



Child Profile Health Promotion Materials Development and Dissemination

Stage	Partner Activity	Child Profile Activity
1: Community-Based Research	<ul style="list-style-type: none"> • Define target audience. • Analyze available health information. • Add to data with baseline studies. • Find and interview key informants. • Research target audience (surveys, focus groups, interviews). • Define a message that meets audience needs (behavioral objectives). • Define the right plan and path. 	
2: Material Development	<ul style="list-style-type: none"> • Define a message. • Write content that's right for your audience. • Design layout and images. • Develop draft. 	
3: Pre-Testing	<ul style="list-style-type: none"> • Pre-test drafts with target audiences (parent groups, professionals). • Pre-test drafts with key informants and clinics. • Revise material and re-test as needed. 	
4: Material Production	<ul style="list-style-type: none"> • Translate into Spanish and review for accuracy and cultural appropriateness. • Proofread. • Print. • Deliver materials to the Child Profile warehouse. 	<ul style="list-style-type: none"> • Review translated material. • Proofread. • Warehouse.

5: Material Dissemination	<ul style="list-style-type: none"> • Send electronic version of all new and revised materials to Child Profile. 	<ul style="list-style-type: none"> • Assemble and package materials. • Address envelopes. • Take mailings to the United States Postal Service. • Pre-pay bulk mail postage. • Post an electronic version of all new and revised materials on the Department of Health website.
6: Evaluation	<ul style="list-style-type: none"> • Process impact (parent satisfaction survey). • Analyze trends. • Outcome (for example, do health promotion materials change parents' behavior?). • Compare recent health data to baseline information (if appropriate) and assess impact. 	
7: Refine Material	<ul style="list-style-type: none"> • Review materials with the target audience. • Review of material yearly by professionals. • Document changes to material content, format, or process as a result of evaluation data and review process. • Return to Stage 1 and continually use evaluation findings. 	