Step One

Background Statement

Background:
Write brief description of the problem or need for the program

Purpose:
State your general purpose or goal

Behavioral focus:
State a behavioral goal or focus

Background

• State the problem succinctly
• Provide evidence to justify need
• Describe relevant contextual information

Case Study

Case Study Background

• Over one-third of children in the US are overweight or obese
• Health care costs associated with obesity is now estimated at $147 billion annually
• Obese children and teenagers are at greater risk for developing type 2 diabetes, heart disease, high blood pressure, and other health conditions
• Most overweight children will become overweight adults
Purpose

Select a Behavioral Focus

• Identify the behaviors that contribute to the problem
  What do people need to do to prevent the problem?
  What do people need to stop doing to prevent the problem?

Return on Investment

Criteria for Assessing Impact

• Magnitude of impact
• Proportion of population that would benefit
• Potential to reach segments at risk
• Sustainability
• Other health or social benefits

Criteria for Assessing Win-ability

• Previous successes in other communities like ours
• Interest in change
• Strength of competition
• Resistance to change

Case Study

• Impact on problem
  U Berkeley Center for Weight and Health
  http://www.cnr.berkeley.edu/cwh/activities/child_weight2.shtml

• Audience responsiveness
  CDC list of promising interventions
**Case Study**

![Chart showing impact and likelihood of adoption](image)

- **Parental modeling**
- **Physical Activity**
- **Fruits and Veggies**

**Exercise**

- Background or problem statement:
- Purpose or goal:
- Behavioral focus:
  - Chart each behavior’s impact and likelihood of being adopted
  - Note existing data sources

**Other Existing Resources**

- Impact on behavior
  - Peer review literature
  - Review articles
- Responsiveness
  - Program reports
  - Published evaluations
  - CDC’s *Community Guide*

**Assignment**

- Background or problem statement:
- Purpose or goal:
- Behavioral focus: List data sources