

# Creating A Healthy Neighborhoods Strategy

## How To Change Neighborhoods

- Analyze neighborhood to identify what is work and what is not working. Are people investing and if not, why?
- Identify what went wrong. Why did people stop investing?
- Develop an approach for reinvestment.
- Identify and set outcomes of progress and success for a healthy neighborhood.
- Develop a strategy to best achieve those outcomes.
- Asses and readapt strategies to best implement reinvestment strategies.
- Measure outcomes or progress toward outcomes. Do not measure outputs-activities.

## Components of a Healthy Neighborhoods Strategy

- What went wrong and why?
- Assessment of what is working and what is not working in the neighborhood
- Identify reinvestment outcomes and measurements of success
- Develop strategies to achieve outcomes
- Develop structure and roles for implementation
- Implementation time frame and key implementation issues
- Required resources and budget

## Components of a Neighborhood Marketing Plan

- Marketing goals
- Target Markets
- Analysis of Target Markets: Who they are? What do they want? Where can they be reached with marketing messages?
- Marketing Message for Each Target Market
- Marketing Strategies and tools for Each Target Market
- Evaluation Methods