

The Intervention Mapping Approach A “Speedy” Introduction

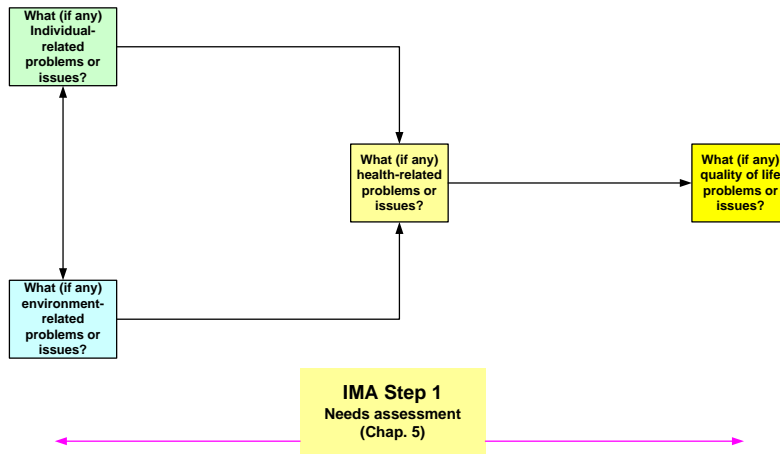
Michael Goodstadt PhD
January, 2011

IMA STEP 1: NEEDS ASSESSMENT: THREE SUB-STEPS

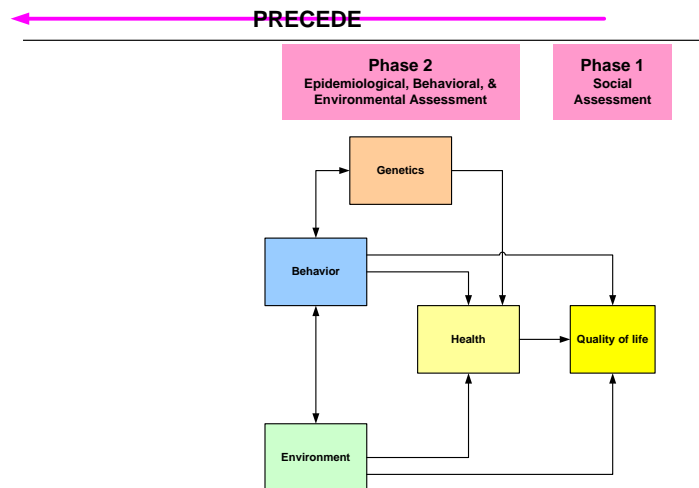
1. Identify the issues/problems with which you (or others) are concerned (resulting in identification of **desired health-related “outcomes”**) (***IMA Step 1***)
2. Identify individual behaviours and/or environmental conditions that are responsible for, or contribute to, your issues/problems identified in #1 above (resulting in identification of **required IMA “performance objectives”**) (***IMA Step 1***)
3. Identify the determinants/factors that are responsible for, or contribute to, the individual behaviours and environmental conditions identified in #2 above (***IMA Step 1***)

[NOTE: the hierarchy of your issue’s underlying factors/causes is readily “flipped” to become your hierarchy of objectives/outcomes]

INTERVENTION MAPPING APPROACH: “Speed” Planning
Step 1: Identifying the problem/issue:
What problems/issues are you or others concerned about?
 (Goodstadt)



PRECEDE-PROCEED MODEL
 (4th ed. Green & Kreuter, 2005)



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2. SUB-STEP #2: Identify individual behaviours and/or environmental conditions that are responsible for, or contribute to, your issues/problems (resulting in identification of required IMA “performance objectives”) (IMA Step 1)

