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## Sustaining Health Promotion Programs

Interactive  
Webinar  
(120 minutes)

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### A few questions ...



- 5 polling questions

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### Introductions



- Facilitators
- Webinar Courtesy
  - Quiet / Mute
  - Questions – turn your mood button purple
- The LiveMeeting Technology
  - Full screen view
  - Feedback
  - Chats
- Slides posted to our blog
  - <http://www.thcu.ca/blogs/lc/?cat=22>



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### Agenda Overview



- 5 Polls
- Introductions
- Objectives
- The 4 Components of Sustainability
- Understanding your Planning Process in a Variety of Settings
- One example across all 4 components
- Your turn!
- Q&A's
- Closing Remarks



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### Objectives of the Webinar



- To increase the comfort level of participants in incorporating sustainability concepts into their planning and evaluation processes.
- To ensure that participants are able to apply the 4 sets of sustainability recommendations appropriately to their work.

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The Health Communication Unit would like to acknowledge the Heart Health Resource Centre for generously providing the original resource, Heart Health Sustainability Workbook for Action, on which this resource is based.



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**When to consider sustainability -**



- When developing a proposal.
- When creating strategic direction.
- When planning programs.
- When regularly re-visiting plans.
- When a change in status is known or anticipated.
- When long-term work on an issue or with a group is anticipated.



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## A Process for Sustainability



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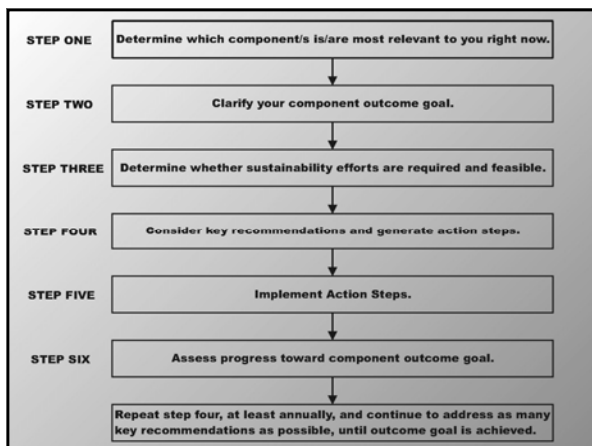
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### Four Components of Sustainability



- What are we trying to sustain over time?
  - **An issue on a variety of agendas.**
  - **The behaviour changes that people have made or started to make.**
  - **Effective programs that are still needed.**
  - **The partnership, in some form, if needed.**

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### Sustaining the Issue



- Involves keeping the issue on the agenda of some or all stakeholders – including the **public, community partners** and **decision makers**.
- This means raising/maintaining awareness about and support for community and individual changes.
- Means providing effective messages.

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### Various Agendas



- Public education, social marketing campaigns
  - media, interpersonal, event-based approaches
- Public policy decision-makers
  - media advocacy
- System decision-makers (e.g. schools)
  - “making the case”
- Strategic “persuasion” techniques
  - Robert Cialdini – [www.influence@work.com](http://www.influence@work.com)
- Partners
  - recruitment & retention

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Health Communication Activities			
	Media	Interpersonal	Events
<b>Public</b>	Awareness Campaigns -mass mailings -distribution of pamphlets and booklets -mass communication campaigns (radio, tv, etc.)	Presentations Displays Client-patient interactions Worksite awareness programs Telephone hotlines	Forums Festivals Contests Running/walking events Fairs
<b>Decision makers</b>		Presentations to decision makers Meeting with politicians	Political action march
<b>Partners</b>	Profiling Partners -their logo on project materials -partner names in articles	Presentations at partner's board meetings Recognition awards	Annual meeting Recognition event

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**Sustaining Behaviour Changes**

- Involves building skills and creating / modifying the physical and social environment so that they are supportive of healthy behaviours.
- Involves creating a program that addresses the important elements of behaviour change.
- Consider the Stages of Change – what will it take to help people move to Maintenance / Termination?

