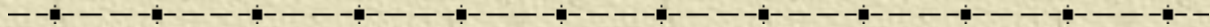
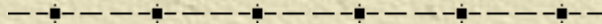




Creating the Map: Developing Plans for Health Ministry



Rev. Pam Harris, M.D.



Outline

- ✦ **Needs assessment options**
- ✦ **Using the Socio-Ecological Model and comprehensive health planning**
- ✦ **Setting short term & long term outcomes**
- ✦ **Action planning**
- ✦ **Event/Program Planning Guide**

Objectives: Participants will

discuss the elements required in outcomes-based planning

experience development of at least one plan in each of the levels of the Socio-Ecological Model

experience planning a health ministry event using an event/program planning tool

Needs Assessments as Planning Tools

- ✦ **Congregational Self-Assessment**
- ✦ **Individual Health Risk Assessments**
- ✦ **Surveys**
- ✦ **Focus Groups**
- ✦ **Key Informant Interviews**

Needs Assessments as Planning Tools

- ✦ **Congregational Self-Assessment**
- ✦ Individual Health Risk Assessments
- ✦ Surveys
- ✦ Focus Groups
- ✦ Key Informant Interviews

Congregational Self-Assessment

✦ Looks at the congregation's

- ◆ Structure
- ◆ Function
- ◆ policies and procedures
- ◆ existing resources
- ◆ needs

✦ Valuable for setting priorities

✦ General needs and areas of concern are identified

Needs Assessments as Planning Tools

- ✦ Congregational Self-Assessment
- ✦ **Individual Health Risk Assessments**
- ✦ Surveys
- ✦ Focus Groups
- ✦ Key Informant Interviews

Individual Health Risk Assessment (HRA)

- ✦ **Aggregate data is useful for congregational planning**
- ✦ **Focus is generally on disease states rather than behaviors**
- ✦ **Will give direction as to most common health issues in the congregation if a representative sample participates**

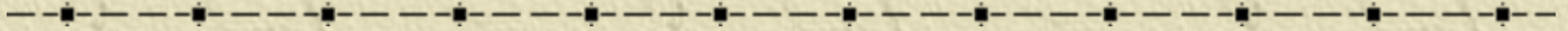
Needs Assessments as Planning Tools

- ✦ Congregational Self-Assessment
- ✦ Individual Health Risk Assessments
- ✦ Surveys
- ✦ Focus Groups
- ✦ Key Informant Interviews

Surveys

- ✦ **Can provide data for priority-setting**
- ✦ **Ask opinions of current programs as well as importance to respondent**
- ✦ **Give hints to potential participation in like events/programs**

Surveys



- ✦ **Data collected from differing age groups help target plans to those specific groups**
- ✦ **Adequate sample size is critical**

Needs Assessments as Planning Tools

- ✦ Congregational Self-Assessment
- ✦ Individual Health Risk Assessments
- ✦ Surveys
- ✦ **Focus Groups**
- ✦ Key Informant Interviews

Focus Groups

- ✦ **Provides more in-depth and specific information**
- ✦ **Critical to include both supporters and opponents**
- ✦ **Don't ask if you don't plan to use the information you receive**

Focus Groups

- ✦ **Don't just ask "the usual suspects" to participate**
 - ◆ **Differing age groups**
 - ◆ **Differing current levels of participation**
 - ◆ **Leaders (formal and informal) as well as participants**

Needs Assessments as Planning Tools

- ✦ Congregational Self-Assessment
- ✦ Individual Health Risk Assessments
- ✦ Surveys
- ✦ Focus Groups
- ✦ **Key Informant Interviews**

