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Program Planning, Implementation, and Evaluation

9 March 2025

Project Part #2: Goals & Objectives

Mission Statement:

The mission of my health promotion program is to promote greater physical activity among Columbus Somalis through education, culturally-inclusive fitness programming, and community outreach.

Goal:

The goal of my health promotion program is to: promote a more physically active lifestyle among Somalian-Americans in the Columbus metropolitan area.

Objectives:

Process Objectives:

- Schedule three 90-minute cardio-intensive fitness classes per week (Monday, Wednesday, Friday) at the local community center/YMCA over the course of 4 months (Beginning of April – beginning of August)
- Between the first week of April and the first week of July, Schedule two 60-minute information sessions per week (Tuesday, Thursday) at the local mosque, where Columbus Metro Park employees will inform community members about their local Columbus Metro Parks and the programs they offer.

- Between May 30th and August 15th, schedule two 60-minute professional development sessions a week for teachers at a large local elementary school, in which teachers learn how to integrate classroom-based physically active lesson planning into their curriculum in preparation for the upcoming school year.

Outcome Objectives:

- After the program, 80% of participants will be able to list three ways in which they can incorporate physical activity into their lifestyle (short-term).
- After the program, 90% of participants will be able to name three parks local to them and one program associated with each (short-term).
- 50% of participants will incorporate 2 hours of moderate-intensity physical activity a week into their lifestyle within 3 months of completing the program (intermediate).
- 60% of participants will utilize their local park space at least once a week within 3 months of completing the program (intermediate).
- Within 3 years, there will be a 10% decrease in noncommunicable diseases associated with physical inactivity among Somali-Americans in the Columbus metropolitan area (long-term).