Prevention Roadmaps
How to Navigate the Public Health Approach with a Theory of Change

Kate Gasiorowski, MPH
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The Public Health Approach

Define the Problem
- Who defines the problem?
- How do they define it?
- What is the extent of the problem?

Identify Key Risk & Protective Factors
- What increases the chance of the problem occurring?
- What decreases the chance of the problem occurring?

Implement & Evaluate Prevention Strategies
- Develop in Collaboration
- Evidence-based and promising practices
- Evaluate, Evaluate, Evaluate

Disseminate Widely
- Sharing is Caring!
- Replicate
- Scale
Define the Problem

- Who defines the problem?
- How do they define it?
- What is the extent of the problem?
Identify Key Risk & Protective Factors

- What *increases* the chance of the problem occurring?
- What *decreases* the chance of the problem occurring?
Implement & Evaluate Prevention Strategies

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Disseminate Widely

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Data Should Be...

Accessible

Usable

Fun!
Accessible
Usable
Fun!
Let's Go to the Beach

15 Minute Small Group Activity

What are the key takeaways?

The Beach Meets the Public Health Approach
15 Minute Small Group Activity
What are the key takeaways?
The Beach Meets the Public Health Approach

Let's Chat!
What you did in the Game

Your group discussed general aspects of "beautiful" beaches

You picked a vehicle, but it turns out you weren't ready to pick a vehicle yet.

How the game translates to the Public Health Approach

Your group has a general discussion about what you hope to accomplish via the project

You're not ready to pick your strategy yet!
Your group got on the same page regarding your desired beach (e.g., Nobby Beach).

Your group clearly defines the problem to be addressed and you choose your desired outcomes.

You picked a vehicle, but it turns out you weren't ready to pick a vehicle yet.

You're not ready to pick your strategy yet!
Your group realized you were starting off in a different location than you had originally thought.

You picked an appropriate vehicle that took into account both where you were going and where you started from.

Your group gets a baseline assessment of what's going on with your target population, so that you know why the problem is occurring there (i.e., you identify the risk and protective factors present within the target population).

You are now able to pick an appropriate strategy that takes into account both the defined problem/desired outcomes and the reasons that problem is occurring within your target population.
Let's Chat!
Know Where You Are

1. Define the Problem
2. Identify Key Risk and Protective Factors

Community Needs Assessment
- A process used to determine the needs and resources of a community
- Defines the problem - what is the problem and how does it affect the community?
- Identifies key risk and protective factors of a public health issue

CNA Process
1. Choose your community
2. Get people together
3. Decide what you’re looking for
4. Get the facts
5. Share what you found

Community Needs Assessment Toolbox
http://cna2015.cdc.gov/cna-toolbox
1. Define the Problem

2. Identify Key Risk and Protective Factors
Community Needs Assessment

A process used to determine the needs and resources of a community

Defines the problem - what is the problem and how does it exist in the community?

Identifies key risk and protective factors of a public health issue
CNA Process

1. Choose your community
2. Get people together
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5. Share what you found
Community Needs Assessment Toolbox

http://icadv5.wixsite.com/icady-cna-toolbox
Know Where You're Going

Outcome

The measurable change we hope to see as a result of an initiative, such as a program or policy.

Is your outcome measurable?

Is your outcome actually a solution?

Increased job opportunities

Community Job Fairs
Outcome

The measurable change we hope to see as a result of an initiative, such as a program or policy.
Is your outcome measurable?
Is your outcome actually a solution?

Increased job opportunities

Community Job Fairs
Theory of Change

Getting Where You Want to Go

1. Know where you're starting
2. Decide where you're going
3. Identify the most direct way to get from where you are to where you want to go
4. Decide how you'll know when you've gotten lost
5. Choose the way you'll get there

“I think you should be more explicit here in step two.”
“I think you should be more explicit here in step two.”
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5. Choose the way you'll get there
How does this apply to the work you are doing in your own state?
Tools and Resources
Connecting the Dots: An Overview of the Links Among Multiple Forms of Violence
Sky's the Limit!
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