

**ACTION PLANNING II: STEPS**

**Action Item: EDUCATION/INFORMATION**

Create detailed action steps for your Action Items. Make sure action steps adhere to a **logical sequence** (i.e. what needs to be done first, second, third, etc.). Provide details about what will be done, how and by whom. Put in preferred target dates for completion of each step.

**STEPS**

<b>What should be done?</b>	<b>How?</b>	<b>By Whom?</b>	<b>Target Date</b>
1 (Based on needs) Determine the benefits of the urban forest and use public relations to disseminate the information -Health -Beautification -Knowledge associations	Surveys Demographics studies GIS Including the given audience Coordinate available resources Don't reinvent the wheel	Municipalities Universities Extension program County professional organizations Commercial Florida Professional group to design uniform program	
2 Develop public service ads for TV, Radio, and newspaper Develop mascot	PR firm School contest Seminars Interest groups		
3 Education program in at least 4 different grades K-12 Educate neighborhood homeowner level For children, preschool and school age an expansion of hands on program	Visual aids pamphlets Booklets Internet education Countywide contest to design an urban forest mascot Bilingual programs Spanish Creole Corporate volunteer speakers at staff meetings Public and homeowners	Florida Professional group to design uniform program	