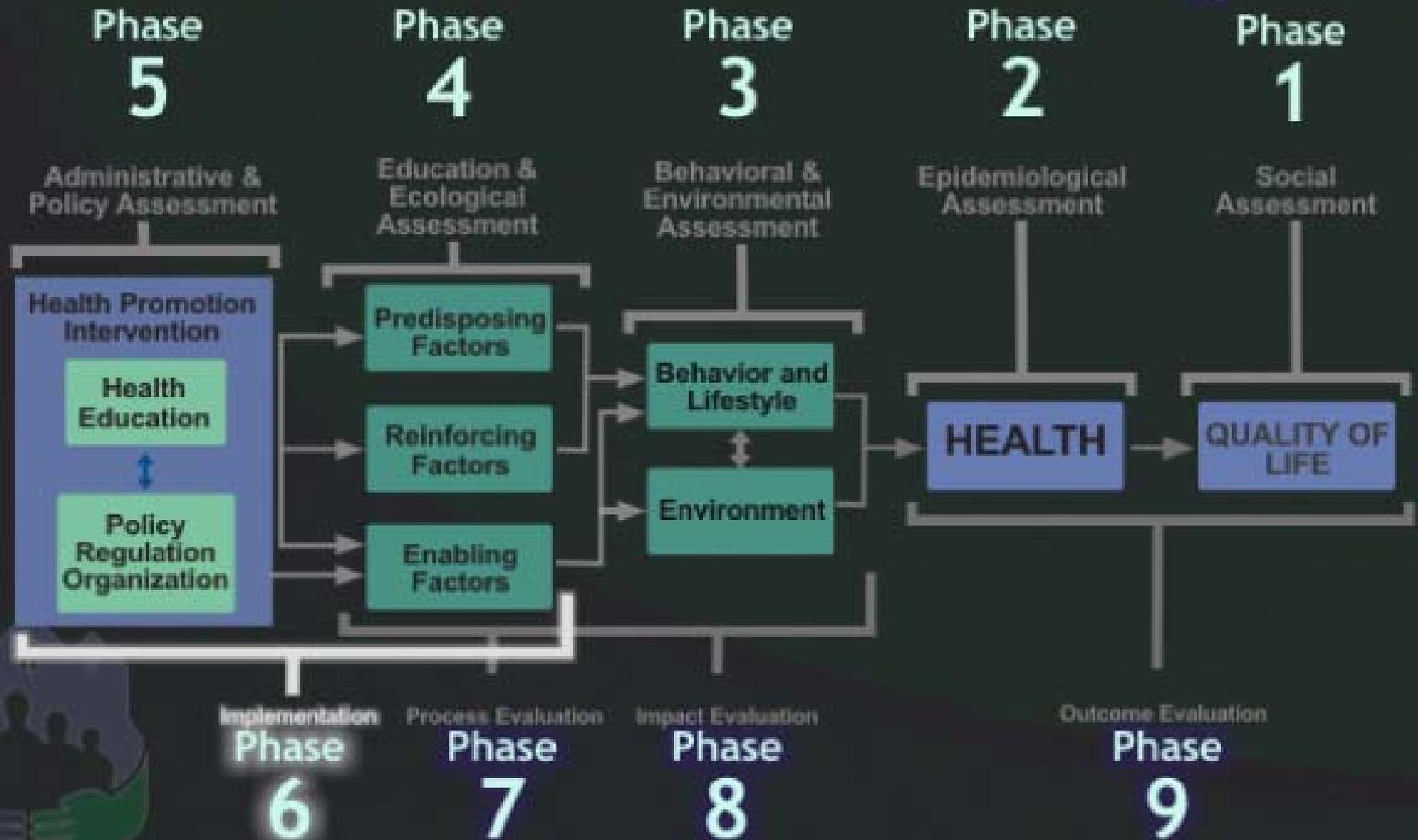


PRECEDE-PROCEED *Planning Model*



Implementation Tasks

Who do we need to reach?

What do we want to say?





DESIGNING HEALTH MESSAGES

Approaches
From
Communication
Theory
and
Public
Health
Practice



Edward Maibach
Roxanne Louiselle Parrott
editors



Effective Communication

- Show respect
- Be honest, open, & frank
- Be aware of what the community is facing



Importance/Changeability Results

- Proper hand washing
- Teach through pre-school & kindergarten



Parent-to-Parent Training Program

- Parents get information from other parents
- Parents trust other parents



Parent-to-Parent Training Program Messages

- Proper hand washing
- Specialized cleaning techniques
- Nutrition interventions



Parent-to-Parent Training Program Steps

- Identify small group of parent trainers
- Collaborate with local groups to promote program
- Training conducted by environmental health inspector, nurse, and parent trainers



Parent-to-Parent Training Program Roles

- Environmental health inspectors took dust samples
- Nurses conducted blood lead screening tests on children
- Parent trainers demonstrated specialized cleaning techniques



Health Care Provider Program Immediate Priorities

- Advising parents
- Ensuring children are screened, especially at 1 and 2 years of age



Health Care Provider Program Long-Term Priority

Mandated screening for high-risk
children at 1 and 2 years of age