1. Individual behaviours

2. Environmental conditions (at all relevant ecological levels)

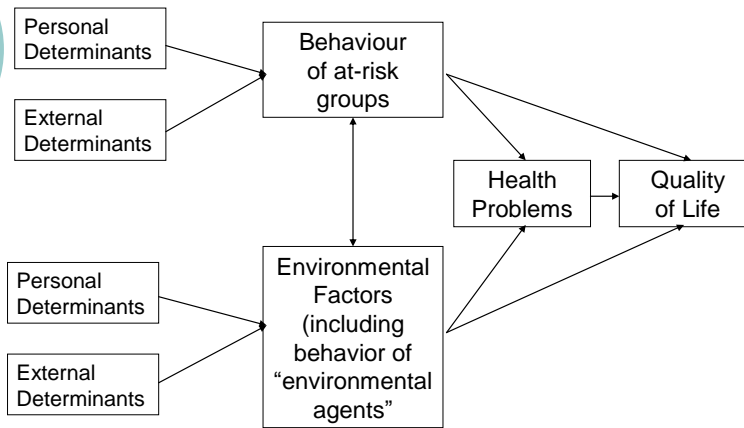
IMA refers to desired changes in these individual behaviours and external/environment-conditions as (**“performance”**) **OBJECTIVES**

3. SUB-STEP #3: Identify the determinants/factors that are responsible for, or contribute to, the individual behaviours and environmental conditions identified in #2 above (IMA Step 1)

1. Personal determinants/factors?

2. External determinants/factors (at all relevant socio-ecological levels)?

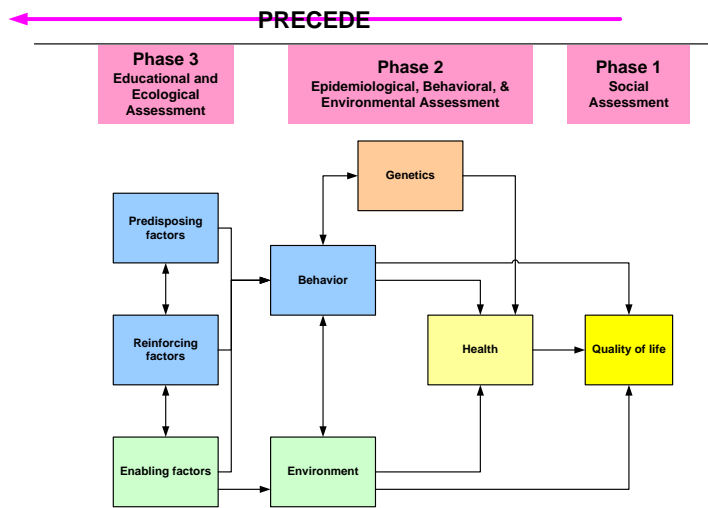
Logic Model of Risk (Bartholomew et al. 2006, p.26)



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LATER IMA STEPS

IMA STEP 2: Developing matrices of change objectives: This step is concerned with identifying the SPECIFIC changes that are required (and feasible) in the personal and external determinants identified in #3 above

That is, what specific changes need to occur in the personal and external **DETERMINANTS** that will result in the achievement of your identified (“performance”) **OBJECTIVES** with respect to both **INDIVIDUALS** and **ENVIRONMENTS**, which will ultimately lead to the achievement of your desired **OUTCOMES** with respect to your health-related issues/problems?

