

## Health Promotion Strategies: Taking a best practices approach

### Week 13 Course integration

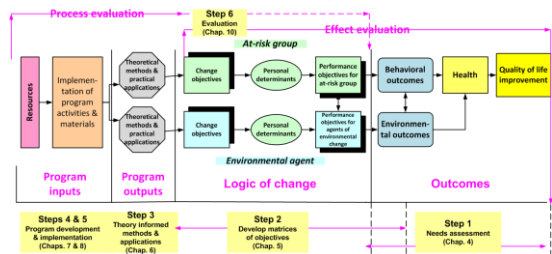
Michael Goodstadt Ph.D., C.Psych.  
University of Toronto

2012

Goodstadt: University of Toronto

1

### COMPLETE INTERVENTION MAPPING LOGIC MODEL: Steps 1-6 (From Bartholomew et al., 2011, Figure 9.1)



2012

Goodstadt: University of Toronto

2

## Review of HP Strategies course

1. Understanding HP
2. Decision-making in HP
3. Intro to IMA
4. Role of values, evidence & theory
5. **Needs assessment (STEP 1)**
6. **Identifying goals & objectives: change objectives (STEP 2)**
7. Individual change strategies
8. Social-environmental change strategies
9. Organizational development & change
10. Community organization & community building
11. Healthy public policy & advocacy
12. **Selecting theory-informed strategies & applications (STEP 3)**
13. **Producing components & materials (STEP 4)**
14. **Adoption, implementation & sustainability (STEP 5)**
15. **Evaluation (STEP 6)**

2012

Goodstadt: University of Toronto

3

## 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

2012

Goodstadt: University of Toronto

4

## Students' frequently asked questions (Bartholomew et al., 2006, 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?

2012

Goodstadt: University of Toronto

5

## 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?

2012

Goodstadt: University of Toronto

6

## Intervention Mapping Approach

1. **Six steps:** Iterative planning, implementation & evaluation cycle (Figure 1.2)
2. **Six socio-ecological levels** (interactive) (Figure 1.1)
3. **Six core processes** in planning and implementation (pages 25-33)

2012

Goodstadt: University of Toronto

7

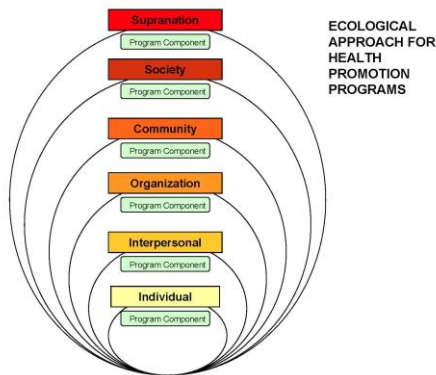
## Six steps of the Intervention Mapping Approach

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

2012

Goodstadt: University of Toronto

8



Source: Bartholomew, Parcel, Kok, and Gottlieb (1996); McLeroy, Altabe, Franks, Prlic, & Green (1996)

## Six core processes

(Bartholomew et al., 2011, pp 25-33)

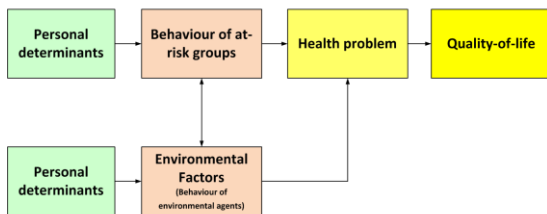
1. Posing planning problems as questions
2. Brainstorming or free-associating answers to planning questions, & using current planning group knowledge
3. Searching the literature for empirical evidence & evaluating the strength of the evidence
4. Accessing & using theory
5. Conducting new research for unanswered questions in the planning process
6. Developing the final summary of answers to the posed questions

2012

Goodstadt: University of Toronto

10

Logic Model of the Problem  
(From Bartholomew et al., 2011, Figure 1.3)



