National Indian Health Board

Creating Effective and Sustainable Prevention Programming: Lessons Learned from the Field
Learning Objectives

By the end of this workshop, participants will be able to:

• Identify three community-based challenges to prevention programming

• Define a strengths-based approach

• Identify four strategies for overcoming identified challenges at the community level
Rethinking our Prevention Approaches
Nature of Risk

- We have public health because risk occurs
- When we say risk, we are actually referring to one or more behaviors that can place people in harm’s way
- Prevention work is the work of stopping or altering behaviors that may lead to harm
Think with Me for a Minute...

- Health Belief Model
- Social Learning Theory
- Social Norms
- Theory of Reasoned Action
The 2\textsuperscript{nd} Why

? \quad \rightarrow \quad \text{Negative Health Outcome/Condition}
Example 1

People are not using condoms. HIV is on the rise.
Example 2

More and more people are becoming diabetic.
Behavioral Determinants

- Outcome Expectations
- Perception of Risk
  - Severity
  - Susceptibility
- Social Norms

- Self-efficacy
- Attitudes
- Knowledge
Prevention Programming

Determinants

Outcomes

Activities
How Do We Know What to Target
Social Determinants of Health

- Social determinants of health are economic and social conditions that influence the health of people and communities
  - Behavioral determinants are psychosocial

- Social determinants of health affect factors that are related to health outcomes
  - Influenced by money, power, geography, access to and control over resources, etc.

- Include: race, gender, income, education, housing status, geography, social economic status, culture
Conceptualizing Prevention Efforts

- Community
- Work
- Friends
- Family
- Individual

Social

Behavioral
Primary Program Activities
Program Outcomes

- Community Engagement
- Collaboration
- Access to Care
- Strengthen Programming
Successful Components

- Staffing Collaboration
- Community Feedback Loops
- Community Engagement
- Use of Media
- Culturally Relevant Activities
- Consistent Presence
What Can We Do To Make Our Programs More Efficient

Strengthening Future Programs

SUSTAINABILITY

STAFFING

INCREASED COLLABORATION
Thank you!