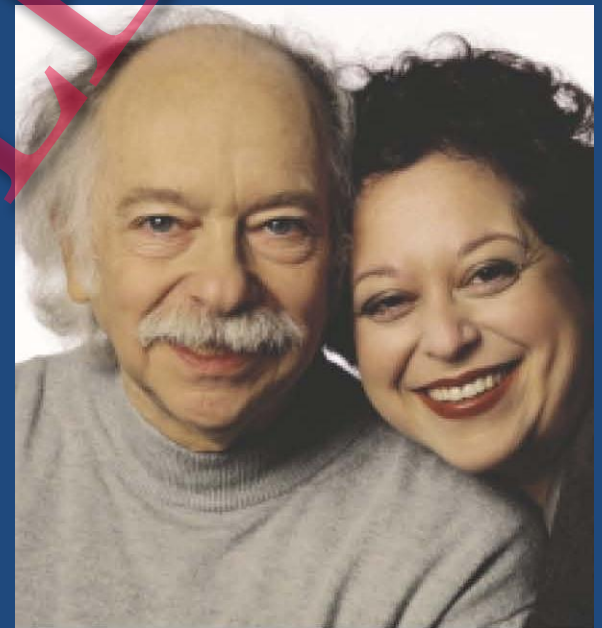


Institute for Health Promotion Research
UT Health Science Center San Antonio

Program Manual

A Su Salud En Acción
Program

INSTITUTE FOR HEALTH PROMOTION RESEARCH
UT HEALTH SCIENCE CENTER®
SAN ANTONIO



Replication of the *A Su Salud En Acción* program is funded by the Centers for Disease Control and Prevention Grant No. U57/CCU615140-01 and the National Cancer Institute Grant No. U01 CA86117/ U54 CA153511
©Institute for Health Promotion Research



NHLIC: *En Acción*

Program Manual

for the

NBCCEDP

Replication of A Su Salud En Acción

Program

Developed by the
© Institute for Health Promotion Research
The University of Texas Health Science Center at San Antonio
7411 John Smith Drive, Suite 1000
San Antonio, TX 78229
Phone 210-562-6500 – Fax 210-562-6545
<http://IHPR.uthscsa.edu>

Funded by the
Centers for Disease Control and Prevention
Grant No. U57/CCU615140-02
and the
National Cancer Institute
Grant No. U01 CA86117
Grant No. 5 U54 CA153511-03

Acknowledgments

Research Team

Amelie G. Ramirez, DrPH

Kipling J. Gallion, MA

Patricia Chalela, DrPH

Special appreciation is extended to all volunteers, role models and program staff who shared their thoughts and experiences with us, and for their instrumental support of the *Salud En Acción* team.

The *Salud En Acción* team also wishes to thank Dani Presswood for his help writing the original manual, and Rose Treviño and Bradley Trinidad of the Institute for Health Promotion Research at The University of Texas Health Science Center at San Antonio for their help updating the document.

Suggested citation: Ramirez, A.G., Gallion, K.J, Chalela, P. Program Manual for the Replication of the *A Su Salud En Acción Program*. San Antonio: Institute for Health Promotion Research; 2013.

Table of Contents

Introduction to the Program.....	1
Scope of the Manual.....	5
Training: What to Expect	6
Training Schedule	8
PHASE I: PROGRAM PLANNING AND PREPARATION.....	10
Preface.....	11
Section 1: Program Foundation and Overview.....	12
Step 1: Theory and previous studies	13
Step 2: Resources.....	18
Step 3: Tailoring the program to your community	21
Step 4: Timelines and schedules	23
Section 2: Program Goals and Objectives	26
Step 1: Develop program goals and objectives.....	27
PHASE II: PROGRAM TRAINING	32
Preface.....	33
Session 1: Training	34
Step 1: Program foundation and overview (Repeat Phase 1, Section 1, Steps 1-4)	35
Step 2: Review program goals and objectives	36
Step 3: Conducting audience research and cultivating community support	41
Step 4: Organizing advisory groups.....	47
Step 5: Conducting focus groups to learn more about your target audience	51
Step 6: Analyzing your media market	53
Step 7: Wrap-up and Session 2 planning	55
Session 2: Training.....	57
Section 1: Review Session 1 Tasks and Results	58
Step 1: Reviewing elements of the dual link model of communication	59
Step 2: Project goals and objectives.....	60
Section 2: Behavioral Journalism.....	62
Step 1: Stages of change and message design	63
Step 2: Identifying role models.....	68
Step 3: Interviewing role models	73
Step 4: Writing a role model story.....	76
Step 5: Packaging a story for small media.....	80