

Health Promotion Strategies: Week 13

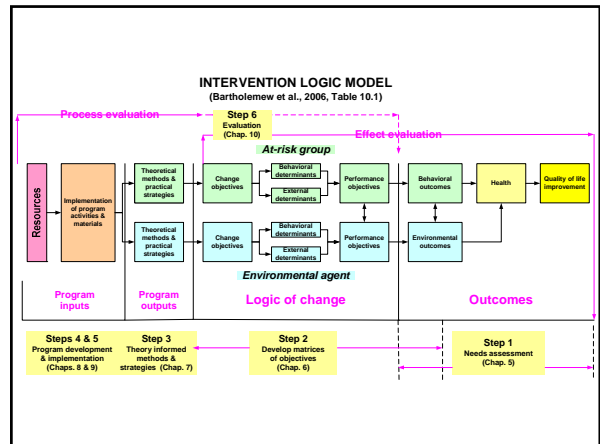
Course integration & review of IMA

[Note; some of these slides are based on Bartholomew et al., 2006]

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Review of HP Strategies course

1. Decision-making
2. Role of values & evidence (STEP 1)
3. Identifying goals & objectives: change objectives (IMA STEP 2)
4. Role of theory (STEP 3)
5. Individual change strategies
6. Social-environmental change strategies
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10. Adoption, implementation & sustainability (STEP 5)
11. Evaluation (STEP 6)

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Intervention Mapping Approach: roots in practitioners'/interventionists' needs

Intervention Mapping Approach development was stimulated by questions to which couldn't find answers from health education & health promotion resources re:

1. Theory
2. Evidence
3. Effectiveness
4. Taking an ecological approach

However, goal was to describe & clarify the processes that have been used to create effective interventions—not to create a new process

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Students' frequently asked questions (Bartholomew et al., p. xvi)

1. **Theory**
 1. When in the planning process do I **use theory** to guide my decisions?
 2. How do I know which **theory** to use?
2. **Evidence:** How do I make use of the experience of others & the results of other program evaluations?
3. How do I decide **which interventions** to use?

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Students' frequently asked questions (Bartholomew et al., p. xvi) (Cont.)

5. How to move from goals & objectives to **methods and specific intervention strategies?**
6. **Implementation:** How to link program design with planning for program **implementation?**
7. **Change agents:** How to address changing the behaviour of people in the environment who are not at risk for the health problem themselves, but are important to changing conditions that affect those at risk?

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Intervention mapping: three guiding frameworks

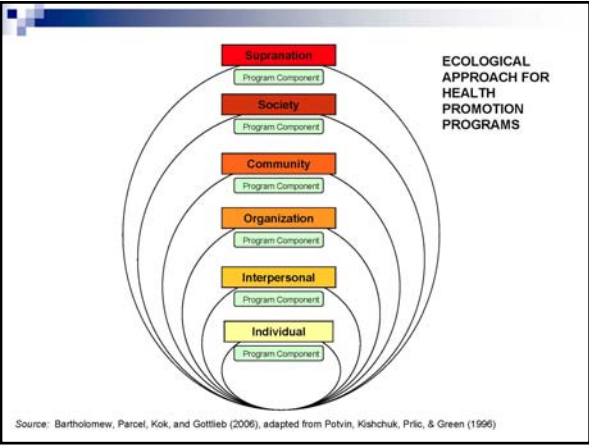
1. Iterative planning, implementation and evaluation cycle: involving six steps (Figure 1.2)
2. Socio-ecological (interactive) approach (Figure 1.1): six levels
3. Six core processes for using theory, literature, and new data—in all steps (Figure 2.1)

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Six steps of the Intervention Mapping Approach

1. Conduct a needs assessment
2. Create matrices of change objectives based on the determinants of behavior and environmental conditions
3. Select theory-based intervention methods and practical strategies
4. Translate methods and strategies into an organized program
5. **Plan for adoption, implementation and sustainability of the program**
6. Generate an evaluation plan