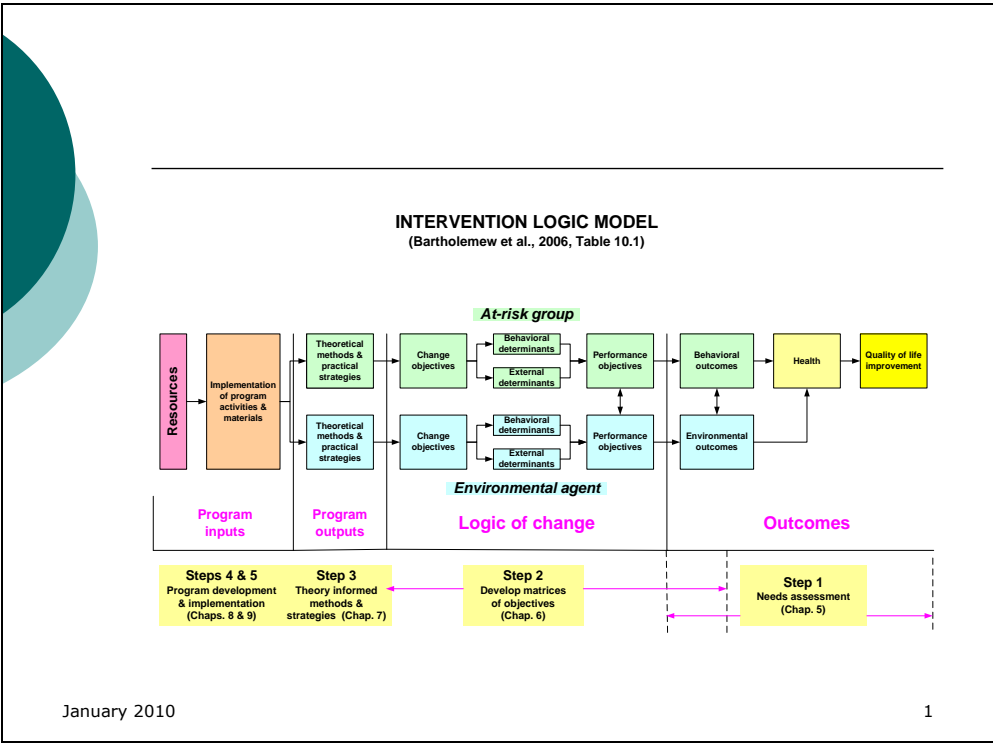
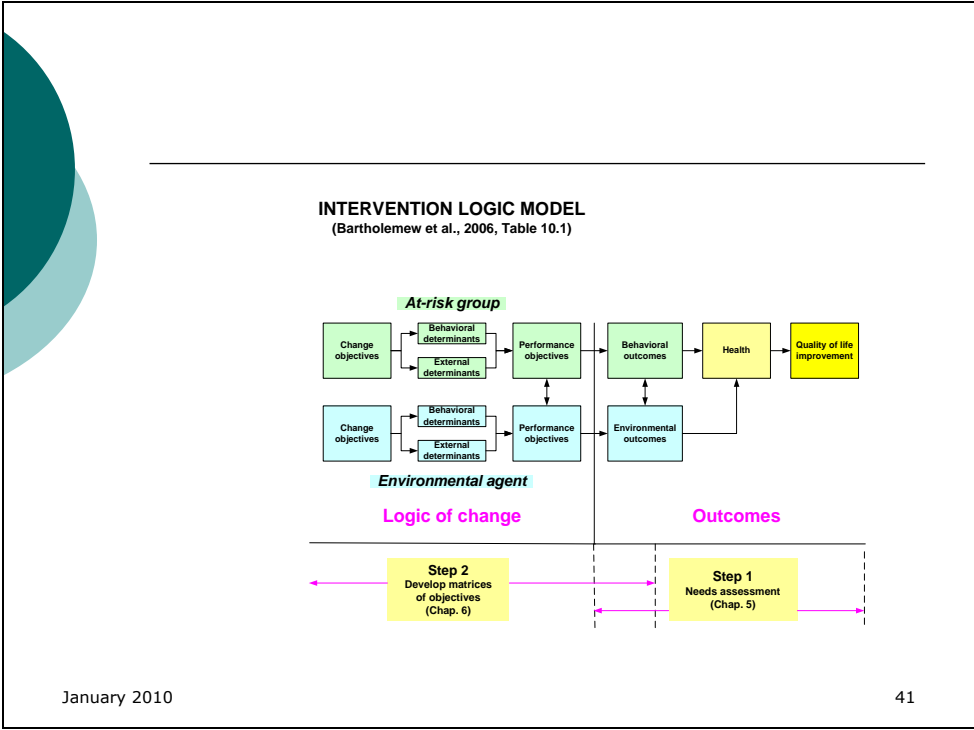
This step requires a sophisticated examination of both **THEORY** and **RESEARCH** related to how to bring about individual and environmental change (at all relevant socio-ecological levels)

