

# The Six Steps to Planning a Health Promotion Program

1 Pre-Planning and Project Management	2 Conduct a Situational Assessment	3 Identify Goals, Populations of Interest, and Objectives
<p><i>Develop a plan to manage stakeholder participation, time, resources, data gathering and interpretation, and decision making.</i></p> <p>Plan to engage stakeholders, including clients and staff, in a meaningful way.</p> <p>Establish a clear timeline for creating the workplan.</p> <p>Plan how you will allocate financial, material, and human resources.</p> <p>Consider what data, including health promotion theory, will be required to make decisions at each step. Include adequate time in workplan for data collection and interpretation.</p> <p>Establish a clear decision-making process.</p>	<p><i>Learn more about the population of interest, trends, and issues that may affect the implementation of your program and the wants, needs, and assets of the community.</i></p> <p><b>Types of data</b></p> <ul style="list-style-type: none"> <li>• Quantitative polling/survey data</li> <li>• Community health status indicators</li> <li>• Community stories/testimonials</li> <li>• Evaluation findings</li> <li>• Research findings</li> <li>• Cost-benefit data</li> <li>• "Best practices" synthesis and guidelines</li> </ul> <p><b>Sources of data</b></p> <ul style="list-style-type: none"> <li>• Polling companies</li> <li>• Community service organizations</li> <li>• Community spokespersons</li> <li>• Journals, magazines, books</li> <li>• Consultants</li> <li>• Resource centres such as THCU</li> <li>• Researchers</li> <li>• Government departments</li> <li>• Private sector</li> </ul> <p><b>Techniques &amp; tools</b></p> <ul style="list-style-type: none"> <li>• Consultation with stakeholders using individual interviews, focus groups, and/or forums</li> <li>• Literature reviews</li> <li>• Review of past evaluation findings</li> <li>• Review of stakeholder mandates, agendas, policies, and guidelines</li> <li>• PEEST analysis</li> <li>• SWOT analysis</li> </ul>	<p><i>Use the results of the situational assessment to decide on goals, populations of interest, and objectives.</i></p> <p><b>Goal</b> A broad statement that provides overall direction for all aspects of a program over a long period of time</p> <p><b>Populations of interest</b> The group or groups that require special attention to achieve your goal</p> <p><b>Objectives</b> Specific, measurable, attainable, realistic, and time-limited statements about what outcomes and processes are expected from the program</p> <p>Ensure program goals, populations of interest and objectives are aligned with strategic directions of your organization and/or group.</p>
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<p style="text-align: center;">4 Identify Strategies, Activities, and Resources</p>	<p style="text-align: center;">5 Develop Indicators</p>	<p style="text-align: center;">6 Review the Program Plan</p>
<p><i>Use the results of the situational assessment and available resources to select strategies and activities that will contribute to progress toward the goals and objectives.</i></p> <p>Brainstorm strategies for achieving objectives using one or more health promotion frameworks such as the Ottawa Charter for Health Promotion or brainstorm activities and look for clusters of activities that form a strategy.</p> <p>Prioritize ideas by applying situational assessment results.</p> <p>Select the best strategies then identify specific activities for each strategy.</p> <p>For existing activities, decide what to start, stop, and continue then cluster activities into the appropriate strategy.</p> <p>Consider what financial, human and in-kind resources are available to implement the activities.</p> <p>Decide whether some activities need to be dropped or delayed until new resources are found.</p>	<p><i>Develop a list of variables that can be tracked to assess the extent to which program objectives have been met.</i></p> <p>For each program objective think about the intended result.</p> <p>Consider</p> <ul style="list-style-type: none"> <li>• Can the intended result be divided into separate components?</li> <li>• Can the intended result be measured in some way?</li> <li>• What is the appropriate time for observing a result?</li> <li>• Are the sources of data required to assess this result accessible?</li> <li>• Do you have the resources needed to assess the result?</li> </ul> <p>Then</p> <ul style="list-style-type: none"> <li>• Define indicators to measure each of your program objectives.</li> <li>• Perform a quality check on your proposed indicators. Are they valid, reliable, free from bias, and sensitive to potentially significant changes? Modify as required.</li> <li>• Apply the indicators to determine extent to which program objectives have been met.</li> <li>• Review indicators periodically to ensure continued relevance for your information needs.</li> </ul>	<p><i>Review the program plan to</i></p> <ul style="list-style-type: none"> <li>• <i>clarify how each part contributes to the objectives,</i></li> <li>• <i>identify gaps,</i></li> <li>• <i>ensure adequate resources are in place, and</i></li> <li>• <i>ensure consistency with situational assessment findings.</i></li> </ul> <p>A logic model is a graphic depiction of the relationship between all parts of a program (i.e., goals, objectives, populations, strategies, activities and indicators). It can help with the program review process by providing an effective overview and communication tool.</p>
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