European Quality Instrument for Health Promotion (EQUIHP)

European Project
Getting Evidence into Practice

I FRAMEWORK OF HEALTH PROMOTION PRINCIPLES

The project embraces the principles of health promotion, including a positive and comprehensive approach to health, attention for the broad determinants of health, participation, empowerment, equity and equality.

The following indicators will help you to assess these principles:

	yes	partly	no
1. Does the project address the determinants of health in terms of the skills and capabilities of people and/or the social and environmental conditions which impact on health?	❑	❑	❑
2. Is the project embedded within a comprehensive approach to promoting health, as elaborated in a (local, regional, national or institutional) policy plan?	❑	❑	❑
3. Does the project work according to evidence-based principles?	❑	❑	❑
4. Does the project pay attention to empowerment?	❑	❑	❑
5. Does the project pay attention to health inequalities and equity?	❑	❑	❑
6. Does the project aim to create ownership among the stakeholders?	❑	❑	❑

II PROJECT DEVELOPMENT & IMPLEMENTATION

a) Analysis

The project is based on a systematic analysis of the health problem and its determinants and of the context in which it will be implemented.

The following indicators will help you to assess the quality of this analysis:

	yes	partly	no
1. Is there evidence of the health problem and its impact on quality of life?			
• Have empirical data been collected regarding the nature, size and distribution of the problem?	❑	❑	❑
• Has a system review been performed to collect evidence with regard to the problem, or is a review explicitly envisaged in the project plan?	❑	❑	❑
• Has information concerning the problem been collected through consultation of the target group, community or other stakeholders?	❑	❑	❑
2. Is there evidence of the behavioural and contextual factors which impact on the health problem?			
• Has use been made of theoretical models explaining the links between the health problems, risk behaviour and/or environmental factors?	❑	❑	❑
• Has the importance of each determinant been examined for the target group?	❑	❑	❑
3. Is there evidence of the context in which the project will be implemented?			
• Is it clear in which context the project will be implemented?	❑	❑	❑
• Have other programmes been examined which impact on the behaviour or context?	❑	❑	❑
• Have social, cultural and policy factors been examined which influence the success of the project?	❑	❑	❑

b) Aims & objectives

The aims and objectives of the project are clearly defined.

The following indicators will help you to assess the adequacy of the aims and objectives specification:

	yes	partly	no
1. Is there a written specification of the project aims and objectives?	❑	❑	❑
2. Is there a distinction between short-term (immediate), medium-term (intermediate) and long-term (ultimate) objectives?	❑	❑	❑
3. Is the formulation of the objectives SMART?			
• S: specific (do they specify the target group and the factors that need to change?)	❑	❑	❑
• M: measurable (are they written in a measurable format, e.g.: magnitude of effects, numbers to be reached?)	❑	❑	❑
• A: acceptable for the target group?	❑	❑	❑
• R: realistic (are they feasible given the available time, money, staffing?)	❑	❑	❑
• T: time-framed (do they state the time frame within which the objectives must be reached?)	❑	❑	❑
4. Are the objectives matched to the analysis of the problem and determinants?	❑	❑	❑

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c) Target group

The group of people the project intends to influence is clearly defined.

The following indicators will help you to assess the adequacy of the strategy and method specification:	yes	partly	no
1. Have the relevant demographic features of the target group been identified?	❑	❑	❑
2. Have the priority needs, wishes and social norms of the target group been identified?	❑	❑	❑
3. Has the target group been segmented with regard to motivational phase and possibilities for change?	❑	❑	❑
4. Has the size of the target group been established (number of subjects)?	❑	❑	❑
5. Is it clear how the target group will be reached?	❑	❑	❑

d) Intervention

The strategies and methods for an effective intervention are clearly outlined.

The following indicators will help you to assess the adequacy of the strategy and method specification:	yes	partly	no
1. Has a specification been made of mechanisms that will bring about the intended changes?	❑	❑	❑
2. Is the intervention sufficiently comprehenisive (does it use a combination of strategies to achieve the objectives)?	❑	❑	❑
3. Has the effectiveness of the intervention methods been proven?	❑	❑	❑
4. Has the intervention been designed in consultation with the partners?	❑	❑	❑
5. Has the intervention been designed in consultation with the stakeholders?	❑	❑	❑
6. Has the intervention been designed in consultation with the target group?	❑	❑	❑
7. Are the intervention methods suitable for the target group?	❑	❑	❑
8. Is the content of the intervention compatible with:			
• the culture, knowledge, views, customs and roles of the target group?	❑	❑	❑
• the context of the intervention?	❑	❑	❑
9. Has the intervention been effective in achieving the intended outcomes with a similar population?	❑	❑	❑
10. Does the intervention provide a complementary value or enhance the effect of existing interventions?	❑	❑	❑
11. Has the feasibility of the intervention for the given target population been pre-tested, or is a pre-test explicitly envisaged in the project plan?	❑	❑	❑

e) Implementation strategy

There is a clear description of the way the intervention will be carried out.

The following indicators will help to assess the adequacy of the description of the implementation strategy:	yes	partly	no
1. Has a particular mode of implementation been chosen?	❑	❑	❑
2. Has this choice been translated into an implementation plan?	❑	❑	❑
3. Will the partners, target group and/or other stakeholders be involved in the project delivery?	❑	❑	❑
4. Is it clear for those who will be involved in the implementation which elements of the intervention are crucial and must be retained without adaptation?	❑	❑	❑
5. Is it clear how the implementation will be monitored?	❑	❑	❑
6. Will the project be documented in a manner which allows for a transfer of experience and know-how to other projects?	❑	❑	❑

f) Evaluation

The effects (effect evaluation) and quality (process evaluation) of the intervention will be assessed.