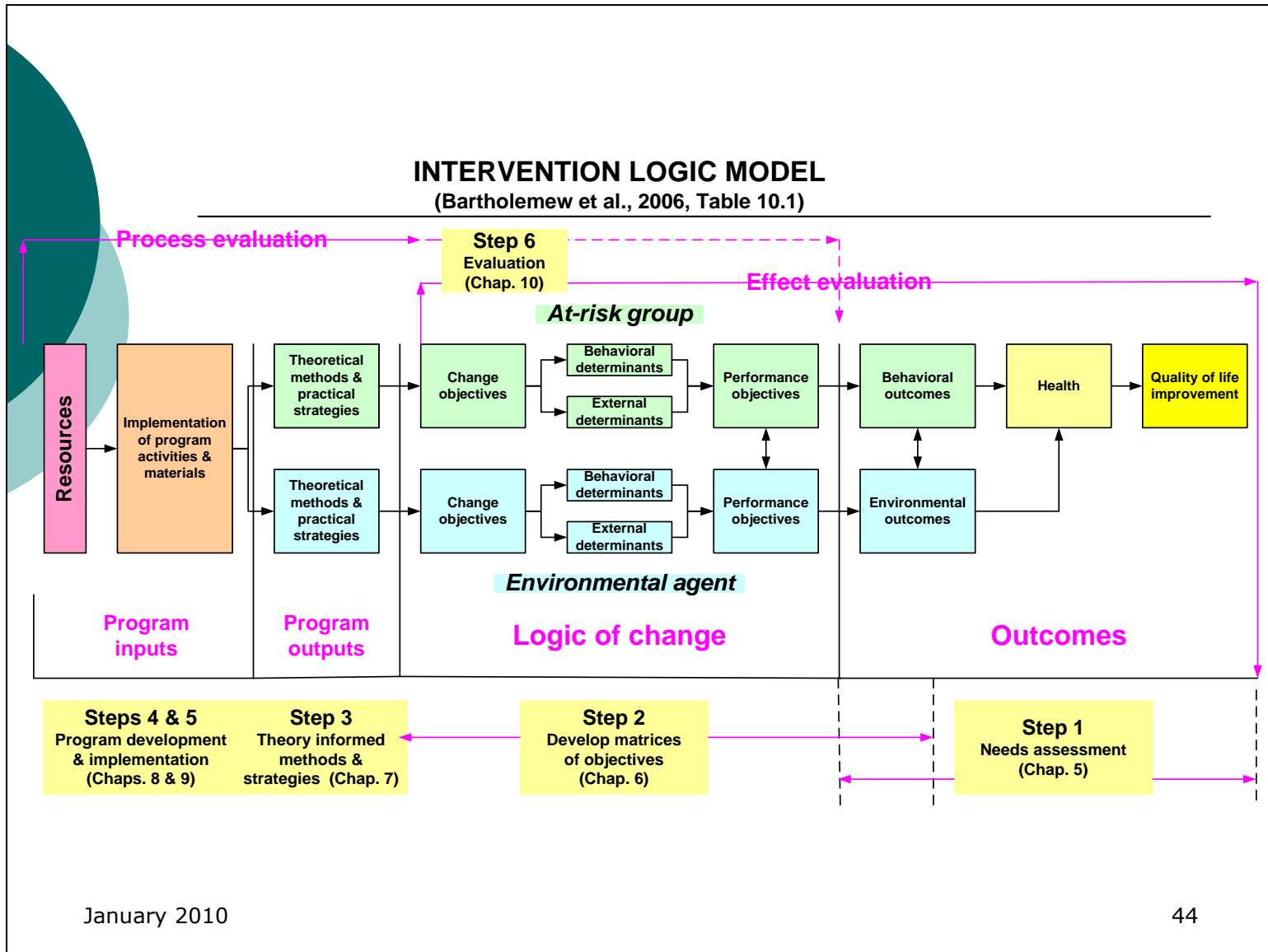
This step results in the identification of **IMA CHANGE OBJECTIVES** with respect to individual and environmental change (at all relevant socio-ecological levels).

