

APPENDIX E

PRECEDE/PROCEED FRAMEWORK FOR PLANNING

The PRECEDE/PROCEED framework for planning was originally developed by Lawrence Green and Marshall Kreuter to serve as aid in the development of health promotion programmes. This framework serves as a step-by-step approach to create appropriate health promotion projects. Although the framework was developed specifically for health promotion programmes, the basic principles that underlie the framework can be applied to other awareness programmes, such as environmental education programmes, as well.

PRECEDE stands for "Predisposing, Reinforcing, and Enabling Constructs in Educational Diagnosis and Evaluation" while PROCEED stands for "Policy, Regulation and Organizational Constructs in Education and Environmental Development". The basic premise of the PRECEDE framework is that it asks "why?" before "how?". Therefore, the programme planner will attempt to ascertain why communities or groups exhibit certain behaviour before any attempt to change behaviour. The programme planner begins with the outcome and works backwards to determine what causes it or what precedes the outcome. Attempting to change the behaviour of a community where littering is a pervasive problem would therefore first determine the reasons behind the littering problem (no waste disposal facilities, for example) before developing a programme to influence behaviour change.

The PRECEDE framework consists of 6 phases:

- Phase 1. Social Assessment
- Phase 2. Epidemiological Assessment
- Phase 3. Behavioural & Environmental Assessment
- Phase 4. Education & Organizational Assessment
- Phase 5. Administrative & Policy Assessment
- Phase 6. Implementation.

The PROCEED aspect of the framework is an extension of the administrative assessment step of PRECEDE (phase 5) and consists of process evaluation (phase 7) and impact evaluation and outcome evaluation (phase 8 and 9). In phase 8 and 9,

specific impact and outcome objectives are established to ensure measurable targets for the programme.

It is suggested that programme planners in the City of Tshwane take cognisance of the basic principles of this framework when developing programmes for environmental education and awareness. The crucial steps that should be taken when developing programmes aimed at changing behaviour at a community level are outlined in the framework and will hopefully enable programme planners to create an effective instrument aimed at environmental education and awareness. Training for stakeholders in Tshwane can include a section on the PRECEDE/PROCEED framework.

A variety of web-based resources are available on the PRECEDE/PROCEED framework. The book by Green and Kreuter will provide the most detailed information on PRECEDE/PROCEED:

Green, L. and Kreuter, M. (1991) *Health Promotion Planning: An Educational and Environmental Approach*, 2nd edition, Mountain View, CA: Mayfield Publishing Co.