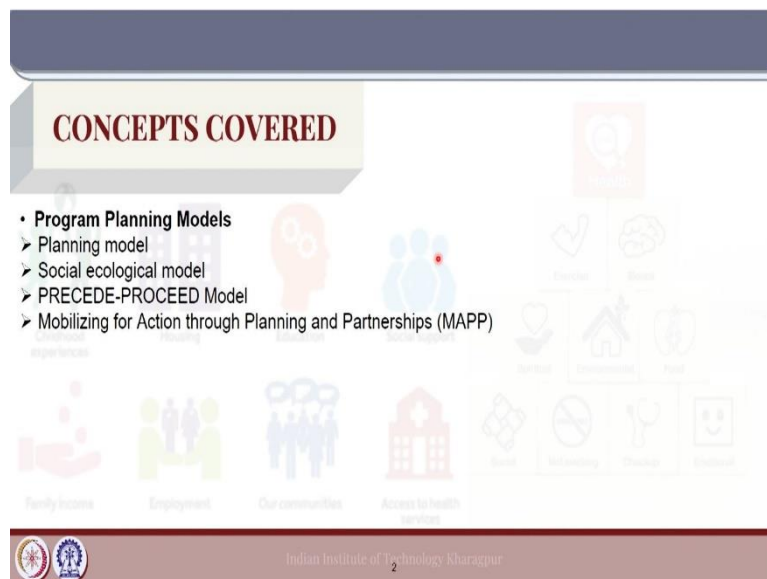


Basics of Health Promotion and Education Intervention
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Lecture – 22
Planning HPE Intervention: Part II

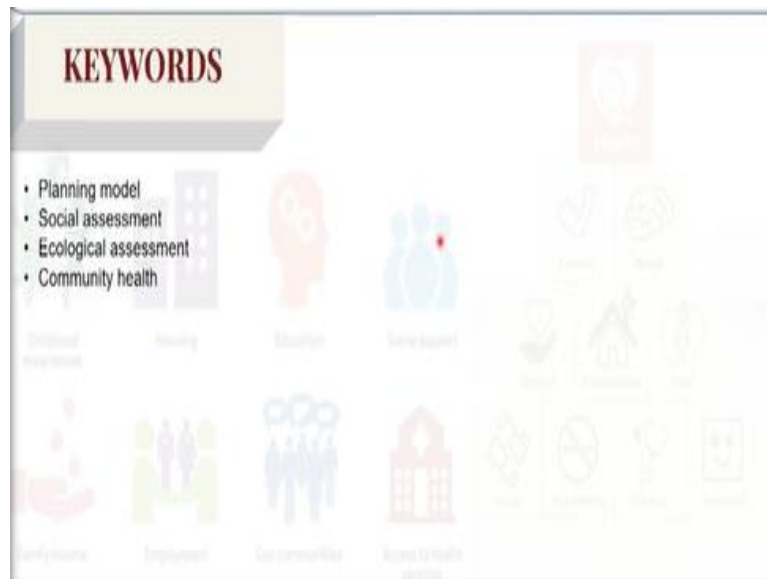
Hello everyone and now you know today we will be covering today the part 2 of planning HPE intervention. In the last lecture we covered the part one of planning HPE intervention. So, let us start.