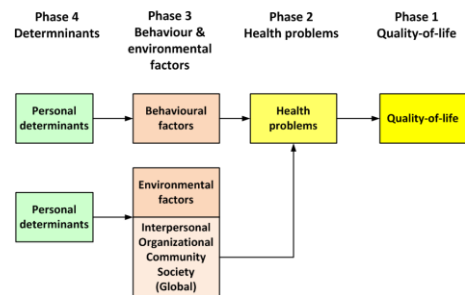
2012

Goodstadt: University of Toronto

11

## INTERVENTION LOGIC MODEL: STEP 1 Logic Model of Needs Assessment

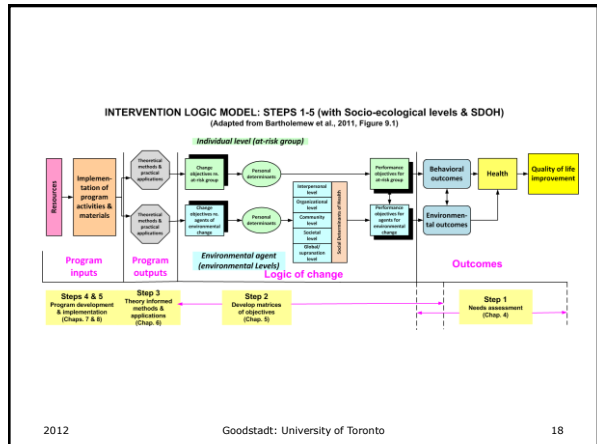
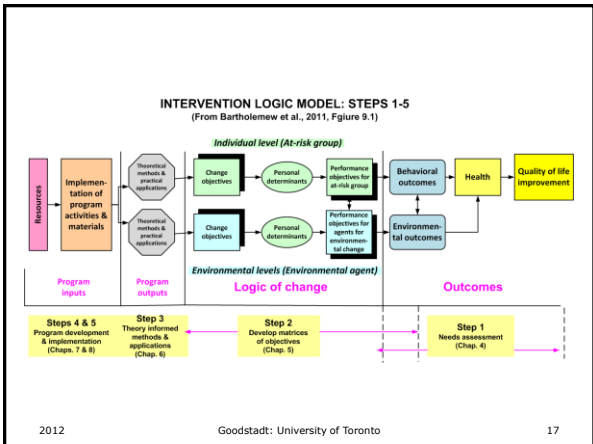
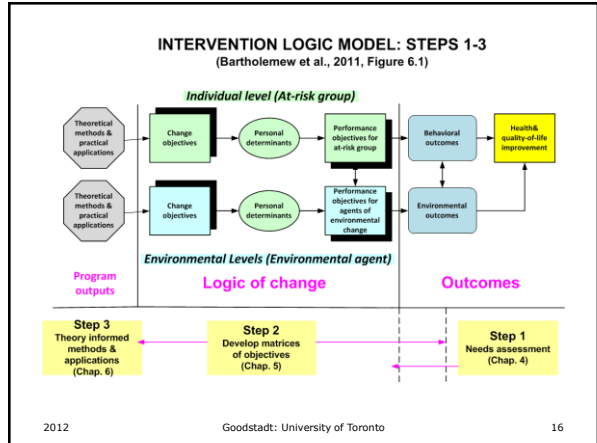
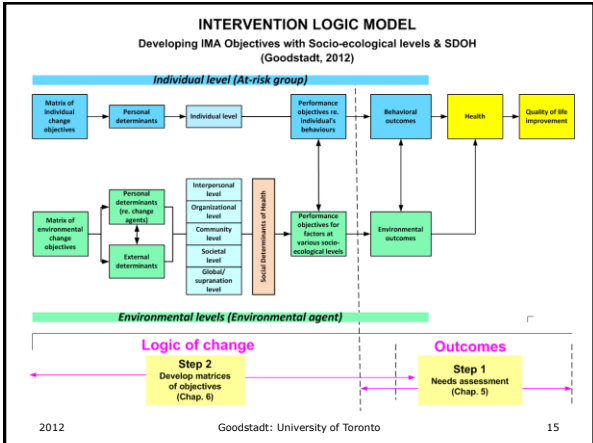
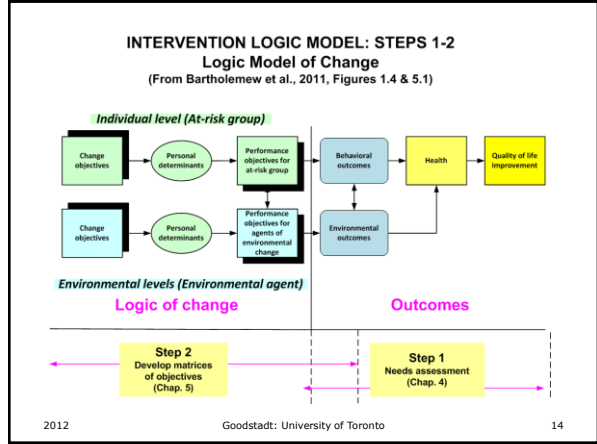
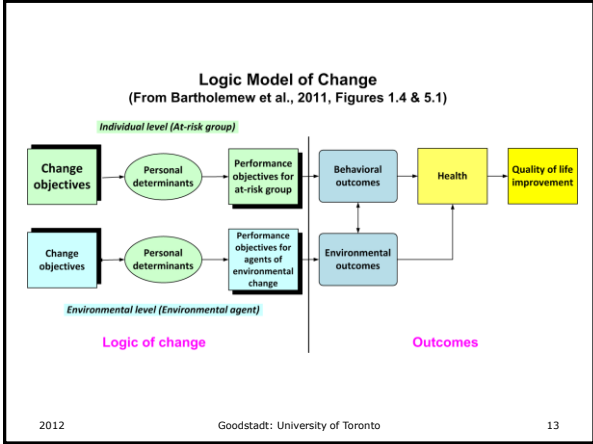
(Informed by the PRECEDE Model)  
(From Bartholomew et al., 2011, Figure 4.1)

