



European Association for the Study of Obesity

## **Practical workshop for developing interventions for health promotion**

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# Practical exercise

You want to develop an intervention **to promote physical activity and/or healthy diet** for the prevention of obesity.

## Where?

1. School / University campus
2. Company / Workplace
3. Primary healthcare center
4. City

## Make a plan in 20 minutes:

1. Identify what needs to be changed and for whom;
2. Define your intervention's goals;
3. Describe briefly your intervention (methods; program/intervention; implementation plan).

# Socio-ecological Model (SEM)



**The ecological framework** treats the interaction between factors at the different levels with equal importance to the influence of factors within a single level.

**Multilevel interventions** are the most effective at promoting long-term behavior change.

## Socio-ecological Model (2)

This model provides a framework that situates individual health outcomes, knowledge, and behaviors in the context of influence from *individual, interpersonal, organizational, community, and policy-level* factors:

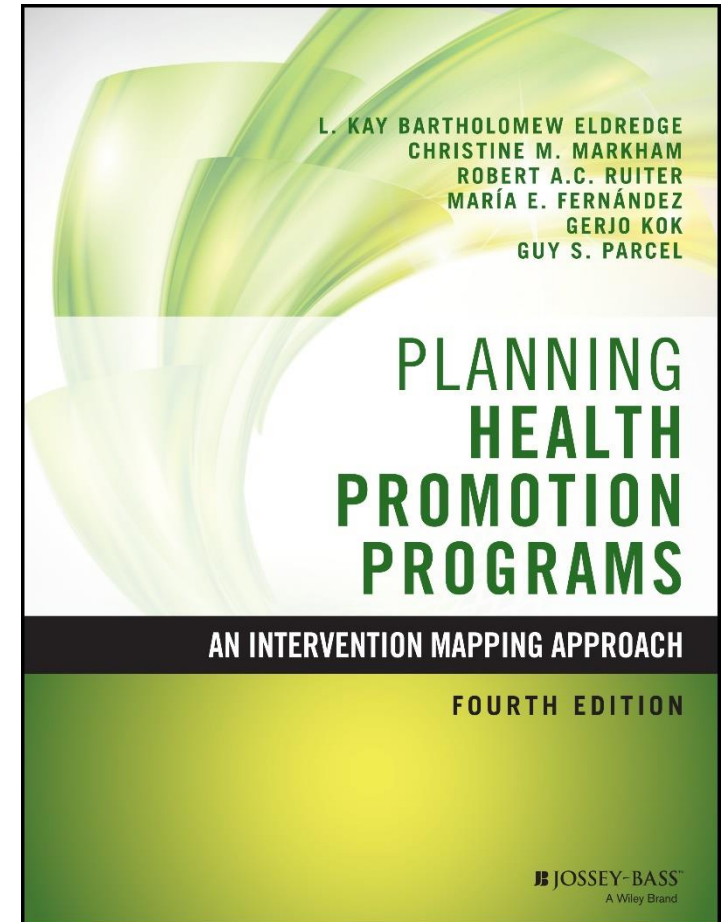
- **Individual:** knowledge, attitudes, self-efficacy, health literacy skills, values, personal psycho/social/demographic attributes;
- **Interpersonal:** people with close relationships to the individual: immediate family, relatives, close friends and co-workers, peer network;
- **Organizations:** agencies, social institutions, public/private partnerships;
- **Community:** schools, workplaces, neighborhoods, places of worship, community primary care;
- **Policies:** national healthcare organizations, governmental ministries, mandates, laws.

# Intervention Mapping (IM)

- Intervention Mapping provides a **systematic framework** for effective decision making at each step of intervention planning, implementation, and evaluation
- **Intervention mapping** has been used to develop programs worldwide.

