Overview of Program Planning and Grantsmanship

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

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
Health Education vs. Health Promotion

Health Education

Health Promotion

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

Levels of Prevention

<table>
<thead>
<tr>
<th>Health Status</th>
<th>Levels of Prevention</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthy: Without signs and symptoms of disease, illness, or injury</td>
<td>Primary Prevention: Measures that forestall the onset of illness or injury</td>
</tr>
<tr>
<td>Disease, illness, or injury</td>
<td>Secondary Prevention: Measures that lead to early diagnosis and prompt treatment of a disease, illness or injury</td>
</tr>
<tr>
<td>Disability, impairment, or dependency</td>
<td>Tertiary Prevention: Measures aimed at rehabilitation following significant pathogenesis</td>
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<tr>
<td>Death</td>
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</tbody>
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Health Status

Levels of Prevention
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

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

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)
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

Program Development

5. Implementing the intervention
6. Evaluating the results

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

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


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

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
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.

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Educational and Ecological Approach Combined

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PATCH

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

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

Suggested Citation:
- Website:
CDCynergy

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

CDCynergy

Website:
http://www.sophe.org/public/cdcynergy/cdcynergy.html

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
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.

Information on Request for Proposals

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