W5H of **Program Design** in a **Pandemic**

INPUTS **ACTIVITIES** **OUTPUTS** **IMPACT**

WHO
- Who is the program for?
- Who is impacted by the program?
- Who may need extra support to participate?
- What other programs are offered and where do we fit in?
- Who is central to the success of the program?
- Whose program has similarities and what would you improve or change?

WHAT
- What is the purpose of the program?
- What is the desired impact of the program? *(Outside of analytics and metrics)*
- What primary activities are being included in the program?
- What do you need to ensure the program can run successfully?
- What are your strategies for success?
- What will this program specifically change in the community?
- What knowledge or skills are being developed in the program?

WHY
- Why is the program needed?
- Why are we personally committed to doing the program?
- Why are stakeholders committed to this program?
- Why hasn't the gap been filled before?

WHEN
- When will the program planning take place?
- When will project beneficiaries be consulted on program design?
- When will program implementation occur?
- When will program planning occur?
- When will program evaluation occur?

WHERE
- Where will the program take place?
- Where is your audience and how can you capture their attention?
- Where will the resources from this program come from? Where will they live?
- Where will this program live after the program term?
- Where does the program fit in the larger picture of programming in the city? Canada? Etc?

HOW
- How will you promote the program?
- How will you engage with participants throughout all the stages of the program?
- How will participants engage with the program?
- How will you identify any potential risks? What are the risks?
- How will you address any problems or issues that may come up in the program?
- How do you proactively design mechanisms to ensure the program is a safe space?
- How will you measure the success of this program?
- How will you know your program is working?

ACCESSIBLE PROGRAMMING
- Access to technology (what will you and the participant need in terms of hardware?)
- Access to platforms (where can folks access the content and how easy is it to find?)
- Access to content (what have you changed about your programming to adapt to the current times?) Are we able to create a creative, authentic, and impactful experience?
- Are you able to create a creative, authentic and impactful experience?
- Did you include accessibility options such as captions and subtitles and other textures to make digital content accessible?