

# **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
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**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

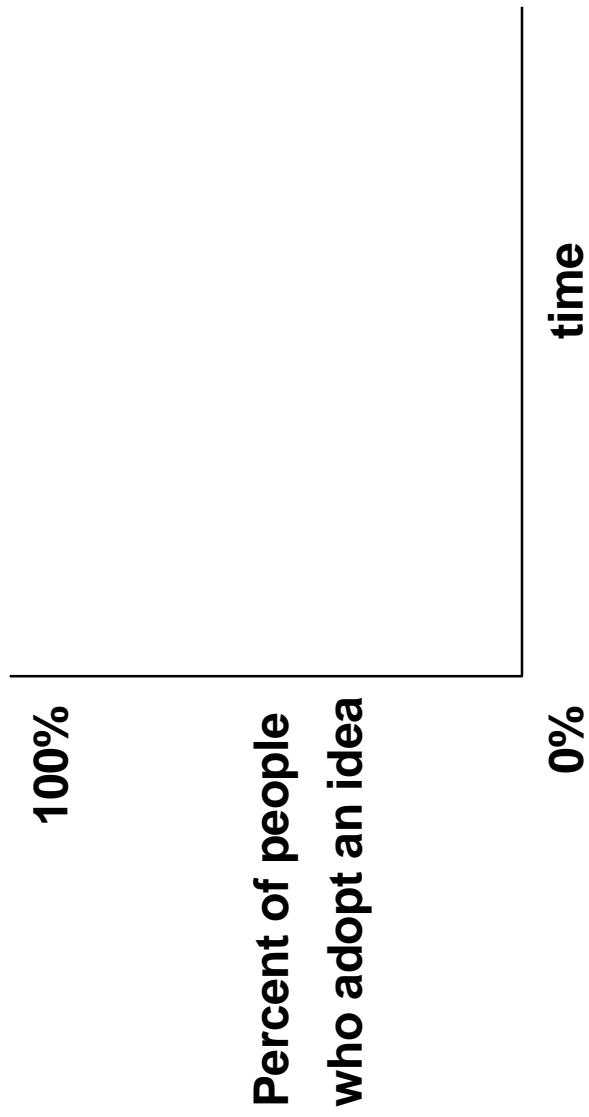
R = rewards

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

**Boldness has genius,  
Power, and magic in it."**

*-Johann Wolfgang van Goethe*

# Diffusion Curve



PATCH Master Timetable

### List activities in the boxes

List activities in the boxes	Jan/Feb	Mar/April	May/June	July/Aug	Sept/Oct	Nov/Dec

PATCH Activity Timetable

## Risk Factor:

### List activities in the boxes

<b>List activities in the boxes</b>	Jan/Feb	Mar/April	May/June	July/Aug	Sept/Oct	Nov/Dec

IV-O-12