IMA STEPS 3, 4 & 5 are concerned with the identification, development and implementation of **PROGRAM INPUTS** and **PROGRAM OUTPUTS**, which are expected to result in:

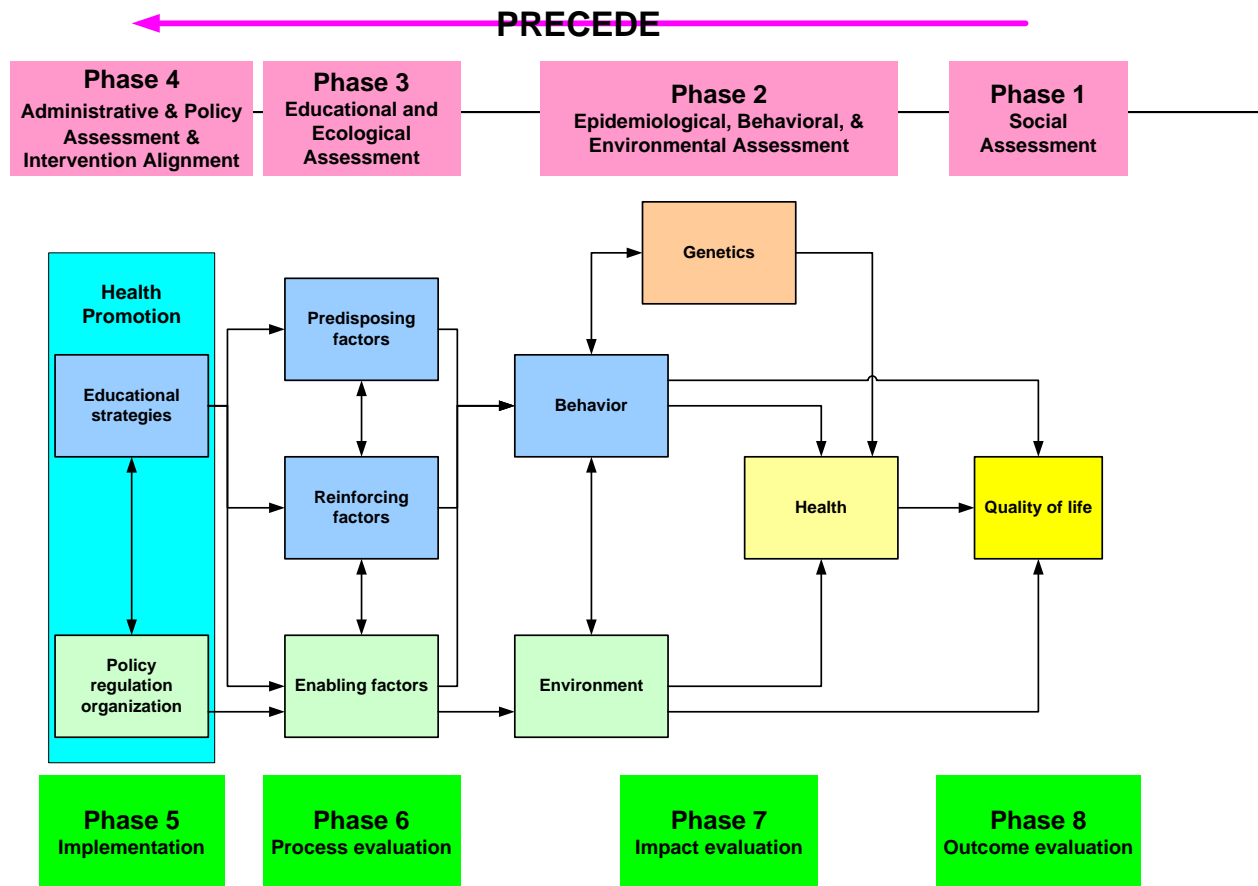
1. Achievement of the **CHANGE OBJECTIVES** related to both **PERSONAL AND EXTERNAL DETERMINANTS** resulting in
2. Achievement of the **OBJECTIVES** related to **INDIVIDUAL** behaviours and the **EXTERNAL** environments resulting in
3. Achievement of the **OUTCOMES** related to the health-related issues/problems (at all relevant socio-ecological levels)

IMA STEP 6 focuses on the evaluation of the impact of the intervention at all levels of the “hierarchy of objectives/outcomes”, with respect to both process and outcome evaluation.





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