

Community Group Meeting for Phase IV: Developing a Comprehensive Intervention Plan

Overheads

| | |
|---|-----------------|
| Five Phases of PATCH | I-O-2 or I-O-3 |
| Phase IV: Developing a Comprehensive Intervention Plan | I-O-7 and I-O-8 |
| Community Goals and Objectives | To be developed |
| Meeting Goals | To be developed |
| Contributing Factors (Table 1 of Checklist)..... | IV-O-1 |
| Involving the Target Group: Why..... | IV-O-2 |
| Involving the Target Group: When | IV-O-3 |
| Involving the Target Group: How | IV-O-4 |
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| PATCH Activity Timetable (also in Checklist) | IV-O-12 |

Table 1
Contributors to the Risk Factor

Behavioral Risk Factor:

Target Group:

List the factors that may contribute to whether or not member of the target group has the behavioral risk factor listed above.

Contributors

**Contribute to positive behavior
(absence of risk factor)**

**Contribute to negative behavior
(presence of risk factor)**

| | |
|------------|------------|
| Motivators | Motivators |
| Enablers | Enablers |
| Rewards | Rewards |

Involve the Target Group

Why:

- **current attitudes and knowledge**
- **appropriateness of an intervention**
- **ideas about what may work**

Involve the Target Group

When:

- in learning what encourages participation:
 - type of activity
 - time and place
 - transportation
 - incentives (child care)
- in reviewing materials:
 - messages and slogans
 - fliers and posters
 - credibility of messages and sources
- during and after the intervention
 - feedback
 - making changes

Involve the Target Group

How:

- face-to-face interviews
- questionnaires
- focus groups

Health Promotion Strategies

Educational: to change values, beliefs, attitudes, opinions, and behaviors

Policy: to encourage adherence to healthy behavior and discourage unhealthy behavior

Environmental: to make the environment safe to encourage healthy behaviors

Program Settings

School

Worksite

Healthy care system

Community

Activities that Match the Contributing Factors

Cause of Death: **Cancer**
Risk Factor: **Smoking**
Target Group: **Pregnant Women**

| Factor | Example | Interventions |
|---------------|--------------------------------|---|
| Motivators: | does not know affect on fetus | education, counseling |
| Enablers: | lacks skills for quitting | cessation programs |
| Rewards: | spouse smokes friends smoke | cessation programs bans in public places |

Existing Community Programs and Policies: Example

Risk Factor: Driving Under the Influence

Target group: 18 - 34 year olds

| | School (students) | Worksite (employees) | Health Care (patients) | Community (groups) |
|--|----------------------------------|--|---------------------------|---|
| Education -Communication | Driver Ed. component (M/E) | | Patient education (M) | Media campaign (M/E) |
| -Training | How to say "no" (E) | Employee Assistance Program (E) | Addiction clinics (E) | |
| Legislative/ Regulatory Policies | No alcohol on premises (E) | No alcohol at school functions (R) | | Ban happy hours Strict DUI laws (R) |
| Environmental Measures | | Nonalcoholic recreational activities (E) | | Ban billboard alcohol ads (R) happy hours (R) |

M = motivators

E = enablers

R = rewards

**“Whatever you can do,
or dream you can,
begin it.**

**Boldness has genius,
Power, and magic In It.”**

-Johann Wolfgang van Goethe

Diffusion Curve



