



Program Planning: An Overview

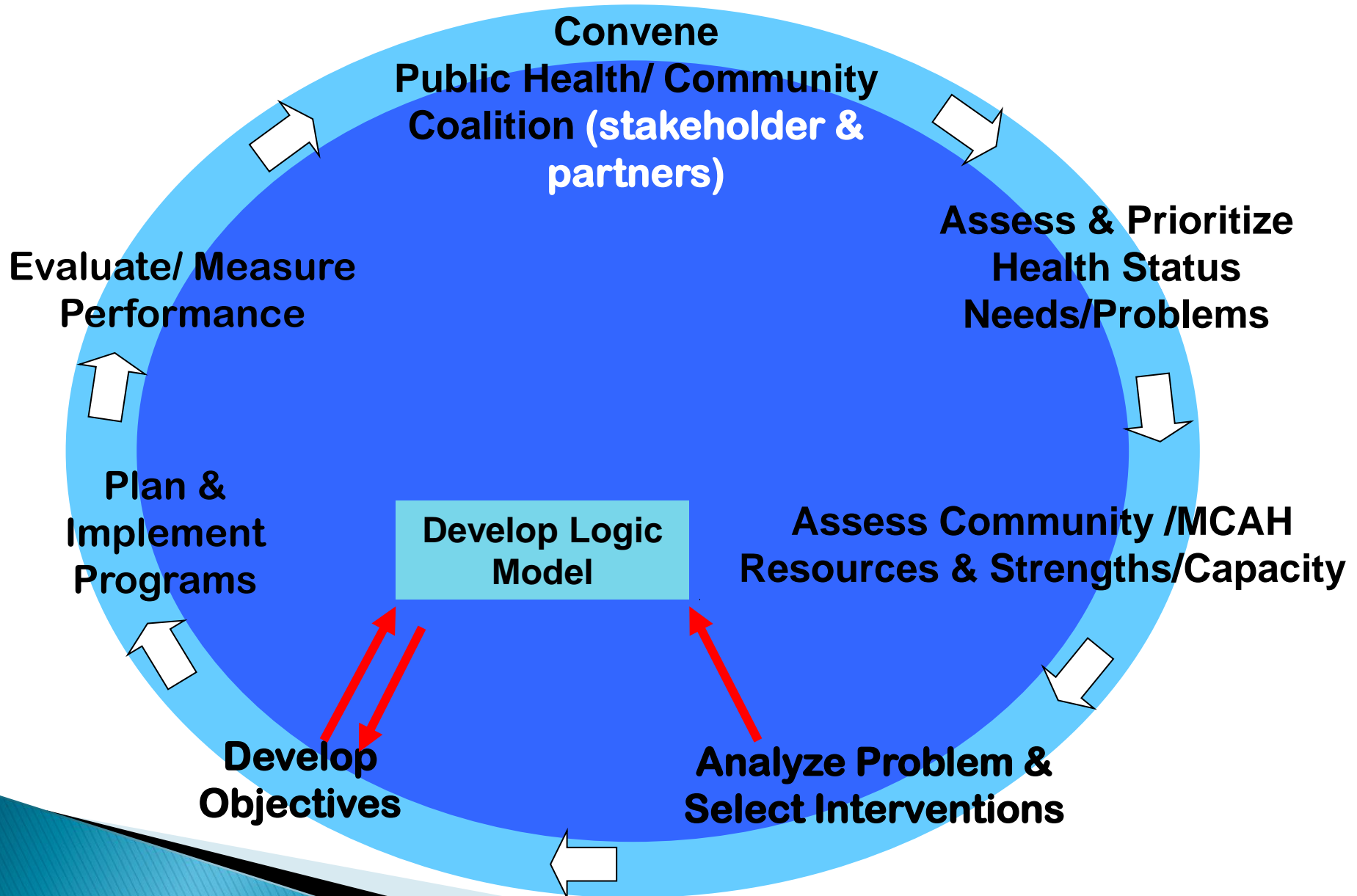
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Training Objectives

1. Describe the program planning cycle
2. Discuss the reasons for program planning and how it is related to program implementation and evaluation
3. Discuss ways to engage stakeholders in program planning
4. Identify and discuss components of the program planning process

Program Planning Cycle



Why Program Planning?

- Uses science as a basis for decision-making and public health action
- Expands the quest for social equity through public health action
- Promotes performing effectively as a service agency
- Makes efforts outcome-oriented
- Increases accountability

Program Planning, Implementation, and Evaluation Process

- A cyclical process that allows for continuous quality improvement
- Ideally should be planning your evaluation as you select your intervention and create a program logic model and develop objectives

Convene Public Health/Community Coalition of Stakeholder/Partners

Benefits

- Gain access to and understand the community's perception of overall health status, including existence of particular problems or assets
- Identify factors contributing to health and intervention points
- Promote community ownership of identified problems
- Obtain community buy-in on interventions and funding recommendations
- Build a foundation of trust upon which to explore possibilities for collaboration and make difficult decisions critical to maximizing use of resources
- Create compatible objectives for health promotion activities and interventions among agencies working on a particular problem

Convene Public Health/Community Coalition (cont.)

Process

- Determine who should participate – which stakeholders/community partners to include
- Identify existing meetings or groups that could be used for stakeholder/community partner input
- Determine the organizational structure of the group
- Develop a common context for the planning process
- Develop a vision/mission statement and set of goals for the plan
- Institute an ongoing self-evaluation process