

PROGRAM PLAN (40 points)

General Requirements – Points will be deducted if **ANY** of the following is not completed:

- **Title Page:** INCLUDE: a. Title of program plan, b. HP 2020 objective you have selected, c. your name
- **Submit an electronic copy** on Canvas. All submissions will be reviewed by Turnitin for plagiarism.
- Divide each section of the plan with clearly labeled sections.
- Double space and use 12 point font throughout.
- Write in present or future tense (i.e. “we will...”)
- PROOFREAD for typos, grammatical errors, etc.
- Since this is your “semester long project” I expect your BEST professional writing. Would you submit this to a potential employer?

SECTION 1: NEEDS ASSESSMENT (12 pts.) (Processes and Approaches to Identify Needs and Concerns of Populations)

Fully research your topic & describe the need for your specific program based on the literature & Healthy People 2020 in detail and include the following:

1. Describe your topic and how it has been trending over the last few years. Utilize basic methods of secondary data collection and summarize in detail national, state, and local epidemiological data for your assigned topic. Use the Public Health Data Websites resource to find data on your topic. Based on national, state, and local data, who has the greatest need for programming efforts? Indicate a specific population (i.e., a particular health zone, specific race, gender or age group) in Duval County to target for this topic based on narrowing down to those with the greatest need based on the statistics. Any health disparities regarding the topic should be addressed (i.e., is it affecting more people of a certain race, ethnicity, gender, sexual orientation, age-group?).
 2. What are the main specific behaviors of the target population that are leading to the high numbers of the health issue (eating, smoking, exercise, etc.)? This is what your IMPACT BEHAVIORAL OBJECTIVE will be based on in your goals and objectives section.
 3. From the literature, what are the major causes or reasons for the health behaviors, and what knowledge, attitudes & skills have been successful in influencing the behaviors to improve the health issue? (This is what your IMPACT LEARNER OBJECTIVE is based on in your goals and objectives section).
 4. Find at least **6 peer-reviewed journal articles** on your topic and summarize common themes about what has worked in previous research to address this health issue. What strategies have previous programs used that have had positive results for changing knowledge, attitudes, skills and behavior to positively influence your topic? What is recommended in journal articles for future programs on this topic? (Look in the discussion section of your peer-reviewed journal articles for future recommendations) Do not write an annotated bibliography for each article. You should find common themes and summarize as if you were telling a friend about what you learned from reading all of the articles, not each individual article. The final sentence should be a brief overview summarizing this section and should include “Based on these findings, the goal of my program will be to decrease _____ (mortality) in Duval County by targeting _____ behavior, _____ attitudes and _____ skills among _____ (target population)”.
- **Cite ALL facts/statistics, etc. that are not common knowledge!**

SECTION 2: GOAL & OBJECTIVES (4 pts.)

- **One Goal** (based on Phase 1 Social Assessment of the Precede Proceed Model)
- **Four Objectives**: The four objectives will include:
 - a. **1** process objective
 - b. **2** impact objectives:
 - one impact learner objective (based on Phase 3 Educational & Ecological Assessment)
 - one impact behavioral objective (based on Phase 2b Epidemiological Assessment-Behavioral & Environmental)
 - c. **1** outcome/program objective (based on Phase 2a Epidemiological Assessment – Health Issue)

Each objective should help directly reach the goal! In writing your objectives, you will focus on what knowledge, attitudes and skills (impact learner), short-term behavior (impact behavioral) and long-term morbidity or mortality rates (outcome) will help you reach that goal?

- **FOR EXAMPLE**: If your **GOAL is to reduce HIV rates in Duval County**, what will help you? What is currently not being done with the population at risk? Using the previous research literature, would education, access to condoms and/or providing free mobile testing vans help in our area?
- **Goal**: To reduce HIV rates in Duval County
- Ex. **Process Objective**: During program implementation, program facilitators will receive a “very good” on feedback on the HIV education session from at least 75% of the participants in the program.
- Ex. **Impact - Learner Objective**: Three months after the program, 75% of participants will be able to list 3 ways HIV is transmitted.
- Ex. **Impact - Behavioral Objective**: Three months after the program, 75% of sexually active participants will report condom use during last sexual intercourse.
- Ex. **Outcome/Program Objective**: Ten years after the program, HIV incidence rates in Health Zone 1 in Jacksonville, FL will have decreased by 10%.
- ALL objectives should answer who, what, when, & how much (make them measurable!).
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SECTION 3: THEORY/ACTIVITY (10 pts.)

