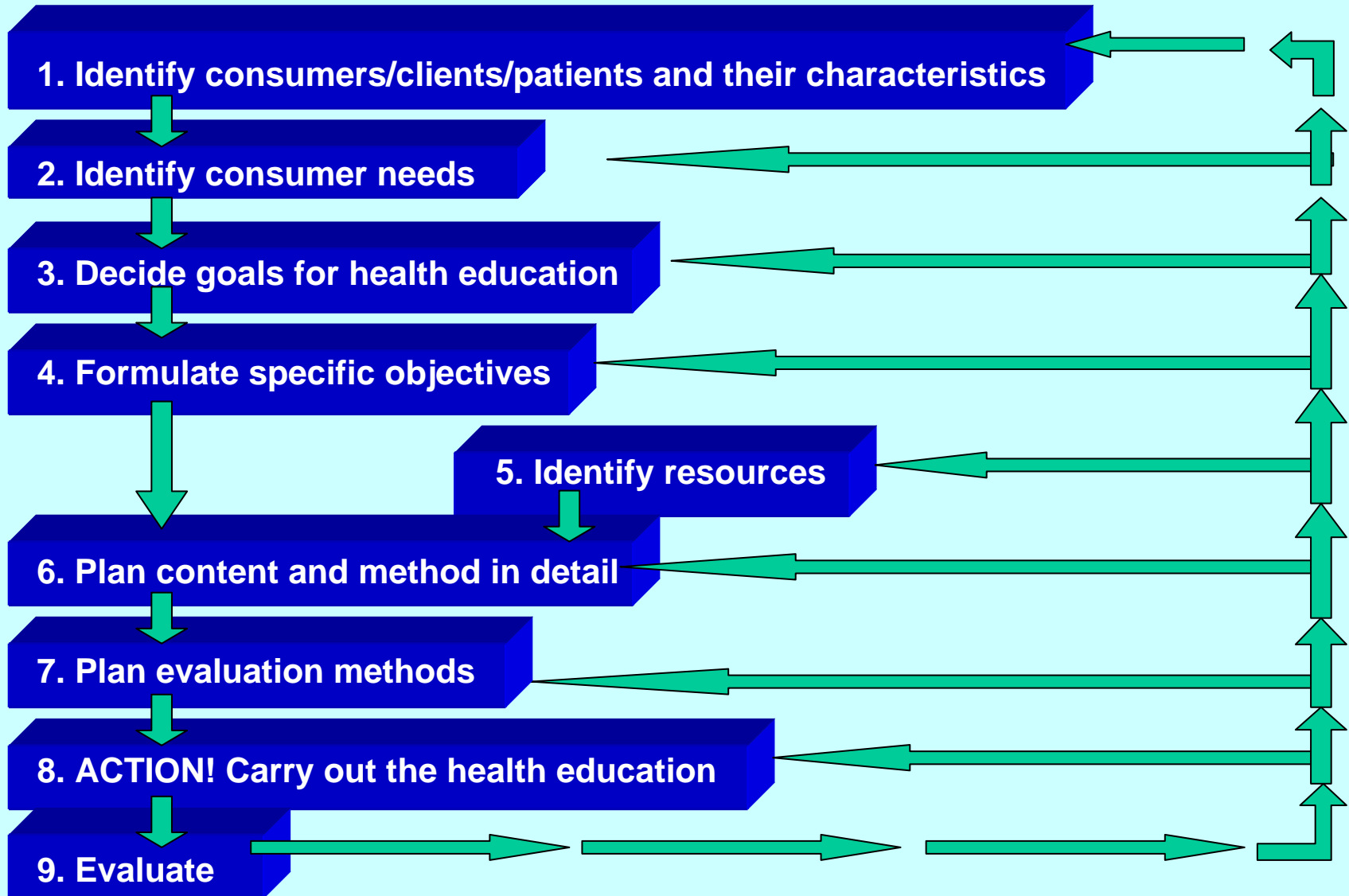


# **HEALTH PROMOTION PLANNING**

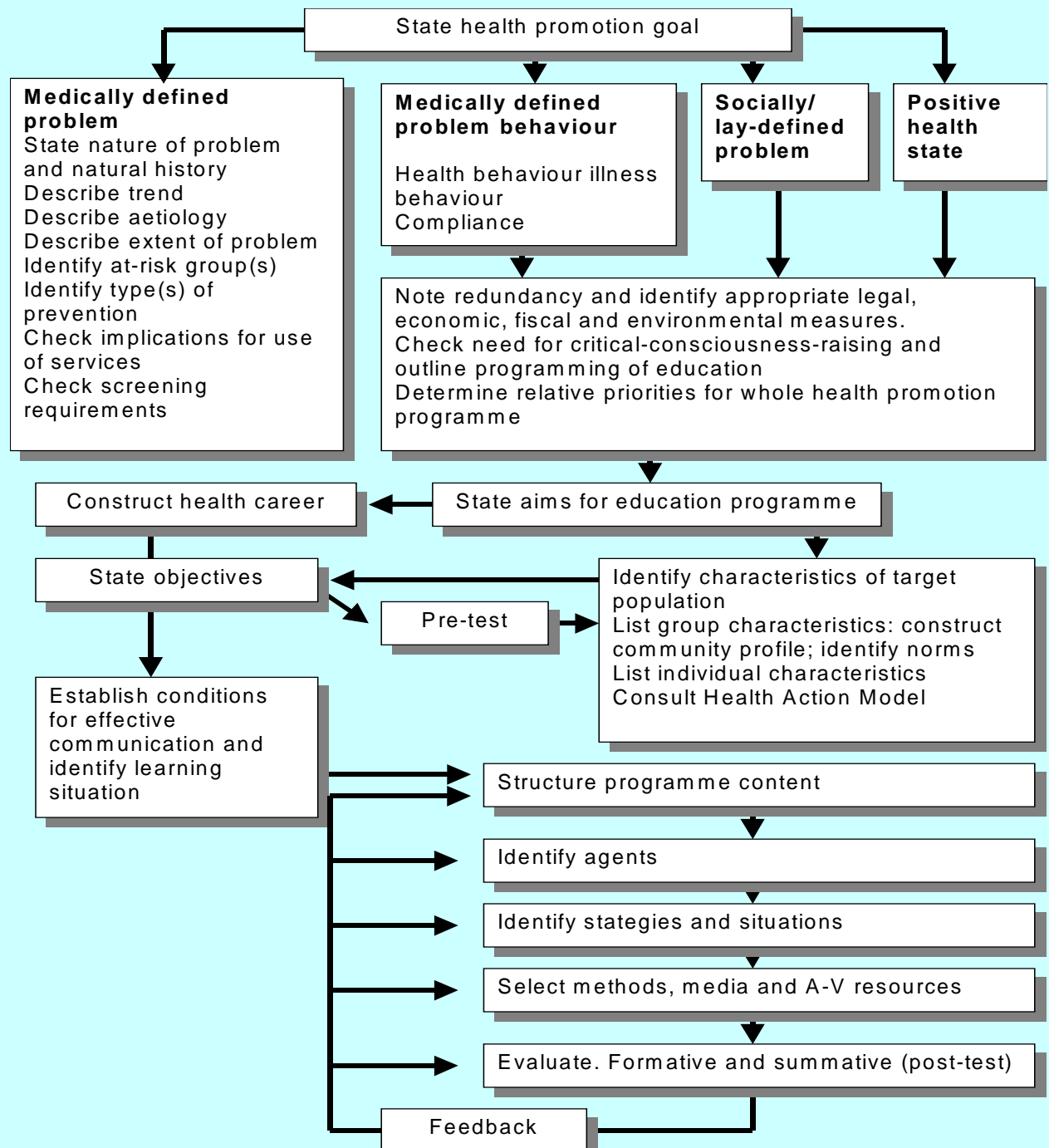
# A FLOWCHART FOR PLANNING AND EVALUATING HEALTH PROMOTION



# EWLES AND SIMNETT PLANNING MODEL (1992)



# TONES' PLANNING MODEL (1974)



