





THE COMMUNITY HEALTH PROMOTION HANDBOOK



Action Guides to Improve Community Health

-  Diabetes Self-Management Education (DSME): Establishing a Community-Based DSME Program for Adults with Type 2 Diabetes to Improve Glycemic Control
-  Places for Physical Activity: Facilitating Development of a Community Trail and Promoting Its Use to Increase Physical Activity Among Youth and Adults
-  School-Based Physical Education: Working with Schools to Increase Physical Activity Among Children and Adolescents in Physical Education Classes
-  Social Support for Physical Activity: Establishing a Community-Based Walking Group Program to Increase Physical Activity Among Youth and Adults
-  Healthcare Provider Reminder Systems, Provider Education, and Patient Education: Working with Healthcare Delivery Systems to Improve the Delivery of Tobacco-Use Treatment to Patients

The Community Health Promotion Handbook was developed and produced with funding from the Centers for Disease Control and Prevention (CDC) under cooperative agreement U58CCU322077. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the Centers for Disease Control and Prevention.

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Partnership for Prevention® is a nonprofit organization dedicated to preventing illness and injury and promoting health. Partnership's programs reach policy makers, a wide range of public health and healthcare professionals, businesses, and others who can emphasize prevention.

The Community Health Promotion Handbook's Introduction and five Action Guides are available on the Internet to download or order at <http://www.prevent.org/actionguides>.

Suggested citation

Partnership for Prevention. *The Community Health Promotion Handbook: Action Guides to Improve Community Health*. Washington, DC: Partnership for Prevention; 2008.

April 2008

What Is *The Community Health Promotion Handbook*?

In an age of rising rates of chronic diseases and conditions such as diabetes and obesity, increasingly scarce resources, and growing healthcare costs, it is of paramount importance to incorporate the best available evidence into public health programs and make those evidence-based programs available to a wide range of state and community-level leaders. *The Community Health Promotion Handbook: Action Guides to Improve Community Health* can serve as an important tool for translating and disseminating evidence-based recommendations into practice at the state and local levels.

Evidence-based public health practice involves the selection and implementation of programs, policies, and services that are designed to enhance health and are supported by evidence and scientific reasoning. In public health, many groups conduct rigorous systematic reviews of published research studies that identify effective interventions. These groups, which include the Task Force on Community Preventive Services (TFCPS), then review this evidence and recommend work that should be done to improve health. Although these recommendations advise on “what to do,” they do not provide the guidance needed to successfully take the interventions “from the page to the field.” Partnership for Prevention® and the Centers for Disease Control and Prevention (CDC) have worked together to bridge this gap between research and practice by developing *The Community Health Promotion Handbook*. This handbook translates evidence-based recommendations into the necessary “how to” guidance for implementation of effective community-level health promotion strategies.

Five selected recommendations from the TFCPS’s *The Guide to Community Preventive Services: What Works to Promote Health? (Community Guide)*—related to diabetes self-management, physical activity, and tobacco-use treatment—have been translated into *The Community Health Promotion Handbook*’s five Action Guides. However, this is only a starting point in translating evidence-based recommendations into practice and does not cover the entirety of health issues reflected in the work of the TFCPS and other leading authorities on evidence-based practice. Partnership for Prevention and CDC hope to expand the breadth of *The Community Health Promotion Handbook* by including additional topic areas and related implementation guidance in the future.

Although *The Community Health Promotion Handbook*’s Action Guides primarily target public health practitioners, other audiences also may benefit from using this resource, including local planners, advocates, policy makers, community and business leaders, community-based organizations, educators, healthcare providers, and others interested in improving health in their communities. In addition to equipping public health practitioners and others with practical implementation guidance, *The Community Health Promotion Handbook*

- Promotes intervention beyond the individual level to target social networks and broad social and environmental factors that can influence health.
- Stimulates engagement of and collaboration among multiple community sectors such as schools, healthcare systems, and businesses, thus increasing their ability to enhance health.
- Establishes and promotes the use of standard questions to guide communities and funding agencies in their assessments of individual and programmatic performance.

How Was *The Community Health Promotion Handbook* Developed?

The Community Health Promotion Handbook was developed through a collaborative effort between Partnership for Prevention—a national membership organization dedicated to building evidence of sound disease prevention and health promotion policies and practices and advocating their adoption by public and private sectors—and CDC. These implementation guidelines have emerged from the experiences of the 40 communities supported by CDC’s Steps Program, which is creating models for how local communities can act to address chronic diseases. The Steps Program’s current focus areas are obesity, diabetes, and asthma, as well as the related risk factors of physical inactivity, poor nutrition, and tobacco use.

The CDC’s Steps Program, established in 2003, is a community-based program in rural communities, large cities, and tribal areas that works to

- Transform local public health by addressing structural disparities where there are often few resources.
- Enhance relationships between community and state public health programs.
- Develop community models for the future of public health practice.
- Accelerate change in health behaviors and outcomes by actively engaging communities in health action.
- Promote the adoption of evidence-based individual and population health approaches that consider multiple determinants of health (physical inactivity, poor nutrition, and tobacco use).
- Build a new generation of collaborative partnerships—both traditional and non-traditional—that draw on the perspectives and resources of diverse sectors (communities, schools, healthcare systems, and work sites).

Additional information on CDC’s Steps Program is available at <http://www.cdc.gov/steps>.

