Online Health Program Planner tool

National Collaborating Centre
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Categories:
Tool, Implement, Evaluate, Organizational capacity and management, Program planning, Situational assessment, Stakeholder analysis and engagement

Tool

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June 5, 2009

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Relevance For Public Health

The OHPP was developed specifically for public health. This tool provides public health practitioners and decision-makers with a rigorous mechanism to develop a program plan using the best available evidence. Evidence-informed program planning using a systematic process can provide rationale for the efficacy of public health interventions and meet funding requirements (Holmes, 2008). Specific Canadian public health examples of the tool's application provide context in relation to health promoters, decision-makers and program evaluators.

Description

Public health practitioners face multiple, competing demands when planning community programs. These include time and financial constraints, varied planning methods used by partners and the need for immediate access to information (Hershfield et al., submitted). The Online Health Program Planner (OHPP) is a tool to plan a public health program in a systematic, evidence-informed manner. This tool's six-step planning process includes:

1. pre-planning and project management;
2. assessing the situation;
3. setting goals and outcome objectives;
4. choosing strategies and activities;
5. developing indicators; and
6. reviewing the developed plan.

Anyone involved in program planning, including front-line workers, researchers, professionals, managers, decision-makers and policy makers (Hershfield et al., submitted), can use this tool.

The OHPP was designed to support a number of public health programming needs from the initial concept to completion or to enhance an existing program. The OHPP has seven common uses including: planning a program from start to finish in an evidence-informed way, creating a logic model, creating complete outcome objectives, developing a plan to collect situational assessment data, organizing collected situational assessment data, reflecting and reviewing critical planning decisions, and prioritizing activities.

Using the OHPP, users can focus on one particular planning step or one worksheet within a step (for example, setting outcome objectives, or developing a data collection plan). Some of the other features of the OHPP include the ability to devise force field analysis, utilize an objective builder or create objectives free

hand. Outputs are created in MS Word with the ability to save and print. Users can search the "Learning Centre" to consult an online manual, planning case studies, resources, completed examples, as well as for evidence to support planning decisions. However, this evidence has not been pre-appraised for quality and would require the user to examine and identify the best available evidence prior to its use in the tool. Based on a rigorous program planning model, this tool improves accountability for funding; provides access to current online planning tools; addresses multiple programming needs; and offers flexibility for program planning (Hershfield et al., submitted).

Implementing the Tool

Who is Involved?

This online tool can be used by anyone involved with public health programming, including front-line workers, researchers, professionals, managers, decision-makers and policy makers. It can be used within a public health organization or with external stakeholders for the purposes of program planning and development.

Steps for Using Tool

This interactive, online tool uses a six-step planning process (Hershfield et al., submitted) that includes:

Step 1: Preplanning and project management – consider various elements that influence the planning process such as partnerships, resources and decision-making;

Step 2: Assess the situation – examine all of the influential factors internal and external to the program;

Step 3: Set goals and outcome objectives – prioritize goals, identify audiences and relationships between goals;

Step 4: Choose strategies and activities – determine activities that will achieve objectives and identify necessary resources;

Step 5: Develop indicators – develop measurable indicators for each objective; and

Step 6: Review the program plan – create a logic model for the program.

Evaluation and Measurement Characteristics

Evaluation

Has not been evaluated

Validity

Not applicable

Reliability

Not applicable

Methodological Rating

Unknown/No evidence

Tool Development

Developers

Public Health Ontario
Website: http://www.publichealthontario.ca/en

Method of Development

The OHPP was developed using an accepted program logic model. Initial design strategies included the creation of story boards and a description of objectives so that key stakeholders could contribute to the development of the tool (Holmes, 2008). Throughout the development, usability of the tool was evaluated with selected end users, and modifications made as necessary. Development included a promotional and evaluation strategy (Holmes, 2008).

Release Date

2009

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Resources

Title of Primary Resource	Online Health Program Planner
File Attachment	None
Web-link	https://www.publichealthontario.ca/en/BrowseByTopic/HealthPromotion/Pages/Planning-Workbook-and-Audio-Presentations.aspx
Reference	The Health Communication Unit (2009). Online Health Program Planner 2.0. Toronto, ON: The Health Communication Unit, Public Health Ontario & National Collaborating Centre for Methods and Tools. Retrieved from http://www.publichealthontario.ca/en/ServicesAndTools/ohpp/Pages/default.aspx
Type of Material	Website
Format	On-line Access
Cost to Access	None.
Language	English, French
Conditions for Use	

Title of Supplementary Resource	Using an online health program planner: What's in it for you?
File Attachment	Using an online health promotion planner.pdf
Web-link	
Reference	Hershfield, L., Finkle Perazzo, D., Ciliska, D., Clark, K., Jetha, N., Mackintosh, J. (2009). Using an online health program planner: What's in it for you? *Canadian Journal of Public Health* (outsert), submitted.
Type of Material	Journal article (outsert)
Format	Periodical
Cost to Access	
Language	English, French
Conditions for Use	

Title of Supplementary Resource	A collaborative project: Developing an online planning tool Evaluation plan.
File Attachment	None
Web-link	
Reference	Holmes, K. (2008). A collaborative project: Developing an online planning tool Evaluation plan. Toronto, ON: The Health Communication Unit and the National Collaborating Centre for Methods and Tools.
Type of Material	Report
Format	Paper copy
Cost to Access	Not specified
Language	English
Conditions for Use	Not specified