

SAMPLE

Designing Programs with Multiple Health Goals

A committee can be given the task of identifying multiple health change goals around a particular risk factor. For instance, this committee designed a nutrition health change goal for each level of behavior change. Their next step would be to choose programs or activities that meet their goals.

Nutrition Task Force Health Change Goals

Awareness

- ~ Increase understanding that a person can reduce the risk of developing certain cancers by the choices made regarding food and beverages
- ~ Increase understanding of the relationship between nutrition and cancer

Knowledge

- ~ Identify foods to increase fiber in the diet
- ~ Identify ways to decrease fat through food choices and food preparation

Attitudes/Motivation

- ~ Increase feeling of being able to take control and reduce cancer risk
- ~ Increase number of people interested in making dietary changes

Skills/Training

- ~ Increase consumer's ability to identify and choose decreased fat/increased fiber foods (labels and menu reading, food preparation skills)
- ~ Participants will motivate others to become involved

Environmental

- ~ Increase availability of low fat and high fiber food choices in grocery stores and eating establishments
- ~ Increase access to low fat and high fiber food choices in grocery stores and eating establishments
- ~ Increase marketing of healthy food choices.

Policy

- ~ Increase number of community organizations that follow healthy catering guidelines, e.g., school cafeterias.