



Project Plan

Project Goal

What is the intended outcome of the whole project?

A goal is a statement that clearly describes the broader intended outcome of a project. In other words, what improvement or change will the project accomplish for the identified health issue?

For example – To improve the healthy eating knowledge and behaviours of students, staff and parents at Healthy Bay Primary School.

Objective

What mileposts does your project need to achieve in order to accomplish its goal?

Objectives are the major components that would lead to achieving the goal. It's best to pick objectives that are Specific, Measurable, Achievable, Realistic, and Time Limited (a SMART objective).

For example: Provide at least three new activities to increase the number of students ordering 'green' items from the canteen menu to encourage healthy eating by the end of Term Two.

Strategies

How are you going to go about the project?

What actions or activities do you need to do to achieve your objective? Think about addressing each of the three areas of the Health Promoting School Framework: curriculum, environment and partnerships. You could ask other teachers, staff and students to see what they think could work. Continuing with the same example some strategies to meet the objective would be:

Education – teach all students about healthy eating in the classroom using the [Refresh.ED](#) resources.

Environment – follow the [WA Department of Education Healthy Food and Drink Policy \(external link\)](#), have 4 days a week where only green items are available; purchase the WA School Canteen Association's 'Canteen Cuisine' book for the canteen manager to give them more ideas for green recipes

Partnerships – invite [WA School Canteen Association \(external link\)](#) in to support the canteen manager and offer workshops for parents and students.

Rationale

Why are you doing this project?

Often projects are designed to change something, whether it is knowledge, an attitude or behaviour about a certain topic. It may have been identified on your Healthy Schools Checklist, through school community consultation or other relevant school data. Give some thought to what issue or situation you are trying to overcome, and back it up with some evidence if you have any.

For example – Observations of students have identified that many students chose the unhealthier options at the canteen rather than going for the ‘green’ options. Studies have shown that students that have healthy diets learn better and perform better academically.

Target Group and Responsibilities

Who is your project targeting?

Think about who you want your project to target and who you would like to see make the changes or where the issue lies. Do you have a primary and secondary target group?

For example – students are your primary target group because you are working with them directly. Their families might be your secondary target group as students take their new knowledge/skills home and share it with their families. If your school is quite small, you could target all students and families. If your school has a lot of students, you could narrow it down to a year group, or target the senior students. If there are particularly vulnerable students and families at your school consider how your project will include them.

Timeline

When do you want to implement your project?

For example – Terms 1 and 2, over the whole year or the project could be ongoing.

An action plan can be used to keep you on track. This will outline the steps that you will take in your project and when they will be implemented.

Evaluation

How will you know you were successful?

You will want to understand what has been achieved and how and why things happened to celebrate success, identify other areas for improvement and to help inform future activities. It is important to plan for evaluation at the beginning of your project. Establish your baseline: take photos, note your observations, record teacher, student and parent feedback at the beginning and repeat this at the end.

The committee could consider what went well in the process in terms of did they work together as a team, was the whole school community involved, were links and positive partnerships developed and were your objectives met. Report your successes to your whole school community via newsletters, assemblies, cluster meetings and your P&C. Ensure you keep your records so you can respond to funding, sponsor and partner organisation requirements with no stress.

In your planning stage, you will have identified ways to measure success and these can be used when evaluating your objectives, strategies and outcomes. In our example these may include:

- Before and after surveys or quizzes to measure increased knowledge or positive changes in attitude
- Observed changes in student eating habits, student diaries
- Canteen sales of green items
- Review and update of Healthy Food and Drink policy
- Re-visiting the Healthy Schools Checklist

Budget

Where is the money for the project coming from?

Will it come out of the school budget or will you need to apply for a grant? Once you investigate the cost of an item and the supplier this will help you to apply for funding or request the item as a donation.

Items	Cost
E.g. Food for healthy morning tea	\$100
Total	
List in kind support and details of other funding sources	
E.g. Donation of time from the canteen manager	

Another alternative to applying for a grant is to do some fundraising.

Further information:

[‘Healthy Fundraising’ Ideas to Promote Health While Still Making a Profit \(external link\)](#)

Partners

Sometimes specialist services are available from other organisations and agencies, often these services are free. It is worth establishing and managing partnerships with these organisations which can reduce the work you need to do and save your school money. Think about the type of partnership you need:

Sustainability

What can you do to help keep the project going?

Including health and wellbeing outcomes in your school’s long term planning is an excellent way to ensure your project will be sustainable. The school plan can prioritise your work and embrace health strategies such as developing a canteen policy and/or health policy, establishing a committee or working group that meets regularly to ensure the work is done, developing ongoing partnerships with local community groups, and incorporating classroom activities into the curriculum.