Tip Sheet

SRAETTA
Sexual Risk Avoidance Education
Training and Technical Assistance

PROMOTING POSITIVE DECISIONS:

HOLISTIC PRACTICES FOR SRAE WITH THE HEALTH PROMOTION MODEL

Introduction

If you're looking for a holistic way to optimize your Sexual Risk Avoidance Education (SRAE) program, the Health Promotion Model (HPM) could be a great fit for you and your community. Through its focus on the whole person and what helps people make choices that promote their own well-being, the HPM shows the importance of learning and building skills that normalize choosing positive health practices. HPM also accounts for program variances, including various target populations and delivery settings, ensuring consistent outcomes in diverse communities and settings.

1 2 3 to Risk Free Optimal Health

1 Use the HPM to help youth achieve optimal health.

2 Use the HPM to teach skills or effective change.

3 Use the HPM to build community partnerships to create a community norm of SRA for teens.

WHAT IS THE HPM?

The central focus of the HPM is helping people lower risk and achieve higher levels of health. The HPM focuses on the mental, emotional, spiritual, and physical dimensions of health while also considering an intentional combination of educational, environmental, regulatory, or organizational tools. These tools can help your program promote the health of individuals, groups, and communities.

The HPM defines empowerment as knowledge and skills for effective change. Health education and promotion work well together, but effective programming also must be sensitive to culture and beliefs and be concerned for the intended audience. Health promotion accounts for the levels and limitations of prevention and considers risks as modifiable.

5 DIMENSIONS OF HEALTH

BALANCED HEALTH
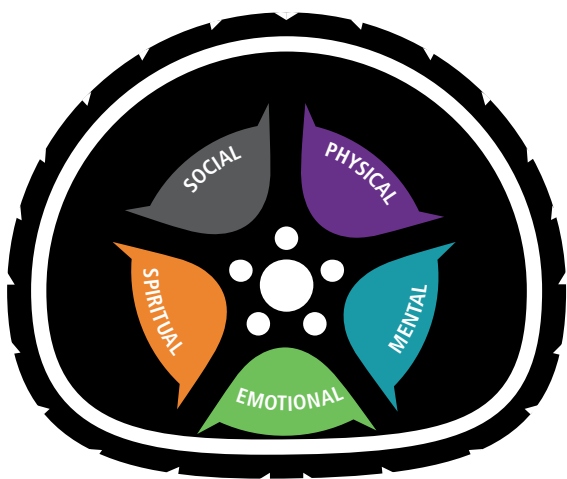
UNBALANCED HEALTH

The HPM centers on health education through a combination of planned, theory-based learning experiences and opportunities for the participants to gain knowledge and skills needed to make positive decisions about their health. Health education within the model provides participation, ownership, and empowerment leading to behavior change.

WHY USE THE HPM?

Health promotion places an emphasis on behavior, lifestyle, and personal choices, aligning dynamically with the optimal health approach of SRAE. Program staff can use the HPM framework as a strategy to:

- **Develop programs** that ensure relevance to the target audience
- **Inform sustainability**, implementation, and evaluation plans
- **Build community partnerships** and a model for various delivery settings, including a medical model, school-based model, and community model

SRAE programs focus on individual youth but also can affect the health of the community. Community norms and behaviors have profound effects on individuals' health, just as the health of individuals impacts the community. A strong understanding of the community and the cultural norms that influence individual and community activity is essential for implementing the HPM.

HOW TO USE THE HPM IN IMPLEMENTATION?

The HPM can be used as a framework to guide program planning, implementation, and evaluation. This can provide an explanation of resources needed for the target population while considering both the desired outcomes and the unique needs of the delivery setting. HPM also allows program directors and key staff to follow the process of delivery through fidelity monitoring, including adjusting curriculum.

The HPM framework uses best practices in intervention and delivery techniques and can include detailed implementation plans to identify roles of facilitators, resources needed,

and delivery setting variables, strategies, and methods. Implementation plans include detailed time frames for the session, allowing co-facilitators to work together seamlessly.

The HPM also can help you develop a needs assessment, which is a key tool that can be used in any stage of program but ideally would be conducted in the planning stage.

> **The HPM framework can help you recognize and address variables in delivery methods and setting that would require a different set of plans, such as whether a presentation is made:**
>
> - In person
> - Via virtual live stream
> - Through recorded sessions
> - In a school-based location or community-based venue

A NEEDS ASSESSMENT CAN:

- Be conducted at the community level to identify potential partners and gaps in resource availability

- Help your program gain a sense of the attitudes, beliefs, and values of the community and organization

- Prevent overlap in services

- Reveal the most appropriate delivery setting to reach the target population, as there are a variety of delivery settings, each with its own unique characteristics and goals

Understanding the target population in SRAE programming is important. Applying the HPM and conducting a needs assessment help all program leaders clearly understand youth in your community. Such an understanding of the target population is necessary to guide your implementation strategies, and community partners and stakeholders can help by sharing lessons learned from current strategies as well as community values.

The following steps can help you better understand your community and target population.

- **Leverage** social media to poll the youth and gauge their needs, attitudes, and values.

- **Launch** a "listening tour" to meet people personally as well as virtually through social media platforms.

- **Learn** about the community through local TV news and newspapers.
- **Engage** with other organizations serving the target population.
- **Develop** relationships with local schools to learn more about the youth.

The effective use of the HPM and other related theories and models can help programs develop plans, implementation strategies, and evaluation approaches to produce desired outcomes.

Programs can benefit from adopting the following HPM activities:

- **Process evaluation** — monitors the process of delivery
- **Continuous quality improvement** — provides observation and feedback, which includes insight and setting action steps for improving the quality of implementation
- **Fidelity monitoring** — ensures uniformity in all aspects of a program and service delivery (A tip sheet on curriculum fidelity monitoring can be found here.)

The HPM provides a framework to guide programs in using theory and a proven set of standards for planning, program delivery, and evaluation as they work to lower risk and move youth toward optimal health.

Suggested Citation

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ADDITIONAL RESOURCES

- https://www.cdc.gov/nccdphp/dch/programs/healthycommunitiesprogram
- https://www.ruralhealthinfo.org/toolkits/tobacco/2/communities/mass-communication
- https://www.cdc.gov/socialmedia/tools/guidelines/index.html

FYSB Family & Youth Services Bureau
Adolescent Pregnancy Prevention Program