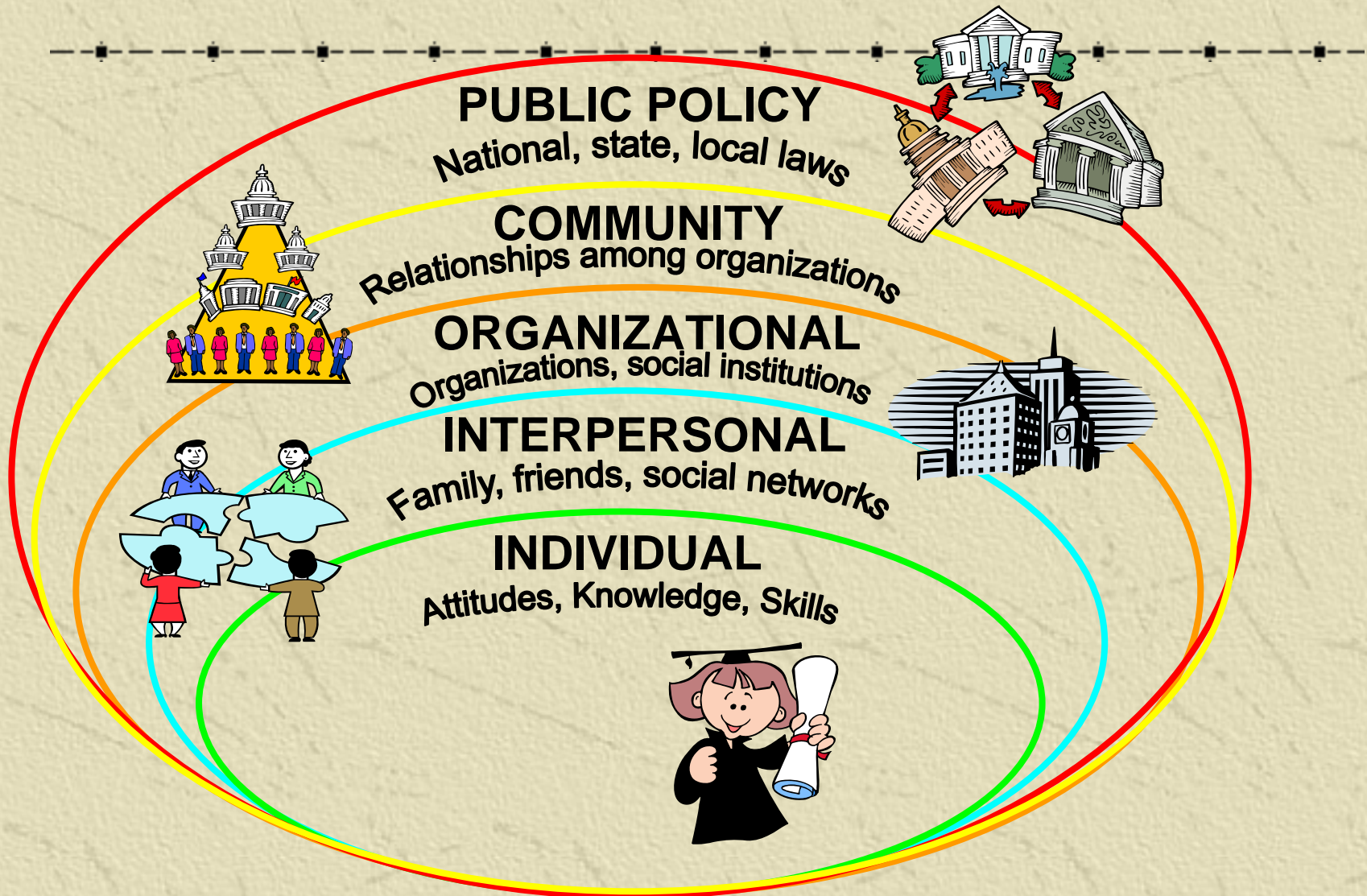
Key Informant Interviews

- ✦ **Good source of ideas from key leaders, both formal and informal**
- ✦ **Provides in-depth and specific information**

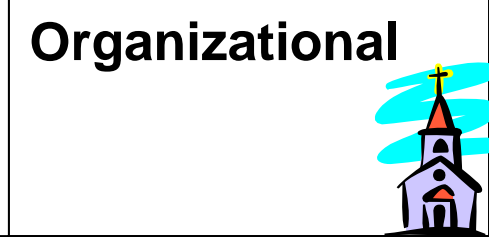
Key Informant Interviews

- ✦ **Good way to learn history and past experiences**
- ✦ **Good way to gauge support from influential members**

