

America faces an important crossroads in health care. As the Partnership to Fight Chronic Disease has explored America's concerns about the incredible burden that chronic diseases place on families, the health care system, and the economy overall, we've learned that people understand the need for better ways to lower the risks of developing chronic illnesses and reduce the burden of illness on those already affected — but they wonder how and where to begin. This roadmap and the accompanying resources seek to help answer these questions, and, with support from local, state and national policymakers, provide a foundation for building a true health care system in America.

CONTACT:

For more information, a list of resources and a searchable database of example programs, please visit www.fightchronicdisease.org/promisingpractices



ROADMAP

To Successful Program Development



Define problem and program objective

1

Identify and clearly describe problem, program objective and target population using relevant, reputable data. Success is defined at inception and measures included in plans.

Tailor to the target population

2

Tailor program and its resources to achieve objectives within the target population. Program materials and approach must reflect cultural sensitivities, health literacy levels and be relevant to the target population.

Engage leadership

3

An individual or group is responsible for the program and its success. Leaders promote participation, shepherd resources and provide overall, ongoing support. Engagement of leaders with particular influence over the target population is key. Leaders commit to engage for the length of time required to achieve the objective and are willing to experiment.

Coordinate among stakeholders and across settings

4

The program engages the target population and those who can help achieve program success. Coordination involves collaboration, consistent communication, and transparency of program processes, data and goals among stakeholders and across settings. Stakeholders adopt the program's objectives and promote the program within their respective spheres of influence.

Integrate throughout the organization or community

5

Program becomes part of the culture, messages and activities of the organization or sponsor and the target population.

Empower target population

6

Program engages with the target population to develop knowledge needed to achieve the desired results. Programs promote engagement by identifying and removing informational, financial, procedural and access barriers.

Motivate target population

7

Encourage participation by offering rewards, recognition and access to tools. Program manages change, builds individual accountability and regularly communicates about program achievements and individual successes.

Sustain and institutionalize program

8

Program is sustained and continues over time through support and appropriate focus from key leadership and maintains financial viability. Changes to policy are achieved.

Measure, evaluate and refine program

9

Program includes ongoing evaluation, assessment of gaps between outcomes and stated goals, and evolves to improve outcomes, achieve refined goals or meet evolving needs.

ROADMAP

NINE ESSENTIAL ELEMENTS OF SUCCESSFUL HEALTH PROGRAMS

Innovators in schools, communities, workplaces and the health care system are proving the value of addressing chronic disease in building a healthier America. Working together at local, state and national levels, we can develop innovative, common sense solutions to our current health care system crisis. The Partnership to Fight Chronic Disease encourages you — as policymakers, community leaders

and those with a vision for change — to use this tool to develop and support meaningful changes that will make a difference. Population health improvement is the foundation upon which a true health care system must be built. Following this roadmap will set us in the right direction toward quality, affordable health care and full, productive lives for all.

