

Alicia Blaine

08/18/21

Community Rotation

Health Promotion Project Report

Programs Outcome Assessment

Overall, based on participant feedback and pre-and post-testing, the program was successful in educating participants on how to go grocery shopping and make healthier decisions in the grocery store.

Timeline for HPP

7/20/21- choose HPP topic (Grocery Store Tour)

7/21/21- record radio show to market the WMFRxP and upcoming learning material

7/26/21-7/30/21- create HPP outline/lesson plan

8/02/21-8/05/21- research target population using existing WMFRxP data and BRFSS

8/09/21- record grocery store tour at Weis Market

8/10/21-8/11/21- develop additional learning materials

8/12/21-8/16/21- edit grocery store tour video

8/17/21- present grocery store tour presentation and video to at least 5 people

8/17/21- gather feedback from participants

8/18/21- evaluate the HPP

Appropriate Data Collection and Submitted

Data was collected from previously existing data and CHNA for the WMFRxP. A
Additional information was collected using BRFSS/CDC data (see e-portfolio).

Outcome Evaluation or Review of Previous Data

An outcome evaluation form was completed to determine effectiveness of the learning materials used and overall program success.

Completed “Outcome Evaluation Form”

See E-binder.

Marketing Methods Used

The Wayne Memorial Food Prescription Program was marketed on the radio, in flyers, through physician referrals, and word of mouth. The grocery store tour was marketed on the radio and by word of mouth, and is now available for use via [hyperlink](#).