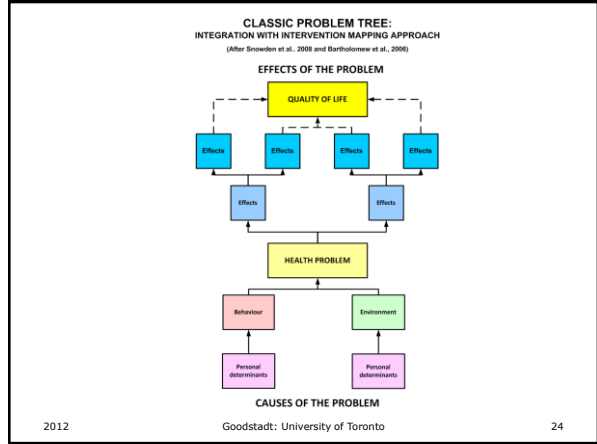
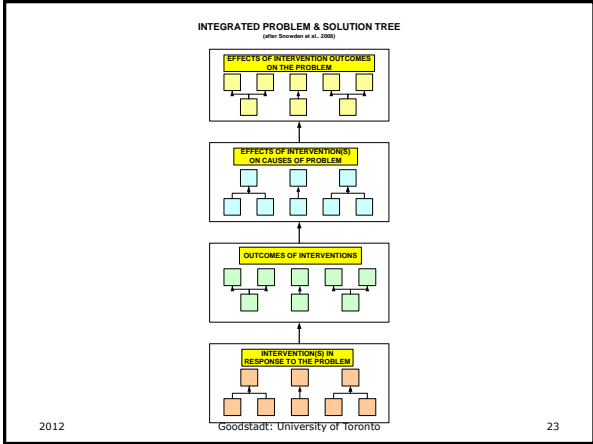
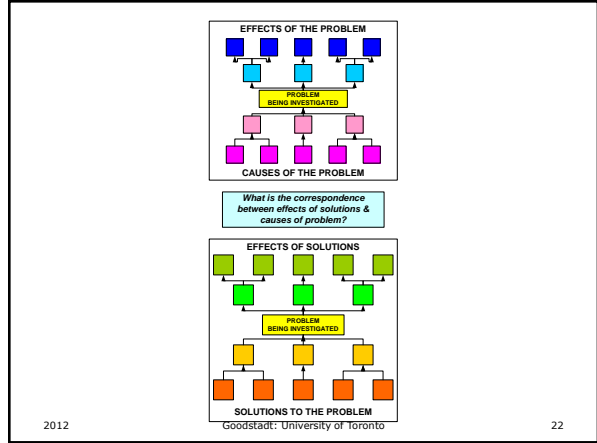
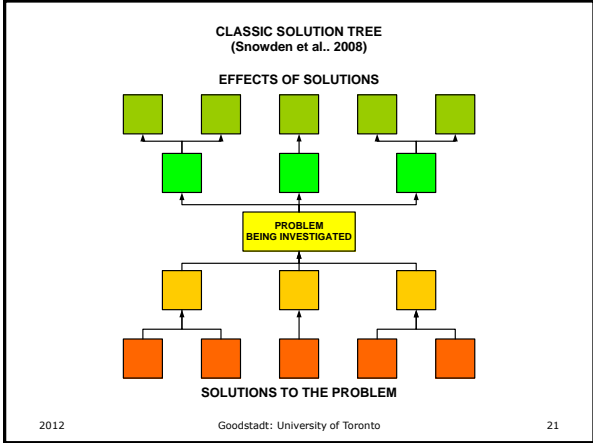
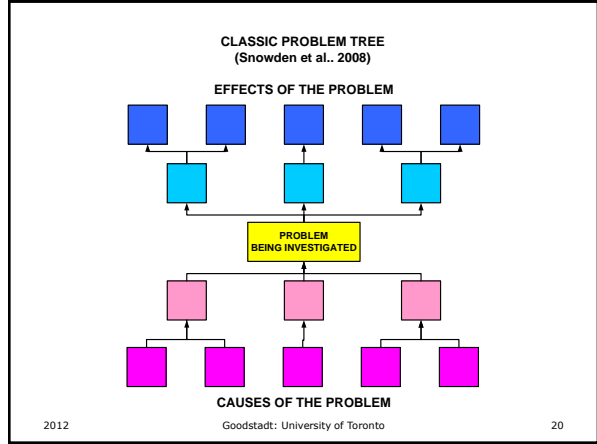
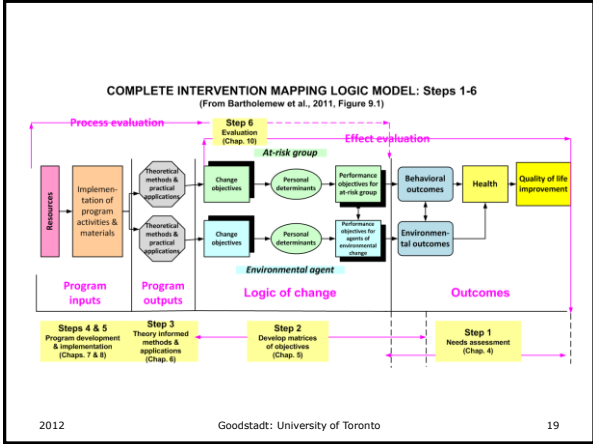


