**Step 1. Vision Statement Template**

*See an “Illustrative SBCC Strategy for Breastfeeding in the Implementation Kit to support FBO-led Breastfeeding Interventions: Program Guide” for a global-level sample vision statement.*

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| **Vision Statement** |
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**Step 1. Vision Statement Checklist**

|  |  |  |  |
| --- | --- | --- | --- |
| Vision | Yes | No | Suggestions/Notes |
|  |  |  |  |
| Does the vision statement: |  |  |  |
| * Describe the best possible outcome? |  |  |  |
| * Inspire people to want to help/participate/act? |  |  |  |
| * Point to what the program hopes to achieve in the long run? |  |  |  |
| * Show that the program is excited about the work? |  |  |  |
| Is the vision statement: |  |  |  |
| * No more than 2-3 sentences? |  |  |  |
| * Realistic in the long term? |  |  |  |
| * something people can believe in? |  |  |  |
| * concrete? |  |  |  |
| * Worth committing to? |  |  |  |