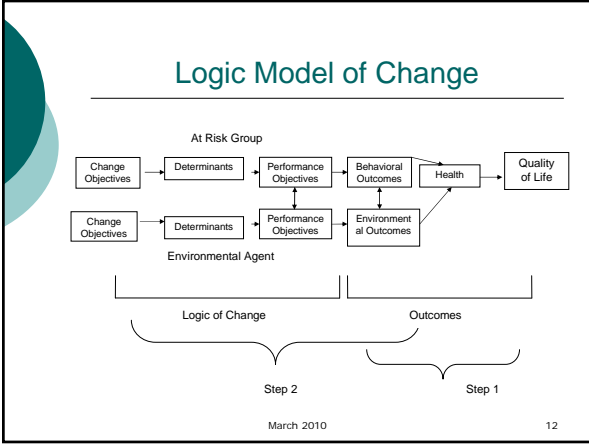
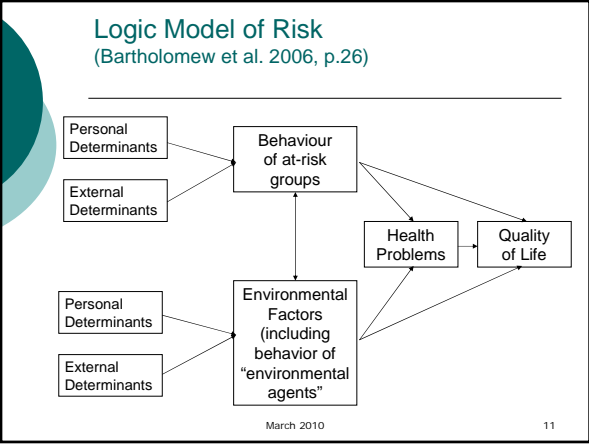
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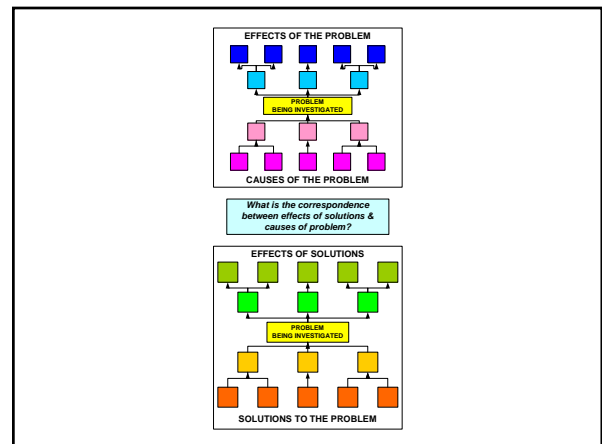
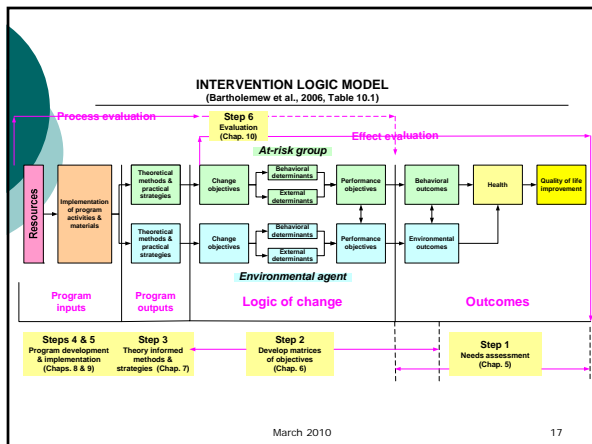
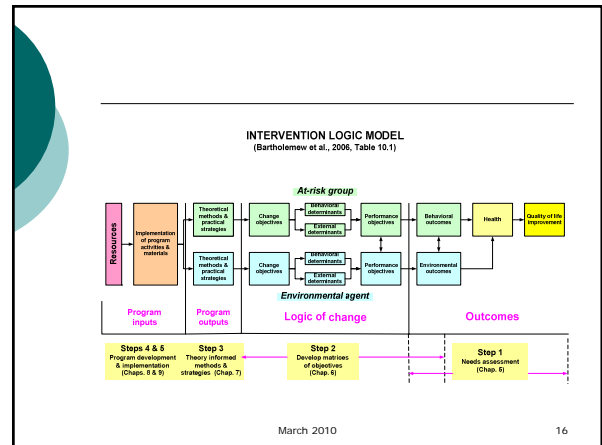
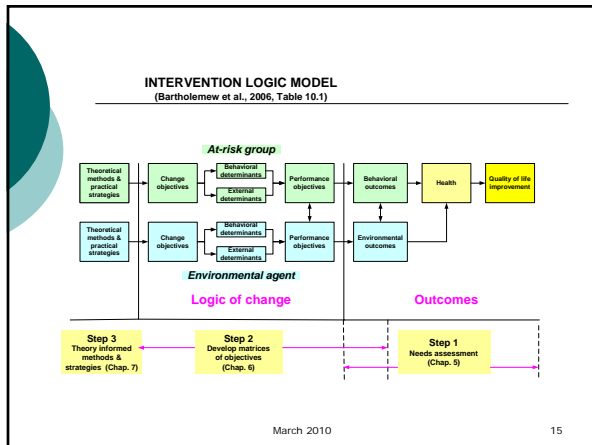
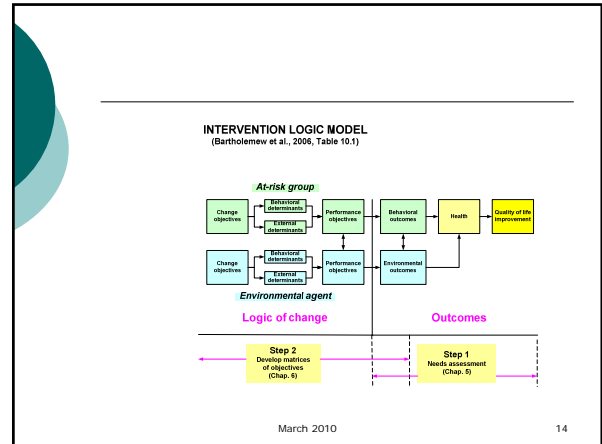
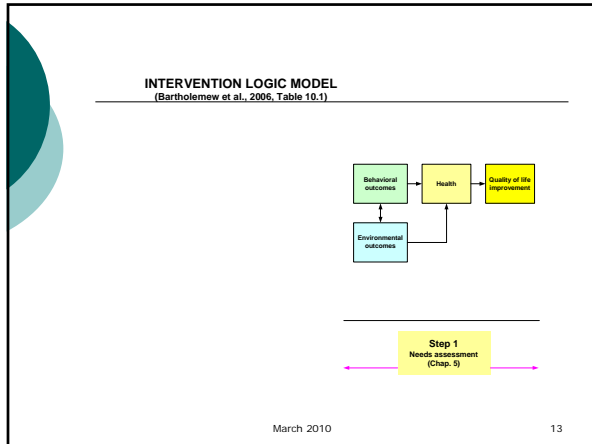


