related to antibiotic resistance?  
Consider:
  - Areas or populations with high resistance rates
  - Hard to reach populations
  - Barriers preventing appropriate antibiotic use among parents
  - Barriers preventing appropriate prescribing among healthcare professionals
  - Barriers preventing promotion of appropriate antibiotic use among pharmacists
- What resources does your department or coalition have?  
Consider:
  - Staff time
  - Funding
  - Facilities
  - Expertise
  - Partners
  - Materials
- What resources are available in the state for antibiotic resistance/appropriate antibiotic use? Other groups that might provide support for Get Smart activities include:
  - Local affiliates of national Get Smart partners ([www.cdc.gov/getsmart/week/partners/index.html](http://www.cdc.gov/getsmart/week/partners/index.html))
  - Community health clinics

- Organizations serving specific groups (ethnic, religious, professional, etc.)
- Volunteer organizations (Rotary, Kiwanis, etc.)
- Schools
- Businesses
- Media

### **Determine Your Objectives**

Once you have an understanding of what the needs and resources related to antibiotic resistance are in your state and have reviewed the Get Smart messages, determine your objectives for the upcoming event. Being clear about your objectives will facilitate the planning process and increase effectiveness.

Although there are broad national goals for Get Smart, every state has its own unique combination of people, organizations, needs, and resources. Your department or coalition's objectives will depend on a number of factors:

- How is your current program meeting Get Smart goals?
- What needs to happen in your state to achieve those goals?
- Where or among whom does that change need to happen?
- Who can you recruit to achieve these goals?

When you develop your objectives make sure they are SMART:

**S**pecific  
**M**easurable  
**A**chievable  
**R**ealistic  
**T**ime-bound