

Health Promotion Strategies: Taking a best practices approach

Weeks 4 & 5
Needs Assessment & Identifying goals & objectives
[IMA Steps 1 & 2]

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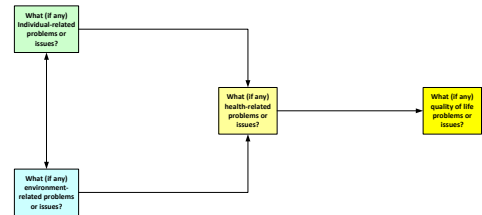
Class agenda

1. Checking in
2. Small group presentation
3. IMA: Steps 1 & 2
 1. Class exercise: Problem/Solution Trees
 2. Transition to IMA
 3. Review IMA
 4. Step 1: Needs assessment
 5. Step 2: Identification of change objectives & development of change matrices
4. Insights re. the SDOH in IMA
5. Wrap up & preparation for next week's class

IMA Step 1: Needs Assessment

What needs to change to make a difference re. health & health-related issues/problems?

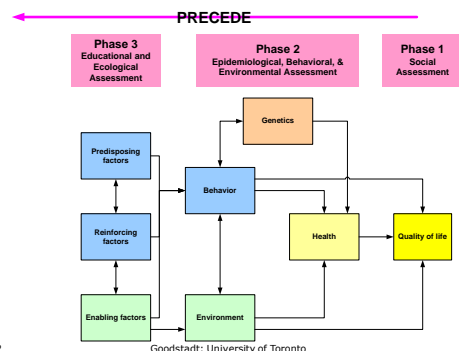
INTERVENTION MAPPING APPROACH: "Speed" Planning Step #1: Identifying the problem/issue: What problems/issues are you or others concerned about? (Goodstadt)

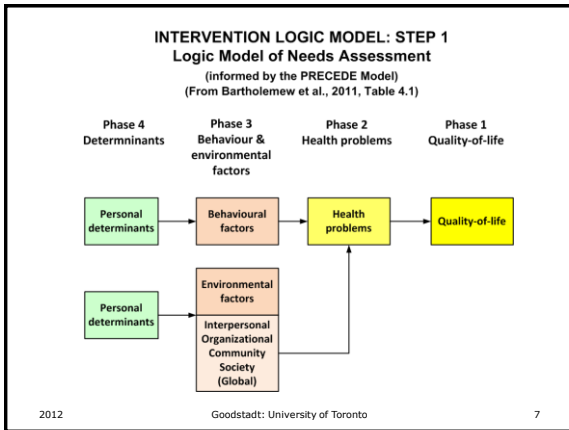


IMA Step 1: Needs Assessment

- Task 1:** Establish & maintain a planning group that includes program stakeholders
- Task 2:** Plan & conduct the needs assessment using the **PRECEDE** model to analyze health & quality of life problems and their behavioral and environmental causes
- Task 3:** Balance the needs assessment with an assessment of community capacity
- Task 4:** Link the needs assessment to program & evaluation planning by specifying desired program outcomes

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





- ### Criteria for setting priorities re. needs (Bartholomew et al.)
- Magnitude between what is and what could be.
 - Difference in burden from a problem among groups
 - Practical issues such as potential difficulty in ameliorating the needs, the consequences of ignoring the needs and the possible costs of implementing a solution
 - Political and other social factors such as community values, the context of priorities, i.e. the local, regional, national and international priorities, public and leader expectations, available interest and expertise, momentum, and availability of funding and human resources. (Witkin & Altschuld, 1995)
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Clarification of terminology

- ❖ "objectives"
- ❖ "outcomes"

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Outcomes & objectives from the needs assessment (IMA Steps 1 & 2)

Type of outcome	Definition
1. Health outcomes	1. What will change in terms of the health problem? By how much? Among whom? By when?
2. Quality of life outcomes	2. What will change in terms of quality of life?
3. Health-related behavior outcomes	3. What health related behavior will change?
4. Health-related environmental outcomes	4. What environmental conditions will change

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Other Intervention Mapping Objectives