Theory: Select **either** the Health Belief Model OR the Stages of Change (Transtheoretical) as the foundation for your intervention. Download the theory handout (**1 page document on Canvas**) and critically complete the last column of the theory worksheet you select. Consider BOTH the construct of the theory AND your objectives. Please state what specific activities/strategies from your evidence-based program you will use to address each construct of the theory to help achieve your objectives, and cite examples of what will be presented? State specifically examples of what kind of content you will present (i.e., During the education session, we will present statistics on the high rates of breast cancer mortality among African-American women in Health Zone 1 to show the residents in that area that they are more at risk (more susceptible) for breast cancer mortality than other races in that area.) Use activities (i.e., skills-training, one-on-one consultation, cessation class) that have been proven to work, or recommended activities from the literature that you summarized in the needs assessment.

Program Activity/Intervention (2 pages)

Provide a brief summary of what is currently being done in other programs in Jacksonville to address this issue. (Look at Local Needs Assessments, Non-profits, Health Department, Community Coalitions or Google your topic and Duval County) Next, indicate what YOUR program that you are proposing will provide that is not already being done in Jacksonville to address this health issue among the specific population that you determined has the greatest need. Now that you have narrowed the need for your program down to a specific population (i.e., Health Zone 1, African American women aged 50-65), you would want to survey a sample of this population to narrow it down even further. In this section, please indicate what specific schools, churches, or groups of people you would survey in a primary data needs assessment to determine those with the greatest need.

Next, select an evidence-based program (or evidence-based approaches) from anywhere in the U.S. to use as your intervention. Find this program in peer-reviewed journal articles or evidence-based websites. You are looking for a program that has been proven successful in changing behavior related to your topic with a similar target population elsewhere in the U.S. In detail, please describe one of your program activities of your evidence-based program that will be used to meet either a learner or behavioral objective (1 activity could help meet more than 1 objective). The activity (i.e., class, skills training, etc.) should be described in enough detail for someone else to carry it out (**you must include materials needed, time needed, and step-by-step instructions**) and should include **examples of content that will be presented**. This is where you will showcase a particular intervention component of your evidence-based program.

SECTION 4: EVALUATION (6 pts.)

Describe how you will evaluate your impact and outcome objectives (measure whether or not they were met). You can provide an established survey (i.e., YRBS) with the question that you will use for your behavioral objective highlighted or create your own survey questions that will measure your impact learner and impact behavioral objectives. To do this, for EACH of your 3 objectives (learner, behavioral, and outcome), indicate which method you will use (pre-test/post-test comparison, skill demonstration, etc.), the specific question to measure the objective, and specifically how you will determine if your objective was met. **Please follow the instructions on the chart provided on Canvas. You will not submit the chart, but instead, write everything out in paragraph form in this section. The chart is only meant to help you write this section.**

Also, please describe your evaluation design, and specifically how and when you will collect the data in a detailed description (step by step process). For example, which specific school, church, or apartment complex will serve as your intervention group and which one will be the comparison group. You **must** also indicate how many participants you'll recruit for your program. You have \$100,000 so you should try to recruit at least 200-600 participants. It is recommended to have a control group that receives a minimal intervention control (i.e., standard brochure or booklet on your topic). If you have 400 subjects, 200 would be in the intervention group, and 200 in the control group. The control group should be a similar demographic group to the intervention group. (i.e. one inner city church as intervention, and another inner city church as the control) You must discuss who will collect and analyze the data (internal staff or external evaluator), and who you will share the evaluation results with (stakeholders, funding agency, city council, etc.).

SECTION 5: BUDGET & TIMELINE (4 pts.)

- Budget: Budget is not to exceed \$100,000 for up to a two-year period. Please show detail of how the funding will be spent. You do not have to include indirect costs in the budget.
- Timeline: List ALL activities after the needs assessment (i.e., all aspects of planning, implementation, and evaluation of your proposed program) on a timeline, by month. Any specific timeframes mentioned in the objectives, such as the timing of your post-test evaluation, should be reflected in your timeline.

SECTION 6: BIBLIOGRAPHY/REFERENCES (4 pts.)

- Bibliography and citations must be in APA style & must be recent –preferably published within 5 years)
- Each reference must be cited in the paper at least once.