

Planned Approach to Community Health

Visual Aids

Community Group Meeting for Phase I: Mobilizing the Community

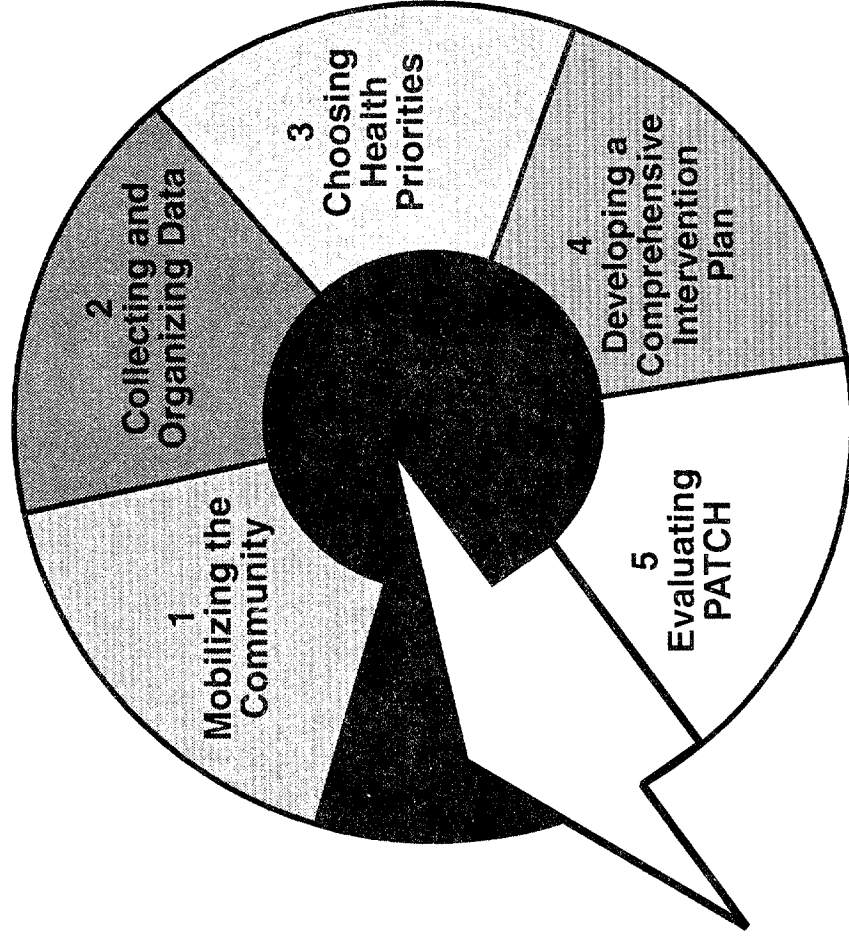
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PATCH Goal

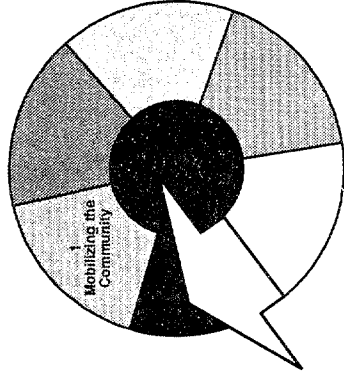
**To promote health and
quality of life by preventing
and controlling disease,
injury and disability.**

Five Phases of PATCH



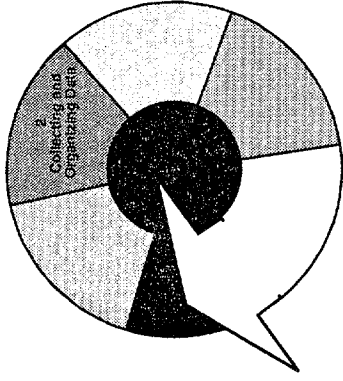
Five Phases of PATCH

- I. Mobilize the community**
- II. Collect and organize data**
- III. Choose health priorities**
- IV. Develop comprehensive intervention plan**
- V. Evaluate PATCH and interventions**