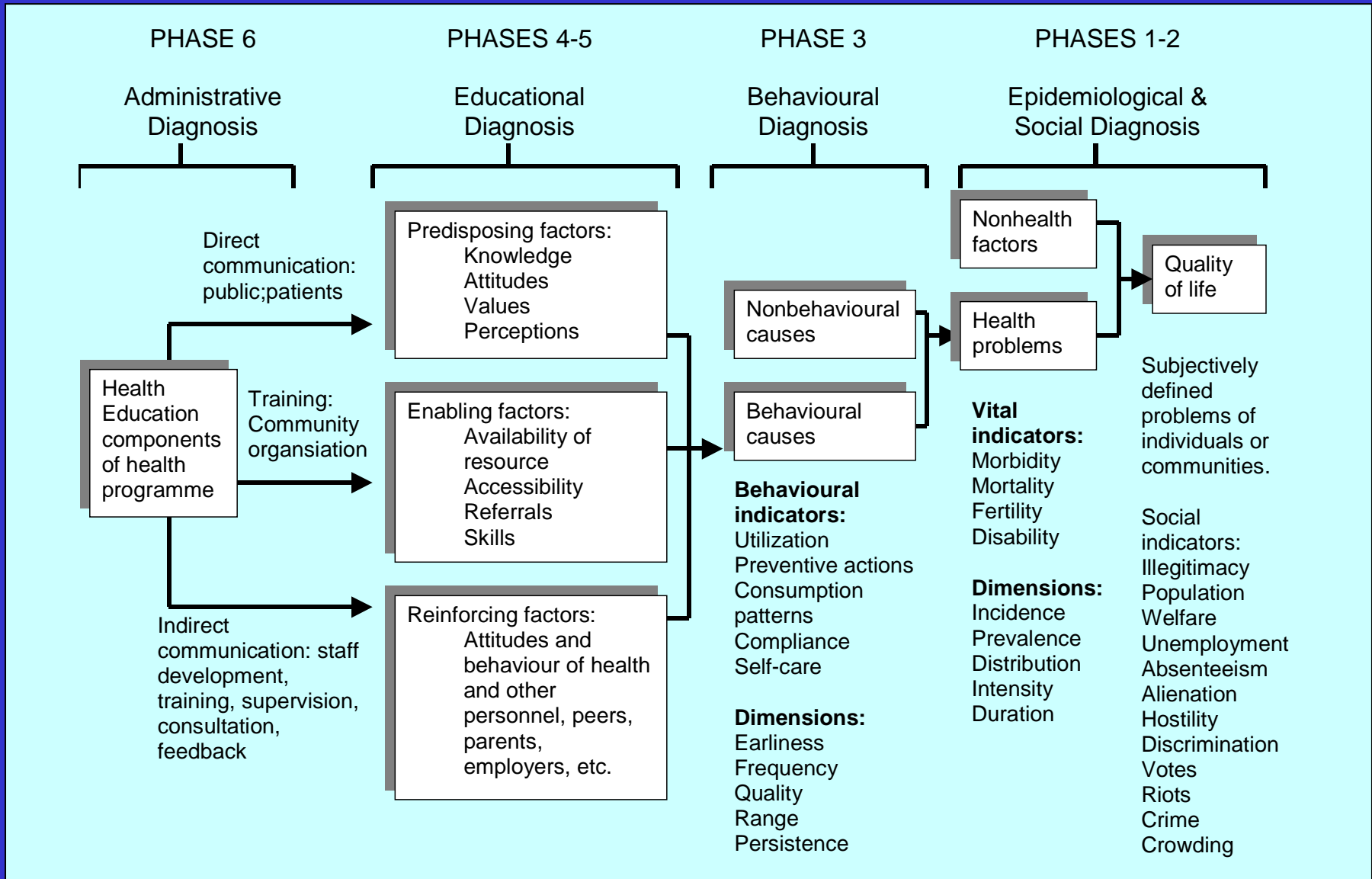
# PERCEDE-PROCEED

**PERCEDE-PROCEED** is a planning model designed by Lawrence Green and Marshall Kreuter for health education and health promotion programmes. Its overriding principle is that most enduring health behaviour change is voluntary in nature. This principle is reflected in a systematic planning process which seeks to empower individuals with understanding, motivation, and skills and active engagement in community affairs to improve their quality of life.