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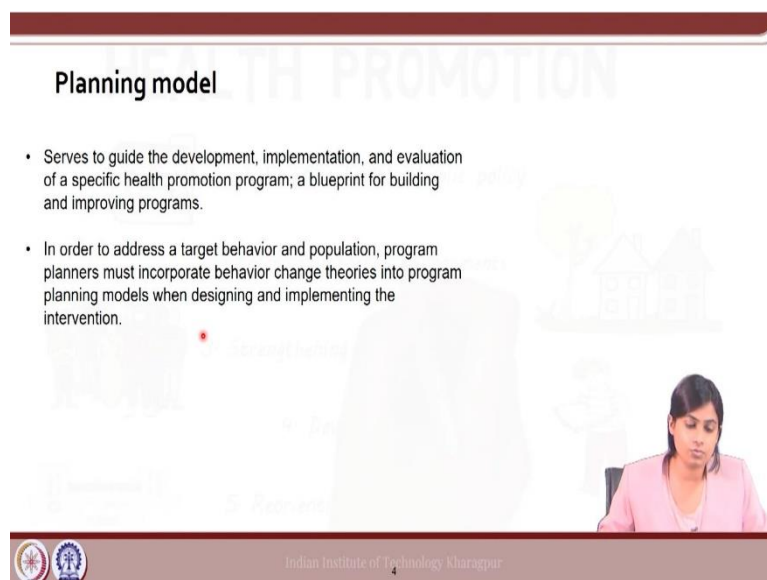


So, we are going to cover the following concepts, now in this part 2 actually overall we are going to, you know cover the program planning models. Now, so the entire program planning models we have to understand now for that first of all we have to understand what is actually the planning model then the various models like social ecological model then the precede proceed model then mobilizing for action through planning and partnership MAP or MAPP.

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So, what is planning model? Actually, this planning model, it serves to guide the development and implementation and evaluation of a specific health promotion program and also blueprint for building and improving programs. So, why planning model? Actually, what is planning model and why planning model is important? Because, it helps you or it serve you to actually guide the development how actually you will be developing how you will be implementing.

And how you will be evaluating a specific health promotion program or an activity? Now, this planning model is actually a kind of blueprint it will be a blueprint for building and improving the programs, not only building and developing but also for improving for your further improvements because you will be getting feedbacks. Now, in order to address a

target behaviour and population program planner must incorporate behaviour change theories into program planning models when designing and implementing the interventions.

So, in the entire the program planning model is basically you know is a very broad thing, so like as I said first of all we will be understanding what is actually the planning model. Now, here we can incorporate you know the health behaviour models or some theories that is very important some theories behaviour change theories we can incorporate. Because if we incorporate those theories then it will help us in a very you know effective building effective designing and implementation of an intervention program.

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Social Ecological Model

- The **social ecological model of planning** is based on the interrelationships of human beings and their environments recognizing that within the environment there are physical, social, economic, and cultural forces that have the potential to alter health outcomes.
- This theory includes individual attributes such as genetics, behaviors, and knowledge. Other social and environmental factors are also acknowledged in the theory, such as environmental settings, sectors of influence, and norms and cultures within society.

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So, the first thing is social ecological model. Now social ecological model I have already discussed in details in my previous lectures now here also the importance of social ecological model is too diverse you know I mean it is really very important because why as I explained in my previous lectures that in social ecological model, we take into considerations the various levels starting from the interpersonal till policy making laws government everything.

So, that is why this multi-layered approach you know the multi-level approach of social ecological model is actually making this model a very effective and beneficial for planning any intervention program and definitely implementing those intervention. So, the social ecological model of planning is based on the interrelationship of human beings or the individual and the environments recognizing that within the environment their physical social economic and cultural forces.

We all know that so many economic factors social factors and cultural factors are there which have the potential to alter any health behaviour or any health outcomes. So here, we are actually taking considerations of the entire thing from the individual you know the interrelationship of one person with another person you know the family members or any peers, friends then again, the community the societal the social factors the cultural factors.

All these factors are being taken into considerations is in the social ecological model or SEM. Now, this theory includes individual attributes like for an individual you know the genetic is definitely a factor. Apart from that the knowledge the attitude skills beliefs values perceptions and behaviour are also important. So, this theory includes individuals all these factors at the individual level.

Apart from this individual level we have some social and environmental factors or the influencer you know I discussed what is the role of influencer, you know that can be the social influencer is so important, so I discussed in my previous lectures. So, other social and environmental factors are also important and also acknowledged in this theory such as the environmental settings the community or the environmental setting is very important.