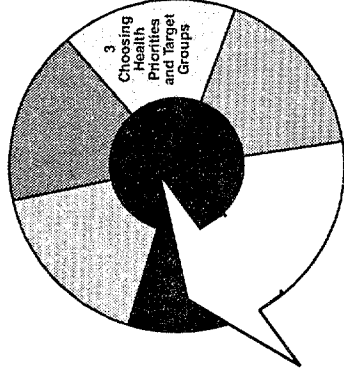
Phase I Mobilizing the Community

- ◆ Define the PATCH community
- ◆ Complete community profile
- ◆ Publicize PATCH to the community
- ◆ Organize the community group and the steering committee
- ◆ Conduct the first community group meeting
- ◆ Form working groups



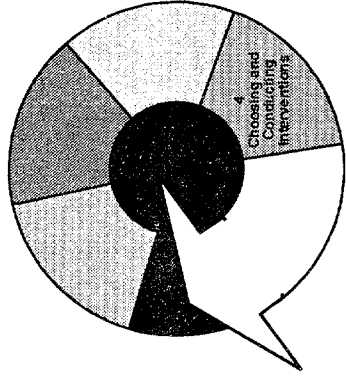
Phase II Collecting and Organizing Data

- ◆ **Obtain mortality, morbidity, behavioral and opinion data**
- ◆ **Analyze data**
- ◆ **Present data to the community group**
- ◆ **Identify health priorities**
- ◆ **Identify additional data needs**
- ◆ **Identify ways to share data with the community**



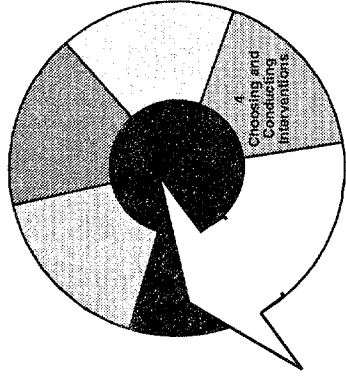
Phase III Choosing Health Priorities

- ◆ **Present behavioral and additional data to the community group**
- ◆ **Choose health priorities**
- ◆ **Set community objectives**



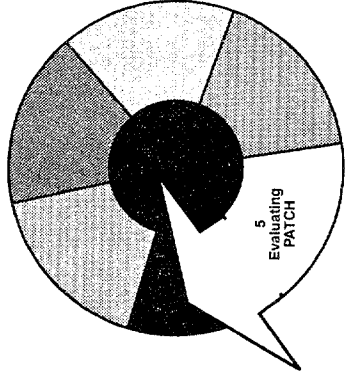
Phase IV Developing a Comprehensive Intervention Plan

- ◆ **Complete community resource inventory**
- ◆ **Develop community health promotion strategy**
- ◆ **Set behavioral objectives for intervention**
- ◆ **Select interventions**
- ◆ **Involve target groups**



Phase IV Developing a Comprehensive Intervention Plan (continued)

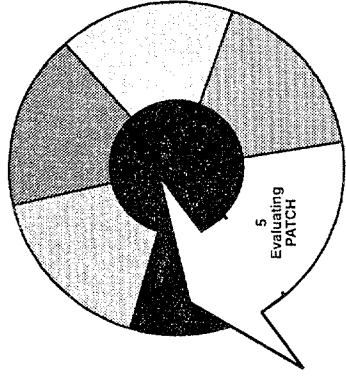
- ◆ **Develop an intervention and evaluation plan**
- ◆ **Prepare activity and master timetables for interventions**
- ◆ **Recruit and train volunteers**
- ◆ **Publicize interventions and their results**
- ◆ **Conduct interventions**



Phase V Evaluating PATCH

Interventions

- ◆ **Review behavioral objectives**
- ◆ **Set criteria for success**
- ◆ **Identify evaluation questions and data sources**
- ◆ **Collect and analyze data**
- ◆ **Use results to enhance interventions**



Phase V Evaluating PATCH (continued)

