

SECTION 2

A MODEL FOR COMPREHENSIVE HEART HEALTH PROGRAM PLANNING

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A five-step model, adapted from the generic planning model from The Health Communication Unit, is used to describe components of the comprehensive program planning process. The steps provide a way to highlight and organize the variety of tasks that will contribute to the planning experience. Although the steps appear linear, in reality they may overlap.

Table 2 outlines the steps, key questions, tasks and suggested worksheets (contained in Appendix 1) for the comprehensive planning model.

Table 2 Comprehensive Heart Health Program Planning –
Outline of Steps and Tasks

| STEPS IN THE PROCESS | KEY QUESTIONS | TASKS | WORKSHEETS |
|------------------------------------|--|---|--|
| Step 1 Taking Stock | What have we learned during the past 6 - 12 months? | Internal assessment of: - stakeholders (desired directions, perspectives and mandates) -existing goals -audience -approach -existing programs (what programs have worked, identify programs with growth potential) External assessment -revisit PEST analysis -revisit SWOT analysis Research -information from the literature, previous evaluations, community needs Summary | 1-1 Stakeholders 1-2 Review of original goals 1-3 Review of audience & approach 1-4 Review of original programs 1-5 PEST & SWOT analysis 1-6 Research 1-7 Scanning summary |
| Step 2 Setting Direction | What do we hope to accomplish in our community over the life of the Project? | Reaffirm Mission, Vision and Guiding Principles Conduct gap analysis Reaffirm program goals Identify audiences and ways to reach each (channels) Write outcome objectives & indicators Pulling it together - Logic Model: Outcome Objectives | 2-1 Goals 2-2 Identify audiences, objectives & indicators 2-3 Blank logic model |
| Step 3 Action Planning | What do we need to do each year to achieve our long term goals? | Conduct audience analysis Potential program identification | 3-1 Audience analysis 3-2 Assessing individual programs |

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| STEPS IN THE PROCESS | KEY QUESTIONS | TASKS | WORKSHEETS |
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| | | Potential program review & selection -sequencing -overall synergy with project goals -adaptation potential -potential for sustainability -other considerations Logic Model: Program Activities & Implementation Objectives | 3-2 Reviewing a package of programs |
| Step 4 Implementation | How do we bring the plan into reality? | Forming work groups for programs (including members from the audience) Detailing tasks & timelines Pilot testing, revising and updating Preparing for full implementation | 4-1 Work group checklist 4-2 Action plan 4-3 Resources review 4-4 Implementation checklist |
| Step 5 Planning for Evaluation | How will we know if we achieve our goals? | Identify the major evaluation questions Process evaluation Outcome evaluation Logic model: Evaluation Summary logic model | 5-1 Stakeholder concerns & evaluation questions 5-3 Creating program outcomes & Indicators 5-2 Creating measurable outcome objectives & indicators 5-4 Summary evaluation form 2-3 Blank logic model 5-5 Comprehensive (summary) logic model |