Availability of you know the playground availability of the health service the health centre schools etc. Then the sectors of influence and norms all the social and subjective you know norms and the influencers that is very important and cultures within the society a particular community a particular society can have that have a particular culture. So, that is also very important when you are targeting you know some behaviour change.

So, a cultural issue is also important. Now, this SEM a social ecological model this model actually you know they have all the factors; they take into considerations all the factors at various level and also if we take considerations all those factors then in that way you know for each level, we can plan an intervention. So, social factors you know the norms, the individual's knowledge and the skills. So, like that we can plan an intervention and each level of that social ecological model.

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PRECEDE-PROCEED Model

- The PRECEDE-PROCEED model is considered the most popular and well-respected model in the field for health promotion program planning.
- This model uses an ecological approach to program planning and is considered by many to be the gold standard in health promotion planning due to the extensive assessments that are required prior to any program development is initiated.
- The **nine-phase** logic model is subdivided into two phases: PRECEDE and PROCEED. PRECEDE is an acronym for predisposing, reinforcing, and enabling causes in educational diagnosis and evaluation (phases 1 through 4). PROCEED is an acronym for policy, regulatory, and organizational constructs in educational and environmental development (phases 5 through 9)

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Now, precede and proceed, the Precede-Proceed model, now this model is considered the most popular and well-respected model in the field for health promotion program planning. Now, this Precede-Proceed model we will be going in details, now this model you know they uses an ecological approach to program planning and is considered by many to be the gold standard in health promotion planning.

Why? Due to extensive assessment like in my next slide I will show you what are the assessment? What is the analysis in each phase that a program planner has to do and such extensive assessment you know in this Precede-Proceed model we have to do. And which is you know very important for you know prior to any program development or if you know that are required prior to any program development is initiated.

Now, basically this Precede-Proceed is a nine-phase logic model and is subdivided into 2 phases actually there are 2 phases then the sub phases are there precede and proceed. Now, precede is actually an acronym for predisposing, reinforcing, so predisposing reinforcing and enabling causes in educational diagnosis and also in the evaluation. Now, this is from the phase 1 to phase 4 then a proceed is an acronym for policy regulatory and organizational constructs.

And it is in actually in educational and environmental development. So, for this proceed we move from phase 5 to the last phases.

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PRECEDE-PROCEED Model

Phase 1: Social Assessment

- Assessment in both objective and subjective terms of high-priority problems for the common good, defined for a population by economic and social indicators and by individuals in terms of their quality of life.
- Measurable social factors such as unemployment rates, poverty, crime, and population density can be obtained.

Phase 2: Epidemiological Assessment

- Identification of the extent, distribution, and causes of a health problem in a defined population.

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So, in the first phase we have social assessment. At the end I will also show you a framework a Precede-Proceed framework I will be showing which, I have taken from actually an introduction to health promotion text book by a S. Nalin. So, first of all let me discuss the different phases then I will show you the framework because after discussing the phases it will be easier for you to understand.

Because there so many phases and some clarifications are required between precede and proceed. So, let us start from the phase one. Now in phase one we have social assessment, now the name itself you know you can understand by the name that you have to assess the social factors here both objectively and subjectively you have to see what are the high priority problems for that particular community or a population.

And what are the economic and social factors or indicators? So, that is important to explore and to identify and definitely in terms of the quality of life. Now, miserable social factors can be unemployment, poverty, crime and population density. Like, you see you can have statistical data definitely you can have statistical data of all these issues but apart from statistical data you can go to the community and you can explore from them also and you can ask them.

That what are the problems you know that you can actually community voices. So, both statistical data and community voices is important. Now, next phase is the epidemiological assessment, so after social you have to assess the epidemiological. So, here what you will do you have to identify the extent the distribution and causes of a health problem in a defined

population whatever be the health problem you have to see what are the distribution what is the frequency what are the causes of that particular health problem in that community.