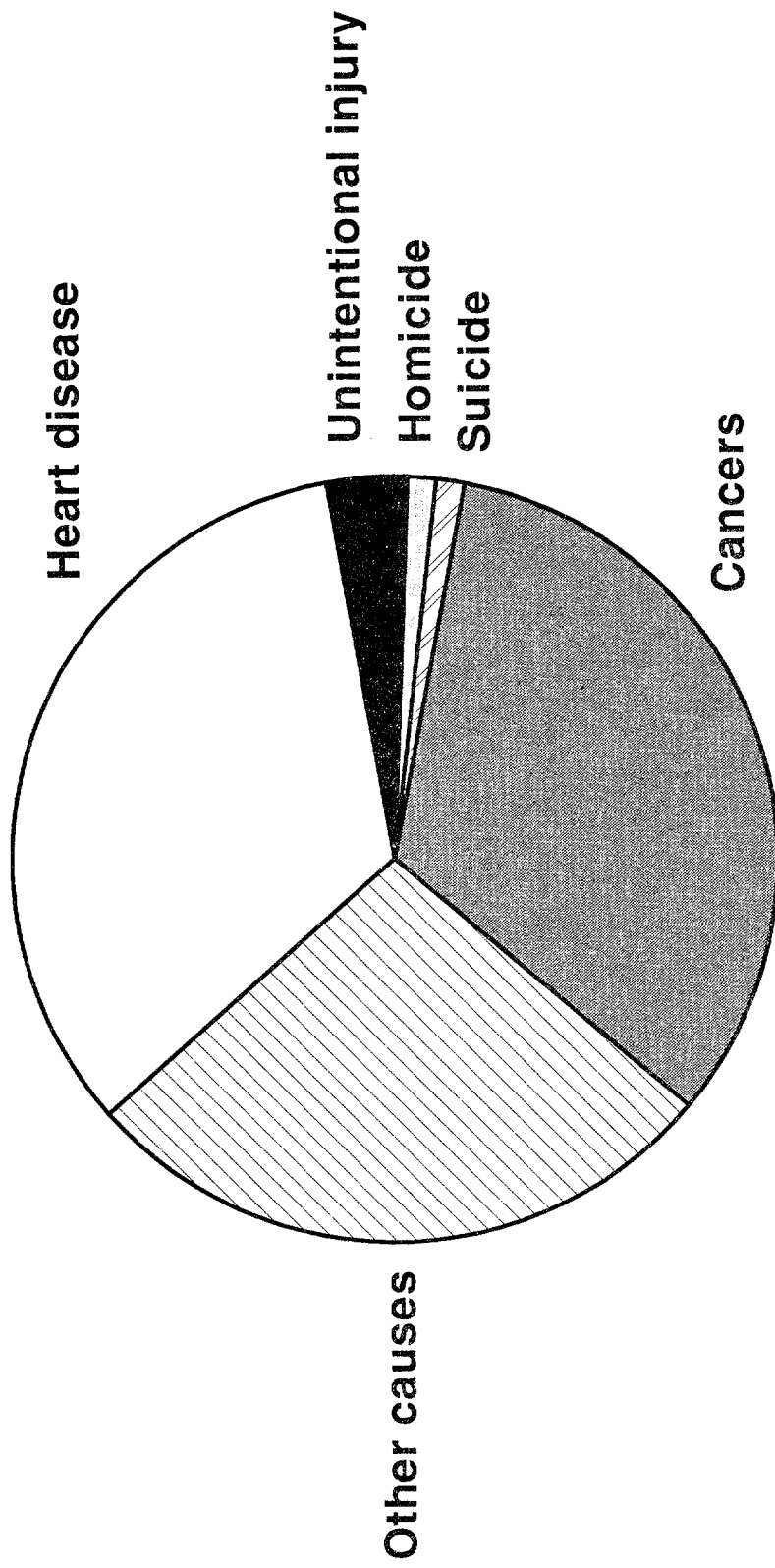
Process

- ◆ **Assess progress in completing phases**
- ◆ **Monitor participation**
- ◆ **Determine effect of PATCH on the community**
- ◆ **Use results to improve process**