Sources: Fernandez ME et al. (2019) Intervention Mapping: Theory- and Evidence-Based Health Promotion Program Planning: Perspective and Examples. Front. Public Health 7:209;

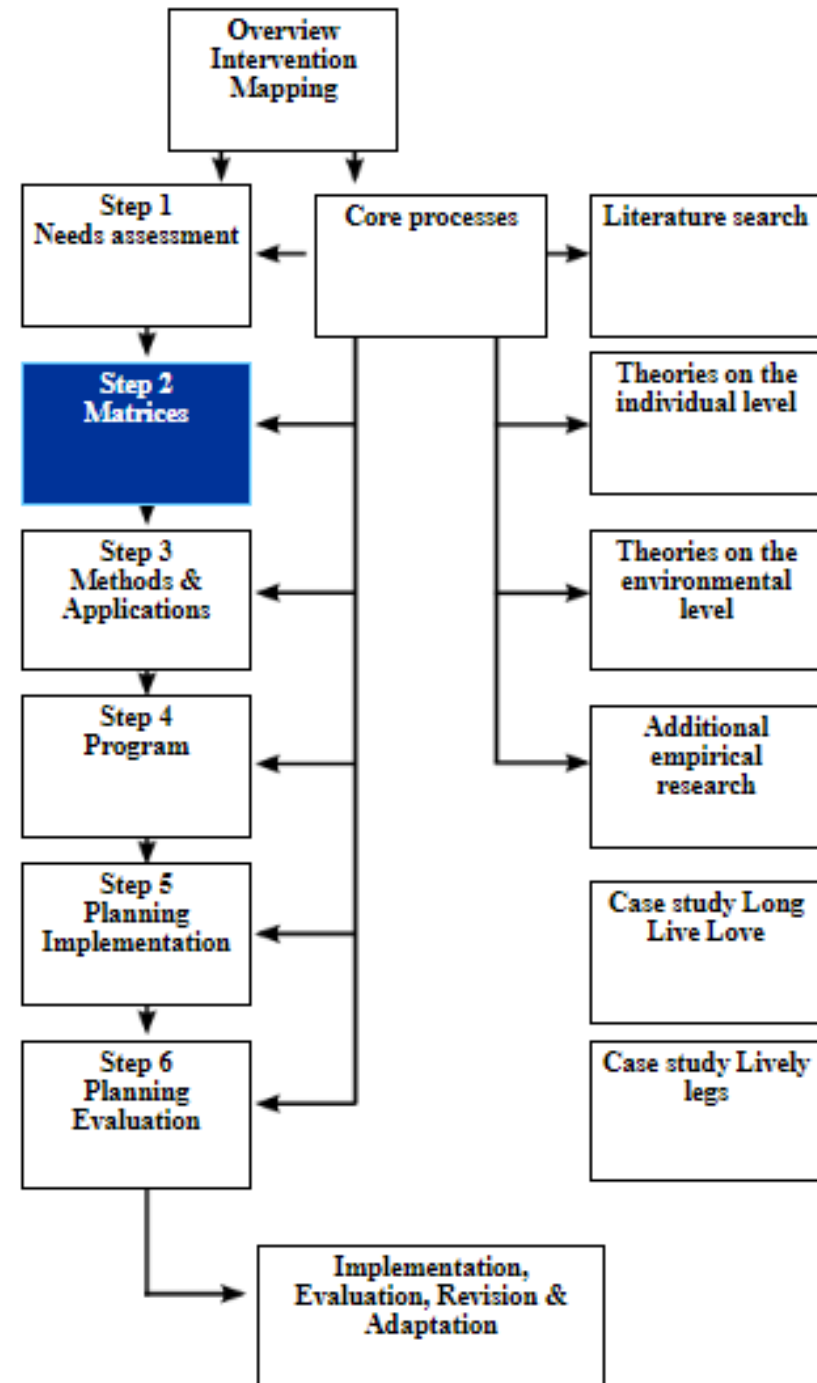
<https://interventionmapping.com/lectures/>



