

Implementation Models, Theories & Frameworks

PRECEDE - PROCEED

The PRECEDE-PROCEED Model provides a structured, step-by-step approach for designing, implementing, and evaluating health promotion programs.

Type

Evaluation Framework

Purpose

To guide systematic and evidence-based program planning by assessing predisposing, enabling, and reinforcing factors that shape health behaviours, ensuring interventions address the specific needs of a community.

Elements

The model includes two main phases.

1. **PRECEDE phase** (Predisposing, Reinforcing, and Enabling Constructs in Educational Diagnosis and Evaluation):

- **Social Assessment** – understanding community perceptions of health issues
- **Epidemiological Assessment** – identifying priority health issues
- **Behavioural and Environmental Assessment** – examining factors influencing health behaviours
- **Educational and Organisational Assessment** – identifying predisposing, reinforcing, and enabling factors affecting behaviours

2. **PROCEED phase:**

Focuses on implementing strategies and evaluating their effectiveness over time, particularly on health outcomes and related behaviours.

Use with

Social Cognitive Theory – to explore individual and environmental influences.

Health Belief Model - to clarify determinants of health behaviours.

Strengths and Limitations

STRENGTHS

- Comprehensive and structured
- Encourages deep understanding of community health problems and needs
- Starts with desired health outcomes and works backward to address causes
- Promotes community participation, enhancing acceptance and sustainability
- Adaptable to diverse health issues and settings

LIMITATIONS

- Can be time-consuming and complex, which may be challenging in fast-paced healthcare environments

See it in practice



[Applying the PRECEDE-PROCEED model to develop MommaConnect: a digital healthcare platform for addressing postpartum depression and improving wellbeing \(Posmontier et al., 2024\).](#)



[Application of the PRECEDE-PROCEED model for the development of a community pharmacy ear health intervention for rural populations \(Taylor, Cairns & Glass, 2021\).](#)



[Examining enhanced implementation of routine antenatal care practices to support healthy pregnancy weight gain \(Hoch, Meloncelli, & Jersey, 2023\).](#)

Find out more



[Community Tool Box](#)

References

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