Type of objective	Definition
1. Performance Objectives 1. Re. at-risk individuals 2. Re. Environmental agents	1. What the at-risk group members, and/or environmental agents must do to accomplish the health-related behaviors or environmental conditions
2. Change Objectives *****	2. The combination/intersection of the performance objectives with their determinants *****
1. Performance Objectives (adoption, implementation, sustainability) (IMA Step 5)	1. What the program adopters and implementers must do to use and continue the program
2. Change Objectives (Adoption, Implementation, Sustainability) (IMA Step 5)	2. The combination of the performance objectives with their determinants for program adoption, implementation and sustainability

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- ### Objectives are selected on basis of their **relevance & changeability**
- **Relevance** is the strength of the evidence relating to a determinant and the behavior or environmental factor we want to change
 - **Changeability** is strength of the evidence that the proposed change can be realized by an intervention.
 - Termed "**importance**" by Green & Kreuter (2005) and changeability of behaviors and environmental factors.
 - Behaviors and environmental conditions that are both more relevant and more changeable will be a **high priority** for program focus
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Identifying “determinants”: Behavioral and Environmental Diagnosis

- Identification of the health-related behavioral and environmental factors that could be causally linked to the health problem(s), for example:
 - *Physical Environment*: water, air, housing
 - *Social Environment*: medical care, social support, access to service, rules or laws, availability of resources, attitudes and behavior of health care providers, peers, parents, employers
 - *Behavior*: compliance, consumption, coping, preventive actions, risk behavior, utilization, self-care

What factors determine at-risk behaviors and environmental conditions?

- **Personal determinants** described by PRECEDE as **predisposing factors**
 - For example: Knowledge, attitudes, Beliefs, values, perceptions
- **External determinants** that influence behavior can be:
 - in the **immediate** (inter-personal) environment (e.g., influence of parents/friends), and/or
 - in the more “**remote**” environment (higher ecological levels) [described by PRECEDE as **reinforcing factors and enabling factors**]

Identifying environmental conditions

- **Environmental factors related to risk:** Social or physical conditions that
 - influence risk behavior, thus acting as **indirect** causes of the health problem
 - or that cause the health problem **directly**
- Environmental factors can be prioritized in terms of their importance/relevance and changeability

IMA Step 2: Preparing matrices of change objectives

What **specific changes** need to occur if we are to make a difference re. health & health-related issues/problems?

IMA Step 2: Preparing Matrices of Change Objectives

- Task 1:** State expected change or program **outcomes** for health-related behavior and environmental conditions to improve health & QOL
- Task 2:** Subdivide behavioural & environmental conditions into **performance objectives**
- Task 3:** Select important & changeable **determinants** of health behavioral & environmental **outcomes**
- Task 4:** Create a **matrix of change objectives** for each level of intervention planning (individual, interpersonal, organizational, community, and societal) by crossing performance objectives with determinants and writing change objectives

Creating a matrix of change objectives

	Determinant 1	Determinant 2
Performance objective 1	change objective	change objective
Performance objective 2	change objective	change objective

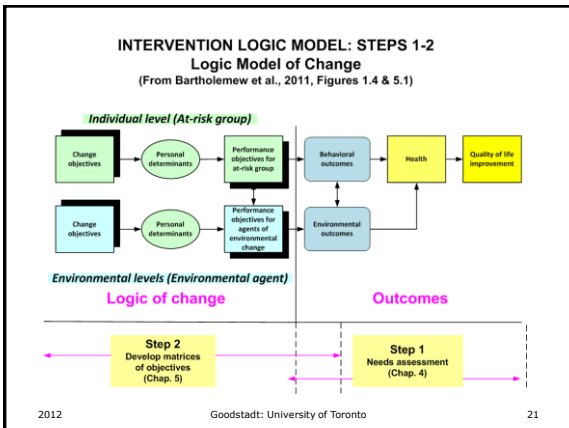
Performance objectives (what needs to "change" to achieve health outcomes)	Determinants (factors) influencing achievement of "performance objectives"						
	Personal determinants (examples)			External determinants (examples)			
	Perceptions	Attitudes	Self efficacy	Social norms	Policies	Political support	Access to resources
Re. "at risk" individual							
Perf. Obj. #1	Change obj.	Change obj.	Change obj.	Change obj.	Change obj.	Change obj.	Change obj.
Perf. Obj. #2	Change obj.	Change obj.	Change obj.	Change obj.	Change obj.	Change obj.	Change obj.
Perf. Obj. #3	Change obj.	Change obj.	Change obj.	Change obj.	Change obj.	Change obj.	Change obj.
Re. environmental change agents (at all socio-ecological levels)							
Perf. Obj. #4	Change obj.	Change obj.	Change obj.	Change obj.	Change obj.	Change obj.	Change obj.
Perf. Obj. #5	Change obj.	Change obj.	Change obj.	Change obj.	Change obj.	Change obj.	Change obj.
Perf. Obj. #6	Change obj.	Change obj.	Change obj.	Change obj.	Change obj.	Change obj.	Change obj.