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PRECEDE-PROCEED Model

Phase 3: Behavioral and Environmental Assessment

- Behavioral indicators include factors such as consumption patterns, preventive actions, self-care, and use. Environmental indicators include medical services and economic and community gauges.

Phase 4: Educational and Ecological Assessment

- Predisposing factors* occur at the cognitive level and include knowledge, self-efficacy, attitudes, skills, and beliefs. These antecedents to behavior provide the motivation for the behavior.
- Enabling factors* help individuals act on the motivation to change behavior. Examples include the presence of walking paths, skills to cook healthy foods, community resources, and laws.
- Reinforcing factors* are the continuing rewards or incentives to repeat the behavior.

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Next is the behavioural and environmental assessment. So, now see you have to assess some behavioural factors or indicators consumption pattern you know it can be for a food or you know the alcohol consumption or tobacco consumption anything those behavioural factors you have to identify then the preventive actions self-care and use. Now, environmental indicators they include some medical services or the nearest health centre health services and the economic and the community gauges.

Next phase is educational and ecological assessment, now you know we have so many factors like under educational and ecological assessment we have predisposing enabling and reinforcing factors. Now, why these three factors? This predisposing enabling and reinforcing is important to understand because these are the factors which influence you know or they can be facilitating the change in behaviour.

So, these are the influencers facilitators or in some places it also it can be the barriers anyway these are basically the influencers. So, first is the predisposing factor it occurs at the cognitive level and include the knowledge the attitude the beliefs skills and self-efficacy of a particular person. Now, these antecedents to behaviour it provides the motivation for the behaviour, so if there is self-efficacy you know if there is higher or good self-efficacy then that person will be having more motivation or intention to perform some behaviour.

Then, there will be some enabling factors which help individuals to act on the motivation to change behaviour. Now, you see the examples the presence of walking path or presence of playground for a child to perform you know, regular physical activity or to play, the skills to cook healthy food it is also one of the enabling factor or any kind of community resources like health centre the presence of health centre you know nearest health centre or hospital.

So, these are some of the enabling factors, then, the reinforcing factors this is basically you know the reinforce we if we need to reinforce somebody then these factors are basically it can be in the form of incentive or any kind of award, I mean reward. So, that incentive can be monetary and un monetary. For example, you can ask a school student you can ask a school student that every day if you eat you know in your lunch break if you eat your tiffin which you have, I mean you have brought from your home.

Then you will be given some marks I mean plus 5 marks in your final assessment or something like that any kind of you know grade increase in grade or something. So, actually what you are doing you are giving them a kind of incentive. So, by that incentive you know a behaviour change occurs they will be reinforced to adopt a good behaviour then they will not go for junk food you know that you know in that outside the school that junk food stall.

They will not go and they will eat the healthy diet that lunch which they will bring from their home, that homemade tiffin actually.

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PRECEDE-PROCEED Model

Phase 5: Administrative and Policy Assessment

- Organizational and administrative opportunities like local community sentiment or organizational support, financial support, or available staff to support the program.
- Policy assessment involves identifying existing policies and regulations that either support or discourage the behavior changes that are being advanced.

Phase 6: Program Implementation

- The act of converting program objectives into actions through policy changes, regulation, and organization.

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The next phase is administrative and policy assessment. Now administrative like you know administrative opportunities can be the local community sentiment or the support financial support and available staff to support the program. For example, you know if you are getting a good support from you know in that village, the village leaders or the gram panchayats. So, these are the administrative support.

And policy assessment involves identifying existing policies and regulations that either support or discourage the behaviour chain that are being advanced. Like smoking is you know a policy that you should not know smoking should not be allowed in that particular public place. So, these are the policy assessment then program implementation. So, now we have come to phase six program implementation.

So, see the thing is as I discussed in my last lecture in the part one that in this precede proceed while we are proceeding. So, this program you have to implement and you have to evaluate at the end. Now, the planning is important a prior planning of how are you going to implant implement and actually what are you going to implement is important and same thing what are you going to evaluate and how are you going to evaluate is important.