In September 2004, Partnership for Prevention convened a project advisory committee of state and local public health practitioners and researchers to guide the development of *The Community Health Promotion Handbook*. The project advisory committee assisted in creating and refining a list of potential recommendations on health promotion from which to develop implementation guidance. Recommendations under consideration came from the *Community Guide*, which is published by the TFCPS—an independent decision-making body that makes recommendations for the use of various public health interventions on the basis of the evidence of effectiveness gathered in the rigorous and systematic scientific reviews of published studies.

From this list, five recommendations were selected for translation into practical implementation guides (Action Guides). Each Action Guide focuses on a specific approach for actualizing a specific recommendation. These recommendations, along with their associated levels of influence on health behavior, and the specific approaches used in the Action Guides are presented in the Table on page 3.

Table: The Five Selected Recommendations, Action Guide Approaches, and Associated Levels of Influence		
<i>Community Guide's Recommendation</i>	Action Guide's Approach	Level(s) of Influence (Socio-Ecological Model)
Diabetes Self-Management Education (DSME) in Community Gathering Places for Adults with Type 2 Diabetes	Establishing a Community-Based Diabetes Self-Management Education Program for Adults with Type 2 Diabetes to Improve Glycemic Control	Individual
Creation of or Enhanced Access to Places for Physical Activity Combined with Informational Outreach Activities	Facilitating Development of a Community Trail and Promoting Its Use to Increase Physical Activity Among Youth and Adults	Community, Policy
School-Based Physical Education	Working with Schools to Increase Physical Activity Among Children and Adolescents in Physical Education Classes	Organizational, Policy
Social Support Interventions for Physical Activity in Community Settings	Establishing a Community-Based Walking Group Program to Increase Physical Activity Among Youth and Adults	Interpersonal
Healthcare Provider Reminder Systems with Provider Education (with or without Patient Education)	Working with Healthcare Delivery Systems to Improve the Delivery of Tobacco-Use Treatment to Patients	Organizational

The project advisory committee considered the following important factors when selecting a *Community Guide* recommendation for translation:

- Level(s) of influence (based on the Socio-Ecological Model), as shown in the Table.
- Implementation settings, including healthcare systems, schools, work sites, and communities.
- Targeted populations.
- Feasibility of implementation by local public health practitioners.
- Demonstrated health impact.
- Ability to integrate with existing health promotion activities.

The Socio-Ecological Model recognizes that social and physical environments affect health and health behavior. The model divides the environment into five levels of influence on health behavior: individual, interpersonal, organizational, community, and policy. Health promotion strategies targeting the outer levels (organizational, community, and policy) address environmental issues that influence health behavior, whereas strategies targeting the inner levels (individual and interpersonal) address personal characteristics and interpersonal relationships. Public health practitioners can use the Socio-Ecological Model as a program planning tool to select health promotion strategies. Effective community health promotion programs select interventions that, when looked at as a whole, target both inner and outer levels to support both individual- and population-level health behavior change. For a detailed description of the Socio-Ecological Model, read McLeroy KR, Bibeau D, Steckler A, Glanz K. An ecological perspective on health promotion programs. *Health Educ Behav.* 1988;15(4):351–377. Available at: <http://heb.sagepub.com/cgi/reprint/15/4/351>.

Introduction

Once the five final recommendations were chosen, Partnership for Prevention began translating each one into an Action Guide, all of which make up *The Community Health Promotion Handbook*. The project advisory committee members helped to identify content experts, review written portions of each Action Guide, and otherwise contribute relevant expertise. Peer-reviewed journals, other literature sources, and key informant interviews helped to inform the development of each Action Guide. Representatives from the Steps Program, the Community Guide Branch, and other areas of CDC, as well as key informants from across the United States, provided critical review throughout the development process.

How Can *The Community Health Promotion Handbook* Be Used?

When selecting among effective interventions to improve health outcomes, you should first assess your resources and health priorities to determine whether the approaches presented in *The Community Health Promotion Handbook* are appropriate and feasible. Although these approaches may not be the sole or highest priority strategies for addressing physical inactivity, tobacco use, and diabetes management in your community, they do represent an initial set of evidence-based approaches to consider.

Before selecting any of these five approaches, complete the following steps:

- Conduct a needs assessment and set health priorities.
- Research the social and environmental factors that may contribute to each health priority and the range of options available for addressing the designated health priorities. Consult evidence-based resources for information on programs, policies, and services known to improve health outcomes. You can help promote evidence-based practice by basing decisions, including resource allocation, on the best evidence available.
- Consider the acceptability and feasibility of implementing the possible options in your community, including necessary resources and their costs.

After this up-front analysis is completed and an approach from *The Community Health Promotion Handbook* is deemed appropriate and viable for your community's needs, you can use the corresponding Action Guide to facilitate your activities. Each Action Guide is intended to be a stand-alone document. However, Action Guides may complement each other and the approaches can be implemented concurrently. For example, while working to develop a community trail, you may want to establish a walking group program that uses that trail as part of its route.

Although *The Community Health Promotion Handbook* strives to be a comprehensive resource for implementation of each of the five approaches listed in the Table, it cannot cover all nuances and details related to implementation for every type of community. The information within each Action Guide is intended to be generalizable to a range of communities, but you will need to determine what modifications may be necessary to meet your local health objectives. Rather than a prescriptive list of required actions, general steps and suggestions are provided in each guide to accommodate the unique aspects of communities and their resources. *The Community Health Promotion Handbook* should be used along with technical assistance offered by experienced organizations, local or state health experts, public health program managers, researchers, or others with expertise relevant to the approach you are implementing.



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