

Community Group Meeting for Phase III: Choosing Health Priorities

Overheads

Five Phases of PATCH	I-O-2 or I-O-3
Phase III: Choosing Health Priorities	I-O-6
Meeting Goals	III-O-1
List of Health Problems	II-O-2
Behavioral Data Packet.	To be developed
Criteria for Determining Priority	III-O-2
Ways to Assess Importance.	III-O-3
Ways to Assess Changeability	III-O-4
Setting Priorities: Importance and Changeability	III-O-5
Objectives are SMART	III-O-6
An Objective States	III-O-7
Community Objective	III-O-8
Behavioral Objectives	III-O-9
Target Groups	III-O-10
Existing Community Programs/Policies Matrix	III-O-11

Meeting Goals for Phase III

- **To review behavioral data**
- **To add to “List of health problems”**
- **To determine priority health problems, risk factors, and target groups**
- **To set community objectives**

Criteria for Determining Priority

Importance

- Change will make a difference
- Health problem has serious consequences for the community

Changeability

- Behavior can be voluntarily changed

Ways to Assess Importance

Is behavior widespread?

Is prevalence higher than that for the state or nation?

Are the consequences serious?

Are behavior and problem closely related?

Ways to Assess Changeability

Behaviors still in developmental stages

Behaviors superficially tied to lifestyle

Behaviors successfully changed in other programs

Literature suggests behavior can be changed

Setting Priorities

	Important	Less Important
Changeable		
Less Changeable		

Changeable

**Less
Changeable**

Objectives are:

- **Specific**
- **Measurable**
- **Achievable**
- **Realistic**
- **Time bound**

An Objective States:

Of what

By when

Where

To whom

How much

Community Objective: An Example

By 1990, the rate of deaths from motor vehicle injuries will decrease from 32/100,000 (1985 rate) to 28/100,000 for X county residents.

Behavioral Objective: An Example

By 2000, the prevalence of county residents who smoke will be reduced by 20%, from 32% (1994 BRFSS data) to 25.6%.

Target Groups

Curative approach: Select the group with greatest problem or risk.

Preventive approach: Select the group that has not yet developed the behavioral risk factors.

Cost-effective approach: Select the group that would yield the most results with the fewest resources.

Greatest need approach: Select the group that is most neglected or needs the most help.

Existing Community Programs/Policy Matrix

	School (students)	Worksite (employees)	Health Care (patients)	Community (groups)	Other
Education -Communication					
-Training					
Legislative/ Regulatory Policies					
Environmental Measures					