So, that planning should be there should be a prior planning. So, in this phase 6 the program implementation actually this is act of converting the program objectives into actions whatever objectives you have set that you have to implement now, through policy changes laws regulations and organizations that you can I mean you know conduct a program and you can commit an action.

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PRECEDE-PROCEED Model

Phases 7, 8, and 9: Evaluation Phases

- *Process evaluation:* Assessment of the program including number of individuals reached by the program or the feedback of the program from participants.
- *Impact evaluation:* Assessment of program effects including changes in predisposing, enabling, and reinforcing factors, as well as behavioral and environmental changes.
- *Outcome evaluation:* Assessment of the effect of a program, including changes in health and social benefits or quality of life.

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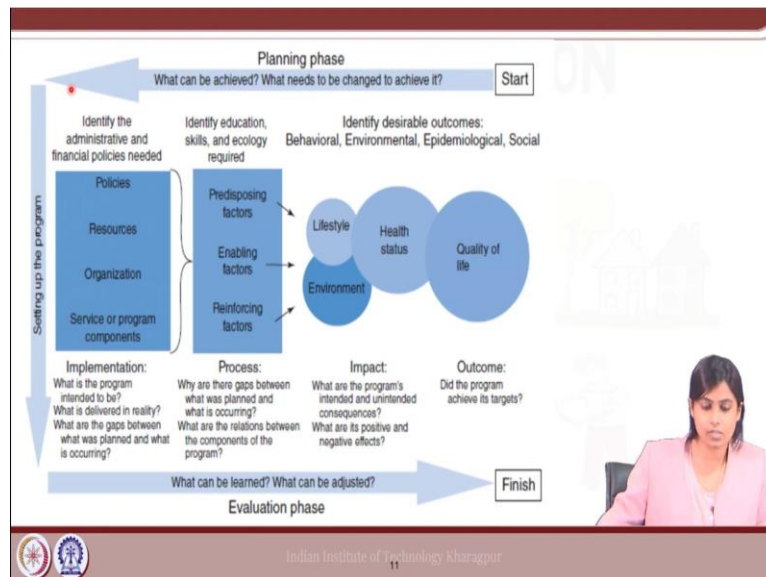
Then the last 3 phases are actually the evaluation phases, you have to evaluate. So, the process evaluation impact evaluation and outcome evaluation the first is the process evaluation. Here, actually you assess of money assessment of the program actually is done like number of individuals, you know number of beneficiaries you reach or the number of participants reached by the program or the feedback of the program from participants.

This is also important while you are conducting something you are also taking their feedback positive negative feedback you can take, so this is process evaluation. Then is impact evaluation assessment of program effects including changes in predisposing enabling and reinforcing factors as well as behaviour environmental changes and we actually we discussed. Now, predisposing factors enabling factors and reinforcing factors.

So, you have to assess that also and definitely the behavioural and the environmental changes. So, at the end is the outcome evaluation so process evaluation impact evaluation is done now we have outcome evaluation. Now, assessment of the effect of a program including changes in health and social benefits or quality of life for example. We can take an example of quality of life ok so you have to actually see that whatever program you have implemented or you are going to implement that has to be evaluated.

So, at the end actually it is known as outcome evaluation the outcome was the quality of life for an example.

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Now, see this is the; you know this figure you can see. See the start point and the finish point start point is the like planning phase or just precede the way we are moving this way you know the backward just see the arrow. So, you are actually we have a determine you know we have a predetermined outcome that is quality of life. So, we have to improve the quality of life for an example and we are just moving backwards, now here you see what are you doing?

At first you are identifying behavioural environmental epidemiological and social factors or I discussed all the assessment the behavioural the environmental epidemiological and the social assessment and we are moving. So, see the health status lifestyle environmental factors everything you are assessing. Then the predisposing enabling and reinforcing factors so these are the things you have to assess the skills you know the enabling factors the reinforcing factors.

