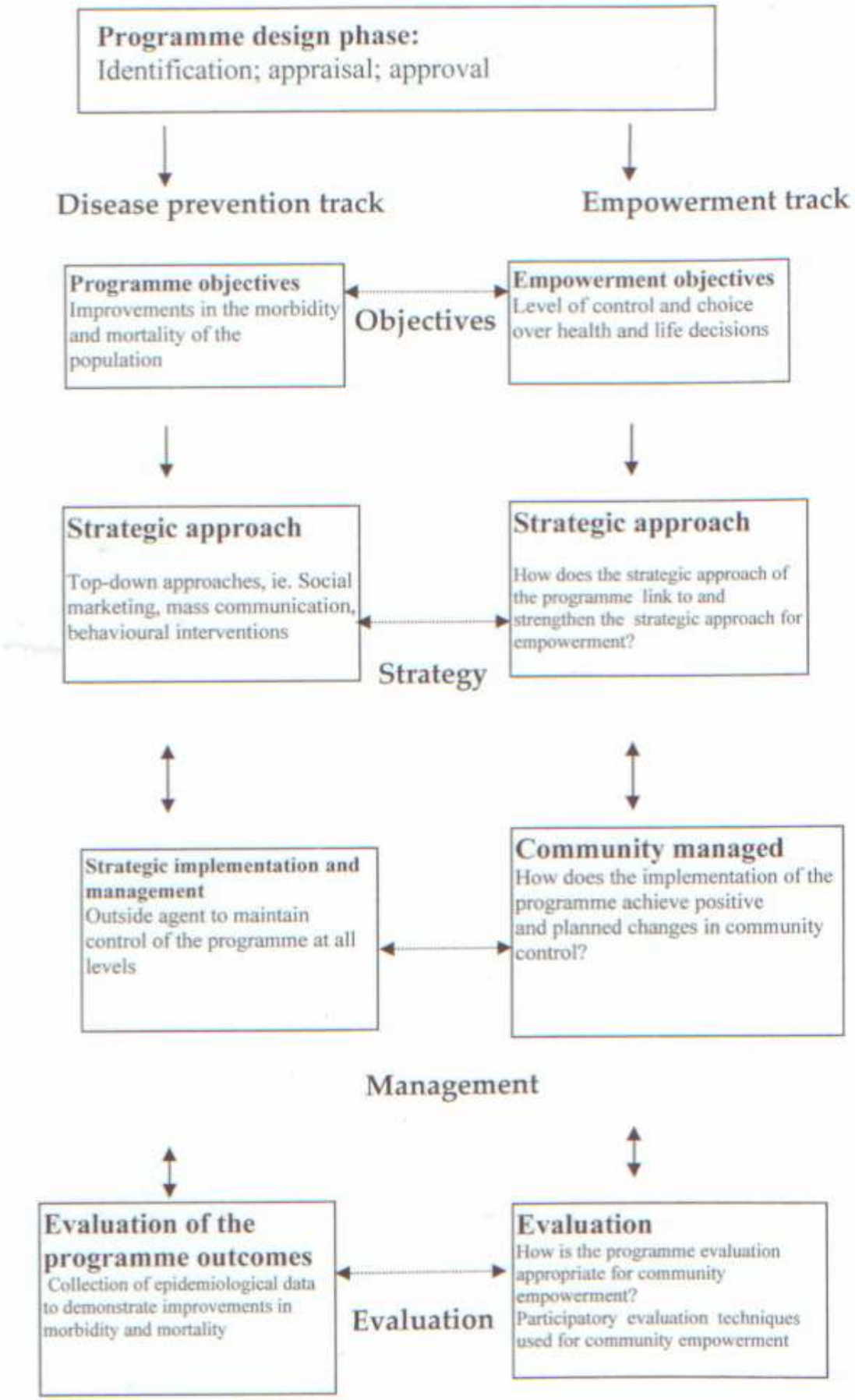
Programme design phase:
Identification; appraisal; approval
Disease prevention track
Empowerment track
Programme objectives
Improvements in the morbidity and mortality of the population
Objectives
Empowerment objectives
Level of control and choice over health and life decisions
Strategic approach
Top-down approaches, ie. Social marketing, mass communication, behavioural interventions
Strategic approach
How does the strategic approach of the programme link to and strengthen the strategic approach for empowerment?
Strategy
Strategic implementation and management
Outside agent to maintain control of the programme at all levels
Community managed
How does the implementation of the programme achieve positive and planned changes in community control?
Management
Evaluation of the programme outcomes
Collection of epidemiological data to demonstrate improvements in morbidity and mortality
Evaluation
Evaluation
How is the programme evaluation appropriate for community empowerment?
Participatory evaluation techniques used for community empowerment