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**Stages of Change Resource**

• Theory at a Glance - <http://www.cancer.gov/PDF/481f5d53-63df-41bc-bfaf-5aa48ee1da4d/TAAG3.pdf>

Stage	Definition	Potential Change Strategies
<b>Precontemplation</b>	Has no intention of taking action within the next six months	Increase awareness of need for change; personalize information about risks and benefits
<b>Contemplation</b>	Intends to take action in the next six months	Motivate; encourage making specific plans
<b>Preparation</b>	Intends to take action within the next thirty days and has taken some behavioral steps in this direction	Assist with developing and implementing concrete action plans; help set gradual goals
<b>Action</b>	Has changed behavior for less than six months	Assist with feedback, problem solving, social support, and reinforcement
<b>Maintenance</b>	Has changed behavior for more than six months	Assist with coping, reminders, finding alternatives, avoiding slips/relapses (as applicable)

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**Behaviour change occurs over an extended period and includes a tendency to relapse. If behaviour change supports are withdrawn prematurely, a percentage of individuals will revert back to unhealthy behaviours.**

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**Conditions for Program Success (Fishbein)**

Generally speaking it appears that in order for a person to perform a given behaviour:

1. The person must have formed a strong positive intention (or made a commitment) to perform the behaviour.
2. There are no environmental constraints that make it impossible to perform the behaviour.
3. The person has the skills necessary to perform that behaviour.
4. The person believes that the advantages (benefits, anticipated positive outcomes) of performing the behaviour outweigh the disadvantages (costs, anticipated negative outcomes).

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**Conditions for Success (2) (Fishbein)**

5. The person perceives more social (normative) pressure to perform the behavior than to not perform the behaviour.
6. The person perceives that performance of the behaviour is more consistent than inconsistent with his or her self image, or that it's performance does not violate personal standards that activate negative self-actions.
7. The persons emotional reaction to performing the behaviour is more positive than negative.
8. The person perceives that he or she has the capabilities to perform the behavior under a number of different circumstances.

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### Supportive Environments

- Social supports
  - buddies
  - call-in support lines
- Physical supports
  - facilities
  - trails
- Policy supports
  - by-laws
  - organizational policies



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### Sustaining Programs

- Involves integrating one or more related activities (a program) such as an awareness campaign, a support group, or educational sessions into an existing organization or collective that agrees to take responsibility for the program over the long-term.

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### Program Stages

- Programs go through various stages:
  - Initiation
  - Implementation
  - Evaluation
  - Integration
- Consider all recommendations, because some apply to all stages.
- Key concepts have been incorporated into recommendations within stage framework.



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### Sustaining the Partnership



- Involves creating and maintaining productive working relationships and maximizing the benefits of addressing an issue with a group of stakeholders.

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### Key Concepts Related to Sustaining a Partnership



- Membership Involvement
  - Enhancing commitment
  - Strategic recruitment
- Community Capacity
- Infrastructure
- Ways of Work

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### An Example: Heart Health to Healthy Communities



- The context for this example
- The link to the four components
  - The Partnership – continue with some; add new for the long term for planning & policy
  - The Behaviour Changes – significant work to address policy change in 6 risk factor areas BUT will the necessary supports be available?
  - The Issue – how to ensure policy-makers know that your issues are important
  - The Program – how to transition previously funded programs into another arrangement; how to keep a program funded once through Healthy Communities underway

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### Examples of Recommendations

- See Word file

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### Applying the information -

- In pairs, using the chat function (or as an already formed group):
  - you will be assigned one of the four components
  - you will be assigned a few of the recommendations for that components
  - given the scenario provided, what might you plan to do related to the recommendations assigned, that would enhance the likelihood of sustainability?
  - Be prepared to share 1-2 ideas.

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### Resources



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**Next Steps**

- Evaluation
  - watch for an e-survey shortly (please circulate to all if you are in a group setting)
- Consultations
  - Advice-giving
  - Guided Process



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**A big thank you to**

- THCU colleagues
- Ontario Agency for Health Protection and Promotion
- Our workshop participants



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