

# **CHAPTER SEVEN PLANNING, IMPLEMENTATION, MONITORING AND EVALUATION OF HEALTH EDUCATION PROGRAMS.**

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# Learning objectives

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At the end of this chapter the students will be able to:

- Define concepts of planning
- Discuss steps in planning of HE program
- Discuss Implementation, monitoring & Evaluation of HE programs
- Explain evaluation Instrument
- Discuss planning model

# Concepts of planning

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**Planning:** - is an anticipatory decision making about what needs to be done, how it has to be done, and with what resources.

- ❖ It is central to health education and health promotion process.
- ❖ It can be considered as a process of creative thinking.

## **Purposes of planning**

- ❖ Match resources with **problem**
- ❖ Best use of **scarce resources**
- ❖ Avoid duplication and wasteful expenditure
- ❖ Helps for problem prioritization
- ❖ Develop a best course of action

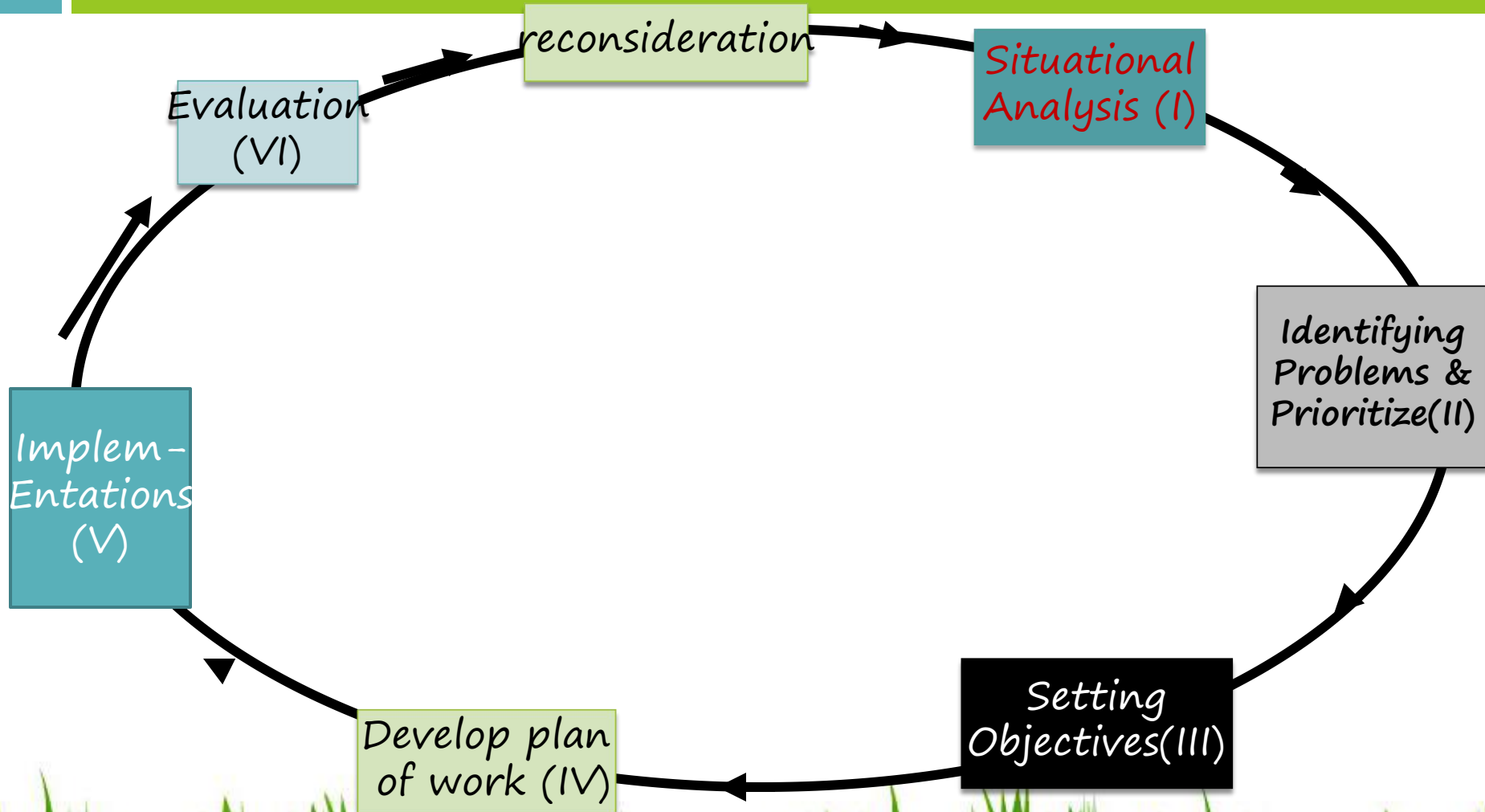
# Principles of planning

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1. Based on the existing conditions
2. Based on careful analysis of the situations
3. Based on the needs and interests of the people
4. Planned with the people who are involved in its implementation
5. Should be a continuous process- new problems may arise as old problems are solved
6. Flexible enough to meet long time situation.
7. Should be achievable considering such factors as finance, personnel, time etc.
8. Trained personnel should be utilized for preparing a plan.

## Steps in planning HE intervention

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By: gitbarek W. 5/30/2020  
steps of planning health education intervention.

# *Steps in planning HE intervention...*

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## **Step I. situational analysis**

- Facts are the foundation stones upon which the community leaders and the planners build and carry out their programs.
- The local situation is the bench mark from where people should start the process of program planning.
- After assembling the facts pertaining to local situations, it is important to analyze these facts in such away that they will be useful to individuals or planners.



# *Steps in planning HE intervention...*

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## **Health information to be collected may include:**

- ✓ Community and its topography
- ✓ Demographic and socio-economic characteristics
- ✓ Community groups and their impact on health care system.
- ✓ Communication network
- ✓ Family structure.
- ✓ Political structure
- ✓ Cultural practices and their impact on health
- ✓ Health beliefs and practices

# *Steps in planning HE intervention...*

## **Community need assessment**

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- ❖ **Assessment:** - is the process of identifying and understanding a problem or set of problems and later planning a series of actions to deal with the problems.
- ❖ **Need:** - is a variety of felt urgencies related to the existence, continuation, and maintenance of life and the enhancement of living.
- ❖ Therefore, community need assessment is necessary to determine the issues that are priority to the community, determine the purpose of the intervention, and it is a baseline for monitoring and evaluation.



# *Steps in planning HE intervention...*

## **Sources of information for needs assessment**

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**Primary data:** can be collected through direct observation, semi-structured interview, focus group discussion, key informant interview etc.

**Secondary data:** can be collected through a literature review of the health services at the national and district level.

Secondary data should be collected first since it is useful for the formulation of questions, identification of issues which require further investigation. For example, records, prior research studies, reports.

# *Steps in planning HE intervention...*

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## **Step II. identify problems and prioritize.**

**What do we have at the end of needs assessment?**

- A number of problems are emerged out of needs assessment.  
Since it is not possible or feasible to deal with all the problems at once, we will have to prioritize and evaluate them according to pre-defined criteria and select for action.