HEALTH EDUCATION CAPSTONE GUIDELINES:

GROUNDWORK FOR PREPARTING IMPLEMENTATION PLAN FOR CAPSTONE:

The Health Education Capstone will consist of a thoroughly researched and planned program proposal for a Health Education Program. For this project, you may already have a granting agency proposal in mind. You may use this as a guide. However, the final product must fit the guidelines presented in this document. This project will be a proposal for a new health education program. It may be in any of the following settings: community, school, health care, business/industry, or university health care settings. It may also be directed to client health education or to inservice training for others in the health field.

First, you will work through the points below to thoroughly research and plan the project. Once you have completed this portion of the project, you will be ready to write the program proposal. Each of the components below will be documented and reviewed by your committee chair. Your chair will then determine whether you are ready to begin the writing process.

1) Develop a digital organizer and file for each of the components below. Download all important research articles and references so you will have them when writing your final project. For hard copy (paper) articles, if possible, scan them into the digital organizer. If you cannot scan them in, make copies and save them in a notebook but reference them in the digital organizer with where they can be located.

2) Write a description of your organization (real if you are currently working in a health field or proposed if not) that establishes you as qualified to prepare and present the proposal; state your Mission Statement.

3) Identify possible funding sources for your project. This may include grants from Federal or private organizations, fundraising, or other. Write a detailed report of how you investigated and found possible funding sources and how your program meets the guidelines of the funding agency. During this phase, you should download copies of the agency’s requirements and place them in a separate folder on funding in your digital organizer.

4) Complete a thorough and appropriate Literature Review on the Health issues, possible program types, theory, and models. This should provide a thorough discussion of the health topic, issues surrounding the health topic, theories and models of intervention plans and any previous needs assessments that have been done in the area.

5) Identify stakeholders and decision makers

6) Develop a rationale for the proposed program
7) Design, conduct and analyze a Needs Assessment
   i) A valid assessment of needs identifies and documents the “community’s” resources and strengths, as well as its unmet health needs or any gaps in services. This assessment could be local or community-based, relate to a specific county or group of counties, or be statewide in scope. Assessing the health need takes a snapshot of the present, but seeks to understand what led to the present condition. This process involves a careful analysis of the precursors (what has or is occurring that creates the need) and the dimension of the need. Another aspect of assessment looks beyond the health need itself and towards what is being done about it. The assessment looks at the adequacy of existing services to address prevention by targeting the precursors or minimizing their effects.
   ii) If the service featured in the proposal already exists, a program evaluation of the existing service must be incorporated into the needs assessment. Yet a program evaluation alone is insufficient as a valid assessment of the overall population. It must be part of a more comprehensive assessment.
   iii) Design
      (1) Include description and rationale for data collection tools
      (2) How you will analyze data
      (3) How you will expect data to inform the program and lead to adaptations if necessary
      (4) Who will be assessed and why they were chosen
   iv) Conduct the needs assessment on the proposed target population
      (1) Describe the target population
      (2) Describe the process of completing the needs assessment
      (3) Describe collection of data
   v) Analyze needs assessment
      (1) Describe results of the needs analysis
      (2) Design tables, charts, graphics to depict data
      (3) Discuss implications

8) Establish Project Goals, Measurable Objectives

9) Collect and write a description of the target population to be served by the project that includes demographics and any other special issues that affect their need and use of program.

10) Discuss how you will build community capacity and obtain community buy-in

11) Develop the program to be implemented: Describe in clear and thorough language
   i) The major components of the project
   ii) How the project will be implemented
   iii) Who will be responsible for each phase
   iv) A timeline for implementation
12) Identify strategies and activities for implementation of program (begin in HEA
   i) Be sure to explain how the implementation plan including activities will
      address diversity issues of the target population, including minority health
      issues and communication issues
   ii) Discuss how you will address learning styles, learning issues such as low
       literacy
   iii) Discuss learning theory and how you will draw on it as you develop activities
   iv) Integrate use of media and technology throughout activities

13) Staffing; who will you need to staff the program, what will be the job
    requirements for each person, what will be the projected costs?