Then the administrative and the policy assessment. So, see this arrow the left one is setting up the program, now you have planned and you are setting up the program. So, in setting up the program the policy is the organization the administrative support everything is important and then the implementation you implement and you see the last I mean, the lower arrow and what is written here the evaluation phase.

So, the process evaluation the impact evaluation and the outcome evaluation ultimately you end up that is finish. So, here you see these are the planning phases. Now do not get confused, let me clarify one thing these are the planning phases. So, you all might be thinking

that the topic was not planning, the thing is as I discussed in this lecture and my previous lecture also that even if you implement whatever you want to implement and whatever you want to evaluate, that has to be planned, plan properly prior planning is required.

Now, in this Precede-Proceed actually this is the entire framework. You can see that from the assessment till the outcome evaluation. So, this is a very you know a big framework a big model where, you are starting and you are actually finishing by evaluating your outcome that is your outcome was quality of life. So, all the factors you have planned you have you know setting up the program, then you have implemented.

Whatever you do a prior planning is important that is why you have to know the entire precede proceed model, whenever you know if you are going to plan something. So, the entire step the entire intervention step you have to keep in mind and in that way only you have to plan, you just cannot plan one step and you will leave other you know steps the further steps like I will plan in future, no you have to plan beforehand prior planning is important.

So, this is very important you have to keep in mind because based on your one you know step your next step will be planned and that will be affected. So, keep the entire activity in your mind, like this is a very as I said that this is one of the gold standard you know model. So, keep this model in your mind and keeping this precede proceed model you can plan your health promotion activity.

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Mobilizing for Action through Planning and Partnerships (MAPP)

- MAPP is a community-driven strategic planning process for improving community health.
- MAPP model was created to assist local health departments and local health coalitions with program planning that specifically targets community health issues.

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Now, then we will be talking on mobilizing for action through planning and partnership that is mapp or MAPP. Now, this is a community driven strategic planning process very important that you have to keep in mind it is actually a community driven planning process for actually improving the community health. The MAPP model was created to assist local health departments and local health coalitions with program planning that specifically target the community health issues.

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Mobilizing for Action through Planning and Partnerships (MAPP)

Phase 1: Organizing for Success and Partnership Development

- The purpose of this phase is to structure a planning process that builds commitment, engages participants as active partners, uses participants' time well, and results in a plan that can be realistically implemented.

Phase 2: Visioning

- This phase provides focus, purpose, and direction to the MAPP process so that participants collectively achieve a shared vision for the future. A shared community vision provides an overarching goal for the community.

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Now, this MAPP also has several phases. So, phase one is the organizing for success and partnership development. Now, see the purpose or the aim of this phase is to structure a planning process that builds a commitment then engages participants as active partners, all the active participants you have to engage then using participants time well and results in a plan that can be realistically implemented.

You know very practically, realistically you can implement any kind of intervention plan that you can implement. Next phase is visioning, the vision. This phase provides focus purpose and direction to the MAPP process. So, that participants collectively achieve a shared vision for the future, because you know this is for the community you are taking community into consideration.

So, a shared community vision provides an overarching goal for the community. So, this community vision you have to focus on you have to identify.

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Mobilizing for Action through Planning and Partnerships (MAPP)

Phase 3: Assessments

- This phase focuses on conducting four assessments: (1) community themes and strengths, (2) the capacity of the local public health system, (3) the community health status based on epidemiological data, and (4) the focus of where change needs to or should occur. These assessments provide important information, unique to that community, for improving community health outcomes.

Phase 4: Identify Strategic Issues

- Planning participants work together to prioritize the most important issues facing the community. Once these issues are recognized, strategic solutions are identified or developed.

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Then, phase three is on assessment. Now here like basic four assessment you have to do like I have written that community themes and strength you know community capacity the strength of the community is important. Then the capacity of the local public health system, that is also important I mean you just cannot implement you just cannot plan implementing something which is just beyond the capacity or which is just beyond the strength of the local public health system.