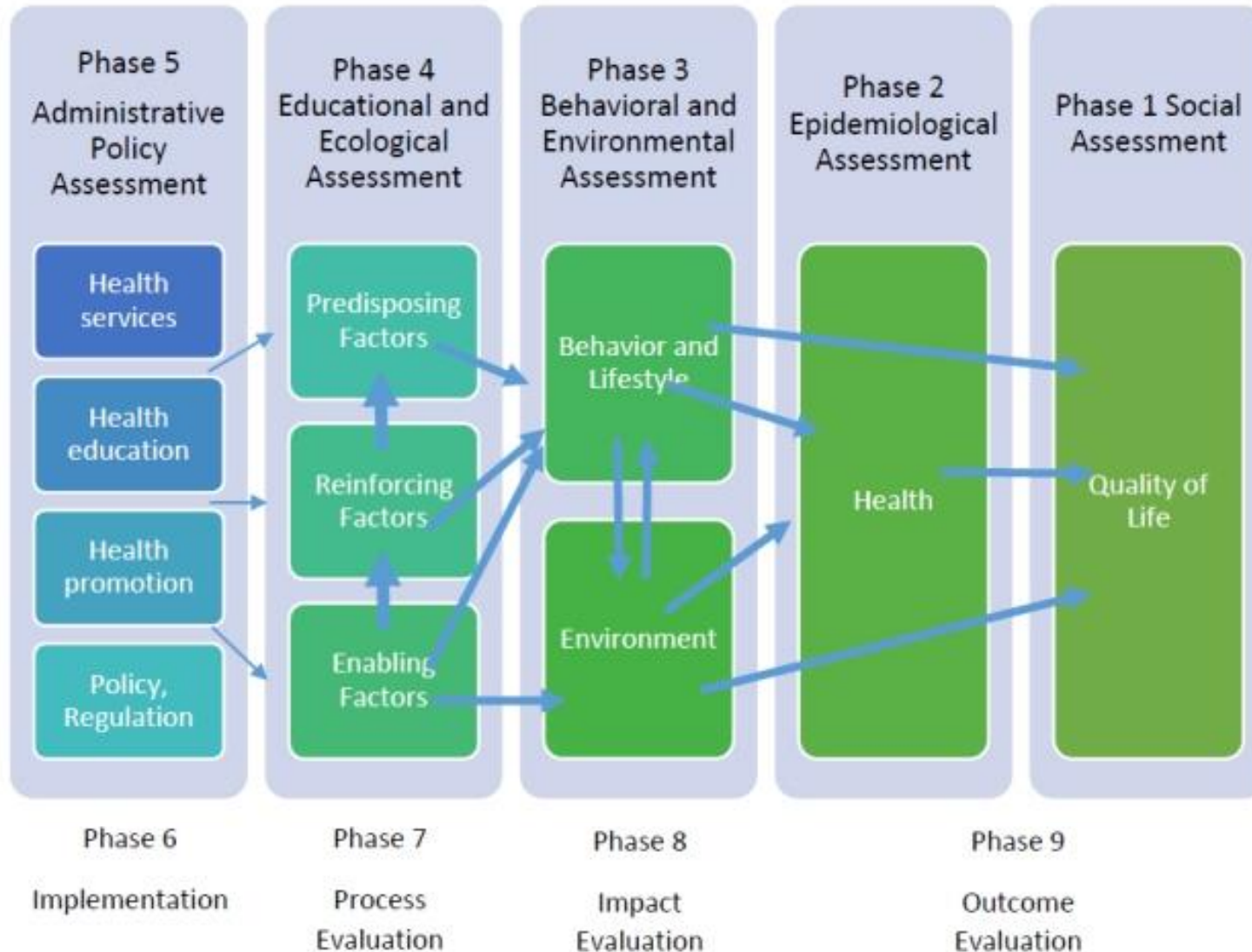
# Overview Intervention Mapping

- Step 1: Needs assessment
- Step 2: Matrices
- Step 3: Methods & Applications
- Step 4: Program
- Step 5: Planning implementation
- Step 6: Planning Evaluation

→ Implementation, evaluation, revision, adaptation



# PRECEDE - PROCEED



| PRECEDE                                                                                                                                                 | PROCEED                                                                                                                                                         |
|---------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Predisposing</b><br><b>Reinforcing</b><br><b>Enabling</b><br><b>Constructs</b><br><b>In Educational</b><br><b>Diagnosis</b><br><b>and Evaluation</b> | <b>Policy</b><br><b>Regulatory</b><br><b>and Organizational</b><br><b>Constructs</b><br><b>in Educational</b><br><b>and Environmental</b><br><b>Development</b> |

Green, L.W. and Kreuter, M.W. *Health Program Planning: An Educational and Ecological Approach*. 4th edition. NY: McGraw-Hill Higher Education, 2005





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**Thank you!**