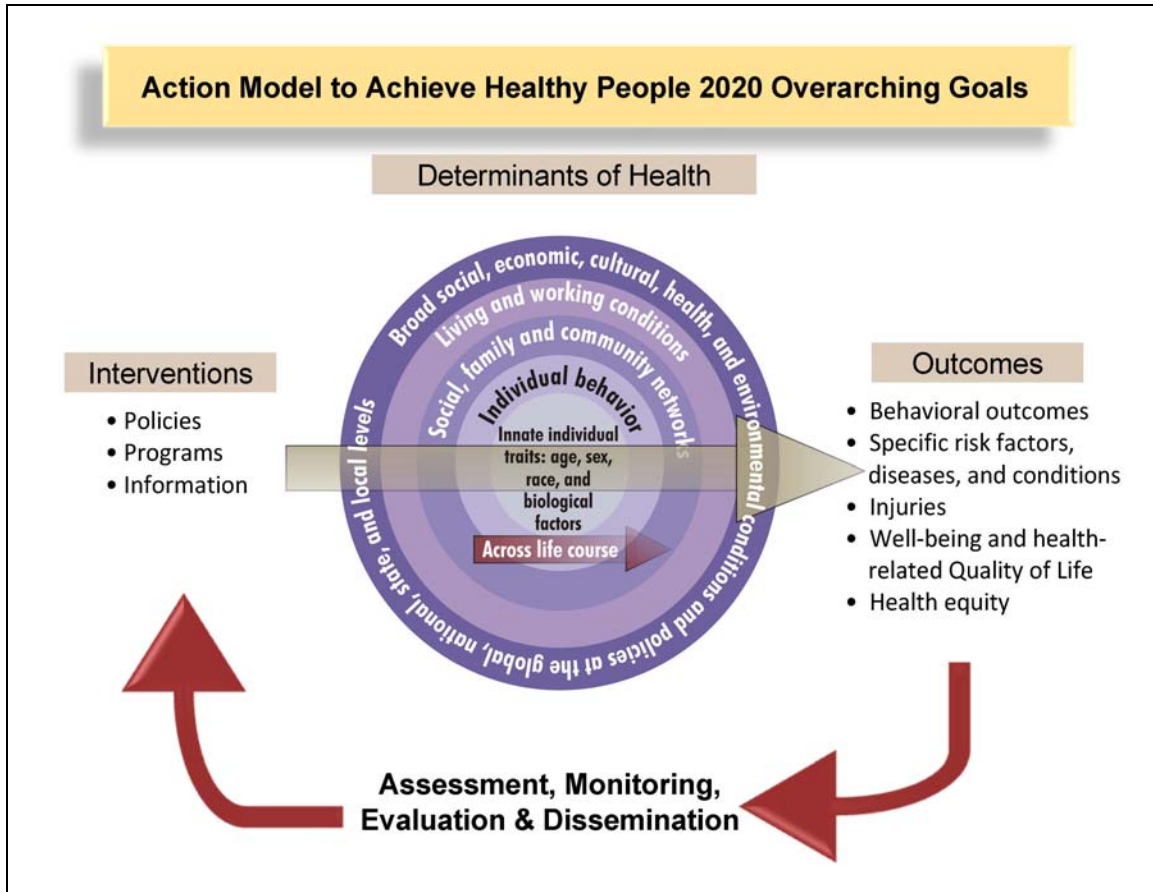


Enhancing the Action Model for Achieving Healthy People and Healthy Campus 2020 Overarching Goals

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These suggestions would make it more action oriented, inclusive of planning steps and significant numbers of population segments. Examples for both Healthy People 2020 and Healthy Campus 2020 are on pages 3 and 4.

Consider the Action Model a planning model that includes action steps such as those in the PRECEDE-PROCEED model and social marketing approach (Theory at a Glance, p 36, www.cancer.gov/PDF/481f5d53-63df-41bc-bfaf-5aa48ee1da4d/TAAG3.pdf). Provide users with “action” steps with action oriented words for program development. These include: learn about needs, describe health problem, audience and program strategy, interventions, plan to monitor and evaluate, implement, disseminate, assess effectiveness, refine program.

