

Overview of Program Planning and Grantsmanship

1



Health Education

- Planned learning experiences to facilitate voluntary change in behavior
- Focus is primarily on developing and bringing about change in consciously health-directed behavior
 - Provides the consciousness raising, concern-arousing, action-stimulating impetus for public involvement and commitment to social reform

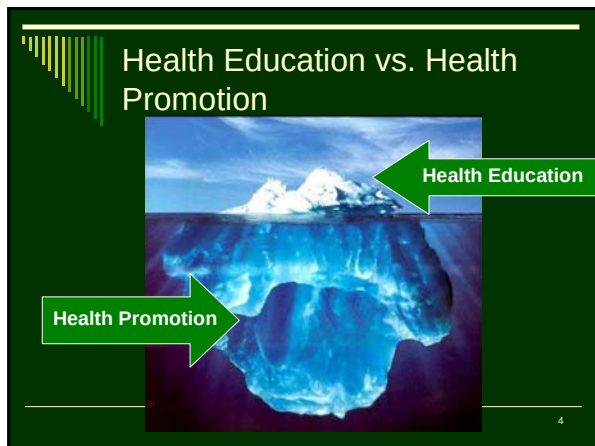
2



Health Promotion

- Any planned combination of educational, political, regulatory, and organization supports for actions and conditions of living conducive to the health of individuals, groups, or communities
- Encompasses health education
 - Aimed at the complementary social and political actions that will facilitate the necessary organization, economic, and other environmental supports for the conversion of individual actions into health enhancements and quality-of-life gains

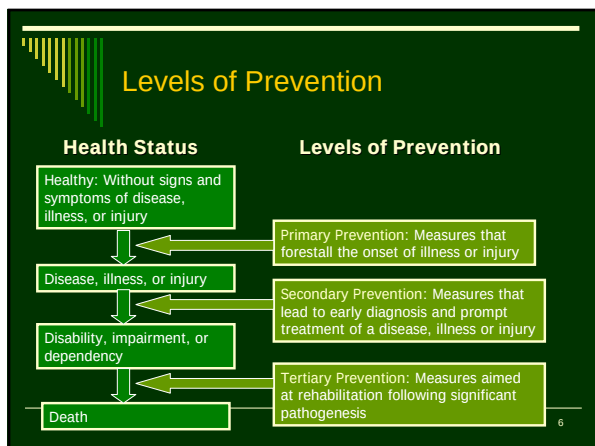
3



Levels of Prevention

- Primary:
 - Preventive measures that forestall the onset of illness or injury
- Secondary:
 - Preventive measures that lead to early diagnosis and prompt treatment of a disease, illness or injury
- Tertiary:
 - Preventive measures aimed at rehabilitation following significant pathogenesis

5





Assumptions of Health Promotion

1. Health status can be changed
2. Disease occurrence theories and principles can be understood
3. Appropriate prevention strategies can be developed to deal with the identified health problems
4. An individual's health is affected by a variety of factors, not just lifestyle. Other factors include heredity, environment and the health care system

7



Assumptions of Health Promotion

5. Changes in individual and societal health behaviors and lifestyles will affect an individual's health status positively
6. Individuals, families, small groups, and communities can be taught to assume responsibility for their health, which in turn changes their health behaviors and lifestyles

8



Assumptions of Health Promotion

7. Individual responsibility should not be viewed as victim blaming
8. For health behavior change to be permanent, an individual must be motivated and ready to change

Bates & Winder (1984)

9

Program Development

1. Understanding the community and engaging the target population
2. Assessing the needs of the target population
3. Developing appropriate goals and objectives
4. Creating an intervention that considers the peculiarities of the setting

10

Program Development

5. Implementing the intervention
6. Evaluating the results

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graph LR
    A[Understanding & Engaging] --> B[Assessing Needs]
    B --> C[Setting Goals & Objectives]
    C --> D[Developing an Intervention]
    D --> E[Implementing the Intervention]
    E --> F[Evaluating the Results]
  
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11

Figure 1-3a. Proportions of premature mortality attributable to genetic predisposition, behavior, and environment (social, physical, and health care).