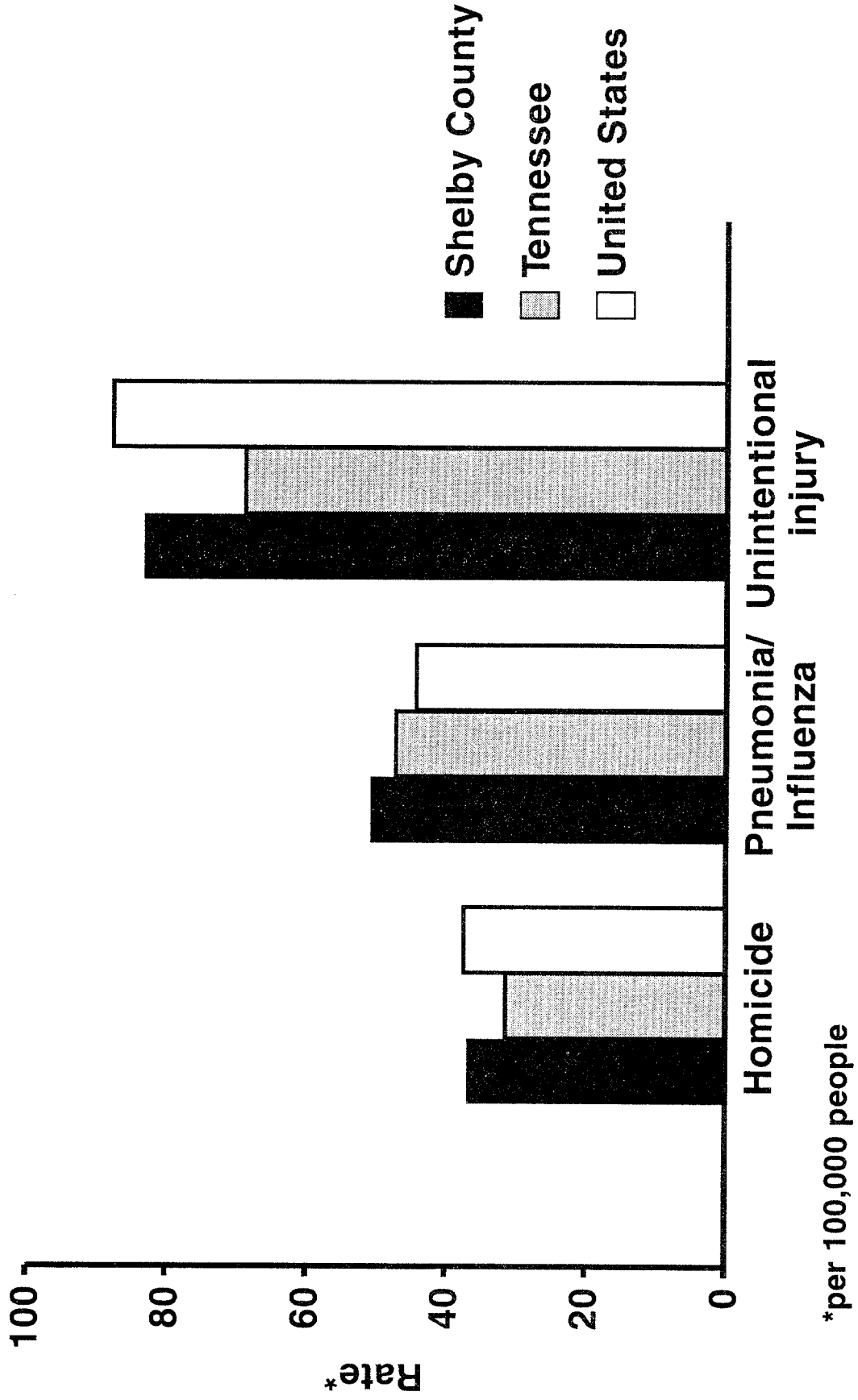
Percentage of Deaths Due to Leading Causes

Cause of death	Your guess	U.S. data 1990
Heart disease	—	35%
Unintentional injuries	—	5%
Cancer	—	22%
Stroke	—	7%