This is also practical:

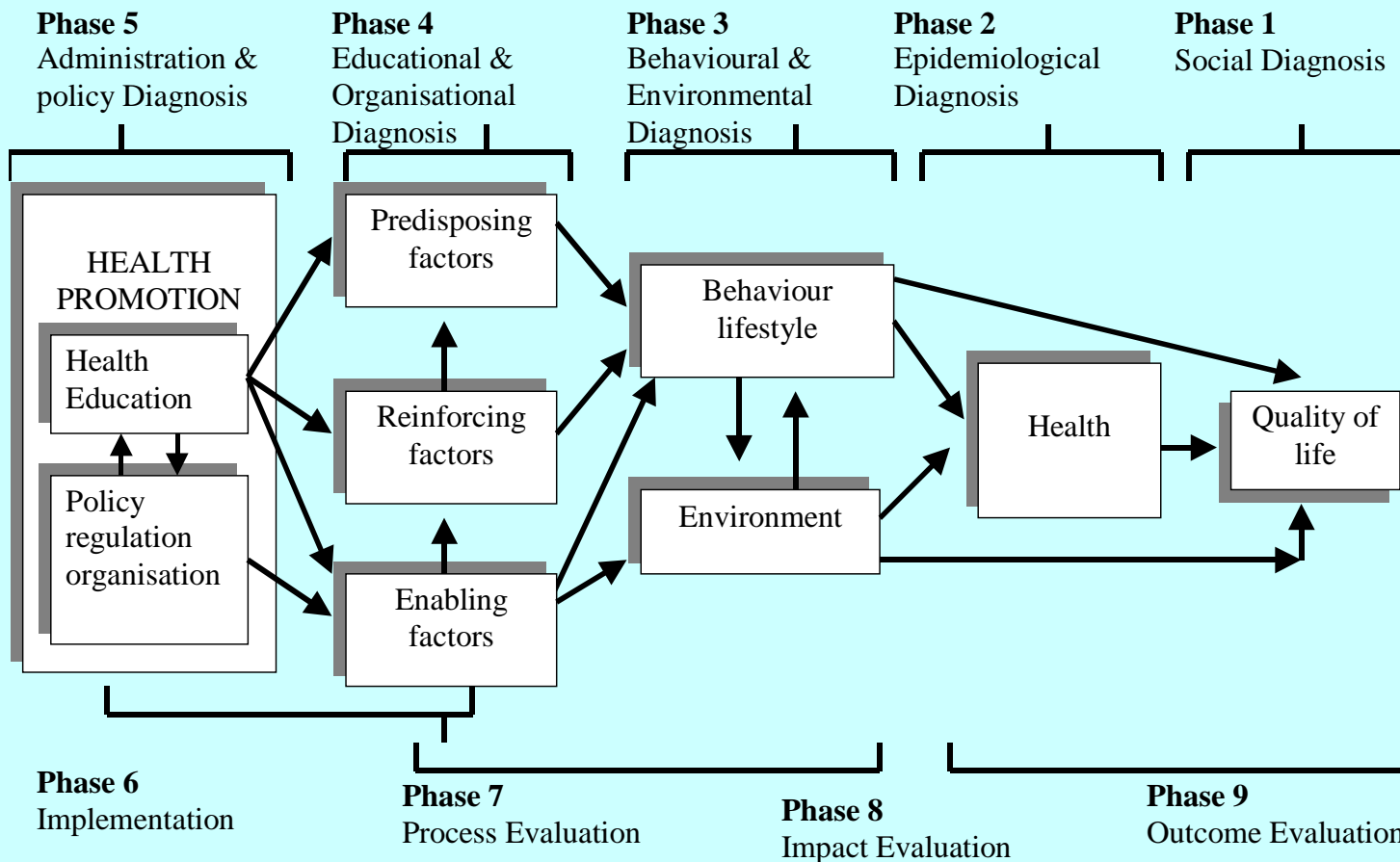
Much research shows that behaviour change is most likely and lasting when people have actively participated in decisions about it. In the process, they make healthy choices easier by changing their behaviour and by changing the policies and regulations which influence their behaviour.

# DIAGRAM OF PRECEDE MODEL



# From PRECEDE to PROCEED

## PRECEDE



## PROCEED

# THE CHANGE EQUATION

**A** = the individual's or group's level of dissatisfaction with things as they are now;

**B** = the individual's or group's shared vision of a better future;

**C** = the existence of an acceptable, safe first step;

**D** = the costs to the individual or group.

*Change is likely to be viewed positively, and be implemented successfully, if:*

*$A + B + C$  is greater than  $D$*