Social-Ecological Model



Components of Comprehensive Health Initiatives



Physical Health
 Nutrition, Fat, Fruits & Vegetables, Physical Activity, Water, Sleep, Appropriate Calories, Calcium

Individual Self-Assessments
 Self-Care Covenant
 Nutrition Education
 Physically Active Games
 1-2-3-4 Life/Walking Logs
 Food Pyramid Data

Walking Groups
 Support Groups

 Physically Active Games

Healthy Food Policies
 Parking Policies
 Tobacco Use Policies
 Changes in Meeting Agendas to include PA
 Mandatory Days Off
 Vacation Policies

Mental/Emotional Health
 Learning Styles, Stress Management, Coping Strategies, Relaxation Techniques

Individual Self-Assessments
 Self-Care Covenant
 Emotional Intelligence
 Stress Management
 Time Management
 Communication Skills
 Balancing Work & Family

Parenting Classes
 Sector-Specific Groups

Mandatory Days Off
 Vacation Policies

Social Health
 Respect Self Value People (RSVP), Social Networking, Time management, Individual Social Support

Individual Self-Assessments
 Self-Care Covenant
 Stress Management Tips
 Social Capital Benchmark Survey
 Social Support

Stress Management Support Group
 Social Support Group
 Leadership Skills Class
 Learning Styles
 Financial Management Tools
 Manners & Etiquette

Food Pantries
 Clothing Exchanges

Spiritual Health
 Prayer, meditation, fasting, Shared Learning

Individual Self-Assessments
 Self-Care Covenant
 Daily Journals
 Prayer Memorization
 Whisper Prayer
 Meditation

Bible Study Groups
 Meditation Groups
 Stewardship Teams

 Bible Study groups for specific populations, ex. Bible study group for young mothers

Meeting Structure Policies to include prayer & reflection

Action Planning

✦ Desired Long-Term Impact/Goal

- ◆ What ultimate outcome do you want to accomplish through a combination of activities targeting this audience around this topic area?
- ◆ Short, simple sentence or phrase
- ◆ Measurable
- ◆ Behavioral

Outcomes Should Be SMART

- ✦ **Specific**
- ✦ **Measurable**
- ✦ **Action Oriented**
- ✦ **Realistic**
- ✦ **Timed**

Outcomes Should Be **Specific**

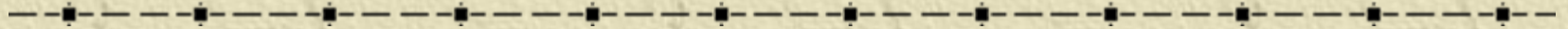
✦ **What specific behavior or change is going to be measured?**

✦ **Change among what specific group?**

What specifically is going to be measured?

- ✦ Youth participating in Vacation Bible School will be offered at least two servings of fruit and vegetables at each meal and at least one additional serving at one snack each day
- ✦ Adult participants in the walking program will report an increase of at least 40% in the minutes spent walking each week.

Change among what specific group?



- ✦ Youth
- ✦ Adults
- ✦ Parents
- ✦ Older adults
- ✦ Community partners
- ✦ Leaders
- ✦ Policies
- ✦ Environments

Outcomes Should Be **Measurable**

- ✦ How much change is considered success?
- ✦ Be realistic!
- ✦ Requires pre- and post-data collection
- ✦ May look at behavior change
 - ◆ Direct observation
 - ◆ Self-report
- ✦ May count number of policies
- ✦ May count programs and practices

How much change is expected?

