

NEEDS ASSESSMENT

Review key
determinants

Distinguish
environmental and
behavioral causes

Identify the at-risk
population, quality of life,
and health problems

INTERVENTION MAP

PRODUCTS

TASKS

Proximal program
objective matrices

- State expected changes in behavior and environment
- Specify performance objectives
- Specify determinants
- Differentiate the target population
- Create matrices of proximal program objectives, and write learning and change objectives

Theory-based
methods and
practical strategies

- Brainstorm methods
- Translate methods into practical strategies
- Organize methods and strategies at each ecological level

Program plan

- Operationalize the strategies into plans, considering implementers and sites
- Develop design documents
- Procedure and pretest program materials with target groups and implementers

Adoption and
implementation
plan

- Develop a linkage system
- Specify adoption and implementation performance objectives
- Specify determinants
- Create a matrix or planning table
- Write an implementation plan

Evaluation plan

- Develop an evaluation model
- Develop *effect* and *process* evaluation questions
- Develop indicators and measures
- Specify evaluation designs
- Write an evaluation plan

EVALUATION

IMPLEMENTATION