14) Design an evaluation plan (from MIT)
   i) Include description and rationale for data collection tools
   ii) How you will analyze data
   iii) How you will expect data to inform the program and lead to adaptations if
        necessary

15) Budget – develop a budget for the program including initial startup, personnel,
    matching funds if any, operating costs, maintenance costs and how you will
    maintain the program after initial funding. The budget should be completed in a
    data file such as excel and show each line item and cost. Then develop a budget
    justification for each line item.

16) Design a Marketing Strategy
   i) How will you let people know about the program
   ii) How will you include the use of the media?

WRITING THE FINAL PROJECT: (suggested page limits are listed next to each
required section)

1) Abstract: limit 1 page
   The Abstract must be concise yet full of information. Start by describing the
   organization that would be implementing the proposed work plan. This will include a
   brief history, the mission statement, and major accomplishments of the organization.
   In particular, describe the Applicant’s capacity, e.g., the qualifications of project staff,
   the variety of systems available to build and link new or existing services and to
   develop and maintain resources. Make a brief statement of the need for the program.
   Next, describe how members of the target population are or will be involved in the
   proposed work, e.g. membership on the advisory committee or board of directors.
   Describe other community partners, e.g. business, faith community, and schools.
   Highlight key proposed activities. Conclude with the impact this work will have on
   individuals, families, the community, and if applicable, the state.

2) Table of Contents

3) Introduction to Project (Literature Review) including statement of the problem.
   This is where the literature review will be used to place the project in context of both
need and relevance. (not more than 20 pages) You may have to make your initial literature review more concise. However, be sure to include important and relevant information that supports the purpose and need for the program and the rationale behind it.

4) **Target Group (this takes the place of the Methodology - Participants Section of the Capstone):** describe in detail (1-2 pages)

5) **Description of Needs Assessment** including how you designed the assessment, how you determined who to assess and why, evaluation tools selected and rationale for selecting, how you analyzed the data. Results of Needs Analysis with Interpretation. (5 pages). Additional charts or graphics may be included in the Appendices.

6) **Stakeholder list; Proposed Planning committee** (this does not have to be actual names but may be positions such as Mayor or Nutritionist or clients). Describe how you will form collaborations and coalitions to help in implementing the program. Discuss community building and capacity building. (2-3 pages)

7) **Goals and Objectives (1-2 pages)**

8) **Program Description** including plan to meet each objective, who is responsible, timeline (not more than 25 pages)
   1) Description of the intervention theory to be used
   2) Description of activities and interventions
   3) Instructional strategies that will be used with support from theory why they are selected
   4) Inclusion of minority health issues and cultural sensitivity
   5) Issues of laws or regulations concerning topic (include mention of how HIPAA will be addressed)

9) **Evaluation Plan** (this takes the place of the Methodology – Procedure and Research Instruments sections) (3 pages)

10) **Material and Resources** Needed for Project (1-2 pages)

11) **Staff Required:** include
    
    Organizational Chart: this may be a separate organizational chart for a new startup organization for Health Education or it may be a revised organizational chart for an existing organization where you are adding your proposed project.
    
    Name of staff position
    
    Job Description for position

12) **Budget** along with a Budget Justification, possible funding sources and how determined (4-5 pages)

13) **Marketing Plan (5 pages)**

14) **Discussion of the Evaluation of the Project including how it was conducted, by whom, and the analysis of the results (10 pages) (same as Results and Discussion Section)**

    While you may not be able to implement the program due to time constraints or availability, you must have it reviewed and evaluated by a minimum of two experts in the program area. To do this you will design a tool for the expert to use as they read the document, looking for the reasonableness of the program, the thoroughness of the program, how well you have assessed the need, how well you have addressed the need, how well you have addressed other issues such as minority health or low literacy issues, whether your goals and objectives are
reasonable and measurable, whether the evaluation plan is defensible, whether the resources and activities would meet the needs of the target audience and whether the budget is reasonable for the program you propose.

You will then analyze the data from the evaluation tool and conduct follow up interviews with the evaluators. Write a thorough discussion of the evaluation method, analysis, and interpretation. Present results in written and graphic form.