

Program Planning Case Study: Prevention of Hypertension. Atlanta, GA: Centers for Disease Control and Prevention (CDC), 2013.

Table of Contents

PROGRAM PLANNING CASE STUDY: PREVENTION OF HYPERTENSION	3
OVERVIEW.....	3
INSTRUCTIONS	3
PART 1: ASSESS AND ANALYZE PUBLIC HEALTH NEEDS	3
PART 2: PLAN A PROGRAM.....	6

Program Planning Case Study: Prevention of Hypertension

OVERVIEW

In this case study, you will assess and analyze public health needs, and develop a program to address the high-priority health issue identified by their analysis. The total amount of work time for this case study is estimated at 3 hours.

INSTRUCTIONS

A) Working with a mentor only, not in a classroom:

1. Based on the background information provided below, complete Part 1.
2. Ask your mentor to review your work before you continue on with Part 2.

B) Working with a facilitator in a classroom:

1. Read the background information below.
2. Work with your small group to complete Part 1.
3. Review your work with the rest of the class before continuing on with Part 2.

PART 1: ASSESS AND ANALYZE PUBLIC HEALTH NEEDS

Estimated Time: 40 minutes

Background Information

In speaking with health officials and other stakeholders in the capital city of Country X, you learn the following about the problem of hypertension:

- Hypertension is a risk factor for many other noncommunicable diseases (NCDs), including kidney disease, heart disease, stroke, and diabetes.
- In Country X, 45% of adults had hypertension in 2008; globally, 26.4% of the adult population has hypertension, and 30% are estimated to have hypertension by 2025.¹
- Hypertension has also been listed as a leading cause of death in Country X, (responsible for 20% of all deaths in 2008).
- Eating a healthy diet that is low in salt and high in fruits and vegetables can help reduce the risk of hypertension. Having a family history of hypertension also increases your risk.

¹ Kearney PM, Whelton M, Reynolds K, Muntner P, Whelton PK, and He J. (2005) "Global Burden of Hypertension: Analysis of Worldwide Data". *Lancet*. 365 (9455):217-23.

	More Important	Less Important
More Changeable		
Less Changeable		

4. Identify subgroups at risk and if necessary, rank by using factors such as impact, influence and accessibility.

5. Write a health problem statement (include the what, who, where, when, and how much).

PART 2: PLAN A PROGRAM

Estimated Time: 90 minutes

Background Information

The WHO created the Global NCD Action Plan in 2012² to help countries address the rising social and monetary costs of noncommunicable diseases. The Global NCD Action Plan builds upon the existing WHO strategies for reducing tobacco and alcohol usage, unhealthy diets, and physical inactivity. Previous to the Global NCD Action Plan, the WHO also published an Action Plan for a Global Strategy on diet, physical activity, and health in 2004.³

In your research of currently existing programs to prevent and treat hypertension, you find several frameworks within the WHO reports, as described on the following page. In addition, you research evidence-based interventions globally and found evidence that supports:

- Behavioral counseling in primary care clinics to promote a healthy diet in adults who have an increased risk for cardiovascular disease
- Use of mobile technology for controlling NCDs (e.g., text message reminders for cancer screening)

Table 1: WHO Recommendations and Components and Related Examples

WHO Recommendations and Components	Example Progress in Countries in the Same Region as Country X
Strengthen advocacy and raise the priority of NCDs (including hypertension)	<ul style="list-style-type: none"> • Improved the infrastructure for screening and monitoring the prevalence of hypertension and cardiovascular diseases.
Promoting healthy diets	<ul style="list-style-type: none"> • Developed sodium reduction targets to help guide food manufacturers to gradually reduce the salt levels in food. • Developed policy measures directed at retailers to improve access and affordability of healthier food products. • Developed healthy food policy guidelines for public

² WHO. *Development of an updated Action Plan for the Global Strategy for the Prevention and Control of Noncommunicable Diseases covering the period 2013 to 2020*. World Health Organization, WHO Press, Geneva, Switzerland, 2012. Accessed March 27, 2013. Available at: http://www.who.int/nmh/events/2012/action_plan_20120726.pdf.

³ WHO. *World Health Organization, Global Strategy on Diet, Physical Activity, and Health, 2004*. World Health Organization, WHO Press, Geneva, Switzerland. Accessed March 27, 2013. Available at: <http://www.who.int/dietphysicalactivity/publications/wha/en/index.html>.

WHO Recommendations and Components	Example Progress in Countries in the Same Region as Country X
	institutions and workplaces and developed measures to track implementation.
Conduct nutrition education	<ul style="list-style-type: none"> • Dietary counseling at worksites for patients diagnosed with chronic disease.
Promote physical activity in daily living	<ul style="list-style-type: none"> • Adopted and implemented national or local guidelines on physical activity for health. • Promoted physical activity programs at public institutions and worksites (e.g., bike to work).

Case Study Worksheet #2

Complete the questions below.

1. Create a program goal.

2. Develop long-term objective(s) to achieve the program goal.

3. Identify and rank contributing factors.

	More Important	Less Important
More Changeable		
Less Changeable		

4. Develop an intervention.

- a. Determine a health strategy or strategies (behavioral/educational, environmental and/or policy).**

- b. Summarize existing programs (based on the background information on pages 4 and 5), focusing on your highest-priority contributing factors.**

- c. Compare and critique interventions. (Use criteria such as culture, target audience, organizational capacity, program goals, objectives, and delivery methods). Describe your conclusions below.**

d. Adapt or create an intervention. (Describe the intervention you have selected, including the rationale).

5. Develop at least one medium-term and one short-term objective(s) that describe what the program will accomplish.

6. Develop an implementation plan.

a. Describe potential barriers for implementation and how to address them.

b. Develop a Work Plan (refer to attached worksheet).

c. Develop a Communication Plan (refer to attached worksheet).

7. Plan for evaluation: List how you should begin planning for evaluation while you are planning and designing your program.

Work Plan

Long-term Objective(s):

Medium-term Objective(s):

Short-term Objective(s):

Project Manager: _____

Today's Date: _____

Task	Person Responsible	Resources	Time Estimate	Due Date	Date Completed

Communication Plan

What needs to be communicated?	Who is the target of the communication?	What is the purpose of the communication?	How often is the communication needed?	What is the method or location of communication?	Who is responsible for creating/ delivering the communication?	When should the communication take place?