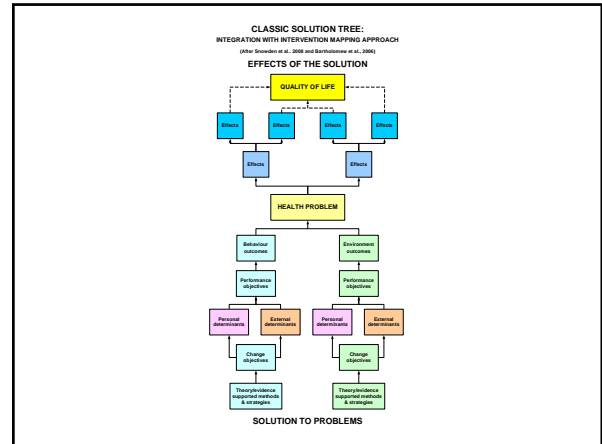
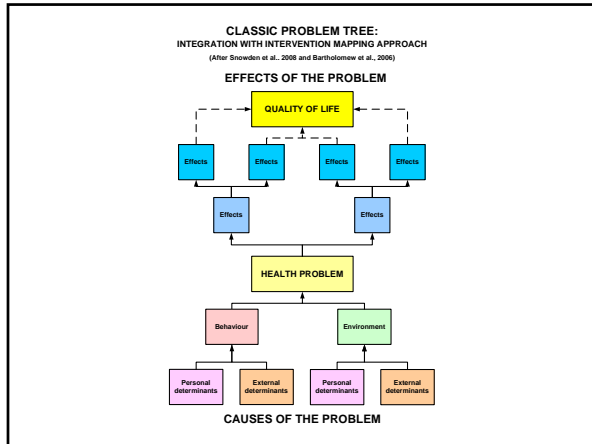
Six core processes: How to use theory, literature & data (Figure 2.1)

1. Pose the question
2. Brainstorm a provisional list of answers
3. Review the literature related to the *topic* at hand (Some of the findings will be strictly empirical; others will be based on theory)
4. Review the literature for theory using the *concept* and *general theories* approaches
5. Assess and address needs for new research
6. Formulate a working list of answers to the posed question (based on relevance & changeability)

