EXAMPLE | GOOD AND BAD STRATEGIC PLANS

Note: This example aims to show how to complete the strategic plan logic model through a comparison of two plans. You can evaluate the two plans based on the questions listed in Template | Strategic Plan Peer Feedback Form.

Original Plan

<table>
<thead>
<tr>
<th>Resources</th>
<th>Actions</th>
<th>Outputs</th>
<th>Outcomes</th>
<th>Vision</th>
</tr>
</thead>
<tbody>
<tr>
<td>Staff</td>
<td>Trainings</td>
<td>More children get ART treatment</td>
<td>Children's ART compliance strengthened</td>
<td>All children can have access to ART, education, and social support</td>
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<tr>
<td>Donors</td>
<td>Recruiting social workers</td>
<td>Social support improved</td>
<td>All HIV affected orphans can get ART and attend school for free</td>
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<tr>
<td>Doctors</td>
<td>Train staff in orphanages</td>
<td>All HIV affected orphans participated in our program</td>
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<tr>
<td>United Nations</td>
<td>Conduct 2 trainings for the education bureau on anti-discrimination against children living with HIV</td>
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<tr>
<td>International NGOs</td>
<td>Three HIV/AIDS seminars with local schools and parents</td>
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<tr>
<td>Chinese NGOs</td>
<td>Outreach</td>
<td>No HIV/AIDS children are refused or expelled from school</td>
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<tr>
<td>Chinese CDC</td>
<td>Participate in meetings and seminars</td>
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<tr>
<td>Members of the public who care about children</td>
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<td>The number of pregnant women receiving HIV tests increases</td>
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<td>The local government starts to pay attention to HIV affected orphans</td>
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<td>We become an advisory organization of the UN</td>
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</tbody>
</table>
**Improved Plan**

**Resources**
- Staff and volunteers
- Local hospitals
- UNAIDS
- UNICEF
- Chinese CDC
- China’s Health Bureau
- Women’s Federation
- Save the Children
- Elizabeth Glaser Pediatric AIDS Foundation
- Medical experts

**Actions**
- Provide consultation and support on treatment compliance for children receiving ART
- Hold weekly activities (arts, nutrition, music, etc.) for HIV affected children in one orphanage in Hefei
- Two home visits to HIV affected children’s families outside of the two orphanages
- Hold monthly activities (arts, nutrition, music, etc.) for non-orphan HIV affected children and their families
- Hold three anti-discrimination seminars with local schools and parents

**Outputs**
- Children’s ART compliance strengthened; the number of children who quit ART drops
- All HIV affected orphans in Hefei participated in our program
- The number of non-orphan HIV affected children that participated in our program increased by 50
- School rejection and expulsions of HIV affected children dropped

**Outcomes**
- Children ART compliance improved; our program has become the model program in the pediatric field across the whole province.
- All HIV affected children in Hefei can receive social support and consultation services.
- All HIV affected children in Hefei can attend school without being rejected or expelled.

**Vision**
- All children in Hefei City, Anhui Province can have access to ART, education, consultation services, and social support.