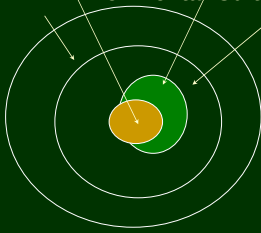
Category	Proportion
Behavior	40%
Genetic predisposition	30%
Social circumstances	15%
Health care	10%
Physical environment	5%

Source: McGinnis JM, Russo PG, Knickman, JR. *Health Affairs*, 21(2), April 2002.

12

Ecological Approach

- Individual-Family-Organizational
- Environmental-Cultural-Societal



Health resources
 Safe physical environment
 Healthful food in cafeteria
 Fitness facilities
 Child care policies, facilities
 Smoke-free environments
 Social support in community
 Mandated curriculum
 Other governmental policies

Green LW, & Kreuter MW, *Health Program Planning*, 4th ed., N.Y.: McGraw-Hill, 2005, Ch. 2.

13

Ecological Approach

- The reciprocal, virtually inseparable, relationship of behavior and its environment
- Health is a product of the interdependence of the individual on subsystems of the ecosystem.
- To improve health, the ecosystem must offer:
 - economic and social conditions conducive to health
 - Information
 - Life skills
 - Healthful options
 - Support for behavior change/modification

14

Ecological Approach

- Lessons for use:
 - Unanticipated effects
 - Small systems changes can have unintended changes in the larger system.
 - Reciprocal determinism
 - Environment has huge impact on behavior and changes in the environment will change behavior

15

Ecological Approach

- Lessons for use:
 - Environmental specificity
 - The same person will behave differently in different environments.
 - Multilevel and multisectoral intervention
 - The need to intervene on as many levels/sections as possible and feasible to affect change.

16

Educational and Ecological Approach Combined

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graph LR; HP[Health Promotion] --> E[Environment]; HP --> B[Behavior]; E <--> B; E --> H[Health]; B --> H
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17

PATCH

- Planned Approach to Community Health
- Increases the capacity of communities to plan, implement, and evaluate comprehensive, community-based health programs

18



PATCH

- Essential elements:
 - Community members participate in the process.
 - Data guide the development of programs
 - Participants develop comprehensive health promotion strategy.
 - Evaluation emphasizes feedback and program improvement
 - The community capacity for health promotion is increased.

19



PATCH

- Phases:
 - Mobilize the community
 - Collect and organize data
 - Choose health priorities
 - Develop a comprehensive intervention plan
 - Evaluate PATCH

20



PATCH

- Suggested Citation:
 - U.S. Department of Health and Human Services. *Planned Approach to Community Health: Guide for the Local Coordinator*. Atlanta, GA: U.S. Department of Health and Human Services, Department of Health and Human Services, Centers for Disease Control and Prevention National Center for Chronic Disease Prevention and Health Promotion.
- Website:
 - <http://www.cdc.gov/nccdphp/publications/PATCH/index.htm>

21



CDCynergy

- Health communication planning model
- Phases:
 - Problem definition and description
 - Problem analysis
 - Communication program planning
 - Program and evaluation development
 - Program implementation and management
 - Feedback

22



CDCynergy

- Website:
 - <http://www.sophe.org/public/cdcynergy/cdcynergy.html>

23



PRECEDE-PROCEED

- Phases:
 - Social assessment
 - Epidemiological assessment
 - Behavioral and environmental assessment
 - Educational and ecological assessment
 - Administrative and policy assessment
 - Implementation
 - Process evaluation
 - Impact evaluation
 - Outcome evaluation

24



Grantsmanship

- Process:
 - Request for Proposals is issued.
 - Proposals are written and submitted.
 - Proposals are reviewed.
 - Internal
 - External
 - Decisions on funding are made.
 - Contracts are negotiated and/or issued.

25



Information on Request for Proposals

- Federal Government:
 - www.grants.gov
- Foundation Center:
 - www.fdncenter.org
- Health in Schools
 - www.healthinschools.org

26
