

II.	ADMINISTRATIVE SECTION
200.	Case Studies and Planning Documents (Strategic Implementation Plan, Media Outreach Plan, and Operating Plans)

This Section Includes:

- 201. [General Information](#)
- 202. [Case Studies \(required\)](#)
- 203. [Planning Documents: Strategic Implementation Plan, Media Outreach Plan, and Operating Plans \(required\)](#)

201. General Information

Regional Network contractors are required to complete several case studies and planning documents as part of their SOW.

202. Case Studies (required)

Case studies are required to be completed for the following:

- Regional Nutrition Education Initiatives (1 per initiative)
- *Power Play! Campaign* (1 per year)
- *Latino Campaign* (1 per year)
- *African American Campaign* (1 per year)
- *Retail Program* (1 per year)
- *Worksite Program* (2 per year)
- Physical Activity Integration (1-2 per year)

There are instructions and/or templates for each. The required case studies may also be referenced as Success Stories, and will be noted in the respective instructions and/or templates.

203. Planning Documents: Strategic Implementation Plan, Media Outreach Plan, and Operating Plans (required)

Regional Networks are required to complete a **3 Year Strategic Implementation Plan**, which also incorporates the requirements for the Internal Communications Plan. This Strategic Implementation Plan must be revised as necessary, and may be reviewed during annual site visits to ensure that it is current.

The **Media Outreach Plan** must be updated annually. Annual Operating Plans are required for the *Power Play Campaign*, *Latino Campaign*, *African American Campaign*, *Retail Program*, *Worksite Program*, and PA Integration. If needed, instructions for completing the annual plans may be revised.