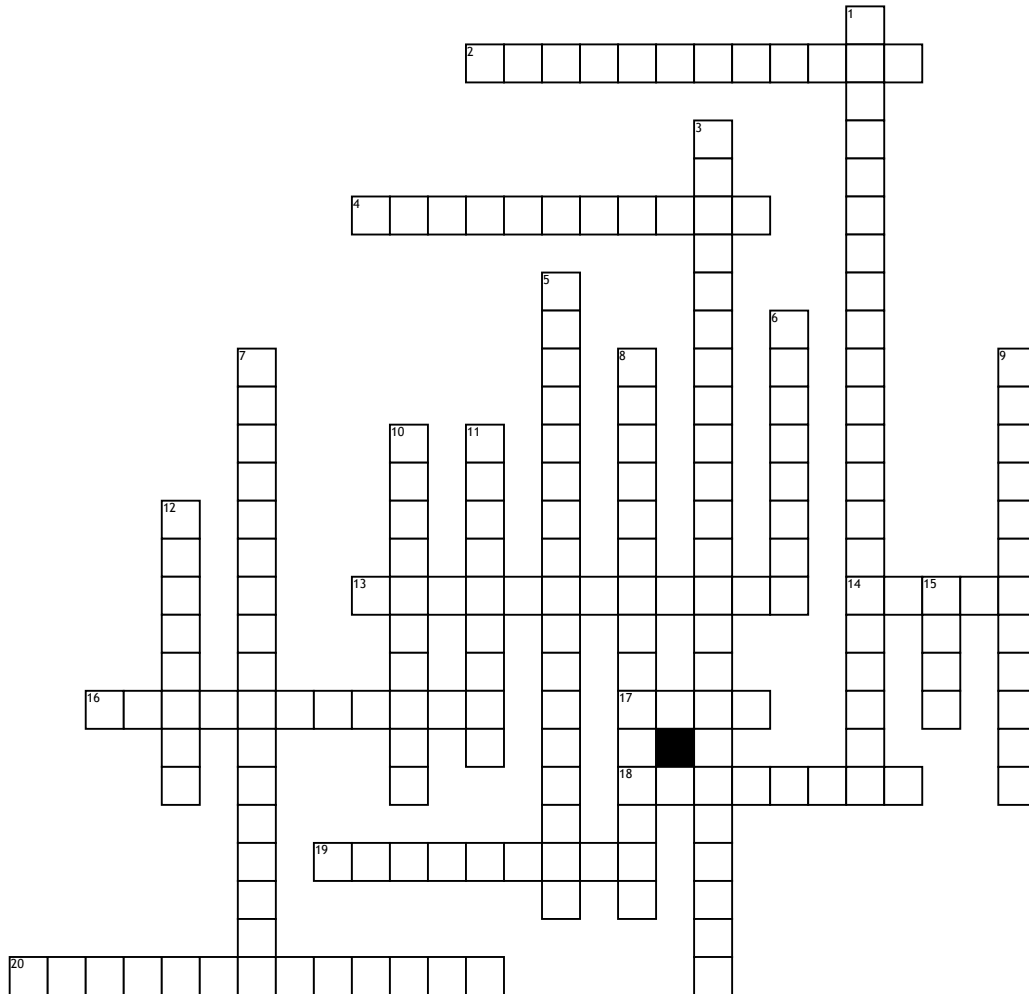


# Program Planning



**Across**

- 2. A theory-based strategy or experience in which those in the priority population will be exposed or in which they will take part.
- 4. doing good
- 13. The number of components or activities that makeup the intervention.
- 14. Review and confirmation that financial reports are accurate and that standard accounting procedures were used to prepare the reports.
- 16. Alternative choices for filling a need; programs or products that send messages that conflict with the behaviors program planners are promoting.
- 17. A small group of people with complementary skills who are committed to a common purpose.
- 18. The process of the marketer providing a product and its benefits to the consumer in trade for the consumer paying a price.

- 19. Individuals who serve an organization or cause and does not get paid.
- 20. Situations where competing values are at play and program planners need to make a judgement about what is the most appropriate course of action.

**Down**

- 1. A planning process that incorporates the wants, needs, and preferences of the priority population directly into interventions and implementation.
- 3. This is also known as capacity-building assistance (CBA).
- 5. Individuals from outside the planning agency/organization or priority population who would conduct part or all of the program.
- 6. A general plan of action for affecting a health problem.

- 7. Individuals from within the planning agency/organization or people from within the priority population supply the needed labor.
- 8. Explains a pattern for how innovations are adopted in a population.
- 9. The process of identifying groups of consumers that share similar characteristics and will respond in a like way to a marketing strategy.
- 10. The process of recording and summarizing transactions and interpreting their affects on the program budget.
- 11. Some call an intervention this.
- 12. A major component of an objective that describes what will change as a result of the program; also the intended results in a logic model.
- 15. The number of program units delivered.

**Word Bank**

- |                           |                         |                    |             |
|---------------------------|-------------------------|--------------------|-------------|
| Technical assistance (TA) | dose                    | Diffusion theory   | Outcomes    |
| beneficence               | Volunteer               | Team               | Accounting  |
| External personnel        | strategy                | Multiplicity       | Audit       |
| Intervention              | Exchange                | Segmentation       | Competition |
| Ethical issues            | Consumer-based Planning | Internal personnel | Treatment   |