

Step 4: Choose Strategies and Activities and Assign Resources

Worksheet 4.2: Assess and Choose Activities

	Potential Activity	Include in final plan?	Strategy	Information about expected effectiveness	Information about audience appropriateness	Required resources	Available resources
1	Peer screening and training program	Yes	Create supportive environments	We have not been able to find another program that has done this exact thing. But there are many examples of peer programs on other topics (nutrition, smoking, parenting) that have been proven effective. We believe this is a strong indication that this idea could be very effective if done correctly.	There are many neighbourhoods with clusters of lower income families, many with single parents. We believe it would be relatively easy to engage at least one of these communities in a strategy like this.	The resources required for this strategy are primarily time. A moderate budget for printing materials and supporting, compensating and rewarding peer volunteers for their efforts would be the primary expense.	Because volunteers would be involved with implementing this strategy, and there are health unit staff available who could take on training and monitoring of the peer volunteers, we think this is a very feasible strategy.
2	Campaign to raise awareness and change beliefs about the effectiveness of prevention	Yes	Health Communication	In general, we know that health communication campaigns can change awareness and attitudes and even behaviours. We don't know of a childhood injury prevention campaign that has been well evaluated, but we know quite a lot about evidence-based practices in terms of planning a campaign (audience analysis, testing materials in advance, etc.).	Campaigns should be tailored to the needs of a specific community. We would use resources to test and tailor the materials so that they were appropriate for the community.	Campaigns costs can vary widely depending on the cost of material development and the types of vehicles chosen. We know that we would be restricted to print and web vehicles because of our budget. We feel that we could prob	We know that we would be restricted to print and web vehicles because of our budget. We feel that we could do a credible, effectiveness campaign using only those vehicles, with creativity, and the support of neighbouring health units.
3	curriculum development and delivery for children aged 4-6	Yes	Develop personal skills	There is a program that has been tested, evaluated, and shown to be effective at changing awareness and behaviours of children 4-6.	We have examined the materials for the program that was tested and believe that they can be adapted very easily for our community.	Adaptation costs should be minimal. Printing costs will be the primary expense. Time will also be required by health unit staff to promote and disseminate the materials to teachers and community members. There will also be mailing costs.	We can allocate part of our grant money to this budget. We think there is health unit staff available (in the schools program) to lead on promotion and dissemination.
4	Have physicians screen patients with children 0-6, using	No	Strengthening health services	We don't know of anyone who has done this precise thing. But we know that physicians are a highly credible source to most members of the	We think this is very appropriate for our community. The question is whether we can get physicians on board.	This would be a relatively low cost activity. The main challenge will be reaching and engaging physicians who are already busy with many other	We have a health services person at the health unit, with good physician connections, who could take on distribution of our materials to physicians.

	Potential Activity	Include in final plan?	Strategy	Information about expected effectiveness	Information about audience appropriateness	Required resources	Available resources
	standard injury risk checklist			population. We suspect high success if we can get physicians on board.		things.	We will only do this activity if we can find an existing screening tool that has been tested. We do not have the resources to develop a new one ourselves.