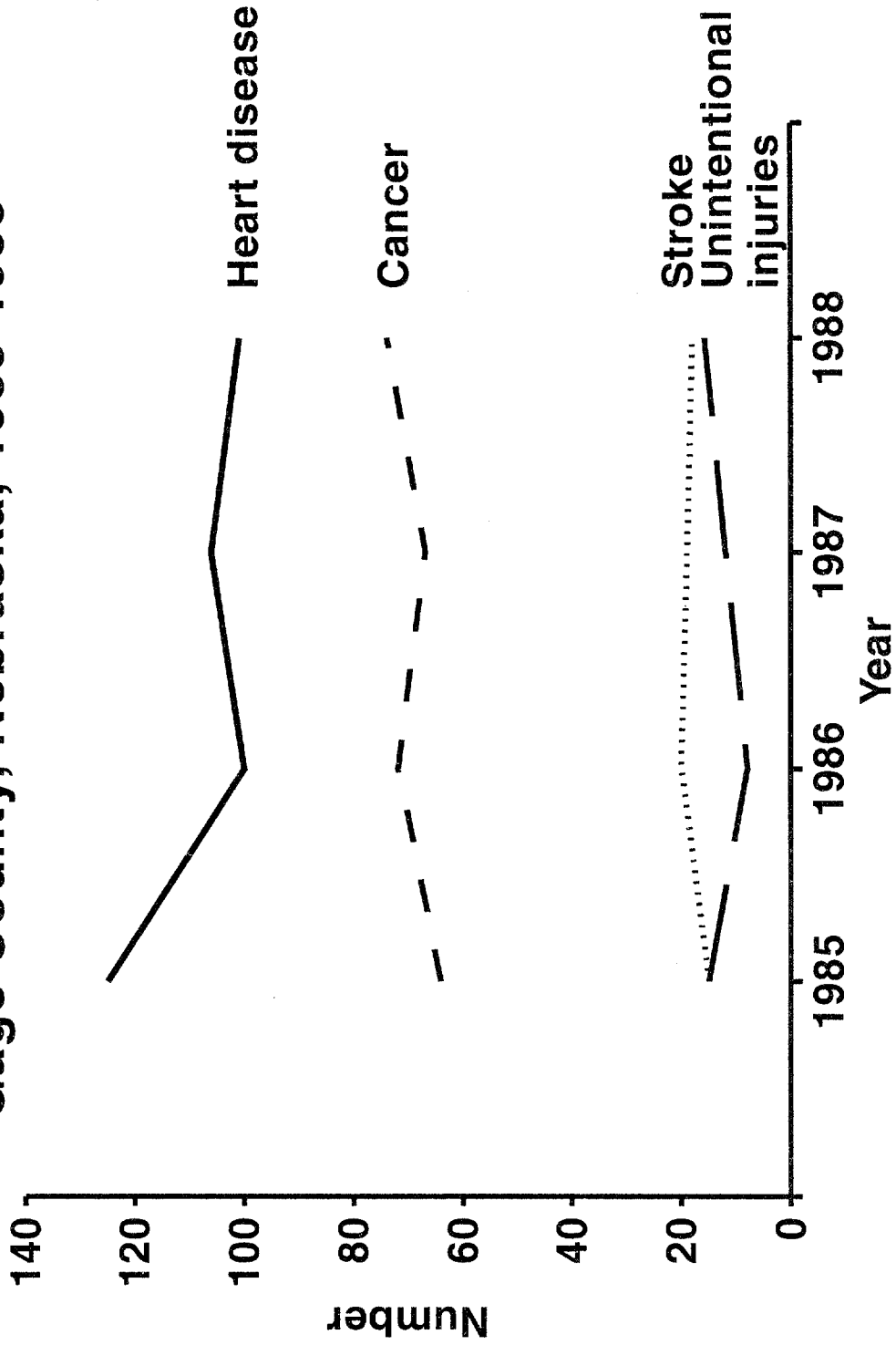
Leading Causes of Death Among Adults Aged 45-64, Shelby County, Tennessee, 1988



