Using the PRECEDE-PROCEED Planning Model

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PRECEDE-PROCEED
- Model for health promotion programming
- Best known among health scientists
- Most widely used model
- Nine phases or steps

PRECEDE
- Predisposing,
- Reinforcing,
- Enabling
- Constructs
- Educational / Environmental
- Diagnosis
- Evaluation

Developed in the early 1970s
Diagnostic portion of the model
How it Works

• The model begins with an analysis of final consequences
  – Negative health outcomes
• Retrospective explanations are offered relative to etiologic factors
  – Factors are categorized
    • Predisposing
    • Reinforcing
    • Enabling

How it Works, Continued

• From an understanding of causative factors, educational objectives may be developed.
• Program implementation and evaluation follow programmatic planning activities.
Phases of the Model

- Phase 1: Social Diagnosis
- Phase 2: Epidemiological Diagnosis
- Phase 3: Behavioral and Environmental Diagnosis
- Phase 4: Educational and Organizational Diagnosis
- Phase 5: Administrative and Policy Diagnosis
- Phase 6: Implementation
- Phase 7: Process Evaluation
- Phase 8: Impact Evaluation
- Phase 9: Outcome Evaluation

Phase 1: Social Diagnosis

- Subjectively seeks to define the quality of life for those within a given population.
- This is best accomplished by involving community members, key stakeholders, etc.
- Community directed self study is suggested
Phase 2: Epidemiological Diagnosis

• Planners secure and utilize statistical data specific to the target population in an effort to identify/rank health problems and goals that may contribute to community identified needs.

Phase 3: Behavioral and Environmental Diagnosis

• Determination and prioritization of behavioral/environmental issues that may be correlated with issues identified in Phase 2

Phase 4: Educational and Organizational Diagnosis

• Identifies/classifies the multitude of factors with the potential to influence a given behavior into three areas:
  - Predisposing
  - Enabling
  - Reinforcing
• Programmatic objectives developed based upon included factors
SMART
• Specific
• Measurable
• Appropriate
• Realistic
• Time-Bound

Bloom’s Taxonomy (1956)
• Cognitive
  • Knowledge
  • Comprehension
  • Application
  • Analysis
  • Synthesis
  • Evaluation
• Affective
• Psychomotor

95%
Analysis
- Analyze
- Organize
- Deduce
- Choose
- Contrast
- Compare
- Distinguish

Synthesis
- Design
- Hypothesize
- Support
- Schematize
- Write
- Report
- Discuss
- Discuss
- Plan
- Devise
- Compare
- Create
- Construct

Evaluation
- Evaluate
- Choose
- Estimate
- Judge
- Defend
- Criticize
- Justify
Components of an Objective

• Target Population
  - Who will be performing the specific task?

• Outcome
  - What exactly do you want the target population to do?

• Criterion
  - What will be used to judge success or failure?

• Condition
  - When will the task be performed?

Example

• By the end of week one, community members participating in the drug prevention focus group will discuss 15 benefits of offering area youth drug prevention opportunities.

Predisposing

• Knowledge, attitudes, values, beliefs, perceptions
• Can facilitate / hinder individual motivation toward change
Enabling

- Barriers to change created by societal forces/systems

Reinforcing

- Feedback and rewards received among target population

Phase 5: Administrative and Policy Diagnosis

- Planners determine if capacity/resources are available to develop and implement program
  - PRECEDE ends (phase 5)
  - PROCEED begins (phase 6)
Phase 6: Implementation

- Planners select methods / strategies for intervention

Phase 7: Process Evaluation

- Provides relevant documentation during program implementation
- Makes it possible for program adjustment to be made
- Example:
  - Survey regarding acceptable meeting times / locations

Phase 8: Impact Evaluation

- Evaluates global effectiveness of a program regarding its ability to produce favorable knowledge, attitudes, behaviors, health status, and / or skills among the target population.
- Example:
  - Number of individuals who report that they have not smoked in the past 15 days
Phase 9: Outcome Evaluation

- Determines whether the program met the stated long-term goals / objectives
- Example
  - Reduction in mortality rate due to unintended injury