

## Strategic Plan of Action

Use the outline below to help develop your coalition's or organization's Strategic Plan of Action for conducting syphilis elimination activities in your community.

**Vision Statement: Your vision is your dream; it's the way you think things ought to be.**

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**Mission Statement: What is going to be done and why?**

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**Objectives: Specific measurable results of your work. A plan may have several objectives.**

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**Target Audiences: Who in the community do you need to reach? Do you have more than one target audience? What do you want these target audiences to do?**

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**Strategies: Broadly describe the paths that you are going to take to achieve your objectives. There may be more than one strategy identified to help reach the plan's objectives.**

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