Program Planning
Module 4: Program Development Approaches

Presented by:
The California-Nevada Public Health Training Center

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Introduction

• Review purpose of program planning
• How program planning relates to physical and social needs of the community
• How to assess need for a program
• Evaluating program success
• Examples of the program planning process
Developing a Program

- Start with logic model or theoretical framework
  - Behavior Change Model
- Select best approach based on community needs and issues

General Program Planning Model

1. Assess the need
2. Establish goals and objectives
3. Develop a theory-based intervention
4. Put the intervention plan into action
5. Evaluate the results
Building a Rationale

- The **rational planning model** is the process of realizing a problem, establishing and evaluating planning criteria, creating alternatives, implementing alternatives, and monitoring progress of the alternatives.

Program Theory
Program Theory

Planning and Evaluation Cycle

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PRECEDE-PROCEED

Key Terms

Predisposing factors – population knowledge, attitudes, beliefs, values
Enabling factors – Skills, resources, barriers that help or hinder
Reinforcing factors – rewards for adopting desired behavior?

**PRECEDE-PROCEED**

**Strengths**
- Provides a template
- Structured
- Community involvement
- Administrative and policy guidelines
- Incorporates evaluation of the process
- Flexible

The model is comprehensive and has a rigorous structure