The following indicators will help to assess the adequacy of the evaluation of the intervention:	yes	partly	no
1. Is there an evaluation plan?	❑	❑	❑
2. Does the evaluation plan clearly outline:			
• the purpose of the evaluation?	❑	❑	❑
• the evaluation questions?	❑	❑	❑
• the design, method and timing of the evaluation?	❑	❑	❑
• the tasks, roles and responsibilities for the evaluation (including data collection, analysis and reporting)?	❑	❑	❑
2. Do the evaluation questions match the objectives, context and expectations of the target group and stakeholders?	❑	❑	❑

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	yes	partly	no
3. Will a process evaluation be conducted paying attention to:			
• the question whether the activities are implemented according to plan?	❑	❑	❑
• the opinion of users regarding activities and materials?	❑	❑	❑
• obstacles and difficulties encountered during the implementation process?	❑	❑	❑
• suggestions for improvement?	❑	❑	❑
4. Will an effect evaluation be conducted paying attention to:			
• the collection of baseline data?	❑	❑	❑
• the choice of effect criteria and indicators?	❑	❑	❑
• measurement of the short-term, intermediate and long-term objectives?	❑	❑	❑
• exclusion of alternative explanations of possible effects?	❑	❑	❑
• causal attribution of the effect to the intervention?	❑	❑	❑
• evaluation of the cost effectiveness of the project?	❑	❑	❑
5. Are the evaluation design and methods of data collection appropriate for the evaluation questions, budget and reporting timetable?	❑	❑	❑
6. Will the information deriving from the evaluation be disseminated and fed back to all stakeholders and to the target group?	❑	❑	❑

III PROJECT MANAGEMENT

a) Leadership

A person has been designated who is ultimately responsible for and capable of managing the project.

The following indicators will help you the assess the leadership of the project:	yes	partly	no
1. Has a clear division of responsibilities and tasks been made between project manager and other decision makers?	❑	❑	❑
2. Is the project manager qualified for the tasks or does (s)he have the possibility to acquire the necessary skills?	❑	❑	❑
3. Does the project manager have sufficient authority to achieve the project objectives?	❑	❑	❑
4. Is the project manager able to use the available resources in a flexible manner?	❑	❑	❑

b) Planning & documentation

The working plan and organisation of the project are firmly established.

The following indicators will help you to assess the adequacy of the planning and documentation of the project:	yes	partly	no
1. Is the project plan logically structured and clearly written?	❑	❑	❑
2. Does the project plan specify the important decision-making moments?	❑	❑	❑
3. Are the methods of the activities clearly described in a working plan?	❑	❑	❑
4. Are the organisational aspects of the intervention clearly outlined and documented?	❑	❑	❑
5. Is there a realistic timeframe for the project?	❑	❑	❑

c) Capacity and resources

Are the expertise and resources available that are necessary to implement the project successfully?

The following indicators will help you to assess the adequacy of the capacity and resources for the project:	yes	partly	no
1. Have the competences of the project staff been clearly established and specified?			
• Is there a profile of the competences and expertise required for each project phase?	❑	❑	❑
• Are the qualifications and capabilities of staff members matched to the needs of the project?	❑	❑	❑
• Have the possibilities been specified to enhance skills through supervision, intervision and/or training?	❑	❑	❑
2. Have the financial resources for the project been clearly identified and specified?			
• Is there a budget plan for the project?	❑	❑	❑
• Have the funding sources been identified?	❑	❑	❑
• Is the budget realistic?	❑	❑	❑

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	yes	partly	no
3. Have the material requirements for the project been clearly identified and specified (e.g. administrative needs: telephones, fax machines, computers, internet)?	❑	❑	❑
4. Have the nonmaterial requirements for the project been clearly identified and specified?			
• Has an assessment been made of the available skills and capacities of the target group?	❑	❑	❑
• Have the possibilities for local networking been identified?	❑	❑	❑
• Is it clear how local capacities will be mobilised, enhanced and expanded?	❑	❑	❑

d) Participation & commitment

The ways in which various parties will be involved and committed to the project is clearly outlined.

The following indicators will help you to determine the level of participation and commitment:	yes	partly	no
1. Has the way in which collaboration and synergy (networking) will be obtained been clearly specified?	❑	❑	❑
2. Have the internal and external partners been identified who are required for adequate support and commitment at each stage of the project?	❑	❑	❑
3. Will working methods be used that take into account the different perspectives and contributions of different partners?	❑	❑	❑
4. Is the participation foreseen in the organisation of the project (e.g., steering/advisory committee)?			
• Have the potential opponents and obstacles of the project been identified?	❑	❑	❑
• Will participation of internal and external partners be formalised via agreements?	❑	❑	❑

e) Communication

The way in which all the participants (target group and stakeholders) will be informed about the project is clearly established.

The following indicators will help you to assess the adequacy of the communication:	yes	partly	no
1. Has a communication plan been made?	❑	❑	❑
2. Is the communication plan suitable for the content of the communication?	❑	❑	❑
3. Is the communication style of the plan adapted to the target group?	❑	❑	❑
4. Have/has the channel(s) of communication been identified in the communication plan?	❑	❑	❑
5. Is the information clear, transparent and rightly timed for the community, the target group and the stakeholders?	❑	❑	❑

IV SUSTAINABILITY

The continuation of the project is ensured.

The following indicators will help you to assess the continuation of the project:	yes	partly	no
1. Has an assessment been made of the sustainability of the project?	❑	❑	❑
2. Have the aims, objectives and results of the project been reviewed in view of continuation?	❑	❑	❑
3. Are the benefits of the project for the participants and the community clearly specified?	❑	❑	❑
4. Have one or more organisations been identified that will continue the project?	❑	❑	❑

A user manual is provided to facilitate the use of EQUIHP
www.nigz.nl/gettingevidence

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