

## The PRECEDE-PROCEED planning model

The planning of a policy intervention consists of several different considerations ranging from objectives to interventions. The PRECEDE-PROCEED model (see Figure 1) approaches the planning process by breaking it into manageable smaller pieces. It also allows taking account both internal and external factors. The model recognises that behaviour is a complex of factors that need unravelling and need to be influenced by a combination of interventions.

The model consists of three phases. Green and Kreuter summarize their planning model with the slogan: “begin at the end”. Therefore the sequence of planning is the following:

1. In Phase 1 “Diagnosis”, a behavioural and contextual analysis is made and programme goals are established in line with policy objectives. The roles of habitual and reasoned behaviour of the target groups are assessed. Also the changeability of behaviour is analysed as it is advisable to start with behaviour which has the greatest impact and is easiest to change.
2. In Phase 2 the corresponding determinants influencing the target group behaviour are analysed. These include predisposing factors (motivating behaviour), enabling factors (facilitating behaviour) and reinforcing factors (providing feedback). Behaviour can be explained as a function of the collective influence of these determinants. In this step, both internal and external factors influencing behaviour should be taken into account.
3. Finally, the instruments are chosen in Phase 3. Regulatory instruments (laws, regulations, permits, enforcement, covenants and agreements) mainly influence behaviour through compulsion. Economic instruments (subsidies, levies, taxes, tax differentiation and financial constructions) influence behaviour through financial transactions. Communicative instruments (information and promotion, training, personal advice, demonstrations and benchmarks) persuade. Structural provisions (infrastructural provisions and technical interventions) work by compulsion and in a facilitating way. Often, a combination of instruments is used to influence people’s decisions. (Bruel 2007).

### Motto of the model: beginning at the end

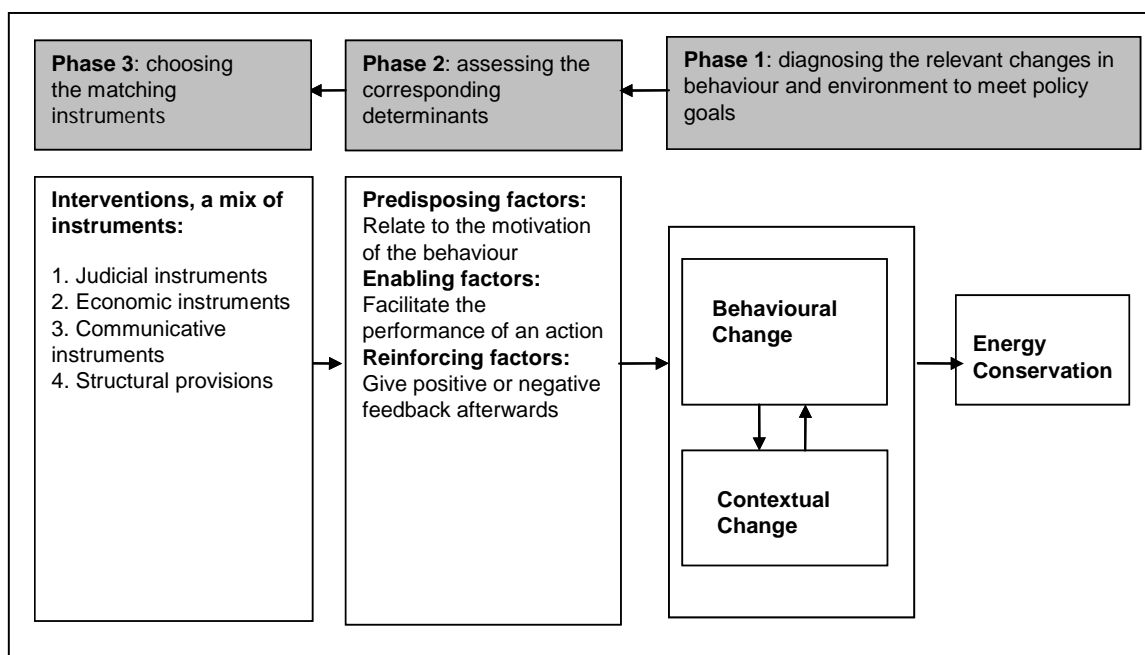


Figure 1. The PRECEDE - PROCEED (Modified from Green and Kreuter, 1999)