

The **ABCs** of
Program
or
Project
Planning



Sunny O'Flynn

The ABCs of
Program or Project
Planning

by
Sunny O'Flynn



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Dedication

To the physicians and nurses who nurtured and nourished my professional life and to my special world, John, Sean, Keri, Jack, Emily, Maggie, and Molly.

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Introduction

The ABCs of Program or Project Planning

Health and well-being are basic to the pursuit of happiness in life. Offering high-quality, accessible health care to all people is essential. This is insurance for the common good and necessary in fulfilling our lives. To maintain our dreams of health and well-being during the current health care crisis, it is important to realize the value of non-profits who pick up and fulfill the gaps that exist within private and government institutions.

Life is a dynamic process in constant motion. Therefore, this guide attempts to provide nursing and health care administration students with approaches, suggestions and recommendations for program and project planning. My goal is to help health care professionals understand what it takes to meet this need in their local communities.

Section 1

Questions and Answers

A number of questions should be asked before any program or project is begun. Start with these ten; add as many as you need to come to a complete understanding of your initiative.

1. Why is this program or project necessary?

The health care industry must focus on the broad-based need to sustain healthy populations. Curriculum development in education includes extensive program planning and managing of populations. Based on this recognition of need, there is reasonable evidence to support the existence of gaps, deficits, duplications or overlaps in care. Programs or projects that purport to address these issues should therefore be considered.

2. Is the specific need for this program justified?

There may be a need to offer breast cancer screenings to an increasing number of uninsured people; limited resources for families of an increasing disabled veteran population; or the evolving abusive markers within a particular

school district. Disaster management may be crucial in areas hard-hit by changing weather patterns. And rural communities may have limited access to services due to a lack of available transportation. When a need is established within a given area, the justification for a program to address that need becomes evident.

3. Is this a new project, a newer approach to an existing situation, or a more strategic plan?

If there are related programs in existence, they may be missing an important ingredient, or they may not have considered a particular strategic component. Identify the approach or strategy that is missing or inadequate, and develop a new or better program.

4. What is the population of concern?

Before implementing any program, it is necessary to identify the target population or aggregate who will benefit from this new project. The aggregate is a subgroup of the population that has a particular at-risk or high-risk health problem. The victims of disasters, natural or manmade are a particular targeted population with significant implications.

You may need to form new alliances to identify your target population. Teachers and school nurses may see an increasing number of elementary school children presenting questionable behaviors and unexplained bruising. It may mean that there is more family violence than noticed previously. Secondary teachers may have insight into the trendy “sexting” currently

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