PLANNING AND INTERVENTIONS

For Interventions use “Health communication” rather than “Information.” Health communication encompasses the study and use of communication strategies to inform and influence individual and community decisions that enhance health” (Healthy People 2010, Focus Area 11 - Health Communication, www.healthypeople.gov/document/HTML/Volume1/11HealthCom.htm)

Show basic steps for planning with a new title “Planning” to replace “Interventions.” Below this title add “Needs assessment” which would reflect learning about the audience and program environment. The next item should be “Interventions” which include “Policies, programs, health communication.” To insure that interventions developed are cost-effective and best practice use and describe evidence-based explanations.

Describe in a note that uses words that describe evidence-based and business approaches such as return on investment (ROI, >1:1 in 1 - 2 years, Prevention for America’s Health (<http://healthyamericans.org/reports/prevention08/>)) and clinical and public health such as quality of adjusted life years (QALY). QALY should be included for both clinical and community based programs. These should provide the criteria of <\$50,000/QALY as the societal norm of cost effective. References for this QALY come from Clinical Preventive Guidelines (www.wbgh.org/benefitsttopics/topics/purchasers/part1.pdf), the Community Guide (www.thecommunityguide.org) and recent articles on nutrition and community-based interventions (Dalziel, K, Segal, L. Time to give nutrition interventions a higher profile: cost-effectiveness of 10 nutrition interventions. Health Promotion International, Vol. 22 No. 4; Roux, L. et al. Cost effectiveness of community-based physical activity interventions. Am J Prev Med 2008;35(6). 578). Include evidence-informed which was used to describe determination of recommendations for the new government physical activity guidelines (www.kaisernetwork.org/health_cast/hcast_index.cfm?display=detail&hc=3084).

DETERMINANTS OF HEALTH

Add “learning” to circled text “Living [, learning] and working conditions.” There is a very large population of students - learners - in the US. There are now 75,000,000 secondary and post-secondary education students. In fall 2008, a record 49.8 million students attended public elementary and secondary schools. Of these, 34.9 million were in prekindergarten through 8th grade and 14.9 million in grades 9 through 12. An additional 6.2 million students were expected to attend private schools. About 18.3 million students attended the nation’s 2-year and 4-year colleges and universities, an increase of about 3.0 million since fall 2000. College enrollment is expected to continue increasing, reaching a projected 20.4 million in fall 2016. (<http://nces.ed.gov/fastfacts/display.asp?id=372>).

