Rationale:
The following assignment was selected from the Principles of Health Behavior class. It shows some of the skills and competencies I have learned in the Social and Behavioral Sciences domain of public health. For this assignment, we had to review an article that used the Precede-Proceed Model (PPM) to address planning and interventions for adopting healthier eating habits. We had to explain if the model made sense for this particular problem and the interventions planned. We also had to select two additional articles to review that used the PPM and compare and contrast them. I selected articles on improving health services in China and creating a safer environment for motherhood in Sudan. I wrote about the different steps of the PPM model and how they were used in each of the articles. I then explained whether the model was appropriate and provided rationales for it. I was able to identify which steps from the PPM were used in each of the articles, how they were used, and whether they were effective. Each of these articles also expanded my knowledge of public health problems in the U.S. and other countries and helped to further develop my plan and strategize in the teams I’m involved in. This fits with several of the competencies in this domain: identifying basic theories, concepts, and models from a range of social and behavioral disciplines that are used in public health research and practice; identifying the causes of social and behavioral factors that affect health of individuals and populations; identifying individual, organizational, and community concerns, assets, resources, and deficits, for social and behavioral science interventions; and describing steps and procedures for the planning, implementation, and evaluation of public health programs, policies, and interventions.

Assignment/Discussion:

1. Explain how the PPM model was used to address planning and intervention characteristics in the Cole & Horacek (2010) article.

   The PPM model was used in the planning phase (Precede) to identify an alternative approach to dieting and methods that would help the approach succeed. “Four main reasons for eating were identified in this study” (Cole & Horacek, 2010). This is part of the first step in the precede model, identifying the health issue. With this in mind, ten principles were developed to assist with combatting the poor eating habits. Measurable objectives were then created based on the principles; those were noted in table 2 of the article. Selecting measurable outcomes is part of the precede phase. Promoting acceptance of different body types was one health issue identified to poor eating habits. This was identified as a concern in this study and other similar studies. Further supporting the theory that this was a barrier to healthy eating habits (Cole & Horacek, 2010). One of the enabling factors identified was childcare issues. Incentives were offered to continue with the program, but
were unsuccessful in keeping all participants. The study recommended that this be dealt with in future programs. These are examples of phases 3 and 4 of the PPM. Education and intervention occurred during a 10-week program. This began the Proceed phase of the model. Evaluation occurred during the program biweekly, after completion, and follow up 6 months later (Cole & Horacek, 2010). The biweekly surveys were used to attempt to correct concerns and increase the success of the program. The other measures were used to evaluate the satisfaction of the participants and provide other feedback. Evaluation continued with review of the target behaviors whether improvements were made in the person’s health such as BMI reductions. These evaluations are part of the last phases of the PPM.

2. Determine and explain if the use of the model made sense based on the description of the model in the appropriate textbook chapter and supplemental materials.

I believe the use of the model made sense. The IE had a goal of using an alternative approach to dieting that still would lead to healthy behavior modifications. The researchers used the PPM to identify reasons for unhealthy eating habits. The principles of the IE also were able to be turned into measurable objectives. The study intended to pilot a program that would include education and assessment that would then require an evaluation of the program to determine the effectiveness of it. These are all parts of phases of the PPM making the pilot study a good fit for this model.

3. In review of your chosen secondary articles, how did the application of the model differ between the interventions? In your opinion, is one application a better use of the model than the other? Explain.

The two articles I chose were on developing effective community health services in China and creating a safer environment for motherhood in Sudan. Both articles only used the first 5 phases of the model, the Precede part. The purpose of the article on community health services in China was to help identify the health services that should be provided through the CHCs, help to persuade the decision makers on the best model that would provide beneficial
services to the community and help the most people. The purpose of the article on the health of pregnant women in Sudan was to identify why some of the health problems were occurring which could lead toward interventions that would improve outcomes. The main difference between the CHC article in the use of the PPM model and the other article is in the use of community involvement. The CHC article used community involvement to identify what the community thought were the main health problems and the risk factors associated with the health problems. The community was involved by answering surveys, ranking health problems, and with focus groups on further identifying health problems and risks (Li, et al., 2009). In the article on maternal health, researchers identified the main risk factors using other literature on the subject. Community involvement in this article was used in trying to understand why some of the risk factors were occurring. The researchers held in-depth interviews with women and informal discussions with health workers to identifying some of the reasoning behind not spacing pregnancies out more and continuing to allow genital cutting (Furuta & Mori, 2008). While the article on CHCs did use phase 3 of the PPM and identified some enabling factors, the main focus of the article on the health of women in Sudan was phase 3. This article used the community involvement to identify the many barriers that were behind these unhealthy behaviors. The article listed several predisposing, reinforcing, and enabling factors. As stated above, neither article used the Proceed part of the model to implement or evaluate actions.

I thought that the article on the health of women in Sudan was a better use of the PPM model. I think that the article on identifying the best health service needs in China probably could have been done using data as the focus, with a ranking of all the services provided over the last several years through healthcare centers. Some of the phases work for identifying risk factors and barriers to preventing those risks, but those may not have needed community involvement. Community involvement in the Sudan article was very beneficial in identifying many different factors contributing to the poor health of some of the pregnant women in Sudan. I believe the barriers lend itself to the Proceed part of the model and
identifying many interventions and evaluating those interventions more readily than the other article does.

References

