


Health Promotion Strategies: Taking a best practices approach

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PLEASE NOTE: Some slides have been downloaded (with appreciation)
from the Intervention Mapping Online Resource website (at
<http://www.sph.uth.tmc.edu/chppr/interventionmapping/>), and from
online presentations by John Garcia and Larry Green


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Introduction to HP Strategies course

1. Personal introductions
2. House keeping: registration etc.
3. Introduction to course (walk through course outline)
4. Perspectives
 1. Students'
 2. Mine
5. "Diversity"
6. Next week's assignments
7. Introduction to the Intervention Mapping Approach


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How do we make the best decisions possible in planning, implementing & evaluating health promotion practice?

The Intervention Mapping Approach: Setting the stage (Bartholomew et al., 2006)

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Intervention Mapping Approach

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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Intervention mapping: 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 in planning and implementation (Figure 2.1)

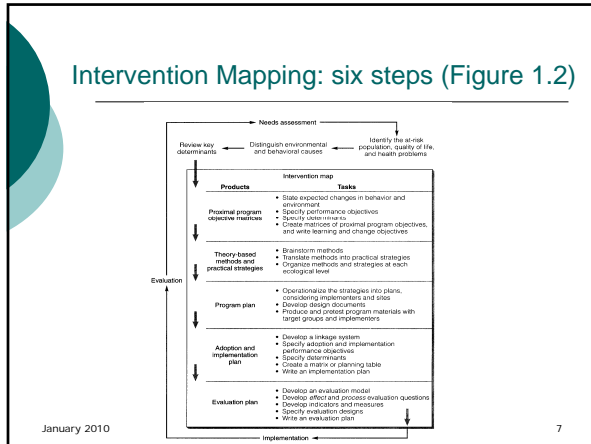
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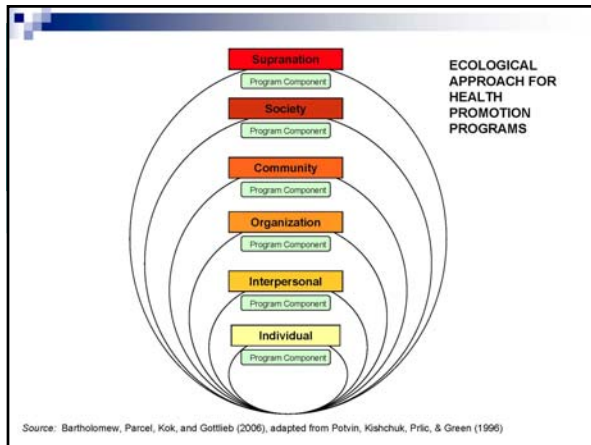
Six steps of the Intervention Mapping Approach

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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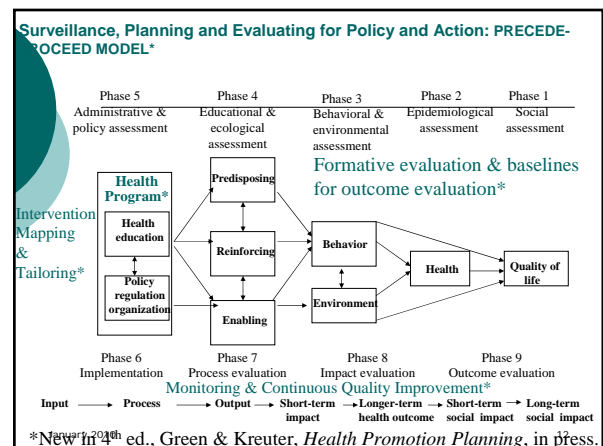


