

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>Types of data</p> <ul style="list-style-type: none"> • Quantitative polling/survey data • Community health status indicators • Community stories/testimonials • Evaluation findings • Research findings • Cost-benefit data • "Best practices" synthesis and guidelines <p>Sources of data</p> <ul style="list-style-type: none"> • Polling companies • Community service organizations • Community spokespersons • Journals, magazines, books • Consultants • Resource centers such as THCU • Researchers • Government departments • Private sector <p>Techniques & tools</p> <ul style="list-style-type: none"> • Consultation with stakeholders using individual interviews, focus groups, and/or forums • Literature reviews • Review of past evaluation findings • Review of stakeholder mandates, agendas, policies, and guidelines • PEEST analysis • SWOT analysis 	<p><i>Use the results of the situational assessment to decide on a goal, populations of interest, and objectives.</i></p> <p>Goal A broad statement that provides overall direction for all aspects of a program over a long period of time</p> <p>Objectives Specific, measurable, acceptable, realistic, and time-limited statements about what outcomes and processes are expected from the program</p> <p>Populations of interest The group or groups that require special attention to achieve your goal</p>
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For more
information

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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.</i></p> <p>Brainstorm strategies for achieving objectives using one or more health promotion frameworks such as the Ottawa Charter.</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 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"> • Can the intended result be divided into separate components? • Can the intended result be measured in some way? • What is the appropriate time for observing a result? • Are the sources of data required to assess this result accessible? • Do you have the resources needed to assess the result? <p>Then</p> <ul style="list-style-type: none"> • Define indicators to measure each of your program objectives. • Perform a quality check on your proposed indicators. Are they valid, reliable, free from bias, and sensitive to potentially significant changes? Modify as required. • Apply the indicators to determine extent to which program objectives have been met. • Review indicators periodically to ensure continued relevance for your information needs. 	<p><i>Review the program plan to</i></p> <ul style="list-style-type: none"> • <i>clarify how each part contributes to the objectives,</i> • <i>identify gaps,</i> • <i>ensure adequate resources are in place, and</i> • <i>ensure consistency with situational assessment findings.</i> <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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