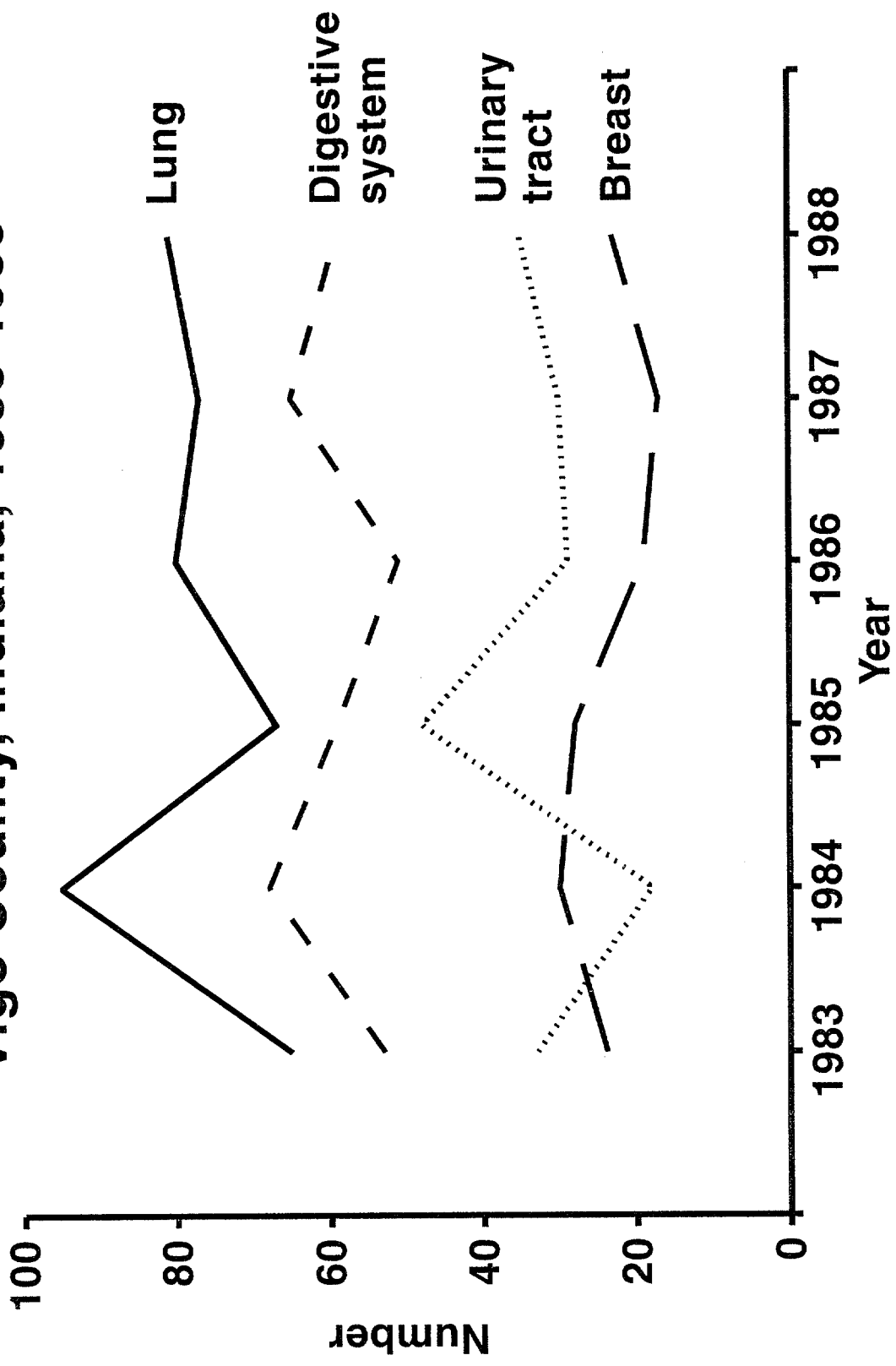
Mortality Rates for Three Leading Causes of Death Among Black Men Aged 45-64, Shelby County, Tennessee, 1988



Number of Deaths by Cause, Gage County, Nebraska, 1985-1988



Number of Deaths by Site of Cancer, Vigo County, Indiana, 1983-1988



Leading Causes of Death, United States

1900

1990

Pneumonia/influenza

Coronary heart disease

Tuberculosis

Cancer

Diarrheal disease

Stroke

Coronary heart disease

Injuries

Stroke

Bronchitis, emphysema,

Kidney disease

Pneumonia/influenza

Injuries

Diabetes

Cancer

Suicide

Cirrhosis

Homicide

Percentage of Adults* at Risk

Risk factor	Your guess	State data	National data %
Obesity (120% or more of ideal weight)	_____	_____	23
Smoking	_____	_____	23
Alcohol use (60 or more drinks per month)	_____	_____	9
Seatbelt nonuse (seldom or never)	_____	_____	26

*Aged 18 years or older.

Behavioral Risk Factor Survey Items

Seatbelt nonuse

Poor diet

High blood pressure

Tobacco use

Lack of physical activity

Alcohol misuse

Reason for BRFSS Data Items

Linked to at least 1 of 10 leading causes of death

Describe current personal behaviors

Amenable to health promotion

Can be self-reported

Opinion Leaders

Hold positions of power

Have a reputation for getting things done

Are active in community organizations

Are formal or informal neighborhood leaders

Interview Tips

Introduce yourself, PATCH, and its purpose.

Ask permission if you plan to use a recorder.

Ask questions as written and in order.

Let the interviewee talk 90% of the time.

Probe for more information but keep to the subject.

Remain unbiased.

Thank the interviewee.

Write up the interview promptly.