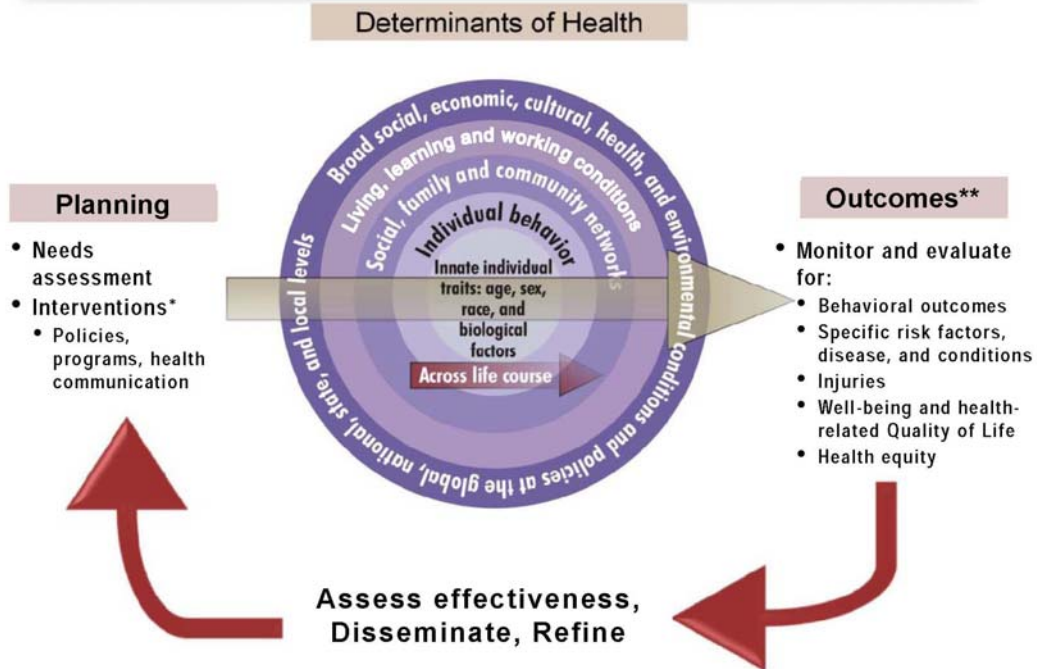
OUTCOMES

The model should describe objectives using the SMART guidelines. An example of this is from the Public Health Information Network (www.cdc.gov/phinfocommunities/resourcekit/tools/evaluate/smart_objectives.html).

FEEDBACK LOOP

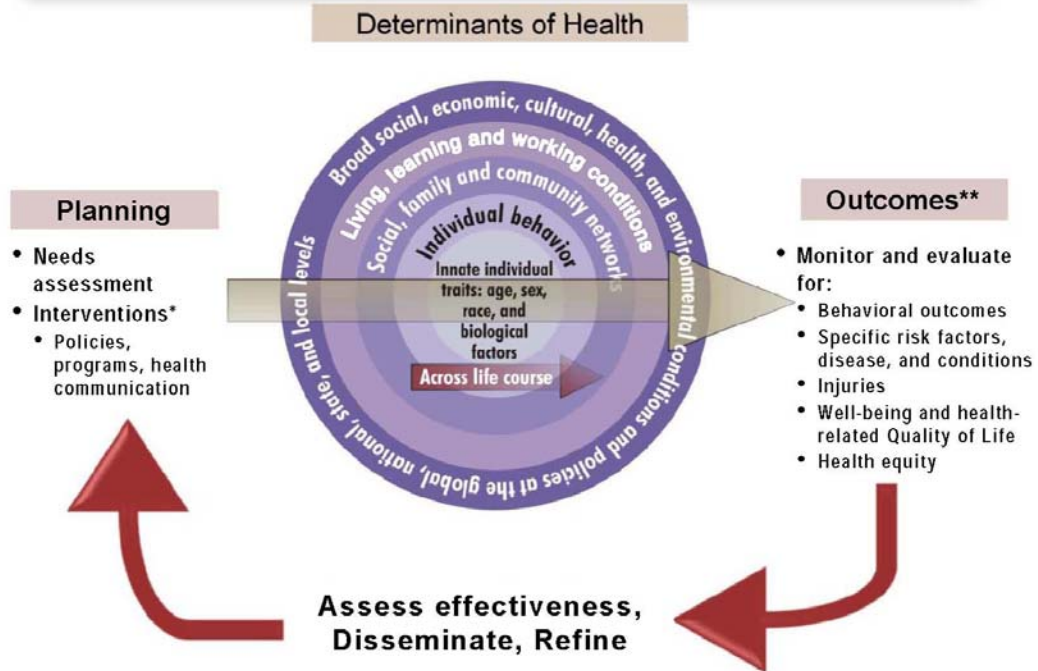
Rephrase the feedback loop with action words monitor, evaluate, assess disseminate. Add “Monitor and evaluate for:” the listed outcomes. Between the arrows use planning steps of that indicate assessing effectiveness for evaluation, disseminating results to stakeholders and refining interventions. Use action oriented words assess effectiveness, disseminate and refine. These reflect the social marketing process includes four stages: planning and strategy development; development of pretesting concepts, messages, and materials; implementation; assessment of in-market effectiveness; and feedback to the first stage. (See Figure 8, “Social Marketing Wheel,” Theory at a Glance, p 38).

Action Model to Achieve Healthy People 2020 Overarching Goals



* Cost Effective: Evidence-based, -informed; ROI >1:1; <\$50,000 QALY; ** SMART: Specific, measurable, achievable, realistic, time-specific

Action Model to Achieve Healthy Campus 2020 Overarching Goals



* Cost Effective: Evidence-based, -informed; ROI > 1:1; <\$50,000 QALY; ** SMART: Specific, measurable, achievable, realistic, time-specific