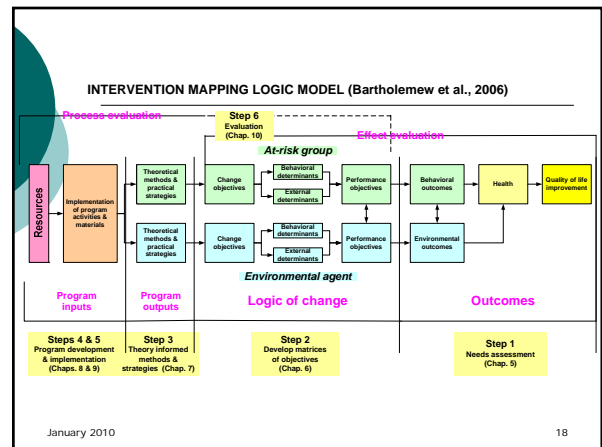
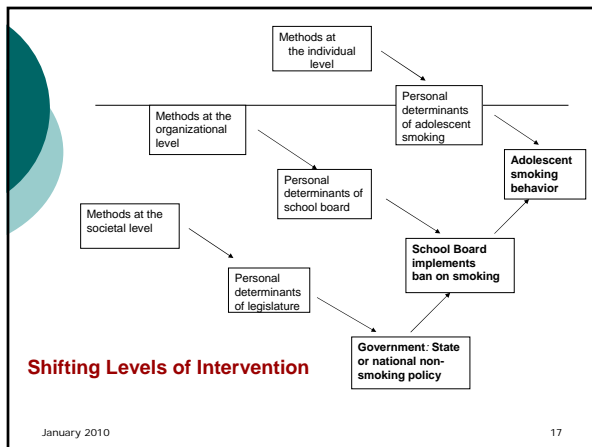
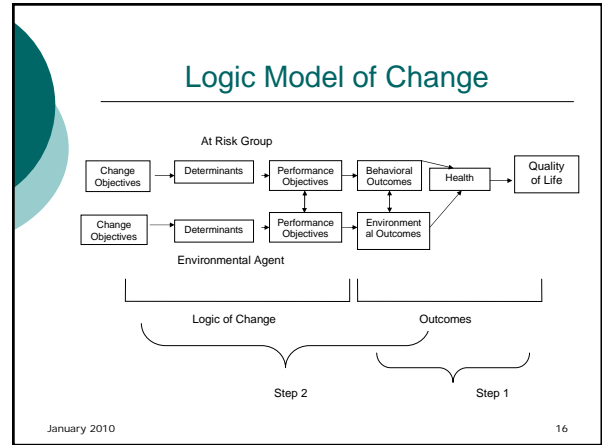
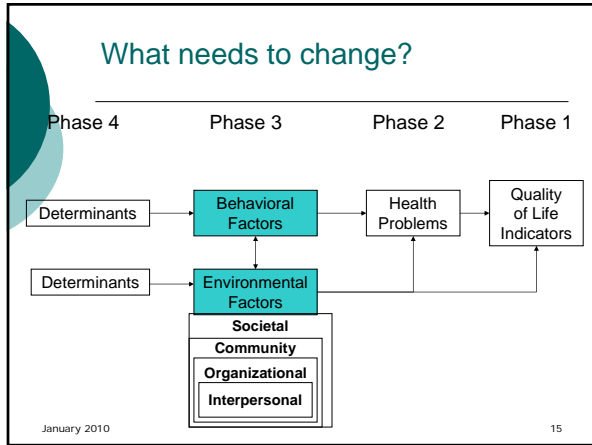
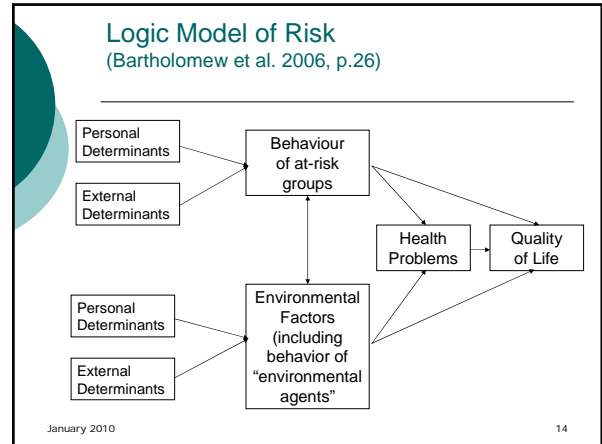
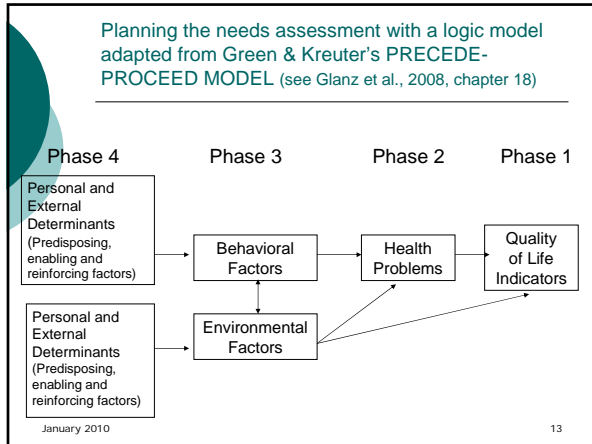
- ### Six interacting levels of the ecological approach (Figure 1.1)
1. Individual
 2. Interpersonal
 3. Organizational
 4. Community
 5. Societal
 6. Supranational
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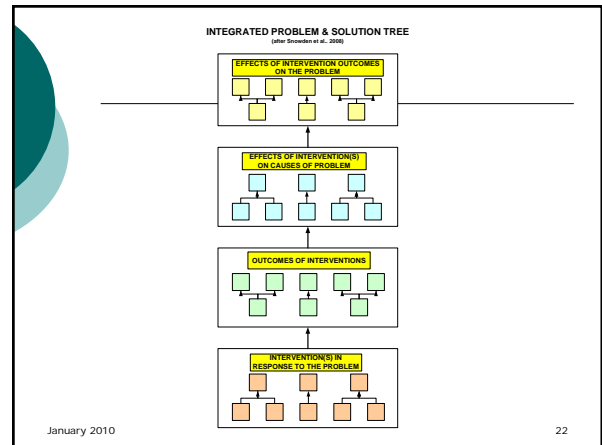
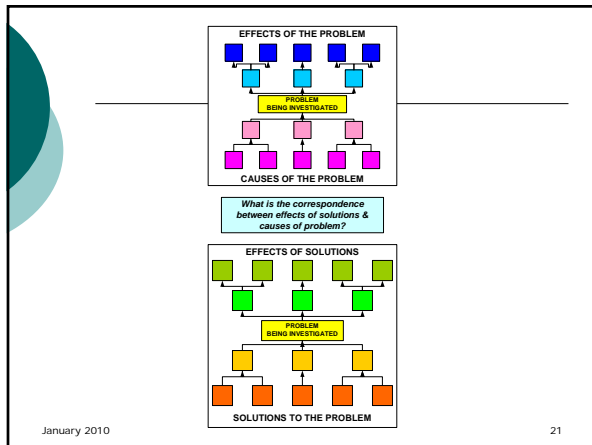
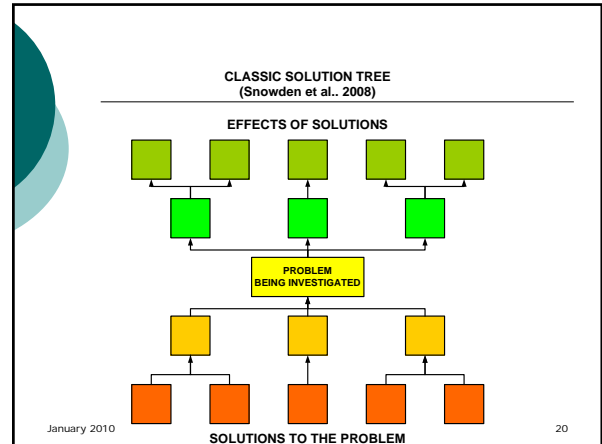
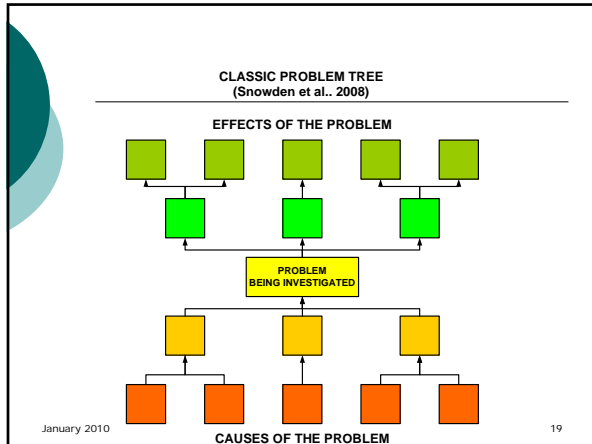


- ### Six core processes (Figure 2.1)
1. Pose the question
 2. Brainstorm a provisional list of answers
 3. Review the literature related to the *topic* at hand (Some of the findings will be strictly empirical; others will be based on theory)
 4. Review the literature for theory using the *concept* and *general theories* approaches
 5. Assess and address needs for new research
 6. Formulate a working list of answers to the posed question
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- ### Intervention Mapping Approach: Logic models
1. PRECEDE-PROCEED (Green & Kreuter, 2005)
 2. Logic model of risk (Figure 1.2)
 3. Intervention logic model (Figures 1.4 & 10.1)
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Making intervention planning easier for ourselves

Integrating
Intervention Mapping Approach
and
Problem and Solution Trees approach

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