



Program Planning Module 1: Introduction

Presented by:

The California-Nevada
Public Health Training Center

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Objectives

- Describe the determinants of health and how they interact
- Define foundational concepts and terminology commonly used in program planning
- Describe the 3 stages of program planning

This Module

- What will we cover today?
 - What does program planning actually mean
 - What are the different pieces involved in program planning?
 - What do I need to know about program planning to get started?



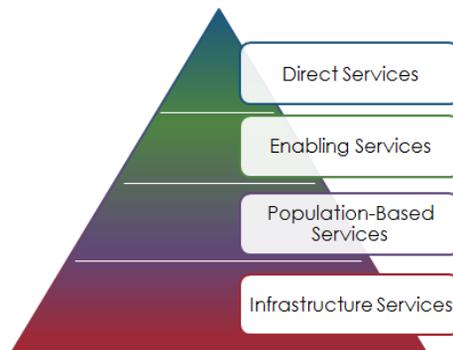
Program Planning

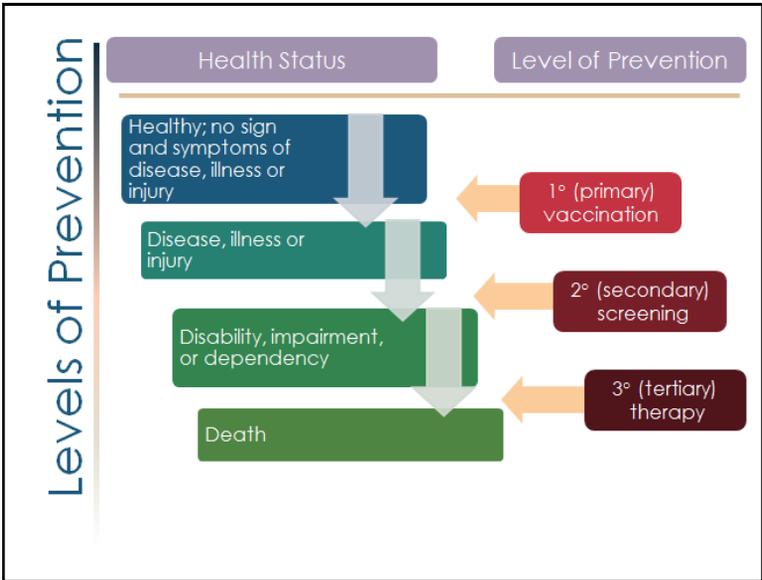
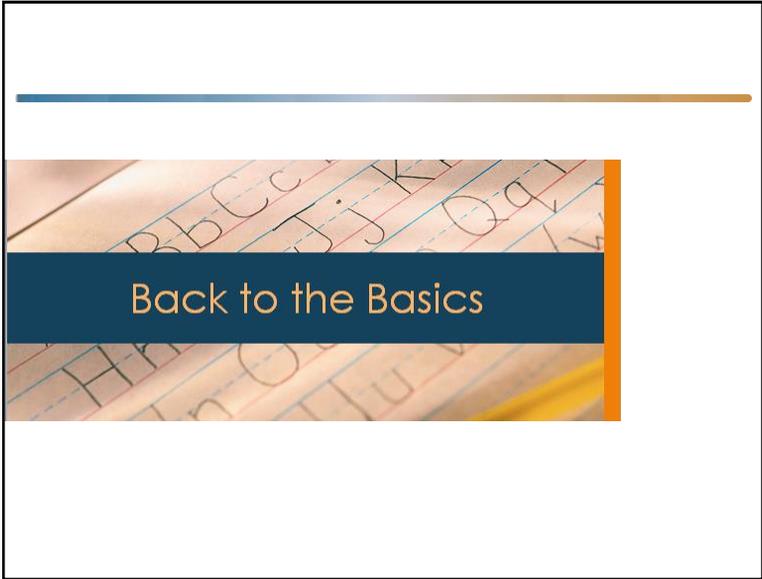
- Programs are designed carefully and purposefully to promote health through political, environmental, educational, or organizational means
- Health planning dates back thousands of years to the designing of ancient cities

Health as a Social Creature



Public Health Pyramid





Health Behavior

- Through assessing **health behavior**, program planners can begin to address injury and disease.



Health Education

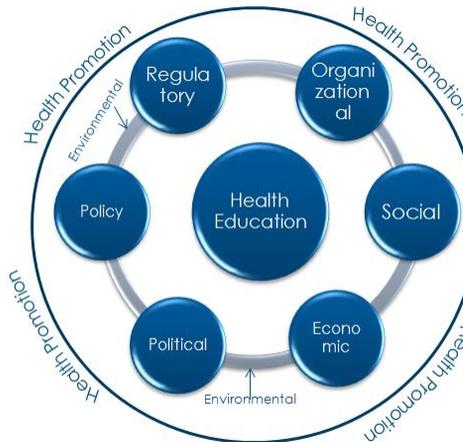
- In simplest terms, **health education** is the process of educating people about health.
- "Any combination of planned learning experiences based on sound theories that provide individuals, groups and communities the opportunity to acquire information and the skills needed to make quality health decisions"



— Joint Committee on Health
Education and Promotion Terminology

Health Promotion

- “Any planned combination of **educational, political, environmental, regulatory** or **organizational mechanisms** that support actions and conditions of living conducive to the health of individuals, groups and communities.”



Assumptions of Health Promotion

1. *Health status* **can** be **changed**
2. “**Health** and **disease** are determined by **dynamic interactions** among biological, psychological, behavioral, and social factors”
3. Disease occurrence theories and principles can be **understood** .
4. Appropriate prevention strategies can be **developed** to deal with identified health problems.
5. Behavior can be **changed** and those changes can **influence** health



Assumptions of Health Promotion

6. "Individual behavior, family interactions, community and workplace relationships and resources, and public policy *all contribute* to health and *influence behavior change*"
7. "Initiating and maintaining a behavior change is *difficult*"
8. Individual responsibility should *not* be viewed as *victim blaming*, yet the importance of health behavior to health status must be understood.
9. For health behavior change to be permanent, an individual must be *motivated* and ready to change.

Program Planning Steps



Program Planning Stages

- Planning
- Implementing
- Evaluating



Parts of the Plan

1. Assess
2. Build a rationale
3. Develop a plan
4. Develop a budget



Developing a Plan

- What to consider when developing a plan for your program
 - Program format
 - Program schedule
 - Program delivery



Types of Models



- Program models
- Intervention strategies
- Behavior change models & theories
- Evaluation design

Developing a Budget



Conclusion

"Planning an effective program is more difficult than implementing it. Planning, implementing, and evaluating programs are all interrelated, but good planning skills are prerequisite to programs worthy of evaluation."