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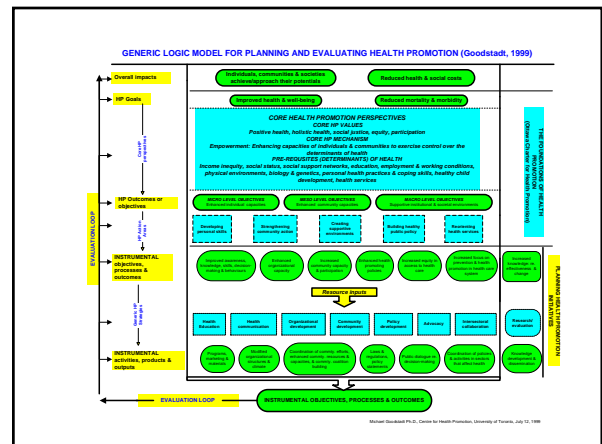
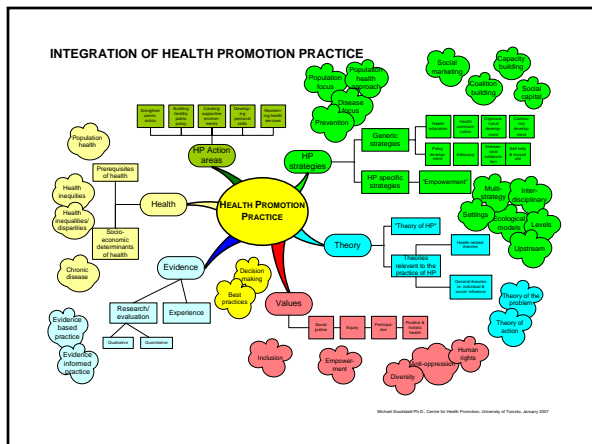


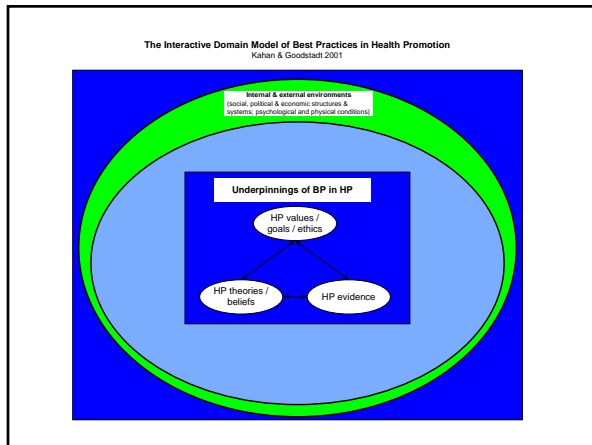
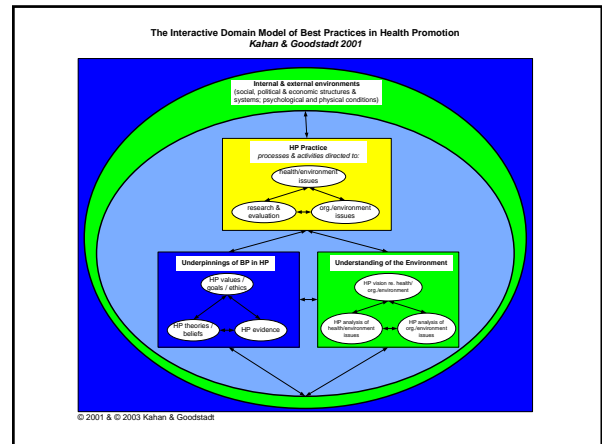
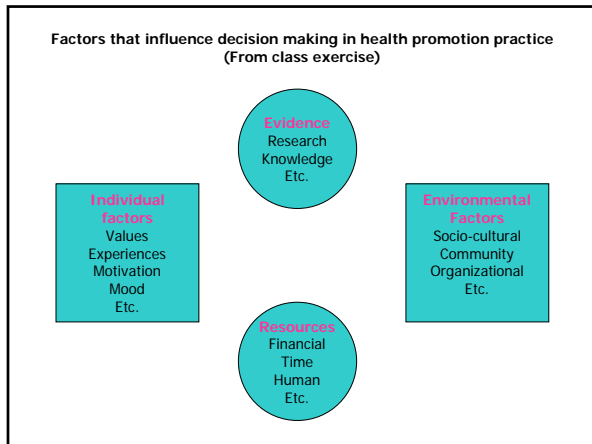


Health Promotion Strategies Course integration

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- ### Focus of theories
1. **Individual** explain health behaviour & health behavior change by focussing on characteristics of individual
 2. **Communities:** explain change in communities & communal action for health
 3. **Organizations:** explain change in organizations & the creation of health-supportive organizational practice
 4. **Communication:** guide communication to bring about behaviour change
 5. **Policy:** help to understand the development of healthy public policy
 6. **[Ecological perspective:** focuses on influence of mutually interacting levels of factors on health behaviors]
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