- ✦ Increase of 25% in...
- ✦ At least 75% of ...
- ✦ At least 4 events...
- ✦ Assumes you have baseline data

Outcomes Should Be Action Oriented

-
- ✦ Policies will be adopted
 - ✦ Programs will be developed and implemented
 - ✦ Fruit and vegetable intake at church-sponsored functions will increase

Outcomes Should Be **Realistic**

- ✦ You may impact a single behavior with a program or policy change, but you won't impact chronic disease in a measurable way
- ✦ Your project goals should realistically forecast what can be done in a short period of time with the resources you have available
- ✦ Do not expect to reduce rates of heart disease among congregants with a single walking program

Match outcomes to activities

✦ Social marketing campaigns:

- ◆ increase awareness
- ◆ don't change behaviors

✦ Educational programs:

- ◆ increase awareness & knowledge
- ◆ rarely change behaviors

Match outcomes to activities

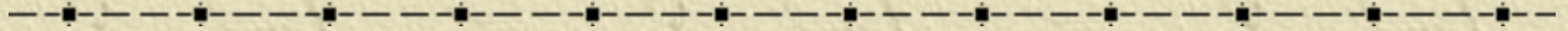
✦ **Skill development programs may change behaviors if they:**

- ◆ **increase awareness**
- ◆ **increase knowledge**
- ◆ **increase skills and**
- ◆ **increase self-efficacy**

Outcomes Should Be **Timed**

- ✦ **By December 31, 2007, ...**
- ✦ **Within 6 months of the start of the intervention, ...**
- ✦ **By the next Annual Conference...**
- ✦ **A specific date, time period or event**

Two Common Methods to Get Started



✦ **Necessary Pre-Conditions**

✦ **But why?**

Outcome: Increase participation by young women in the congregation in church groups and activities by at least 25%

Needs and interests of young women must be assessed

A variety of programs that address needs and interests of young women must be offered

Programs must fit into schedules of young women

Transportation options must be available

Family responsibilities must be considered when designing and scheduling programs

Child care must be available

Accommodations for school-age children must be considered

Transportation must be available

Young women do not participate in church groups and programs

BUT WHY?

Interests not met by current programs

Family responsibilities take up time

Program schedules conflict with family activities

BUT WHY?

Only traditional programs are offered

Full time jobs, family meals, and child care take all time

All programs are offered at 6:30 PM on Wednesdays

BUT WHY?

No needs assessment has been done

Child care, associated youth activities and family meals aren't offered

No needs assessment has been done

Long-Term Outcome/Impact

✦ **Expected in 5 years**

✦ **The future change your program is going to create in your congregation and/or community**

✦ **Improved conditions, increased capacity, and/or policy changes**

Examples of Long-Term Outcomes/Impact Statements

- ✦ Increased self-reported health behaviors among at least 50% of congregants
- ✦ At least 50% of congregants actively maintaining a self-care covenant
- ✦ Prayer a part of 100% of all church meetings
- ✦ Participation in Sunday School by young adults increased by at least 35%

Short-Term Outcomes

- ✦ **Expected to be achieved in 1-3 years**
- ✦ **Changes/improvements in learning, awareness, attitudes, knowledge, skills and behaviors**
- ✦ **Changes or improvements directly attributable to project activities**

Example Short-Term Outcomes

- ✦ **At least 50 congregants will participate in the summer walking program**
- ✦ **An increase of 25% in the number of young women participating in one or more of the activities sponsored by the UMW**

At least 35 congregants will participate in a self-care workshop and at least 50% of those participants will still be maintaining a self-care covenant at 6 months

Example Short-Term Outcomes

- ✦ **The church facilities will be made available for physical activity programs at least three nights per week**

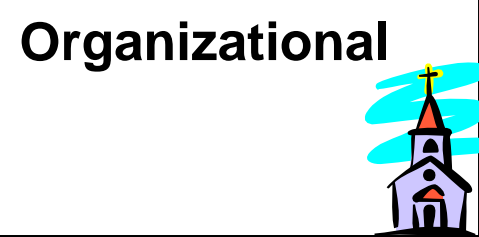
- ✦ **At least two healthy choices will be offered at every church-sponsored function that includes food**



Let's Practice!