The strength of the local public health system is important. Then the next thing is the community health status based on the epidemiological data. So, what is actually the health status the distribution what are the causes of that health problems you have to actually identify. Then the focus of where change needs to or should occur the priorities, as I discussed previously also that what are the focus area what will be your focus areas or the where actually the change is required or where you should target.

Then these assessments they provide important information unique to that community for improving community health outcomes. So, if you have to know the community these are the assessment these are the four important things that you have to do you have to identify these factors because if you do not know if you do not assess all these things then it is difficult to actually plan improvement.

I mean plan an intervention then next phase 4 is identify the strategic issues. Now, here you see the planning participants they should work together to prioritize the most important issues facing the community. Now, you know in assessment while doing assessment you will be

facing, you will see that the community is facing so many issues, so many problems. But here you have to identify, you have to prioritize priority is important, you have to prioritize.

Then once these issues are recognized I mean you have you know priority based on your priority you have recognized some health issues or health problems. Then only you can think of, then you can discuss with your other team members that what can be the solutions. So, then only you know strategic solutions can be identified and it can be developed.

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Mobilizing for Action through Planning and Partnerships (MAPP)

Phase 5: Formulate Goals and Strategies

- This phase builds on the strategic issues that were identified and involves the formulation of goal statements related to those issues.

Phase 6: The Action Cycle

- The local public health system or other health promotion coalition develops and implements an action plan for addressing priority goals and objectives.

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Now, see the next phase formulate goals and objectives. So, goals and objectives formulating are very important. Because, if you do not have a goal and if you do not have specific objectives then it will be very difficult to implement any intervention. Actually, it is very difficult then to plan something because you have to target something, you have to see that these are the things I am going to target.

So, this phase builds on the strategic issues that were identified I mean in the last in the earlier step only you have identified some issues, strategic issues, priority issues you have identified. Based on that actually, you will be formulating your goal and based on that goal, you will be formulating some specific objectives which you are actually aiming to attain. Now, the action cycles this phase 6 the last phase is the action cycle.

So, here the local public health system or the health promotion coalition develops and implements an action plan. So, now here actually what you have to do you have to formulate, I mean you have to design you have to develop an action plan based on your objectives the

issues the priorities, you have to develop an action plan for addressing priority goals and objectives.

You have different goals for that particular you know you have set some goals and you have set some objectives and for that you need to address and for addressing you have to plan an action and you have to implement an action.

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CONCLUSION

- A planning model is a blueprint for building and improving programs.
- Social ecological model is a multilayered approach to health issues that illustrates different spheres that influence individual behavior.
- PRECEDE is based on the premise that, just as a medical diagnosis precedes a treatment plan, an educational diagnosis of the problem is very essential before developing and implementing the intervention plan.

Family Income Employment Community Access to Health Services

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So, conclusion a planning model is a blueprint for building and improving program as I said, that planning model is very important and it is actually a blueprint for plan I mean for building and also for improving because you will be getting positive and negative feedbacks also. So, you can improve, then the SEM or the social ecological model it is a multi-level or multi-layered approach to health issues which illustrates different spheres that influence individual behaviour.

Then precede is based on the premise that, just as a medical diagnosis precedes a treatment plan. An educational diagnosis of the problem is very essential before developing and implementing the intervention plan. So, for any you need you know medical problems medical diagnosis you do before you plan a treatment same what you do you do an educational diagnosis if you want to develop and if you want to implement some you know behaviour change on any kind of behaviour change intervention plan.

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RESOURCES

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- Glanz K, Viswanath K, Rimer B. Health behavior: theory, research, and practice, 5th ed. San Francisco, Calif.: Jossey-Bass; 2015
- Dobe M; Health promotion and Education: Foundations for Changing Health Behavior. 1st Edition 2022 Academic Publishers



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These are the learning resources, please go through all the learning resources. Thank you.