Description of the Health Issue

Definition

Effect on the person

Effect on community

Current health data re: the issue (Why is this perceived to be a health concern? Quantify this)

Target Audience

Analysis of the target audience

Learning models

Discussing diversity concerns

Bioethical considerations

Related bio - psychosocial considerations

Needs Assessment (health aspect)

needs assessment survey

One-page summary of survey findings

Funding Sources

Web check of grants available

Marketing Strategies

How can you present your program?

Coalition Building

Stakeholder groups

Partnerships etc.