Developing the Plan Worksheets

Components of Comprehensive Health Initiatives



Physical Health
 Nutrition, Fat, Fruits & Vegetables, Physical Activity, Water, Sleep, Appropriate Calories, Calcium

Individual Self-Assessments
 Self-Care Covenant
 Nutrition Education
 Physically Active Games
 1-2-3-4 Life/Walking Logs
 Food Pyramid Data

Walking Groups
 Support Groups

 Physically Active Games

Healthy Food Policies
 Parking Policies
 Tobacco Use Policies
 Changes in Meeting Agendas to include PA
 Mandatory Days Off
 Vacation Policies

Mental/Emotional Health
 Learning Styles, Stress Management, Coping Strategies, Relaxation Techniques

Individual Self-Assessments
 Self-Care Covenant
 Emotional Intelligence
 Stress Management
 Time Management
 Communication Skills
 Balancing Work & Family

Parenting Classes
 Sector-Specific Groups

Mandatory Days Off
 Vacation Policies

Social Health
 Respect Self Value People (RSVP), Social Networking, Time management, Individual Social Support

Individual Self-Assessments
 Self-Care Covenant
 Stress Management Tips
 Social Capital Benchmark Survey
 Social Support

Stress Management Support Group
 Social Support Group
 Leadership Skills Class
 Learning Styles
 Financial Management Tools
 Manners & Etiquette

Food Pantries
 Clothing Exchanges

Spiritual Health
 Prayer, meditation, fasting, Shared Learning

Individual Self-Assessments
 Self-Care Covenant
 Daily Journals
 Prayer Memorization
 Whisper Prayer
 Meditation

Bible Study Groups
 Meditation Groups
 Stewardship Teams

 Bible Study groups for specific populations, ex. Bible study group for young mothers

Meeting Structure Policies to include prayer & reflection

Planning: Develop an Action Plan

Plan includes:

- ◆ What
- ◆ How
- ◆ How much
- ◆ Who
- ◆ For/with whom
- ◆ Why
- ◆ Costs
- ◆ Expected results

Action Planning: Behavior

✦ Healthy diet & physical activity (not weight loss)

- ◆ Physical – Nutrition/Healthy Eating, Physical Activity, Sleep/rest
- ◆ Mental/Emotional – Time Management, Parenting, Stress Management
- ◆ Social – Group Support, Family Time, Hobbies
- ◆ Spiritual – Prayer, Meditation, Fasting

Action Planning Worksheets



Desired Long-Term Impact/Goal

- ◆ What ultimate outcome do you want to accomplish through a combination of activities targeting this audience around this topic area?
- ◆ Short, simple sentence or phrase
- ◆ Measurable
- ◆ Reflects change in behavior, policy or environment

Action Planning Worksheets

✦ Plan of Action

- ◆ What will your team do?
- ◆ How much will you do?
- ◆ Specifically, who will do it?
- ◆ By when?
- ◆ How do you measure success?
 - Not just counting numbers who attended or pamphlets distributed
 - Qualitative (perceptions, thoughts, reactions) and/or quantitative (numbers, measurable)

Action Planning Worksheets

✦ If – Then

- ✦ If you do these things,
- ✦ Then what do expect to happen as a result?
- ✦ Specific outcome(s) related to each action taken

Action Planning Worksheets

✦ Resources Needed & Budget

◆ Resources include

- People
- Materials
- Supplies
- Facilities
- Collaborations
- Money

✦ Include both money and other resources specifically dedicated to this activity

Event/Program Planning Guide

Asks:

-
- ✦ Objectives of the Program/ Project/Event
 - ✦ Target audience
 - ◆ Who
 - ◆ How Many
 - ✦ Marketing/Communication Plan
 - ✦ Resources Needed
 - ✦ Total Costs/Funding Sources Manpower Needed

Event/Program Planning Guide

Asks:

✦ **Setup Requirements**

✦ **Time Schedule**

✦ **Follow-up**

- ✦ Objectives met/not met
- ✦ Participation
- ✦ Challenges
- ✦ Feedback
 - Participants
 - Volunteers
- ✦ Lessons learned
- ✦ Changes for next time

Healthy Congregations

- ✦ **Fulfill a need**
- ✦ **Are part of church tradition**
- ✦ **Help congregants, staff & clergy obey God's mandate to treat the body as a temple**
- ✦ **Do not happen without intentional planning for programs, policies and environmental changes to impact all aspects of health**

In the end, you want your congregational home to reflect your deepest longings and provide a haven for exploring life in an environment that allows you to bring out the best in each other, your families, your communities, your nation, and your world... God's world.

