

COMPREHENSIVE HEART HEALTH PROGRAM PLANNING

JUNE, 1998

The author thanks the following people for review of earlier drafts of this document: Audrey Birenbaum, Debra Clarke, Larry Hershfield and staff of The Health Communication Unit, Merle Kisby, Neil MacKenzie and Dr. Brian Rush, with special thanks to Nancy Dubois. The author wishes to express gratitude to Anne Lessio for ongoing support and assistance with this document.

The production of this report was made possible through the financial support of Ontario's Ministry of Health, Health Promotion Branch.

The opinions, results and conclusions are those of the author and do not necessarily reflect those held by the Ministry of Health.

Please address any correspondence to:

Heart Health Resource Centre
Ontario Public Health Association
700 Lawrence Ave. West, Ste. 310
Toronto, Ontario M6A 3B4
Tel: 416-367-3313
800-267-6817
Fax: 416-367-2844
Email: heart@opha.on.ca
Website: www.hhrc.net

Developed & Written by Donna Mitchell, Ph.D.

TABLE OF CONTENTS

| | Page |
|---|------|
| SECTION 1- Purpose and Overview | 1 |
| • Sources of Materials Supporting this Manual | 2 |
| • Description of Comprehensive Heart Health Program Planning | 4 |
| • Benefits of Comprehensive Heart Health Program Planning | 10 |
| • References | 11 |
| <hr/> | |
| SECTION 2 - A Model for Comprehensive Heart Health Program Planning | 12 |
| • Outline of Steps and Tasks | 13 |
| <hr/> | |
| SECTION 3 - Comprehensive Heart Health Program Planning | |
| • Step1: Taking Stock | 15 |
| 1.1 Internal Assessment | 16 |
| 1.2 External Assessment | 17 |
| 1.3 Research | 17 |
| 1.4 Summary | 17 |
| • Step 2: Setting Direction | 18 |
| 2.1 Mission Statements, Vision and Guiding Principles | 18 |
| 2.2 Gap Analysis | 21 |
| 2.3 Program Goals | 22 |
| 2.4 Audiences | 23 |
| 2.5 Channels | 24 |
| 2.6 Objectives | 24 |
| 2.7 Indicators | 27 |
| 2.8 Pulling it together - The Logic Model | 26 |

| | |
|--|----|
| • Step 3: Action Planning | 29 |
| 3.1 Audience Analysis | 29 |
| 3.2 Potential Programs Identification | 31 |
| 3.3 Potential Program Review and Selection | 32 |
| 3.3a Sequencing of Programs | 32 |
| 3.3b Overall Synergy with Heart Health Project Goals | 34 |
| 3.3c Adaptation Potential | 35 |
| 3.3d Potential for Sustainability | 36 |
| 3.3e Other Considerations | 36 |
| 3.4 Pulling it together – The Logic Model Continues | 38 |
| • Step 4: Planning Implementation | 39 |
| 4.1 Forming Work Groups | 39 |
| 4.2 Detailing Tasks and Timelines | 40 |
| 4.3 Pilot testing, Revising & Updating | 43 |
| 4.4 Preparing for Full Implementation | 44 |
| • Step 5: Planning for Evaluation | 46 |
| 5.1 Identifying the Major Evaluation Questions | 46 |
| 5.2 Process Evaluation | 47 |
| 5.3 Outcome Evaluation | 48 |
| 5.4 Pulling it together - The Logic Model Completed | 49 |
| 5.5 The Summary Logic Model | 51 |
| 5.5a. The Cube and the Logic Model | 55 |
| • Summary | 57 |

| | |
|-------------------------------|----|
| SECTION 4 - Glossary of terms | 59 |
|-------------------------------|----|

SECTION 5 - Appendices

- Appendix 1: Comprehensive Program Planning Worksheets
- Appendix 2: Contents at a Glance, List of Leading and Supporting Interventions
- Appendix 3: Interventions for Dissemination, Summary of Analysis
- Appendix 4: Outline of a Community Planning Process