

Communicating CAN's Strategy Map for 2013 - 2016

October 2013

These notes are intended to support members of the CAN Committee to communicate the CAN Strategy 2013 - 2016.

This information should be presented along with the CAN Strategy Map 2013 - 2016.pdf. Please print this document on A3 if you intend to use hard copies.

1. Process

Your audience may not be familiar with the Intervention Logic Mapping process or its terminology so it can be useful to explain how the map was developed. Check in with your audience first to see if they understand the map and all its elements. If they don't you may want to cover the following:

The strategy was developed using Intervention Logic Mapping. ILM is a systematic and visual way to present and share an understanding of the relationships between the resources CAN has to operate our programmes, the activities CAN plans to do, and the changes or results we hope to achieve.

In order to achieve this, logic mapping required the committee to identify and describe a number of key elements:

- The **issues** that need to be addressed and the context within which CAN is working and within which the interventions take place. It can be useful to identify some of the underpinning assumptions e.g. Govt policy is focused on growth and RONS, Ethnic mix of Nzers - changing profile, Local councils are cash-strapped - reliant on Govt funding.
- The inputs, the **resources and activities** – required in order to achieve intervention's objectives
- **Outputs** - these are the things that CAN in its broadest sense would be doing, things CAN would be producing.
- **Outcomes** i.e. short (1-3 years) and medium-term (3-5 years) results, such as changes in legislation, attitude and modal shifts; and
- **Impacts** long-term results such as better quality of life, improved health, environmental benefits etc.

2. The Map

Take your audience through the issues, and what activities and resources are needed to bring about the outputs identified.

3. Engagement

In order for CAN to be successful at both a national and local level there needs to be, at times, an alignment between the work that the staff and committee are doing and the work that the local groups are engaged in. At this point you might want to ask the audience some questions:

- Can they see where the activities they are engaged in might fit in the map?
- What activities are they doing that align with the priorities?
- If they aren't doing anything that aligns, do they think they might be able to do so in the future?
- What support or resources do they need to help them engage in activities which are aligned with the map priorities?

It would be helpful if you could capture this feedback for the next stage.

4. Implementation

Thank them for their input.

Let them know that Patrick is currently drawing up a more detailed work plan which will use the priorities identified by the committee and their feedback to help shape where CAN needs to be putting its energy.

Finally

If any of the local groups/individuals are not happy with the priorities that have been set, then encourage them to nominate themselves (and their ideas) for the CAN committee at the next CAN Do, in March 2014. It may seem a while away, but you need to start cultivating the possibility now with as many people as possible. Let them know that you are not going to re-litigate this current set of priorities for at least another year.