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Example: partial matrix for condom use (re. individual performance objectives)

Performance Objectives	Knowledge	Risk Perception	Self-Efficacy
1. Plan condom use	K.1. Describe use of condoms in preventing HIV/STD, pregnancy	RP.1. Describe how lack of planning increases risk of pregnancy, HIV/STD	SE.1. Talk about being confident to plan ahead for using condoms
2. Buy a condom	K.2a. Identify places K.2b. List condom types		SE.2. Talk about feeling confident about buying a condom
3. Carry condoms	K.3. List different ways to carry condoms	RP.3. Describe how not carrying a condom increases risk	SE.3. Talk about feeling confident about carrying condoms

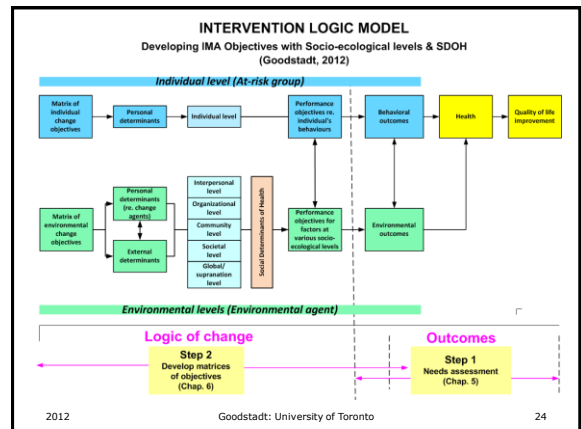
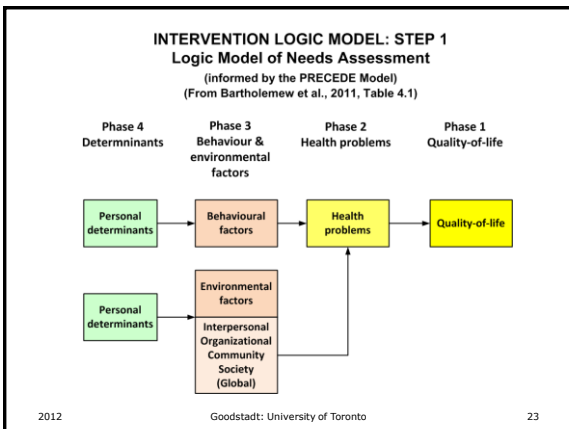
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IMA & the Social Determinants of Health

How do the SDOH fit with the Intervention Mapping Approach?

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Concepts: Population health

“An approach to health that aims to improve the entire population and to reduce health inequities among population groups.

In order to reach these objectives, it looks at and acts upon the broad range of factors and conditions that have a strong influence on our health” (PHAC)

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Concepts: Determinants of health

“The range of personal, social, economic and environmental factors which determine the health status of individuals or populations.”

(WHO Health Promotion Glossary)

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Key determinants of health (PHAC)

http://www.phac-aspc.gc.ca/ph-sp/phdd/determinants/index.html#key_determinants

1. Income and Social Status
2. Social Support Networks
3. Education and Literacy
4. Employment/Working Conditions
5. Social Environments
6. Physical Environments
7. Personal Health Practices and Coping Skills
8. Healthy Child Development
9. Biology and Genetic Endowment
10. Health Services
11. Gender
12. Culture

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Other determinants of health (CPHA, 1996)

- Gap between rich & poor
- Discrimination
- Life-long learning opportunities
- Meaningful work opportunities with some control over decision-making
- Social relationships that respect diversity
- Freedom from violence or its threat

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