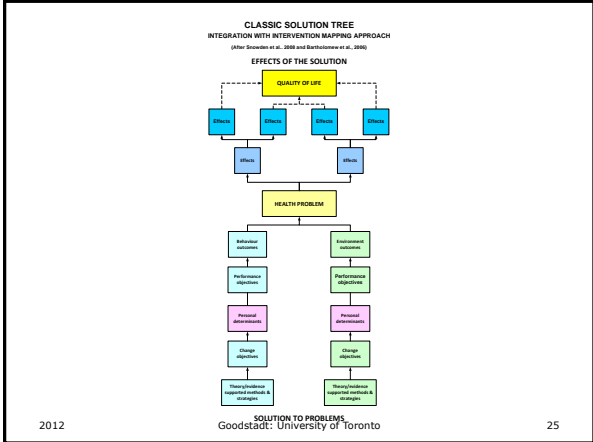
2012

Goodstadt: University of Toronto

12







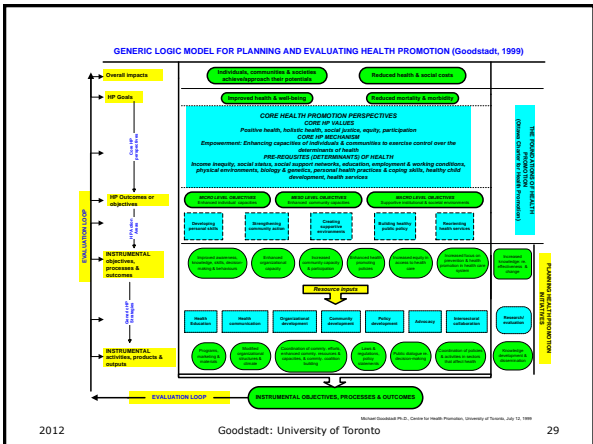
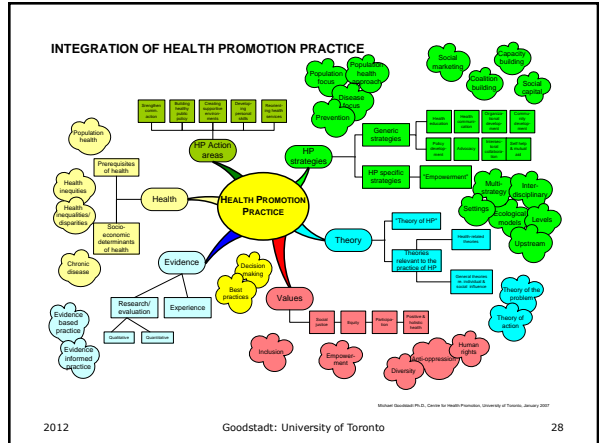
# Health Promotion Strategies Course integration

2012 Goodstadt: University of Toronto 26

## Review of HP Strategies course

1. Understanding HP
2. Decision-making in HP
3. Intro to IMA
4. Role of values, evidence & theory
5. **Needs assessment (STEP 1)**
6. **Identifying goals & objectives: change objectives (STEP 2)**
7. Individual change strategies
8. Social-environmental change strategies
9. Organizational development & change
10. Community organization & community building
11. Healthy public policy & advocacy
12. **Selecting theory-informed strategies & applications (STEP 3)**
13. **Producing components & materials (STEP 4)**
14. **Adoption implementation & sustainability (STEP 5)**
15. **Evaluation (STEP 6)**

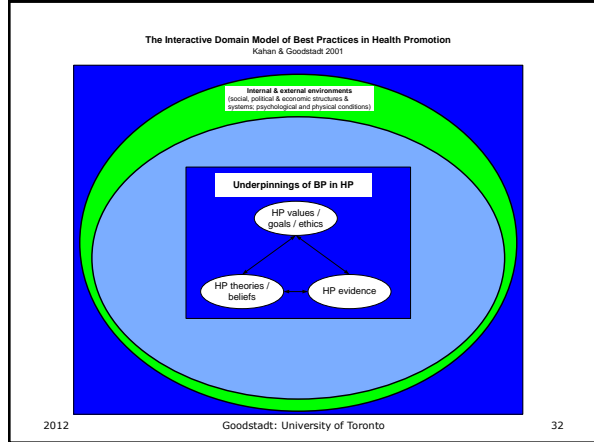
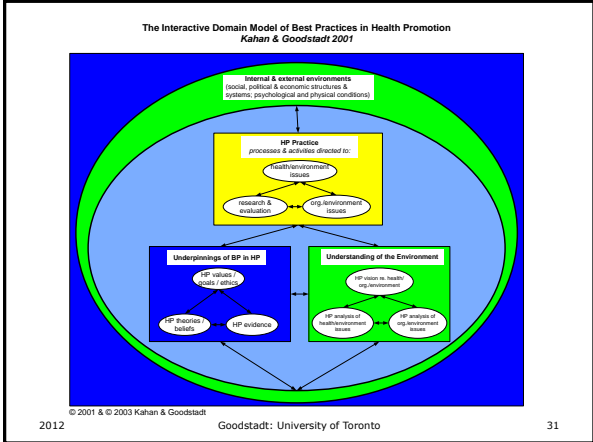
2012 Goodstadt: University of Toronto 27



## Factors that influence decision making in health promotion practice (From class exercise)

- Evidence:** Research Knowledge Etc.
- Individual Factors:** Values, Experiences, Motivation, Mood Etc.
- Environmental Factors:** Socio-cultural, Community, Organizational Etc.
- Resources:** Financial, Time, Human Etc.

2012 Goodstadt: University of Toronto 30



- ### Focus of theories
- Individual** explain health behaviour & health behavior change by focussing on characteristics of individual
  - Communities:** explain change in communities & communal action for health
  - Organizations:** explain change in organizations & the creation of health-supportive organizational practice
  - Communication:** guide communication to bring about behaviour change
  - Policy:** help to understand the development of healthy public policy
  - [Ecological perspective:** focuses on influence of mutually interacting levels of factors on health behaviors]
- © 2012  
Goodstadt: University of Toronto

