

Before you design any nutrition education intervention, whether it is a few sessions or a larger program with several components, it is important to determine your intervention focus and identify your intended primary audience. When those have been determined, you will need detailed information on the behaviors and practices that contribute to the issue or problem you have selected as your intervention focus. Step 1 worksheets will help you conduct assessments to obtain the information you will need.

Think of yourself as a detective as you work through these worksheets. You are trying to find out as much as you can to determine which core behaviors or behavioral goals will be the targets for your educational sessions.

The information you collect may be quite extensive, depending on the scope and duration of your intervention, and will vary by category. Cite information sources (e.g., journal article, government report, observation, interview) used in the worksheet in a bibliography at the end of this step.

At the end of the Step 1 worksheets, you should have products for Steps 1A, 1B, and 1C as follows:

Step 1A: Health issues or needs (one or two) and primary intended audience for the nutrition education intervention. Examples are “overweight in teenagers” or “low rates of breastfeeding in a low-income audience.”

Step 1B: High-priority behaviors contributing to the selected issues. A set of one to a few nutrition-related behaviors or community practices that contribute to the health issue(s) that you identified.

Step 1C: Statement of the program’s behavioral or action goals. The behavioral or action goals describe the purpose or behavioral outcomes for the program in terms of behaviors or community practices.

Use these worksheets as guides to help you identify program behavioral goals. Cite information sources in the text and add references to the bibliography at the end of the step. Electronic versions of these worksheets are available at <http://nutrition.jbpub.com/education/2e/>. If you are unable to access the worksheets electronically, you can write onto this blank worksheet or create a text document that uses the same flow of information.

Step 1A: Issues and intended audience

Describe the demographics of your audience (e.g., age, subgroup, ethnicity) and the location of the site.

Analyze the priority health issues for your audience.

Research. What does scientific research suggest as the major health issues for this audience?

Policy. What do governmental guidelines recommend as priority health issues?

+

+

Audience. What are specific health issues and needs related to the intended audience (from objective and subjective data)?

Organization. What does the organization and/or funding source state as key health priorities to address?

+

Step 1 Worksheets Analyze issues and needs to state program behavioral goals

Step 1 Worksheets Analyze issues and needs to state program behavioral goals

Determine one or two priority health issues for the program to address. From the issues you identified, prioritize based on greatest need, whether education can help, the importance to the audience, and importance to the organization.

Step 1B: Contributing behaviors or practices

Identify the behaviors or practices that contribute to the priority health issues.

Nutrition research literature		Monitoring data or consumer surveys		Information from intended audience
	+		+	

List the top behaviors or practices that contribute to the priority health issues. Then rate each issue on importance, modifiability, feasibility, and desirability.

Behavior/practice	Importance for health issue	Modifiable*	Feasible	Desirable to audience
1.				
2.				
3.				
4.				
5.				

*Consider complexity, relative advantage, compatibility, and observability of behavior.

Step 1C: Behavioral goals

Choose one or a few behavioral goals from the list above to be the focus of your program. State the selected behavioral goals and provide justification for the selection of your focus behaviors or community practices.

